



MANAGE – Centre for Innovation and Agripreneurship

(A Knowledge Partner for RKVY-RAFTAAR, MoA&FW, GoI)

National Institute of Agricultural Extension Management (MANAGE)

(An Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad - 500 030, Telangana

Applications Invited from Startups and Idea-stage Entrepreneurs

Two months training, mentoring from experts, technical & business support, followed by up to Rs.25 lakhs grant-in-aid and incubation support for selected startups and Rs.10,000 per month stipend and up to Rs.5 lakhs grant-in-aid to selected idea-stage entrepreneurs. Last date for application is **30th June 2019**.

For more details: www.manage.gov.in

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Agripreneurship Orientation Program

Agripreneurship orientation program is aimed at providing an opportunity to students/ youth to work on their innovative ideas by imparting two months training cum hands on internship with other startups. Guided by experienced and innovative startups, they will be able to understand business concepts/nuances, strategy and practical insights of specific industries or markets, challenges and strategies to resolve them.

After successful completion of the two months orientation program, MANAGE Centre for Innovation and Agripreneurship will facilitate incorporation of entities for all viable business ideas by the above mentioned interns. After that, these startups will be eligible for Idea/Pre-Seed Stage Funding, grant-in-aid up to Rs.5 lakhs

Objectives

- a. To nurture potential agripreneurs by providing training cum internship with other startups to provide them practical, technical and business insights;
- b. To create and nurture a pipeline of agripreneurs for incubators
- c. To make pursuing entrepreneurship related to innovative ideas an attractive career option among other available career choices.

Eligibility Criteria

- a. The applicant should propose one innovative idea based on technology, service, business platforms etc. for increasing efficiency in agriculture and allied sector.
- b. The applicants are expected to pursue their entrepreneurial aspirations full time.
- c. The applicant should have an initial business plan/ proposal for the idea they intend to pursue.

Selection Process of Interns for Agripreneurship Orientation

- a. MANAGE Centre for Innovation and Agripreneurship shall announce the program
- b. All applicants for this program will apply as per the prescribed format (Application Form).
- c. The selection of agripreneurs that have an innovative idea based on technology, service, business platforms etc. and interest in pursuing their entrepreneurial aspirations full time, shall be done by the MANAGE selection committee.

d. Under this program, MANAGE Centre for Innovation and Agripreneurship will select a batch of 30 agripreneurs that have a workable innovative idea.

Funding Support

- a. A stipend of Rs 10,000/- per month will be granted to these interns for two months during the hands on training period.
- b. Idea/ Pre-Seed Stage Funding: under this, subsistence grant of a maximum of Rs. 5 lakhs will be provided to interns who have successfully completed the initial two months of agripreneurship orientation program and are aspiring to convert their innovative idea based on technology, service, business platforms etc. into a prototype/ product. Startups supported for idea/pre-seed stage funding will be eligible for obtaining next stage of Seed Stage Funding after evaluation

Broad Activities

- a. These young agripreneurs will receive up to 60 hours initial training at MANAGE Centre for Innovation and Agripreneurship with hands on training cum internship with startups.
- b. They will refine/ work on their innovative idea simultaneously.

Program Period

July 15, 2019 – September 14, 2019

SUBMIT APPLICATION



Government Of India

MANAGE – Centre for Innovation and Agripreneurship

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Startup Agri-Business Incubation Program

Under Startup Agri-Business Incubation Program, 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 applicant incubatees would be provided funds as per their genuine requirements and as per appraisal/evaluation of their business plans by the program selection committee and the decision of the committee in this regard will be final.

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 funding and incubation support to deserving incubatees
- 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. The applicant should be a registered legal entity in India
- b. 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.
- c. A startup supported once will not be eligible for applying for the subsequent round of seed support.

Selection Process of Incubatee

- a. MANAGE Centre for Innovation and Agripreneurship would constitute an Incubation Committee having experts who can evaluate the prospective incubate applications
- b. During the selection process, MANAGE Centre for Innovation and Agripreneurship Incubation Committee will take into consideration any other grant-in-aid funding received by the incubatee for the same activity/product from other GOI ministries.
- c. After two months of residency of incubatees, MANAGE Centre for Innovation and Agripreneurship Incubation Committee will evaluate the progress of the incubatee and based on their performance

recommend them for grant-in-aid funding support to Nodal Division, Department of Agriculture, Cooperation & Farmers' Welfare (DAC&FW).

d. A maximum of 20 startups will be incubated and supported under this program.

Pattern of Funding Support and Release of Funds

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/ RABI and the incubatee.
- ii. The second instalment of 40% will be released to the incubatee after recommendation of Incubation Committee based on their performance and achievement of milestone as well as after utilization of 80% of previously released amount and receipt of provisional UC of 80% of already released funds.
- iii. The third instalment of 20% will be released to incubatee after recommendation of MANAGE committee 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 Grant-in-aid Funding

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

- 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 MANAGE Centre for Innovation and Agripreneurship Incubation Committee.

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