



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

**Call for application for 6<sup>th</sup> Cohort  
Under RKVY-RAFTAAR Scheme  
MANAGE-Centre for Innovation and Agripreneurship**

**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 two 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 two months 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 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 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



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time, shall be done by Centre of Excellence Incubation Committee (CIC) at MANAGE - CIA  
d. Under this program, 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 next stage of Seed Stage Funding after evaluation.

### **Broad Activities**

- a. Shortlisted agripreneurs will receive 60+ hours of initial training at MANAGE Centre for Innovation and Agripreneurship with hands on training cum internship with startups.
- b. They will provided with 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) Agri inputs Farm
- b) Food Processing
- c) Agricultural Supply Chain
- d) Precision Farming
- e) Agri Social Entrepreneurs
- f) Agri Clinic and Farm Health Service
- g) Mechanisation
- h) Farm Mechanisation
- i) IoT, ICT, and AI in Agriculture
- j) Organic Farming
- k) Agricultural Biotechnology
- l) Natural Resource Management
- m) Waste to Wealth, Secondary Agriculture

### **How to apply**

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

Link for application - <https://forms.gle/einwedT9HRvEWf6GA>

### **Last date for filling application**

30<sup>th</sup> September 2021

**Note:** Those who have already applied for MANAGE rolling advertisement **no need to re-apply**