



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

**Rolling Advertisement for Agri-Startups
Under RKVY-RAFTAAR
MANAGE-Centre for Innovation and Agripreneurship**

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 platformsetc. into the market and help them to scale up their operations as well as to attain businessviability 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 upthe 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 has to 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 / centralgovernment bodies.



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Selection Process of Incubatees

- The Centre of Excellence Incubation Committee (CIC) at MANAGE - Centre for Innovation and Agripreneurship will evaluate the prospective incubate applications
- After two months 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)
- RKVY- RAFTAAR selection and Monitoring 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 installment as mentioned below:

- The first installment of 40 % of the sanctioned project for seed support will be released after signing of the agreement between the incubator/ RABI and the incubatees
- The second installment 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
- The third installment 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:

- Product Refinement/Testing and Trials/ Test Marketing/ Marketing launch
- Expenses on data generation/data acquisition for ideas working on IT side/AI side
- Fees for IP issues/one time technology licensing fees
- Manpower for day to day operations
- Day to day operational expenses like electricity bill, incubation charges etc.
- Any other area/activity as deemed necessary and recommended by MANAGE Centre for Innovation and Agripreneurship Incubation Committee

Focus Area

- Agri inputs Farm
- Food Processing
- Agricultural Supply Chain
- Precision Farming
- Agri Social Entrepreneurs



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- 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 below.

Link for application - <https://forms.gle/LS8AKn1SrWraC7L66>

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