



CCS NIAM - Centre for Innovation, Entrepreneurship & Skill Development
(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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**CCS NIAM Agri Innovation & Incubation Centre invites applications for
“Startup Agri-Business Incubation Programme (Seed)”**



**Startup
Incubation**

**1 / 1.5 months
residential / online
programme**

**Upto Rs. 25 lakhs
Grant-in-aid**

CCS NIAM Agri Innovation & Incubation Centre 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.

A financial assistance of a maximum of Rs. 25.00 Lakhs will be granted to potential startups subject to final selection by the Selection and Investment Committee (SIC). It will assist the incubatees to launch their products/ services/ business platforms etc. into the market or attain business viability at a faster pace.

For more details, visit: www.niam-nabi.com

Dr. Ravi Kumar Goyal
Chief Operating Officer, NABI

Director, CCS NIAM

Startup Agri-Business Incubation Programme (Seed)

Seed Stage Funding as grant-in-aid to Startups

Under the seed stage funding available to incubatees, financial assistance of a maximum of Rs. 25.00 Lakhs will be granted to potential startups that have a minimum viable product (MVP) / business or a service with market fit, viable commercialization and scope of scaling who has innovative solutions/ processes / products/ services/ business models in agriculture and allied sector.

After successful completion of the one-month orientation programme, the Selection, and Investment Committee (SIC) will recommend the selected startups for Seed Stage Funding grant-in-aid up to Rs. 25.00 Lakhs to Nodal Division, Department of Agriculture Cooperation and Farmers Welfare (DAC&FW).

Objectives

- a. To ensure timely seed funds to selected incubatees.
- b. To enable translation of minimum viable product (MVP) to marketable stage of the product 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 SIC.
- b. The applicant should be a registered legal entity in India.
- c. The applicant has to be an Indian start-up as per DIPP (Department of Industrial Policy and Promotion) notification. This support is not meant for Indian Subsidiaries of MNCs/foreign companies.
- d. Start-ups must have a minimum viable product/ business or a service with market fit, viable commercialization and scope of scaling
- e. Start-ups should be using innovation/regional outreach in its core products or service or business model.
- f. A startup supported once will not be eligible for applying for the subsequent round of seed support.

Broad activities to be supported under Seed Stage Funding

Expenses for the following broad activities would be supported under this program as approved by SIC:

- a. Product Refinement/Testing and Trials/ Test Marketing/ Marketing launch
- b. Expenses on Data generation/data acquisition
- c. Fees for IP issues/one-time technology licensing fees
- d. Manpower for day today operations
- e. Any other area/activity as deemed necessary and recommended by the SIC

Selection Process of Incubatee for Seed Stage Funding

- a. All applicants for this programme will apply as per the prescribed format.

- b. The RKVY Incubation Committee (RIC) will select the potential incubates based on selection criteria.
- c. During the selection process, RIC will take into consideration any other grant-in-aid funding received by the incubatee for the same activity/product from other GoI Ministries and State Governments. A self-declaration from the incubatee about such funding will be mandatory.
- d. After one month of residency/ incubation programme, RIC will evaluate the progress of the incubatee and based on their performance, may recommend the incubatee to the Selection and Investment Committee (SIC) for final recommendation of grant-in-aid.
- e. The decision of Selection and Investment Committee (SIC) in this regard will be final. The SIC will not be bound to give any reason in case an application for seed fund is rejected.

Pattern of Funding Support and Release of Funds

- a. The CCS NIAM 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 incubatees start up should be framed by the CCS NIAM linking with the progress milestones, monitoring norms etc. Subsequent disbursement schedules should be linked to the achievement of milestones by the incubatee.
- b. Each selected startup will be provided a maximum limit of Rs. 25.00 Lakhs as grant-in-aid under the scheme. (start-ups already receiving grants / financial support from any other source will not be eligible under RKVY- RAFTAAR)
- c. 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 Rs. 25.00 lakhs will be borne under RKVY-RAFTAAR scheme which will be released in two installments as mentioned below:
 - I. The first instalment of 50% of the sanctioned project cost for seed support will be released based on the recommendation of SIC and after the signing of the agreement between the incubator and the incubatee.
 - II. The second instalment of 50% will be released to the incubatee after completion of the milestones as mandated by SIC, submission of the CA certified UC, expenditure statement, milestone achievement report and other documents and subsequent approval from the incubator.

Submit completed application forms in prescribed format at:

Apply Online: <https://forms.gle/BRHW2eige9tXE7M6A>

E-mail: nabi@ccsniam.ac.in

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

Dr. Ravi Kumar Goyal
Chief Operating Officer (COO)
CCS NIAM Agri Innovation & Incubation Centre
CCS National Institute of Agricultural Marketing (NIAM)
Bambala, Tonk Road, Jaipur-302033, Rajasthan
Helpline No.: +91 88758 70034, 91679 63551

Last Date of Application: 31st July 2024

Application Form – Startup Agri-Business Incubation Programme – 11

1. General Information of Applicant

- A. Name of the applicant
- B. Age
- C. Email
- D. Mobile No
- E. State
- F. City
- G. Address for communication
- H. Permanent Address (if different from above address)
- I. Highest Qualification
- J. Furnish the details of your core team members in the table below:

S.No.	Name	Designation	Qualification	Relevant Experience (in yrs)

- K. What motivated you to startup? (maximum 100 words)

2. General Information of Startup

- A. Is your startup registered as a legal Entity? (Yes / No)
- B. In which year your startup was registered?
- C. If registered, then which of the following legal entity is your business registered:

Legal Entity	Name of the Organization
Sole Proprietorship	
Registered Partnership	
Limited Liability Partnership (LLP)	
Private Limited Company	
One Person Company (OPC)	
Others	

- D. Name of the registered entity as per incorporation document?
.....
- E. In which city/state your startup is located/Proposed to be located? (Please mention City/Sate)
.....
- F. Website address of your startup, if any.
.....

G. Is your startup registered at Startup India Portal? (Yes / No)

H. 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. How do you intend to acquire customers? (maximum 200 words)
- D. What is the Revenue Model of your startup (sources of income)?
- E. Please provide past one year's or latest available financial details, if any.

Particulars	Rs.
Sales till date	
Net Profit till date	

4. Current Status of Startup and Progress made so far

- A. At what stage are you in developing your startup's product/offering? (please tick the box below)
1. Idea/Concept
 2. Completed prototype/Proof of concept/Minimum Viable Product (MVP)
 3. In market for less than a year
 4. In market for more than a year
- B. Please specify the amount and source of funding received till date (in case applicable) (maximum 50 words)

C. Additional information

- A. Describe expected take-aways (non-financial) from CCS NIAM's incubation program? (maximum 100 words)

- B. How did you hear about the program? (maximum 50 words)
- C. What is the social impact of your business model/startup? (Actual/Proposed)
- 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:
Place:

Signature of the applicant