



**Centre for Innovation and Agripreneurship**  
**National Institute of Agricultural Extension Management (MANAGE), Hyderabad**

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**Cohort 15 Advertisement for Agripreneurs under RKVY-RAFTAAR**

**MANAGE-Centre for Innovation and Agripreneurship**

**Student Orientation Program (SOP) under RKVY-RAFTAAR**

An opportunity for the students to convert their innovative agribusiness idea into prototype/product/service. A grant-in-aid support up to ₹ 4.00 lakh is provided to convert their idea into reality.

Student orientation program is aimed at providing an opportunity to individuals to develop and validate their innovative ideas in Agribusiness sector by imparting two months mentoring cum hands on internship with other startups in Agriculture and allied sectors. Guided by experienced mentors 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 one month orientation program, MANAGE Centre for Innovation and Agripreneurship (CIA) will provide opportunity for the SOP participants to pitch for grant-in-Aid up to ₹ 4.00 Lakh to convert their innovative agribusiness idea into prototype/product/service.

**Objectives of the SOP program**

- a. To nurture potential Students by providing mentoring internship with other startups to provide them practical, technical, and business insights.
- b. To create and nurture a pipeline of Students 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, process, service, business platforms etc. in the Agri-business sector for increasing efficiency in agriculture and allied sectors.
- b. The applicant should have an initial business plan/proposal for the idea they intend to pursue.

**Selection Process of Interns for Agripreneurship Orientation Program**

- a. MANAGE Centre for Innovation and Agripreneurship shall announce the program and call for applications from the intended participants.
- b. All applicants for this program will apply as per the prescribed format (Application Form)
- c. The selection of students that have an innovative idea based on technology, product, service, business platforms etc. and interest in pursuing their entrepreneurial aspirations full time, shall be done by Centre of Excellence Incubation Committee (CIC) at MANAGE - CIA



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d. Under this program, the Centre of Excellence Incubation Committee (CIC) at MANAGE - CIA will select Agripreneurs with workable innovative idea in agri-business sector and recommend them for grant-in-aid.

#### **Funding Support**

**Student Orientation Program:** under this program after final evaluation, subsistence grant of a maximum of ₹ 4.00 Lakh (up to 90% of the Project cost) will be provided to the students who have successfully completed the initial one month of Student orientation program and are aspiring to convert their innovative idea based on technology, service, business platforms etc. into a prototype/product/service.

#### **Broad Activities**

- a. Shortlisted Students will receive 30+ hours of initial training at MANAGE Centre for Innovation and Agripreneurship with hands on training cum internship with startups.
- b. They will provide different aspects of the business as well as technical training so that they can refine/work on their innovative business idea simultaneously.

#### **Focus Area**

- A) Agriculture Extension
- B) Agriculture Input
- C) Agriculture Logistics
- D) Agro Processing
- E) Animal Husbandry
- F) Artificial Intelligence
- G) Biotechnology
- H) Block Chain Technology
- I) Dairy
- J) Farm Mechanization & Innovations
- K) Fisheries
- L) Food Technology and Value Addition
- M) Information and Communication Technology
- N) Internet of Things
- O) Natural Resource Management
- P) Online or Virtual Platform
- Q) Organic Farming and Products
- R) Precision Farming and Digital Agriculture
- S) Renewal Energy
- T) Value and Supply Chain Management
- U) Waste to Wealth
- V) Secondary Agriculture
- W) Others

#### **How to apply**

We accept only online applications for the program. You can submit your application in the following link given.

Link for application - <https://forms.gle/mnuFrthkvS9q4UVL9>



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**Agripreneurship Orientation Program (AOP) under RKVY-RAFTAAR**

An opportunity for the Agripreneurs to convert their innovative agribusiness idea into prototype/product/service. A grant-in-aid support up to ₹ 5.00 lakh is provided to convert their idea into reality.

Agripreneurship orientation program is aimed at providing an opportunity to individuals to develop and validate their innovative ideas in Agribusiness sector by imparting one month mentoring cum hands on internship with other startups in Agriculture and allied sectors. Guided by experienced mentors 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 one month orientation program, MANAGE Centre for Innovation and Agripreneurship (CIA) will provide opportunity for the AOP participants to pitch for grant-in-Aid up to ₹ 5.00 Lakh to convert their innovative agribusiness idea into prototype/product/service.

**Objectives of the AOP program**

- a. To nurture potential Agripreneurs by providing mentoring 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, process, service, business platforms etc. in the Agri-business sector for increasing efficiency in agriculture and allied sectors.
- 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 Program**

- a. MANAGE Centre for Innovation and Agripreneurship shall announce the program and call for applications from the intended participants.
- 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, product, service, business platforms etc. and interest in pursuing their entrepreneurial aspirations full time, shall be done by Centre of Excellence Incubation Committee (CIC) at MANAGE - CIA



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d. Under this program, the Centre of Excellence Incubation Committee (CIC) at MANAGE - CIA will select Agripreneurs with workable innovative idea in agri-business sector and recommend them for grant-in-aid.

#### **Funding Support**

**Idea/Pre-Seed Stage Funding:** under this program after final evaluation, subsistence grant of a maximum of ₹ 5.00 Lakh (up to 90% of the Project cost) will be provided to the candidates 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/service. Startups supported for idea/pre-seed stage funding will be eligible for obtaining the next stage of Seed Stage Funding after evaluation.

#### **Broad Activities**

- a. Shortlisted Agripreneurs will receive 30+ hours of initial training at MANAGE Centre for Innovation and Agripreneurship with hands on training cum internship with startups.
- b. They will provide different aspects of the business as well as technical training so that they can refine/work on their innovative business idea simultaneously.

#### **Focus Area**

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- H) Block Chain Technology
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- J) Farm Mechanization & Innovations
- K) Fisheries
- L) Food Technology and Value Addition
- M) Information and Communication Technology
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- P) Online or Virtual Platform
- Q) Organic Farming and Products
- R) Precision Farming and Digital Agriculture
- S) Renewal Energy
- T) Value and Supply Chain Management
- U) Waste to Wealth
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**Startup Agribusiness Incubation Program (SAIP) under RKVY-RAFTAAR**

An opportunity for the startups based on agri-business sector to establish and scale-up their business, a grant-in-aid support up to ₹25.00 lakh is provided for the selected startups.

Startup Agri-Business Incubation Program, a financial assistance program with maximum of ₹25.00 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. It will support the Incubatees to commercialize the product and establish & scale up their business.

**Objectives of the program**

- a. To ensure timely funding and incubation support for selected 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 / strategies 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. Startup should have a Minimum Viable Product (MVP) ready.
- c. The applicant must be an Indian start-up as per DPIIT notification. This support is not meant for Indian Subsidiaries of MNC's/foreign companies.
- d. A startup supported once will not be eligible for applying for the subsequent round of seed support.
- e. Startup should not have received the grant-in-aid funding from any state / central government bodies.



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**Selection Process of Incubatees**

- a. The Centre of Excellence Incubation Committee (CIC) at MANAGE - Centre for Innovation and Agripreneurship will evaluate the prospective incubate applications.
- b. After one month of training of Incubatees, MANAGE Centre of Excellence 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)
- c. RKVY- RAFTAAR selection and Investment Committee from DAC&FW will further evaluate the startups for final release of grant-in-aid.

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

**Seed stage funding** - For ensuring Incubatee/ private participation in the program, 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 up to a maximum of ₹25.00 lakhs will be borne under RKVY-RAFTAAR scheme which will be released in three installments as mentioned below:

- i. The first installment of 50 % of the sanctioned project for seed support will be released after signing of the agreement between the incubator/ RABI and the Incubatees
- ii. The second installment of 50% will be released to the Incubatee after recommendation of SIC 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.

**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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- N) Internet of Things
- O) Natural Resource Management
- P) Online or Virtual Platform
- Q) Organic Farming and Products
- R) Precision Farming and Digital Agriculture
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