



**CCS NIAM - Centre for Innovation, Entrepreneurship & Skill Development**  
(A Knowledge Partner for RKVY-RAFTAAR, MoA&FW, GoI)



**CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCS NIAM)**

(An Autonomous Organization under Ministry of Agriculture & Farmers Welfare, Government of India)

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Website: [www.ccsniam.gov.in](http://www.ccsniam.gov.in)

**“Applications are invited for Startup Agri-Business Incubation Programme”**

**Startup  
Incubation**

**Two months  
Training**

**Rs. 25 lakhs  
Funding**

CCS NIAM Centre for Innovation, Entrepreneurship & Skill Development launches “Startup Agri-Business Incubation Program” under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR).

Startup agri-businesses eager to get integrated incubation support comprising of business mentoring, technical assistance, access to domain experts, marketing and networking support are encouraged to apply.

Each selected startup that has a minimum viable product (MVP) based on innovative solutions/ processes / products/ services/ business models in agriculture and allied sector will be eligible for a maximum limit of Rs. 25 Lakh as grant-in-aid under the scheme subject to final selection by committee.

Last date for application is 15<sup>th</sup> March, 2019.

For more details, visit: [www.ccsniam.gov.in](http://www.ccsniam.gov.in)

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Chief Operating Officer (COO)-RKVY

Director, CCS NIAM

## **Startup Agri-Business Incubation Programme**

### **Seed Stage Funding as grant-in-aid to Startups**

Under the seed stage funding available to incubatees, financial assistance of a maximum of Rs. 25 lakhs will be granted to potential startups that have a minimum viable product (MVP) based on innovative solutions/ processes / products/ services/ business models in agriculture and allied sector. The amount of Rs. 25 lakh is the upper limit of the seed fund assistance. The applicant incubatees would be provided funds as per their genuine requirements and as per appraisal/evaluation of their business plans by the NIAM Centre of Excellence Incubation Committee (CIC) and the decision of the CIC in this regard will be final. The CIC will not be bound to give any reason in case an application for seed loan is rejected.

This support will assist the incubatees to launch their products/ services/ business platforms etc. into the market and help them to scale up their operations as well as to attain business viability at a faster pace. This support will also facilitate them to attract investments from angel/venture capitalists or taking loans from commercial banks /financial institutions for further scaling-up of their business operations.

### **Objectives**

- a. To ensure timely seed support to deserving incubates.
- b. To enable translation of minimum viable product (MVP) to marketable stage and scale up the product and business.
- c. To provide a platform for faster experimentation and modification in their approaches or minimum viable product (MVP) based on innovative solutions/ processes / products/ services/ business models etc. for scaling up.

### **Eligibility Criteria**

- a. All incubatees will be eligible for this funding on the basis of consistent performance evaluated by CIC.
- b. The applicant should be a registered legal entity in India.
- c. The applicant has to be an Indian start-up as per DIPP notification. This support is not meant for Indian Subsidiaries of MNCs/foreign companies.
- d. A startup supported once will not be eligible for applying for the subsequent round of seed support.

## **Selection Process of Incubatee for Seed Stage Funding**

- a. The NIAM Centre of Excellence Incubation Committee (CIC) will select the potential incubates based on selection criteria.
- b. During the selection process, CIC will take into consideration any other grant-in-aid funding received by the incubatee for the same activity/product from other GOI ministries. A self-declaration from the incubatee about such funding will be mandatory.
- c. After two months of residency of incubatees, CIC will evaluate the progress of the incubatee and based on their performance recommend them for seed stage funding to the Nodal Division, Department of Agriculture Cooperation and Farmers Welfare (DAC&FW).
- e. Nodal Division, DAC&FW will approve and sanction the project of the incubatees based on recommendation of CIC and release the first instalment of the grant-in-aid to the CIC for further disbursement to the incubatee.
- f. The CIC would execute a legal agreement with the incubatee who is selected for the seed support and this agreement should be signed before the release of the first instalment of seed fund to the incubatee. The terms of agreement with the incubates start up should be framed by the CIC linking with the progress milestones, monitoring norms etc. Subsequent disbursement schedules should be linked to the achievement of milestones by the incubatee.

## **Pattern of Funding Support and Release of Funds**

- a. A maximum of 20 startups will be supported under this scheme. Each selected startup will be provided a maximum limit of Rs. 25 Lakh as grant-in-aid under the scheme.
- b. For ensuring incubatee/ private participation in the programme, 15 percent on proportionate basis of the project cost will be borne by the incubatee. The remaining 85 percent of the project cost on proportionate basis upto a maximum of INR 25 lakhs will be borne under RKVY-RAFTAAR scheme which will be released in three instalment as mentioned below:
  - i. The first instalment of 40 % of the sanctioned project for seed support will be released after signing of the agreement between the incubator/ CIC and the incubatee.
  - ii. The second instalment of 40% will be released to the incubatee after recommendation of CIC based on their performance and achievement of milestone as well as after utilization of 80% of previously released amount and receipt of provisional Utilization Certificate (UC) of 80% of already released funds.
  - iii. The third instalment of 20% will be released to incubatee by the Nodal Division after recommendation of CIC based on their performance and achievement of milestone as well as after utilization of 80% of previous released amount and receipt of provisional UC of 80% of already released funds.

## **Broad Activities to be supported under Seed Stage Funding**

Expenses for the following broad activities would be supported under this programme:

- a. Product Refinement/Testing and Trials/ Test Marketing/ Marketing launch
- b. Expenses on data generation/data acquisition for ideas working on IT side/AI side
- c. Fees for IP issues/one time technology licensing fees
- d. Manpower for day to day operations
- e. Day to day operational expenses like electricity bill, incubation charges etc.
- f. Any other area/activity as deemed necessary and recommended by the NIAM Centre of Excellence Incubation Committee (CIC).

## **Submit completed application forms in prescribed format at:**

[Apply Online:](#)

**e-mail:** apply.rkvyniam@gmail.com

**Offline:** Applications can be sent by Registered Post/Courier to;

Chief Operating Officer (COO)

Centre of Excellence, RKVY-RAFTAAR

CCS National Institute of Agricultural marketing (NIAM)

Bambala, Tonk Road, Jaipur-302033, Rajasthan.

Telephone: 0141-2795117 Mob: +91 99824 11115

# Application Form – Startup Agri-Business Incubation Programme

## 1. General Information of Applicant

- A. Name and Age
- B. Email
- C. Mobile No
- D. Postal Address
- E. Permanent Address (if different from postal address)
- F. Highest Qualification
- G. Details of Core team members (including founder's). Name, designation, qualification, work experience no. of years
- H. What motivated you to start up? (maximum 100 words)

## 2. General Information of Startup

- A. Name of your startup venture? (please write the full legal name)
- B. Website address of your startup, if any.
- C. In which city/town your startup is located at?
- D. When was your startup registered? If registered and which of the following legal entity is your business registered as or will be registered as?
- E. Specify main sector your startup works in? Please tick the box below

Field	Tick	Field	Tick	Field	Tick	Field	Tick
Organic Farming		Precision Farming		Agricultural Supply Chain		Agricultural Biotechnology	
Post Harvest & Food Technology		Food Processing		IoT, ICT and AI in Agriculture		Natural Resource Management	
Animal Husbandry, Dairying		Agri-Input tools and technologies		Farm Mechanisation		Agriculture Engineering	
Agri Ext Education		Waste to Wealth, Secondary Agriculture		Agri Clinics & Farm Health services		Other (Please Specify)	

## 3. Business Model of Startup

- A. Problem Description (What is the problem you are looking to solve?) (maximum 150 words)
- B. Describe your solution (About your product/service/innovation)? (maximum 150 words)
- C. Profile of target customer (maximum 150 words)

D. Define your target market and its total size. Explain strategy to capture the same.  
(maximum 200 words)

E. Who are your competitors? (maximum 50 words)

#### 4. Current Status of Startup and Progress made so far

A. At what stage are you at developing your startup's product/offering? (please tick the box below)

- a. Idea/Concept
- b. Completed prototype/Proof of concept/Minimum Viable Product
- c. Product under trial/testing/Pilot
- d. In market for less than an year
- e. In market for more than an year
- f. Other (Please Specify

B. What potential industry partners and/or customers have you met with to validate your idea? (maximum 100 words)

C. Describe your revenue model? (maximum 100 words)

D. Please provide past one year's or latest available financial details, if any.

Particulars	Rs.
Sales	
Cost of Goods Sold	
Administration Expenses	
Financial Expenses	
Selling Expenses	
Other Expenses	
Net Profit	
Fixed Assets	
Current Assets	
Capital & Reserves	
Long Term Liabilities	
Current Liabilities	

E. Please specify the amount and source of funding received till date (in case applicable)  
(maximum 50 words)

#### 5. Additional information

A. Describe business goals for the next one year? (maximum 100 words)

- B. Describe expected take-aways (non-financial) from the NIAM incubation program?  
(maximum 100 words)
- C. How did you hear about the program? (maximum 50 words)
- D. Any additional information that you think would be helpful to consider your application. (maximum 100 words)

**Disclaimer:**

Every effort will be taken to treat and handle this information as confidential. However by Signing and applying to CCS NIAM-COE for incubation, you agree not to make any claim or demand compensation in any form, at any point of time, on the information or technology details provided by you as Trade Secret or proprietary Intellectual property. This information will be used by CCS NIAM-COE to assess your application for the purpose of providing Incubation services. Furthermore CCS NIAM-COE does not guarantee acceptance of your proposal until and unless the selection process is over and CCS NIAM-COE has the right to reject any proposal at any point of time without assigning any reason to it. The decision of CCS NIAM-COE will be final and no explanation or justification for any aspect of the selection process shall be given.

Date:

Signature of applicant:

Place: