

India, Brazil Strengthen Partnership in Agri-Innovation through Maitri 2.0 Cross-Incubation Programme

Maitri 2.0 a Two-Way Learning Platform for co-Creation Between Two Countries, says ICAR DG Dr. M.L. Jat

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The Indian Council of Agricultural Research (ICAR) launched the second edition of the Brazil–India Cross-Incubation Programme in Agritech (Maitri 2.0) at New Delhi today. The event was graced by Dr. M. L. Jat, Secretary (DARE) & Director General (ICAR), and H.E. Mr. Kenneth Nobrega, Ambassador of Brazil to India, along with senior officials and representatives from leading Brazilian research and innovation institutions.



Dr. Jat highlighted the 77-year-old partnership between India and Brazil. He emphasized their shared role in global platforms like BRICS and G20, and the recent ICAR–EMBRAPA MoU as a milestone for collaboration across the agri-food value chain. Recalling historical agricultural linkages, Dr. Jat stressed the power of complementarities and the need for innovation-driven growth. He stated ICAR's transformation from 74 patents in 1996 to over 1,800 annually, supported by incubation centers and over 5,000 licensing agreements. He also underscored that

commercialization is about delivering public-funded innovations to end-users, not just revenue. The DG called Maitri 2.0 a two-way learning platform for co-creation between Indian and Brazilian innovators and reaffirmed the commitment to building a stronger, innovative, and inclusive agri-food ecosystem for global food security.



H.E. Mr. Kenneth Nobrega, Ambassador of Brazil, in his remarks, expressed appreciation for ICAR's initiative and underlined the strategic importance of creating synergies between the agritech ecosystems of India and Brazil. He emphasized that the Maitri 2.0 programme reflects the broader Brazil–India strategic partnership, aligning with the leaders' shared vision for cooperation in agriculture, emerging technologies, and food and nutritional security. He called the initiative a strategic step, aligning with both nations' vision for cooperation in agriculture, emerging technologies, and food and nutritional security.



Dr. Ch. Srinivasa Rao, Director, ICAR–IARI shared that ICAR–IARI has supported 400+ agri-startups, nurturing ideas into innovations and business models. “Agriculture must be seen as both a livelihood and a business,” he noted. Welcoming the delegation, Dr. Neeru Bhushan, ADG (IPTM)

set the context, highlighting the shared challenges of climate change, food security, and the need for sustainable intensification.

The event concluded with a vote of thanks by Dr. Vishwanathan Srinivasan, JD, ICAR-IARI acknowledging the efforts of ICAR and the Embassy of Brazil in deepening bilateral cooperation.

Bringing together innovators, startups, and institutions from both countries, the programme will help build resilient food systems and empower farmers. Maitri 2.0 aims to strengthen incubator linkages, exchange best practices, promote co-incubation, and open new opportunities in sustainable agriculture, digital technologies, and value-chain development, bilateral cooperation

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