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

## Cohort 16 Advertisement for Agripreneurs under PM-RKVY

### MANAGE-Centre for Innovation and Agripreneurship

### Startup Agribusiness Incubation Program (SAIP) under PM-RKVY

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 lakh 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. Startup should not have received the grant-in-aid funding from any state / central government bodies.

## Selection Process of Incubatees

a. The Preliminary Evaluation Committee 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. PM-RKVY Startup 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 lakh will be borne under PM-RKVY 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 100% of previously released amount and receipt of provisional UC of 100% 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

## 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

## How to apply

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

**Link for application** - https://forms.gle/gXrDxxKZJ18CbZYu6