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I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA  
Business Incubation Centre

Ref. No. IKGPTU/.. BIC/23.....

Date. 13/02/26.....

**Directors/Principals**

**All the University Campuses & it's Affiliated Colleges**

**IK Gujral Punjab Technical University**

**Subject: Invitation to Encourage Applications for Rural Milieu Accelerator.**

Respected Sir/ Madam

As per the subject cited above, it is informed that Punjab State Council for Science & Technology (PSCST), Department of Science, Technology & Environment, Government of Punjab, has established a first-of-its-kind Rural Milieu Accelerator (RMA) at Talwara, Hoshiarpur in collaboration with Unati Cooperative Society. The Rural Milieu Accelerator has been designed to support tech-driven rural startups, innovators, FPOs, SHGs, and small enterprises by providing incubation facilities as mentioned in the attached brochure.

This initiative is particularly relevant for startups and innovators working in areas such as agri & food processing, bioresource utilization, rural value addition, biomass, natural products, millet processing, sustainable technologies, and livelihood-based innovations.

In light of the above, You are requested to kindly depute E Cell Faculty coordinator of your institute to circulate this information among faculty members, innovation/startup cells, and students of your institution and encourage eligible startups and innovators to apply. Your support in promoting this initiative within your campus ecosystem will significantly contribute to strengthening Punjab's rural innovation and startup landscape.

- Last Date for Application: 22 February 2026
- Application Link: <https://rb.gy/8av4fl>

With regards,

MS Bedi

Dr. Mrigender Singh Bedi

Coordinator, Business Incubation Centre

IKG PTU

"Propelling Punjab to a prosperous Knowledge Society"

**I. K. Gujral Punjab Technical University**

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## Opportunity for Startups/Innovators

PSCST invites applications from startups, innovators, entrepreneurs, researchers working towards rural upliftment to scale up or test-bed their innovations at Rural Milieu Accelerator set up at Talwara, Hoshiarpur.

Selected applicants will receive tech acceleration support including infrastructure, technical, training & capacity building and branding, marketing & finance.

Interested applicants may submit their application by **22.02.2026**. Apply at <https://rb.gy/8av4f1>.

For more details visit our website at [www.pscst.punjab.gov.in](http://www.pscst.punjab.gov.in)

Corrigendum(s), if any, shall be published on the above website

**Punjab State Council for Science & Technology,  
Department of Science, Technology & Environment, Govt. of Punjab  
MGSIPA Complex, Sector 26, Chandigarh**



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PSCSTCHANDIGARH



@PSCSTGoP

# **Rural Milieu Accelerator**

**Talwara, Hoshiarpur**



AN INITIATIVE OF  
**Punjab State Council for Science & Technology**  
**Department of Science Technology & Environment, Punjab**  
in collaboration with  
**The Unati Cooperative Marketing Cum Processing Society Ltd.**

## Background

Rural Entrepreneurship has a power to boost indigenous innovations, providing solutions not only to challenges of local community but also has potential to augment sustainable development, economic growth and employment avenues. Rural Enterprises are prime force to spur innovations and contribute to country's economic pool as well as create opportunities for employment generation. Indian Govt, with the vision of Self Reliant India, is strengthening Startup Ecosystem, which has grown manifolds in past years. The trend is now catching up in rural India as well as for strategic development and accelerated growth. The emphasis is to harness local innovations for wealth creation and improving quality of life.

Govt. of Punjab, in alignment with National Vision, is fostering culture of Innovation to boost knowledge led enterprises. Mission Innovate Punjab launched by State Govt. and spearheaded by Punjab State Council for Science & Technology (PSCST) is focused on Enhancing Competitiveness, Boosting Growth, Creating Quality Employment and Achieving Sustainable Development Goals.

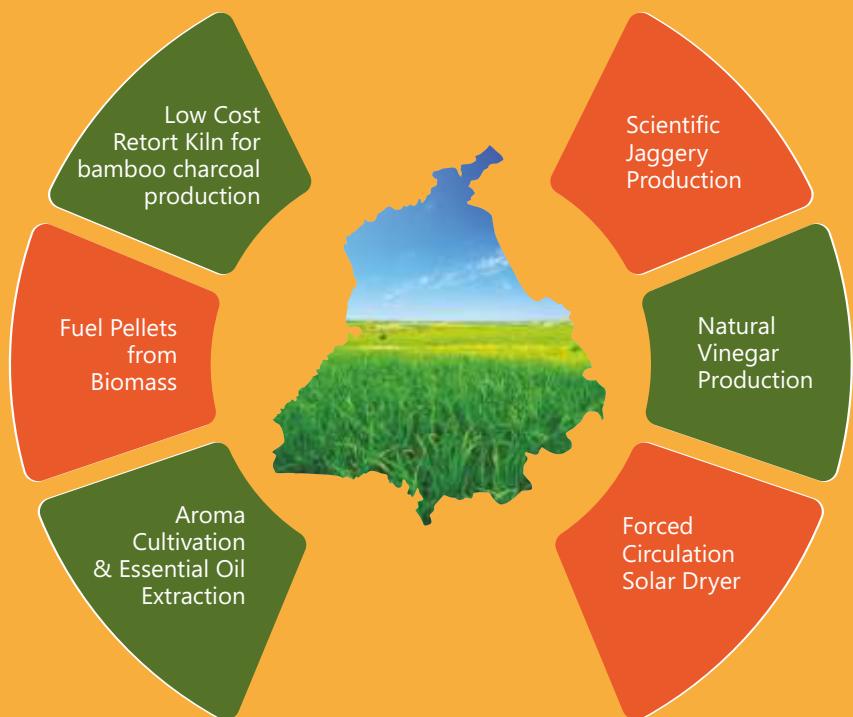
## Bioresource Processing Facility (BPF)

PSCST is also working for tech empowerment of rural communities by harnessing local competence and resources. A state-of-the-art Bioresource Processing Facility has been set up by PSCST at Talwara with the support of Department of Biotechnology, Ministry of Science & Technology, Govt. of India. The facility is serving as a platform for scale up and promotion of technologies for sustainable rural livelihood generation for local communities. BPF is processing >2000 MT local bioresources annually and is generating employment to the tune of 2 lakh mandays per annum. This has emerged as a huge success story of the region.



## Rural Innovation & Application Centre (RIAC)

The RIAC is another initiative taken up with the support of Department of Biotechnology, Ministry of Science & Technology, Govt. of India to address socio-economic challenges of rural communities through introduction of tech innovations for value addition of local bioresources. RIAC has made significant contributions in development, demonstration & transfer of innovative affordable technologies developed by Knowledge Partner Institutions viz. DBT's Centre for Innovation & Applied Bioprocessing, Punjab Agricultural University, Guru Angad Dev Veterinary & Animal Science University. The Centre works on Social Entrepreneurship Model for boosting rural enterprises. Some of the these interventions promoted have been able to create major impact in terms of employment generation and development of the area.



# Rural Milieu Accelerator

The rural enterprises and startups face lot of challenges in terms of lack of tech innovativeness, product quality, certification, branding, investment for growing operations and competition with bigger units. Further, there is lack of connect with R&D institutions/technology providers, which is one of the prime road blocker for rural startup & businesses. PSCST realized the need to build strategic framework and mechanism to push acceleration of local innovators, PSCST has set up first-of-its-kind Rural Milieu Accelerator at Talwara at 4 acre land adjoining RAIC in collaboration with Unati Cooperative Society. The Accelerator has been set up with the vision to provide single platform to offer physical space for accelerating ideas; test bedding of innovations; providing facilities for upscaling & validation and connect with stakeholders to accelerate start ups, SHGs, Small Enterprises operational in Rural areas etc.

## Facilitation Support

### 1. Infrastructure Support

**Central Processing Facility:** The centre has state-of-the-art processing facility for use by entrepreneurs/innovators to scale up their manufacturing activities



#### Primary Agri Processing Facility

Hermatic Storage, Bubble Solar Dryer, Oil Expeller, Rice Shellers, Flour Mill etc



#### Fermentation Facility

Established in 3500 Sq. Ft Area  
25000L capacity



#### Pectin Extraction Unit

100-300 kg pectin production per day



#### Juicing Line

Automatic Filling Machine  
Automatic Pasteurizer with 2000 L/ Hr Capacity



#### Pulping & Dehydration Facility

Area 5000 sq. ft, Pulping Machine, Mechanical Dehydrator etc



#### Packaging Line

Area 6000 sq. Feet, Automatic Labelling Machine , Equipped with Carton Tapping Machine & Batch Coding Machine



#### Common Effluent Treatment Plant (ETP)



### Quality Control Lab

A QC lab has been set up to provide basic testing of products. It houses QC equipment including HPLC, pH meters, Refracto-meters, viscometers & other required equipments



### IT Support, Common Office Spaces & Conference Room

Quality IT Infrastructure including computer system, high speed internet, video conference facilities etc.

## Upcoming Facilities :

Millet Processing Facility & Fortified Food Development Facility

## 2. Technical Support

- Mentorship for scale up & validation of processes/products, streamlining of operations etc.
- Access to workable technologies of Knowledge Partner Institutions viz., IIT Ropar, Punjab Agricultural University, Guru Angad Dev Vet & Animal Sciences University, National Agri- Food Biotechnology Institute etc
- IP Management

## 3. Training & Capacity Building

Training Centre & Conference Room facility set up to organize :

- Tech Acceleration Program in Primary Processing
- Tech Acceleration Program in Food Safety, Quality Control etc.
- Tech Acceleration Program in IP Management, Business Development and Tech Transfer
- Tech Acceleration Program in Scientific Jaggery Making
- Other need based Capacity Building Programs

## 4. Branding, Marketing & Finances

The support will be provided for branding & marketing as well as all the backward & forward linkages. Further the linkages will be provided for financial support.

**Beneficiaries** - Tech led startups, Incubators, Farmer Producer Organizations, Primary Agricultural Cooperative Societies, Self Help Groups



## PARTNER INSTITUTIONS



## CONTACT

Punjab State Council for Science & Technology  
Department of Science Technology & Environment, Punjab

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