



BY SPEED POST

MNG-01/Admn/RTI-Corres/05-11/673

August 12th, 2024

To
Shri Tarun Sharma,
1475 A Sector 57 Part II
Gurgaon,
Pin: 122001
Haryana, India.
Mob: 9650032229

Sir,

Sub:- Information under RTI Act, 2005 – Information sought - Reg.

Ref:- RTI application Registration No. NIAEM/R/E/24/00029, dt. 25/07/2024- Reg.

With reference to your above cited RTI application, the information pertaining to MANAGE is furnished in the enclosed **ANNEXURE** for your information.

If the applicant is not satisfied with the information, you may file an appeal to the First Appellate Authority within 30 days of receipt of reply of CPIO. The name, designation and complete address of the First Appellate Authority of this Institute is as under:-

Dr. N. Balasubramani

Director General I/c

National Institute of Agricultural Extension Management (MANAGE),
Rajendranagar, HYDERABAD – 500 030 (TS)

Ph: 040-24015253 (O), Fax: 040-24015388

Email: dgmanage@manage.gov.in

Yours sincerely,


Central Public Information Officer (CPIO)

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का एक स्वायत्त संगठन, राजेन्द्रनगर, हैदराबाद - 500 030. तेलंगाना, भारत.)

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Government of India)

Rajendranagar, Hyderabad - 500 030. Telangana State. INDIA

Telephone : +91 040-2459 4596/97, Fax : +91 (040) 24015388

E-mail : directoraem@manage.gov.in, Web : www.manage.gov.in

With the reference to RTI application and Registration No. NIAEM/R/E/24/00029 dt. 25/07/2024, the following reply may be furnished on behalf of MANAGE:

Information sought by the RTI applicant	Information Provided by MANAGE
1. Please provide the specific criteria and evaluation process used by the Preliminary Evaluation Committee for the RKVY RAFTAAR Selection Process.	The specific Criteria is: Clause 6.6 & 6.7 Eligibility Criteria (Guidelines of RKVY RAFTAAR) 1. MVP stage startup: A start-up which has a product ready and may be launched in the market before testing and validation. 2. Innovation: From the agricultural perspective, the innovation may be radical or incremental displaying at product, process or business model at regional level
2. Details of the Committee members who participated in the evaluation of our startup application	1. Mr. RVG. Kulkarni, Mentor & Expert 2. Mr. B.B. Singh, Mentor & Expert 3. Dr. Bhanu Reddy, Mentor & Expert
3. A detailed explanation of the feedback provided to our startup, specifically the comments regarding (the machinery required for making leather is not yet available in the market) and the suggestion to rework on the business model.	Detailed explanation of the Committee feedback 1. The Startup has presented a few photographs of leather, Committee members sought additional the proof of prototype leather that the said startup have claimed to have produced in a research lab at Cochin. 2. Does the startup own the technology process & machinery of leather making from Parali or the technology & machinery owned by the Institute/ Research lab where it was produced? 3. Is the technology patented that the startup is using for leather making as it was mentioned in the processing of Parali, the startup has was able to eliminate Silica using certain processes before slurry making? 4. Committee members sought additional testing reports related to tensile strength that the startup mentioned during presentation 5. As per Startup's claim 97% Parali material is being used in the production of leather, committee members the quality test & composition reports 6. As the startup already mentioned that the product is not ready for commercialization, what are the steps that the startup has planned to commercialize it?



4. Clarification on why these concerns were not addressed or questioned during our presentation, given that we provided evidence of machinery availability both within India and internationally.	The above said concerns were addressed during the presentation and the information sought by the committee was re-shared by the startup
5. Documentation and Records: Copies of all documentation, records, and internal communications related to the evaluation and feedback process for our application. Any reports or minutes from the committee meetings where our application was discussed.	Internal communications cannot be shared Gmail communication of applicants mail and feedback shared by the committee members is attached as Annexure 1
6. Information on the procedure for reviewing or appealing the committee decision and feedback.	Clause 6.6 & 6.7 Eligibility Criteria (Guidelines of RKVY RAFTAAR) MVP stage startup: A start-up which has a product ready and may be launched in the market before testing and validation. Innovation: From the agricultural perspective, the innovation may be radical or incremental displaying at product, process or business model at regional level
7. Details on how to escalate this matter to higher authorities if necessary	Nil
8. Committee Composition and Expertise: Please provide the names, qualifications, and professional backgrounds of the members of the Preliminary Evaluation Committee who reviewed our application. What specific criteria or expertise do these committee members have relevant to the evaluation of startups in the agritech and sustainable manufacturing sectors?	CIC Members (Indicated in point no.2)
9. Feedback Rationale: Could you provide a detailed rationale for the feedback indicating that the machinery required for making leather is not yet available in the market? What evidence or sources were used to arrive at this conclusion? Were there any specific concerns or doubts raised during the committee discussion about our business model or technology that were not addressed during our presentation?	1. During the presentation it was shared by the said startup that the prototype was made in a research lab at Cochin and the concerned person i.e. Mr Tarun Sharma is from New Delhi, it was asked that if any patent was filed for the machinery / technology?
10. Consistency & Transparency: How does the feedback provided align with the established guidelines and criteria for evaluating applications under the RKVY RAFTAAR program?	As per the clause 11.1 Eligibility Criteria (Guidelines of RKVY RAFTAAR), MVP stage startup: A start-up which has a product ready and may be launched in the market before testing and validation



	A seed stage startup should be in Product Commercialization stage / MVP Stage. But the said startup has only developed the prototype and is still in the process of establishing facilities for further production and launching in the market. market as per the information shared by the said startup
11. What measures are in place to ensure consistency and transparency in the evaluation process, and how are discrepancies or misunderstandings addressed?	The committee members concerns were shared with the startup & the application was reconsidered for the evaluation and it was selected.
12. Documentation of Evaluation: Are there any internal evaluation reports, minutes of meetings, or correspondence related to our application that can be made available to us?	Internal evaluation information shared with the startups
13. Can you provide copies of any documents or records that details the committee assessment and decision making process of our application	Committee feedback is already attached as Annexure 1



D. Saravanan
(Saravanan Raj)

Director (Agricultural Extension)



Finance Manager MANAGE <fmrkvy.manage@gmail.com>

MANAGE – Selection status of Preliminary Evaluation Committee Meeting of Cohort -11, under RKVY-RAFTAAR-Reg

Tarun Sharma <catarun2009@gmail.com>

Mon, Jul 29, 2024 at 11:12 PM

To: "Manager - Finance, CIA - MANAGE" <fmrkvy.manage@gmail.com>

Cc: Saravanan Raj <saravanan.raj@manage.gov.in>, Saravanan Raj <saravananraj.manage@gmail.com>, Sarvesh Ghangale <mmrkvy.manage@gmail.com>

Dear Ms. V. Usha Sree

Hope you are doing Great.

Thank you for your prompt response and for considering our request for reconsideration of our application for the RKVY-RAFTAAR program. Considering our application, we believe, will not only significantly benefit our start-up but also create a substantial impact for farmers in North India by providing them with an additional income stream. This initiative aligns with the goals of supporting rural economies and advancing sustainable practices.

Please find below our response.

1. As you presented a few photographs of leather, Kindly share the proof of prototype leather that you have claimed to have produced in a research lab at Cochin.

Images of Prototype Leather: Photographs showcasing the prototype leather and related products, demonstrating their quality and characteristics, produced at our research lab in Trivandrum, Kerala are attached herewith.

2. Do you own the technology process & machinery of leather making from Parali or the technology & machinery owned by the Institute/ Research lab where it was produced?

Technology Process and Machinery owned by Institute / Research Lab. We are in process of signing an MOU for technology transfer in the name of our start-up GREENSAPIO TECH PRIVATE LIMITED.

3. Have you patented the technology that you are using for leather making as you mentioned in the process of Parali processing, you are eliminating silica using certain processes before slurry making?

Yes, Patent has been filed for this Technology

4. Please share the testing reports related to tensile strength that you mentioned during presentation

Please find attached test report related to tensile strength dated 20th Dec 2023

5. As per your claim 97% Parali material is being used in the production of leather, kindly share the quality test & composition reports

Please find attached test report containing 96.23% plant based material

6. As you already mentioned that the product is not ready for commercialization, what are the steps that you have planned to commercialize it?

Commercialization Plan:

1. Factory Setup:

- **Location:** We are in the process of setting up our manufacturing facility in Jhajjar, Haryana. This strategic location will allow us to efficiently source rice straw (Parali) from local farmers.
- **Infrastructure:** The facility will be equipped with state-of-the-art machinery and technology to produce high-quality vegan leather. This includes technology for processing Parali and converting it into durable leather.

2. Sourcing Rice Straw (Parali):

- **Farmer Engagement:** We will establish partnerships with local farmers to procure rice straw (Parali) that is currently being burned. This initiative aims to provide an alternative income stream for farmers and reduce environmental pollution caused by the burning of agricultural waste.
- **Supply Chain Management:** Implementing an efficient supply chain system to ensure a steady and reliable supply of Parali. We will also provide incentives and support to farmers to encourage consistent and sustainable sourcing.

3. Pilot Production and Scaling Up:



- **Pilot Phase:** We will begin with a pilot production run to fine-tune our processes and validate the quality of the vegan leather. This phase will help us make necessary adjustments before scaling up.
- **Expansion:** Based on the success of the pilot, we will scale up our production capabilities to meet growing market demand.

4. Quality Assurance and Certification:

- **Testing and Certification:** Conducting rigorous quality tests and obtaining certifications to ensure our vegan leather meets industry standards and consumer expectations.

5. Marketing and Sales Strategy:

- **Market Research:** Performing thorough market research to identify target customers and market opportunities.
- **Branding and Promotion:** Developing a strong brand and marketing campaign to position our vegan leather product effectively in the market.

6. Financial Planning and Investment:

- **Funding:** Securing necessary funding to support the setup and operational costs of the factory, as well as marketing and distribution efforts.

By setting up our factory in Jhajjar and sourcing Parali from local farmers, we aim to create a positive impact on both the environment and the rural economy. This initiative will help reduce agricultural waste, provide additional income for farmers, and contribute to sustainable development.

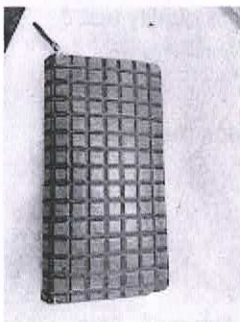
Please let us know if you require any further information or documentation related to our commercialization plan and factory setup.

[Quoted text hidden]

14 attachments



Prototype Image 1.jpg
118K

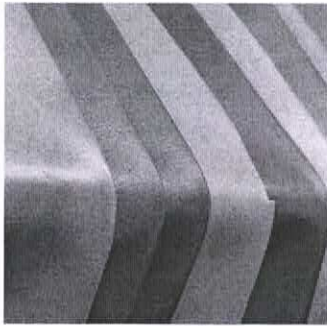


Prototype Image 2.jpg
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Prototype Image 3.jpg
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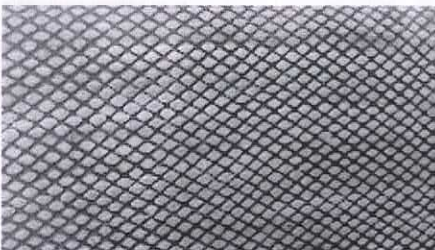
Prototype Image 4.jpg
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Prototype Image 5.jpg
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Prototype Image 7.jpg
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Prototype Image 10.jpg
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Prototype Image 6.jpg
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Prototype Image 9.jpg
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Prototype Image 8.jpg
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Prototype Image 11.jpg
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Prototype Image 12.jpg
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TEST REPORT FOR PLANT BASED LEATHER 20th Dec 2023.pdf
2176K



TEST REPORT RESULTS.pdf
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