

**OPERATIONAL GUIDELINES FOR
INNOVATION AND AGRICULTURE
ENTREPRENEURSHIP CELL UNDER
RKVY-RAFTAAR (2017-18 TO 2019-20)**

RKVY DIVISION

MINISTRY OF AGRICULTURE AND FARMERS WELFARE

KRISHI BHAWAN, NEW DELHI – 110001

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Operational Guidelines for Innovation and Agri-Entrepreneurship Cell under RKVY-RAFTAAR

1. Background

All over the world, incubators are receiving attention for developing new enterprises in the fields of technology, service, business ideas etc. in research institutions and universities. The Government of India has also attempted to rejuvenate the technology and business development ecosystem in various sectors through its rejuvenated flagship programmes. The Agriculture sector which, as per the Indian Economic Survey 2018, still employs over 50 per cent of the Indian workforce and contributes around 17-18 percent to the country's GDP, has its own unique ecosystem and opportunities in the realm of business. Therefore, to specifically cater to the need and modalities for agribusiness promotion, a revamped "Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation" (RKVY-RAFTAAR) has been launched in 2017-18 with a component for innovation and agri-entrepreneurship. Through this initiative, a thrust would be given to promote agri-preneurship and startups.

2. Introduction

The Rashtriya Krishi Vikas Yojana (RKVY) is an important scheme of the Government of India, Ministry of Agriculture and Farmers' Welfare (MoA&FW), aimed at strengthening infrastructure in agriculture and allied areas. In order to promote agri-preneurship and agribusiness by providing financial support and nurturing the incubation ecosystem, a new component under the revamped scheme RKVY-RAFTAAR has been launched in 2018-19 with 10% of annual outlay inclusive of 2% administrative cost.

RKVY-RAFTAAR supports agribusiness incubation by tapping innovations and technologies for venture creation in agriculture. In this process, incubation facilities and expertise already available with participating academic, technical, management and R&D institutions in the country shall be utilized on an individual or collective basis to harness synergies. The existing institutional agribusiness incubators would be strengthened on a need basis by providing grants-in-aid.

Agribusiness Incubation is in its early stages in the Indian agricultural landscape. Though a good number of agribusiness incubators have been started since the first agribusiness incubator by ICRISAT was set up around 2003 in India, yet the success rate of such incubators has not been high. The existing institutional agribusiness incubators are, therefore, envisaged to be strengthened on a need basis and new ones to be set up by providing grants-in-aid under the scheme.

Agribusiness Incubation is in its early stages in the Indian agricultural landscape. Though a good number of agribusiness incubators was set up around 2009 in India, yet the success rate of such incubators has not been high. The existing institutional agribusiness incubators are, therefore, envisaged to be strengthened on a need basis and new ones to be set up by providing grants-in-aid under the scheme.

3. The key components of Innovation & Entrepreneurship Cell under RKVY-RAFTAAR

3.1 The following components will be executed under RKVY-RAFTAAR:

- a. Strengthening of existing agribusiness incubators for integrated rejuvenation and development and setting up new ones – R-ABI (RKVY-RAFTAAR Agribusiness Incubators).
- b. Seed Stage Funding of R-ABI Incubatees
- c. Agripreneurship Orientation
- d. Idea/Pre-Seed Stage Funding of Agripreneurs

The same facility will be utilized to execute all the above mentioned components of RKVY-RAFTAAR.

3.2 Operating structure Innovation & Entrepreneurship Cell under RKVY-RAFTAAR

As a first step, a R-ABI (either existing or new) will strengthen itself with need-based infrastructure, equipment and man power support to implement different components. Thereafter, the R-ABI will execute and monitor various activities covered under these components.

- a. Funding support will be provided to operate the R-ABI programme up to March 2020.
- b. Selected RKVY-RAFTAAR incubatees will be provided incubation and seed stage money as 85 percent grant up to a maximum of Rs. 25 lakhs through R-ABIs for product development/improvement, administrative and market research in the early stages of a start-up.
- c. Selected RKVY-RAFTAAR agripreneurs that have technology/ service/ business platform-based ideas will be provided a stipend for two months for training cum internship with R-ABIs.
- d. Selected RKVY-RAFTAAR interns after successful completion of training cum internship will be provided idea/pre-seed stage seed money as 90 percent grant up to a maximum of Rs. 5 lakhs through R-ABIs to convert their idea/proof of concept into prototype/ product.

4. Establishment of RKVY-RAFTAAR Agribusiness Incubators (R-ABIs) and strengthening of existing agribusiness incubators

Under this scheme, new agribusiness incubators will be established as well as existing agribusiness incubators strengthened as R-ABIs with need-based infrastructure, equipment and manpower. These R-ABIs will in turn invite applications from agripreneurs in different stages of the business life cycle (ideation/expansion) and provide them an opportunity to generate innovations in agriculture and allied sector.

These innovations may include, for example, technological solutions/ processes / products/ services/ business platforms etc. that could enhance productivity or increase efficiency in agriculture and allied activities, enhance remuneration/ farmers' incomes, rural economy and wealth. Aligning farmers to market through value chain approach with a sustainable development agenda will be the other key objective of the incubation/agripreneurship development programme under RKVY-RAFTAAR.

The R-ABIs are also expected to act as facilitation platforms for aggregation and networking of various stakeholders including innovators, agripreneurs, investors, mentors and other institutions / bodies.

The main aim of the programme is to help farmers throughout the country.

4.1 Objectives of RKVY-RAFTAAR Agribusiness Incubators (R-ABI)

- a. To achieve "Lab to land" by dissemination of new technology /varieties to farmers through promoting a culture of Agri startups
- b. To promote innovation, entrepreneurship and business creation in agriculture and allied sector by skill development, capacity building and technology scale up;
- c. To create employment opportunities for youth in agriculture in the rural vicinity;
- d. To promote an integrated approach for technology acquisition, R&D, commercial technology transfer and knowledge dissemination;
- e. To facilitate evolution of an agri-startup ecosystem by support for cost effective, value added services including technical, legal, financial, intellectual property and regulatory compliance related services to agripreneurs;
- f. To build a vibrant agri-startup ecosystem, by establishing a network between academia, financial institutions, industries and other related institutions;
- g. Capacity building of existing agri-incubators as R-ABIs to achieve other related objectives;
- h. To generate/ provide innovative solution to meet local and global agriculture and business challenges, and competitiveness.

4.2 Organizational Arrangements

The Nodal Division of RKVY-RAFTAAR in DAC&FW shall be responsible for governance and overall management of the scheme. The Division will invite applications and sanction projects for R-ABIs based on recommendations of ***RKVY-RAFTAAR Selection & Monitoring Committee (RC)***. The Division will ensure release of funds in instalments, following due procedure and ensuring proper utilization of funds etc. The Nodal Division shall be the final authority for deciding on all matters including financing mentioned at para 3.1 (i to iv) and review of progress, monitoring etc. of all projects sanctioned under this scheme

4.2.1 RKVY-RAFTAAR Selection & Monitoring Committee (RC)

- a. RC shall be constituted under the Chairmanship of Joint Secretary of the Nodal Division, DAC&FW.
- b. RC will consist of 3-5 domain experts, including one each in R & D, Technology

Development & Commercialization and Incubation & Entrepreneurship and a Representative of the Knowledge Partner.

- c. Member Secretary of RC will be decided by the Chairman of the committee.
- d. The term of the committee will be co-terminus with the scheme.
- e. RC will meet on a regular basis, at least once in every quarter.
- f. RC will recommend to the Nodal Division of RKVY-RAFTAAR for selection, sanction, review, monitoring of various projects under different components of RKVY- RAFTAAR and any other matter that may be brought before this empowered committee from time to time.

4.2.2 Implementation support mechanism / Knowledge Partner

- a. Since implementing this program needs a very specific skill set, hence there is a requirement of appointing a Knowledge Partner (s) with the requisite expertise, who can advise DAC&FW on one side, hand hold all the new or existing sanctioned R-ABIs and implement a Centre of Excellence (CoE) to demonstrate best practices to eco system partners on the other.
- b. Nodal Division of RKVY-RAFTAAR, DAC&FW may designate any existing agribusiness incubator in the public sector as a Knowledge Partner for implementation assistance to advise on smooth and efficient execution of the scheme, handholding of R-ABIs and other related matters etc.
- c. The Knowledge Partner shall, in particular, offer contextual and customized solution to the incubation ecosystem by providing support through technologies / know-how / IPRs and other value added techno-commercial services to Start-ups like mentoring, networking, collaborative research, entrepreneurship training, capacity building programmes and addressing the issues of scale and sustainability of the enterprise and linkages to national and international stakeholders.
- d. The Knowledge partner will be provided sufficient funds for undertaking activities expected of it including capital funding.
- e. In addition, the Knowledge Partner can also apply for grants under the scheme as a Standalone Incubator.
- f. Nodal Division may select one or more Knowledge Partners depending upon

the requirement of the programme.

- g. An active participation of the States is also sought in the matter, for instance in identifying sectors to focus on in agriculture in the state in the implementation process, in order to make the scheme more effective and in selection of R-ABIs, incubatees etc.

4.3. Implementation of the Programme

4.3.1 Call for Proposal

Proposals will be invited from the eligible publicly funded existing Agribusiness Incubators or new incubators by Nodal Division RKVY-RAFTAAR in DAC&FW through advertisements in newspapers and websites. The Proposal (two hard copies + soft version in MS word document) in the prescribed proforma, available at Annexure I, II and III of Scheme Guidelines (also at <http://www.agricoop.nic.in>) along with the necessary enclosures will be submitted by the Head of the Host Institute.

The proposal should be sent to the following address: -

The Joint Secretary,

Nodal Division of RKVY-RAFTAAR Scheme

Krishi Bhawan,

New Delhi-110001

Telefax: (011) 23382444 E-mail: jsrkvy-agri@gov.in Web-site: www.rkvy.nic.in

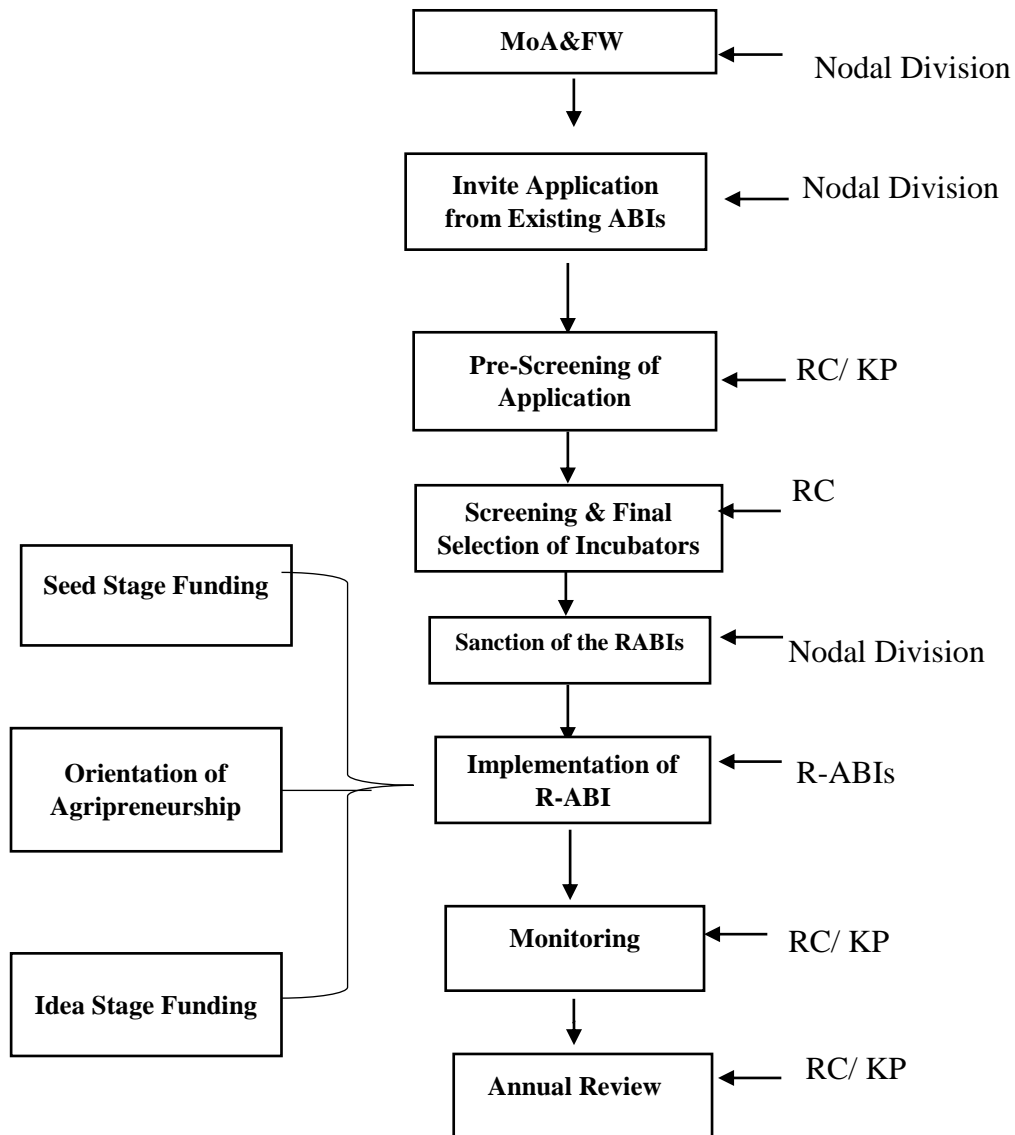
4.3.2 Eligibility for submitting proposal for Agribusiness Incubators

- a. Public funded Academic/ Technical/R&D institutions/ organizations/ universities / State Agriculture University(s)(SAUs)/IITs/IIMs [called Host Institution (HI)] working in Agriculture & Allied sectors and engaged in promotion of innovation, technology development & commercialization with a proven track record in promotion of agri/rural-technology based enterprises would be eligible to apply.
- b. The Host Institution is required to have adequate expertise and infrastructure to support agri-incubation activity. Provision of a minimum of 5,000 sq. ft. built up space (including existing incubation space) for hosting the R-ABI.
- c. The R-ABI may be setup as a “not for profit” section 8 company or as a Society/Trust at the discretion of the Host Institution.

- d. The existing agribusiness incubators should have adequate expertise and infrastructure to support incubation activity for promoting innovation in agribusiness.
- e. To set up new R-ABI, the eligible public funded institutions as stated above, should have a proven track record of promotion of innovative /technology based entrepreneurship in agri-business.
- f. A Pure R&D proposal for academic pursuits and industrial consultancy will not be eligible for support.
- g. The proposals which are not complete or do not meet eligibility criteria will not be considered.

4.3.3 Selection of RKVY-RAFTAAR-Agribusiness Incubators (R-ABIs)

Application for RKVY-RAFTAAR Agribusiness Incubators (R-ABIs) will be processed as per following evaluation flow chart for selection of R-ABIs.



4.4 Pattern of Financial Assistance and Release of funds

- 4.4.1 The Host Institution would be provided financial support under this component for FY 18-19 and 2019-20.
- 4.4.2 A R-ABI would be provided a maximum grant-in-aid of INR 300 lakhs (as per actual requirement) which would cover capital and operational expenditure as per Annexure I
- 4.4.3 Any expenditure over and above sanctioned amount will have to be borne by HI/R-ABI from its own resources. If, because of delay in implementation of the project, there is escalation in project cost, any additional expenditure beyond sanctioned cost will have to be borne by HI/R-ABI from its own resources.
- 4.4.4 RC while recommending sanction of grant to a R-ABI will take into account funding already received by Eligible Incubator from other Ministries and Departments under similar schemes like DST, BIRAC, MSME, NITI Aayog, DBT, NABARD etc., especially (towards capital expenditure).
- 4.4.5 The grant-in-aid shall be disbursed in two instalments (1st: 100% of capital expenditure + 1st year operational expenses; 2nd: residual amount as per condition laid down in para 4.4.6) of sanctioned amount by Nodal Division.
- 4.4.6 The release of the grant after the first year is subject to satisfactory performance by the R-ABI. For this purpose, the progress of work and achievement of the milestones/deliverables, as indicated in the business plan of the R-ABI approved by the Nodal Division of RKVY-RAFTAAR in DAC&FW, will be taken into account.
- 4.4.7 Any change or revision required during the implementation not covered above would be considered on recommendation by RC and such changes will be considered only if these result in enhancing operational effectiveness of the R-ABI substantially.
- 4.4.8 The Nodal Division will ensure timely release of instalments after the project is sanctioned by the Division based on recommendations of RC. Similar subsequent instalments will be released after utilization of 80% of

the previously released amount and receipt of provisional Utilization Certificate (UC) of 80% of already released funds.

4.5 Execution of the sanctioned project, adherence to time lines, its implementation, monitoring etc.

4.5.1. DAC&FW shall support R-ABIs for identified focus areas. The suggested focus areas include but are not limited to the following:

Agri-Biotech; Agriculture/ Horticulture/Natural Resource Management; Sustainable Agriculture/Organic farming; Animal Husbandry, Dairying, Fishery; Agri-Input tools and technologies, Micro Irrigation, Farm Mechanisation and Agri Engineering, Precision Farming; Harvesting and Post-Harvest Processing; Food Processing; Supply Chain Management, Farm Retailing; Agri Extension Education; Internet of Things (IoT) , ICT and Artificial Intelligence in Agriculture; Waste to Wealth, Secondary Agriculture; Agri Clinics & Farm Health services, etc.

4.5.2. The R-ABI will be required to hire manpower (on contractual basis) for its proper day to day operation and management as well as for putting in place the requisite physical infrastructure (shared/specific) such as laboratory and workshop facilities, utilities, support services, incubation services, networking, mentoring and other facilities within the agreed timelines during sanction of the project (three months from the date of release of funds if not mentioned specifically) for capital and operational expenditure.

4.5.3. Each R-ABI should have a dedicated capable, committed, motivated and well experienced Business Manager/Incubation Manager with deep domain knowledge and management expertise working full time for the R-ABI. The HI should adopt separate norms for hiring staff for Incubator, whose salary and compensation structures should be such that good talent can be attracted to the Incubator.

4.5.4. Each R-ABI would have a dedicated – Business Manager (BM) /Incubation Manager& a competent team with domain knowledge and management expertise, who will work full time for the R-ABI.

- 4.5.5. The Host Institution /R-ABI would constitute a selection committee for the selection of the BM. The RKVY-RAFTAAR Scheme grant for salary for the BM will be limited to INR 1.00 to 1.25 lakhs per month or actuals whichever is lower.
- 4.5.6. The R-ABI would evolve a transparent system for selection of incubatees. Incubatees fulfilling the laid down admission criteria should only be admitted.
- 4.5.7. Enrolled incubatees should fulfil the criteria as per the Start up Definition related Notification regarding Startups issued from time to time, by the Department of Industrial Policy and Promotion, Ministry of Commerce, GoI.
- 4.5.8. The R-ABI should execute an appropriate agreement with the incubatee. The residency period and the exit policy may also be defined clearly in the agreement.

Every R-ABI should frame its own exit policy. However, general guidelines may be as follows:

- a. An incubated company will leave the incubator on completion of the stipulated period of stay, unless extended
- b. Underperformance or non-viability of the business proposition as decided by R-ABI on a case to case basis.
- c. Irresolvable disputes between promoters/ founders. R-ABI will decide the position or point when disputes are deemed to be irresolvable
- d. When the company enters in an acquisition, merger or amalgamation deal or reorganisation deal resulting in a substantial change in the profile of the company, its promoters, directors, shareholders, products or business plans, or when a company plans for a public issue.
- e. Change in promoters'/ founders' team without concurrence of R-ABI
- f. Raising substantial investment from angel investor/Venture Capital Fund/any other investor
- g. When the number of employees of the Registered Company exceeds 20.

h. Any other reasons due to which the R-ABI may find it necessary for an incubatee company to exit the R-ABI.

Notwithstanding anything written elsewhere, R-ABI's decision in connection with the exit of an incubatee company shall be final and shall not be disputed by any incubatee company.

4.5.9. Along with their own incubation programme, R-ABIs will participate in all innovation programmes organized/launched centrally by the Nodal Division of RKVY-RAFTAAR, DAC&FW.

4.5.10. R-ABIs will implement all components of RKVY-RAFTAAR scheme as mentioned at para 3.1 (i to iv)

4.5.11. Each of the R-ABIs would constitute a R-ABI Incubation Committee (RIC) having experts who can evaluate the prospective incubatee under the Programme. Suggestive composition of RIC would be as follows:

1. Head of the Institution/Incharge of R-ABI (Chairman)
2. Representative of a bank / VC
3. Domain expert (1 from Industry and 1 from academia)
4. RKVY/ Knowledge Partner Nominee
5. State Representative from the State Department of Agriculture
6. Business Manager / Incubation Manager/COO (Member Secretary)

4.5.12. RIC will review/ monitor the progress of the programme periodically.

4.5.13. Each R-ABI is required to have a web-site of its own and should update it on a regular basis but at least once in a quarter, including the details of Incubatees.

4.5.14. R-ABI will facilitate market access to the incubatees.

4.5.15. R-ABI will also organize from time to time a Demo Day to showcase mature products of the incubatees to investors for facilitation of funding to incubatees

4.6. Deliverables and Outcome

The R-ABI should generate the following minimum deliverables within the project period i.e. up to March 2020 to achieve the project objectives:

- a. 10-15 Agribusinesses to be incubated in agriculture & allied sectors.
- b. Each R-ABI to help entrepreneurs to get access/license to 2-3 technologies.
- c. 25-30 Agripreneurs for training cum internship for the two-month period

4.7. Sustainability

The objective of this component is to create infrastructure and other facilities for running an Agribusiness Incubator. This scheme will be implemented for a limited period. Therefore, keeping in mind the sustainability of the project, HI/R-ABI should develop an action plan for ensuring sustainability, through grants from other schemes or creating revenue streams such as rental charges, membership fees, incubation service packages, business development fees, technology transfer fee, royalty, consultancy fees, equity in incubated enterprises and training programmes.

5. Seed Stage Funding as grant-in-aid to Startups

This seed stage funding will be available to incubatees who are incubated at the R-ABI. Under this, financial assistance of a maximum of Rs. 25 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 amount of Rs. 25 lakh is the upper limit of the seed fund assistance. The applicant incubatees would be provided funds as per their genuine requirements and as per appraisal/evaluation of their business plans by the RC and the decision of the RC in this regard will be final. The RC will not be bound to give any reason in case an application for seed loan is rejected.

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.

5.1 Objectives

- a. To ensure timely seed support to deserving incubatees within R-ABIs.
- 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 or minimum viable product (MVP) based on innovative solutions/ processes / products/ services/ business models etc. for scaling up.

5.2 Eligibility Criteria

- a. All incubatees of a R-ABI will be eligible for this funding on the basis of consistent performance evaluated by RIC
- b. The recipient should be a registered legal entity in India with a minimum of two months of residency at the R-ABI.
- c. The recipient has to be an Indian start-up as per DIPP notification. This support is not meant for Indian Subsidiaries of MNCs/foreign companies.
- d. A startup supported once will not be eligible for applying for the subsequent round of seed support to any R-ABIs.

5.3 Selection Process of Incubatee for Seed Stage Funding

- a. Each of the R-ABIs would constitute a RKVY- RAFTAAR Incubation Committee (RIC) as per clause No. 4.5.11
- b. During the selection process, R-ABI will take into consideration any other grant-in-aid funding received by the incubatee for the same activity/product from other GOI ministries. A self-declaration from the incubatee about such funding will be mandatory.
- c. After two months of residency of incubatees, RIC will evaluate the progress of the incubatee and based on their performance recommend them for seed stage funding to RC.
- d. RC will further evaluate and recommend the incubatees to the Nodal Division, DAC&FW for seed stage funding.

- e. Nodal Division, DAC&FW will approve and sanction the project of the incubatees based on recommendation of RC and release the first instalment of the grant-in-aid to the respective R-ABI for further disbursement to the incubatee.
- f. The R-ABI would execute a legal agreement with the incubatee who is selected for the seed support and this agreement should be signed before the release of the first instalment of seed fund to the incubatee. The terms of agreement with the incubatee start ups should be framed by the R-ABI linking with the progress milestones, monitoring norms etc. Subsequent disbursement schedules should be linked to the achievement of milestones by the incubatee.

5.4 Pattern of Funding Support and Release of Funds

- a. Under the scheme, it is proposed to support around 500 startups during the scheme period. A maximum of 20 startups per R-ABI will be supported under this scheme. Each selected startup will be provided a maximum limit of Rs. 25 Lakh as grant-in-aid under the scheme. (start-ups already receiving grants / financial support from any other source will not be eligible under RKVY-RAFTAAR)
- b. For ensuring incubatee/ private participation in the programme, 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 upto a maximum of INR 25 lakhs will be borne under RKVY-RAFTAAR scheme which will be released in three instalment as mentioned below:
 - i. The first instalment of 40 % of the sanctioned project for seed support will be released after signing of the agreement between the incubator/ R-ABI and the incubatee.
 - ii. The second instalment of 40% will be released to the incubatee after recommendation of RIC 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.
 - iii. The third instalment of 20% will be released to incubatee by the Nodal Division through R-ABIs after recommendation of RIC 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.

- iv. After two months, market access will be facilitated by the R-ABI.
- v. The R-ABI will also organize a Demo Day for Investor pitch to showcase the matured product of the incubatee to investors for further facilitation of funding.

5.5 Broad Activities to be supported under Seed Stage Funding

Expenses for the following broad activities would be supported under this programme:

- 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 the RIC of R-ABIs.

6. Agripreneurship Orientation

The R-ABI shall execute an agripreneurship orientation programme. This programme is aimed at providing an opportunity to students/ youth to work on their innovative ideas by imparting two months training cum hands on internship with other startups at the respective R-ABI. Guided by experienced 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 programme, the R-ABI will facilitate incorporation of entities for all viable business ideas by the above mentioned interns. After that, these startups will be eligible for Idea/Pre-Seed Stage Funding as mentioned in para 7.

6.1 Objectives

- a. To nurture potential agripreneurs by providing training cum 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.

6.2 Eligibility Criteria

- a. The recipient should propose one innovative idea based on technology, service, business platforms etc. for increasing efficiency in agriculture and allied sector.
- b. The recipients are expected to pursue their entrepreneurial aspirations full time.
- c. The recipient should have an initial business plan/ proposal for the idea they intend to pursue.

6.3 Selection Process of Interns for Agripreneurship Orientation

- a. The R-ABI shall announce the programme at the state/local level.
- b. All applicants for this programme will apply as per the prescribed format (Annexure V).
- c. The selection of agripreneurs that have an innovative idea based on technology, service, business platforms etc. and interest in pursuing their entrepreneurial aspirations full time, shall be done by the RIC.
- d. Under this component, the R-ABI will select a batch of 30 agripreneurs that have a workable innovative idea.

6.4 Pattern of Funding Support and Release of Funds

A stipend of Rs 10,000/- per month will be granted to these interns for two months during the hands on training period by the incubators from their R-ABI recurring grant.

6.5 Broad Activities

- a. These young agripreneurs will receive up to 60 hours initial training in R-ABI along with hands on training cum internship with other R-ABI startups.
- b. They will refine/ work on their innovative idea simultaneously.

7. Idea/ Pre-Seed Stage Funding

Under this, subsistence grant of a maximum of Rs. 5 lakhs will be provided to interns who have successfully completed the initial two months of agripreneurship orientation programme and are aspiring to convert their innovative idea based on technology, service, business platforms etc. into a prototype/ product.

Startups supported for idea/pre-seed stage funding will be eligible for obtaining next stage of Seed Stage Funding after evaluation.

7.1 Objectives

- a. To develop an innovative idea based on technology, service, business platforms etc. into prototype/ product, services/ platforms etc. and launching of a business based on that.
- b. To provide an opportunity to budding agripreneurs/students for venturing into the agribusiness arena as well as for minimizing risks involved in businesses based on innovation;
- c. To attract and retain a large number of enthusiastic and skilled youth in agriculture;
- d. To create a pipeline of innovative startups for incubators.

7.2 Eligibility Criteria

- a. After successful completion of the initial two months of the agripreneurship orientation programme, interns will qualify for getting Idea/Pre-Seed Stage Funding.
- b. The recipient should be registered for the incubation programme at the R-ABI for the entire duration of Idea/ Pre-Seed Stage Funding.
- c. The recipient will register his/her company before the release of the grant or he/she has to be an Indian start-up as per DIPP notification.

7.3 Selection Process of Startups for Idea/ Pre-Seed Stage Funding

- a. After successful completion of the initial two months of the agripreneurship orientation programme, the interested interns will make a presentation before RIC of their respective R-ABI. The RIC will evaluate interns on the basis of progress made on their innovative idea in the two months of agripreneurship orientation programme and recommend the interns to RC for their final evaluation.
- b. The RC will evaluate and recommend the interns for Idea Stage Funding.
- c. On the recommendation of RC, the first instalment of the grant-in-aid will be released by the Nodal Division to incubatees through the respective R-ABI.
- d. The R-ABI would execute a legal agreement with the incubatee who is selected for the seed support and this agreement should be signed before the release of the first instalment of seed fund to the Incubatees. The terms of agreement with the incubatee startup should be framed by the R-ABI linking the progress milestones, monitoring norms etc.
- e. Subsequent disbursement schedules should be linked to the achievement of milestones by the incubatees.

7.4 Pattern of Funding Support and Release of Funds

- a. Under this component of the scheme, it is proposed to support around 500 startups during the scheme period. A maximum of 20 idea stage startups per R-ABI will be supported under this scheme. Each selected startup will be provided a maximum limit of Rs 5 lakh as grant in aid under the scheme for working on their idea to convert it into a marketable product. The amount of Rs. 5 lakh is the upper limit of the seed fund assistance. The applicant incubatees would be provided funds as per their genuine requirements and as per appraisal/evaluation of their business plans by the RC and the decision of the RC in this regard will be final. The RC will not be bound to give any reason in case an application for seed loan is rejected. In case, the incubatee is already receiving grant/financial support from any other source, he should disclose the same and the issue of grant under RKVY-RAFTAAR will be decided on a case to case basis by RC based on recommendation of the RIC.

- b. For ensuring the incubatee / private participation in the programme, 10 percent of the project cost on a proportionate basis will be borne by the incubatee. The remaining 90 percent of the project cost on a proportionate basis up to a maximum of Rs. 5 lakhs will be borne under the RKVY-RAFTAAR scheme which will be released in two instalments as mentioned below:
 - i. The first instalment of 60 % of the amount of the sanctioned project for support under Idea Stage Funding will be released after signing of the agreement between the incubator/ R-ABI and the incubatee.
 - ii. The final instalment of 40% will be released to the Incubatees by the Nodal Division through R-ABIs after recommendation of RIC and RC based on their performance and milestone achieved as well as after utilization of 80% of previously released amount and receipt of provisional UC of 80% of already released funds.

7.5 Broad Activities to be supported under Idea/ Pre-Seed Stage Funding

Expenses for the following broad activities would be supported under Idea/ Pre-Stage Funding:

- a. Development of prototype/ product
- b. Expenses on data generation/ Data acquisition for ideas working on IT side/AI side
- c. Fees for technology commercialization and IP issues
- 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 the RIC of R-ABIs.

8. Monitoring

Nodal Division, DAC&FW will monitor the programme implementation and its impact on an annual basis. The review & monitoring includes presentation by the R-ABIs of their annual progress report and utilization certificate. They will also submit a

consolidated annual progress report along with the audited account details to Nodal Division, DAC&FW. R-ABIs will be expected to upload physical and financial progress on their website on a regular basis.

9. Awards and Recognition

In order to enhance motivation levels among incubators and to recognize the good work done, DAC&FW will institute a National Award for the best R-ABI. All R-ABIs under this scheme will be eligible to apply for the award. The award will carry a cash prize of Rs. 2 lakhs, a trophy and a certificate every year till the end of the project. The incubator to be awarded will be selected by the RC based on its performance in various spheres including nurturing Agribusiness entrepreneurship, innovation etc.

R-ABIs in turn will also institute awards for the best incubatees and a cash prize of Rs.1 lakh, a trophy and a certificate will be awarded every year till the end of the project.

10. General Guidelines

- a. The purpose of this document is to provide information to interested applicants for the scheme. It is neither an agreement nor an offer made by RKVY-RAFTAAR.
- b. The issue of these guidelines does not imply that RKVY-RAFTAAR is bound to select an applicant. RKVY-RAFTAAR reserves the right to accept/reject any or all of applications submitted in response to the document at any stage without assigning any reasons whatsoever.
- c. The decision of RKVY-RAFTAAR will be final and no explanation or justification for any aspect of the selection process shall be given.
- d. Applicants shall bear all costs associated with the preparation and submission of their applications and their participation in the selection process.
- e. As per the latest instruction by Controller General of Accounts (CGA), Government of India, the Host Institution is required to register at CGA website (<http://xxxxs.nic.in>) to facilitate release of funds.
- f. The grant being released should be exclusively spent on the specified purpose for which it has been sanctioned within the stipulated time. Any unspent balance out of the amount sanctioned would be either adjusted towards the grants-in-aid payable during the next year or refunded to the Govt. of India by means of an

Account Payee Demand Draft drawn in favour of the Drawing and Disbursing Officer, RKVY-RAFTAAR, payable at New Delhi.

- g. The R-ABI will maintain separate audited accounts for the grant released under this scheme. The interest earned should be reported to the DAC&FW. The interest thus earned will be treated as a credit to the organization to be adjusted towards further instalments of the grant, if any.
- h. The HI is required to send online i) progress report; ii) Utilization Certificate to Nodal Division, DAC&FW at the end of each financial year as well as at the time of seeking further instalments of the grant, if any. Grants may be released to HIs on a periodical basis based on progress of the work.
- i. The HI is required to send the Nodal Division, DAC&FW, two copies of audited statement of accounts relating to the amount sanctioned at the end of the each financial year.
- j. The budget plan should take into account all the expenses and tax liabilities and cost of insurance specified in the work order, levies and other impositions applicable under the prevailing law.
- k. The operations of the R-ABI will be reviewed yearly based on a comparison of the proposed budget plan vs the actual expenditure and physical performance. The release of grants after the first year and each subsequent year will be based on satisfactory performance.
- l. Concerned officers of Nodal Division, DAC&FW or its authorized representatives may visit the organization/R-ABI periodically for ascertaining the progress of work and resolving any difficulties that might be encountered in the course of implementation.
- m. All the assets acquired or created from the grant shall be installed in the premises of the R-ABI and not in any other department/Division of the Host Institute, unless specifically approved by DAC&FW.
- n. Nodal Division, DAC&FW reserves the right to terminate support to the project at any stage, if it is convinced that the grant is not being utilized properly or that appropriate progress in the project work is not being made. In such an eventuality, the Nodal Division DAC&FW shall be free to make deductions from funds available with the R-ABI.

- o. All the assets acquired or created from the grant should not be disposed-of or encumbered or utilised for purpose other than those for which the grant has been sanctioned without the prior permission of the Nodal Division, DAC&FW.
- p. DAC&FW at its discretion shall have the right to access the books of account for the grant received from the Gol.
- q. The HI must not entrust the implementation of the work for which the grant is being sanctioned to another institution and divert the grant receipts as assistance to the latter institution.
- r. The manpower employed by the R-ABI will be the liability of the R-ABI and Nodal Division, DAC&FW will not have any liability towards them.
- s. The Nodal Division, DAC&FW will have no responsibility in case of any loss caused to life or property due to accident, fire or any other reasons. The HI is required to take appropriate safety and insurance measures to safeguard against any loss to human life and property related to the R-ABI.
- t. Nodal Division, DAC, will have no liability on account of any omission or commission of regulatory/statutory requirement by the R-ABI or its incubatees and their companies.
- u. In case of any dispute, the same shall be subject to the jurisdiction of the court/s at New Delhi.
- v. Format for application for seed stage funding and idea / pre-seed stage funding will be devised in association with Knowledge Partners and R-ABIs as per requirement.
- w. Based on experience of operating the scheme, DAC&FW reserves the right to revise the guidelines from time to time

Annexure -I

Budget Guidelines for R-ABI

| Sl. NO | Item of Expenditure | Project Cost lakhs | 1st year ₹. Lakh | 2nd year ₹ Lakh |
|--------|--|--------------------|------------------|-----------------|
| A | Non-Recurring | 100 | 100 | -- |
| a | Renovation/furnishing of space for Incubation Cubicles and Spaces / work stations Interaction Centres/ furniture etc.) excluding the cost of land & building | | | |
| b | Thrust Area Equipment (Equipment // IT systems etc. | | | |
| d | Office Equipment including state-of-the art communication network, Video Conferencing Facilities | | | |
| e | Contingencies for non-recurring expenditure and other items | | | |
| | Total A | | | |
| B | Recurring | 200 | 100 | 100 |
| 1 | Manpower* (Core Management Team / Mentors and Tech Support Persons / Business Development Professionals, consultant etc.) | 80 | | |
| 2 | Travel | | | |
| 3 | Utility and maintenance | | | |
| 4 | Marketing, networking & publicity | | | |
| 5 | Training Programmes, Events, and Seminar, workshops, startup meets, awareness camps/ meetings etc. | | | |
| 6 | Stipend to agripreneurs @ INR 10,000/ month | | | |
| 7 | Other Administrative Expenses including consumables, printing, publications, books, journals, etc. | | | |
| 8 | Miscellaneous and Contingencies | | | |
| | Total Recurring B | | | |
| | Total (A+B) | 300 | | |

*RKVY-RAFTAAR grant for manpower would be calculated on the basis of the following upper limits indicated in the above table. Suitable provisions can be made for honorarium and consultancy charges for mentors and experts and consultants.

Manpower

| Manpower | Monthly emolument ₹ Lakh | 1st year ₹ Lakh | 2nd Year ₹ Lakh | Total ₹ Lakh |
|------------------------------------|-------------------------------------|----------------------------|----------------------------|-------------------------|
| Business Manager (BM) (1) | 1-1.25 | | | |
| Assistant Manager (1) | 0.70 | | | |
| Business Executive (2) | 0.30 | | | |
| Office Assistant (1) | 0.25 | | | |
| Support Staff (1) | 0.15 | | | |
| Consultant /Consultancy charges | 1 | | | |
| Total | | | | |

Emoluments will depend upon qualifications and experience as defined.

Selection process to be done by following GFR / existing government rules and procedures.

Annexure-II

Application for Existing Incubator

RKVY-RAFTAAR-Agribusiness Incubator (R-ABI) under RKVY-RAFTAAR Scheme

1. Name of the Host Institution/Organization:

Name of the R-ABI:

Address :

Phone :

Fax :

E-mail :

Website :

2. Name of the R-ABI:

Address :

Phone :

Fax :

E-mail :

Website :

3. Name, Designation & Contact Details of the R-ABI Head:

Address :

Phone :

Mobile :

Fax :

E-mail :

4. Executive Summary

5. Host Institution (HI) Information-General

- Please provide details on core activities & resources available.
- List of IP filed/ granted in last five years
- List of technologies available for commercialization
- Strength of the Institute in hosting RABI

6. R-ABI Information- General

a) Whether R-ABI is registered as Society/Trust or Section 8 Company: Yes/NO.

If yes, Please enclose the copy of Registration Certificate, Memorandum of Association, and Bye Laws

b) Date of Establishment

c) Source of Funding for the existing Incubator

d) Amount of Funding at Present:

e) Present Team of R-ABI: - Attach brief profiles, expertise and their contribution to all key staff members of the R-ABI.

| SI.No | Name | Position | Experience | Work done |
|-------|------|----------|------------|-----------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

f) Is the R-ABI Head Full Time (W/o) any other responsibility) and what powers given for autonomy of R-ABI

g) Details of Technology commercialization by the Institute

h) Details of Incubation Activities done in last three years

| Sl.No. | Description | 1st Year | 2nd Year | 3rd Year |
|--------|--|----------|----------|----------|
| 1. | Number of Entrepreneurs who approached for incubation | | | |
| 2. | Number of Incubated Startups | | | |
| 3. | Number of Companies Graduated | | | |
| 4. | Services Provided to Incubatees Pre-Incubation Services Physical Space Technology Support Business Services Support Financial Support Others | | | |
| 5. | No. of Technical Mentors, if any | | | |
| 6. | No of Business Mentors, if any | | | |

- i) Details on programmes organized for Incubation related activities viz. awareness camps, workshops, seminars, startup meet, training, competitions etc. in last three years
- j) Notable achievements of existing incubatees and graduated companies, if any.
- k) Details of Recognitions & Awards won by the existing Incubator.

7. Proposed Thrust Area of Incubation

(Please highlight the technology domain that R-ABI would focus on. This should be aligned with the possibility of promoting economically viable startups)

8. Currently available infrastructure with R-ABI

| Sl.No. | Description | Nos. | Space (sq.mt. /sq. ft.) |
|--------|--|------|-------------------------|
| 1 | Incubation Space (Cubicles) | | |
| 2. | Co-working space | | |
| 3. | Labs Facilities/ Pilot Plant/ Testing Facility etc. | | |
| 4. | Conference/ meeting Room | | |
| 5. | Office Space | | |
| | Any other facility | | |
| | Total | | |

Enclose List or labs/ Pilot/ Testing Facility etc. and equipment.

9. Target Milestones (Realistic attainable targets)

| | Outcome | 1st year | 2nd Year | Total |
|----|---|----------|----------|-------|
| 1 | No. of new ventures to be admitted for incubation | | | |
| 2 | No. of new products/technologies to be developed/innovations to be commercialized | | | |
| 3 | No. of conferences/seminars/workshops to be organized/ | | | |
| 4. | No of Startups that required funding | | | |
| 5. | Other Value added services to be provided (specify) | | | |
| 6. | No of service providers linked with the incubator | | | |
| 7. | No. of ventures to be graduated from the incubator | | | |
| 8. | Training | | | |
| 9. | Internship of agripreneurs with startup | | | |

10. Budget

| S. No. | Item of Expenditure | Amount of ₹ Lakh |
|--------|--|------------------|
| A | Non-Recurring | |
| | Renovation/furnishing of space for Incubation Cubicles and Spaces / work stations | |
| a | Interaction Centres/ furniture etc.) excluding the cost of land & building | |
| b | Thrust Area Equipment (Equipment / / IT systems etc. | |
| d | Office Equipment including state-of-the art communication network, Video Conferencing Facilities | |
| e | Contingencies for non-recurring expenditure and other items | |
| | Total A | |
| B | Recurring | |
| 1 | Manpower* (Core Management Team / Mentors and Tech Support Persons / Business Development Professionals)/ Consultant | |
| 2 | Travel | |

| | | |
|---|--|--|
| 3 | Utility and maintenance | |
| 4 | Marketing, networking & publicity | |
| 5 | Training Programmes, ADPs, Events, and Seminar, workshops, startup meets, awareness camps etc. | |
| 6 | Other Administrative Expenses including consumables, printing, publications, books, journals, etc. | |
| 7 | Miscellaneous and Contingencies | |
| | Total Recurring | |
| | Total Project cost (A+B) | |

11. Attach endorsement from the Head of the Institutions as given at Annexure-III.
12. RC while recommending sanction of grant to a RABI will take into account funding already received by Eligible Incubator from other Ministries and Departments under similar schemes like DST, BIRAC, MSME, NITI Aayog, DBT, NABARD etc., especially (towards capital expenditure)

Name & Signature of the
RABI Head (With seal)

Name & Signature of the
Head of the Institute (With Seal)

Date:

Place:

Annexure-III
Application for New Incubator
RKVY-RAFTAAR-Agribusiness Incubator (R-ABI)
under RKVY-RAFTAAR Scheme

1. Executive Summary

2. Name of Host / Promoting Organisation:

Address:

Phone:

E-mail:

Website:

3. Name of the R-ABI:

Address:

Phone:

Email-id:

Website:

4. Name, Designation & contact details of the R-ABI Head:

Address:

Phone:

E-mail:

5. Executive Summary

6. Host Institute Information

- A. Legal Status of the organization (enclose certificate of registration) & whether a National or International organisation
- B. Establishment date & summary of registered Objectives
- C. List of Governing Body / Board of Directors
- D. Areas of activity
- E. List of organizations with which formal MoUs / linkages exist

F. Enclose Annual Audited statement & IT returns for last 3 years

For Academic /Research & Development Institutions

- i. Number and names of academic departments with number of associated faculty in the department.
- ii. Total student strength (separately for UG/PG/Doctorate courses)
- iii. Total number of teaching and research faculty with PhD qualification
- iv. Number of Faculty Research Publications.
- v. Number of Student Research Publications.
- vi. Details of Patents awarded in last 5 years.
- vii. Details of Recognitions & Awards won.

7. Details on the Host Institution's strength and preparedness in hosting R-ABI:

A. Strength of the Organisation for carrying out the activity

B. What services do you provide? These may could include:

(seed funding, co-location, structured programme, mentoring, cohort-based entry and exit Professional services, networking events.)

C. How will you leverage your networks to deliver services and opportunities to incubatees? Provide evidence of linkages, agreements and support from other players in the innovation ecosystem.

D. Sources of tapping new incubatee entrepreneurs

E. Financial model of the Incubator for operational sustainability after 2 yrs. How will you fund ongoing operations after the grant ends?

8. R-ABI Information

A. General:

- i. Built-up area to be made available for R-ABI

| Sl. No. | Description | Nos. | Space (sq ft.) |
|---------|---|------|----------------|
| 1 | Incubation Space (Cubicles) | | |
| 2 | Co-working Space | | |
| 3 | Lab facilities/Pilot Plant/Testing Facility, etc. | | |
| 4 | Conference/Meeting Room | | |
| 5 | Office Space | | |
| 6 | Any other facility | | |
| Total | | | |

9. Year-wise work plan for two years (a separate time linked activity chart to be provided along with the detailed work plan).

10. Target milestones (should be projected based on most likely attainable targets).

| | Outcome | 1st year | 2nd Year | Total |
|---|---|----------|----------|-------|
| 1 | No. of new ventures to be admitted for incubation | | | |
| 2 | No. of new products/technologies to be developed/innovations to be commercialized | | | |
| 3 | No. of conferences/seminars/ workshops to be organized/ | | | |
| 4 | No of service providers linked with the HI | | | |
| 5 | No. of ventures to be graduated from the incubator | | | |
| 6 | Training | | | |
| 7 | Other Value added services to be provided (specify) | | | |

11. Budget

| Sl. No. | Item of Expenditure | Amount in ₹ Lakh |
|---------|--|------------------|
| A | Non-Recurring | |
| | Renovation/furnishing of space for Incubation Cubicles and Spaces / work stations | |
| a | Interaction Centres/ furniture etc.) excluding the cost of land & building | |
| b | Thrust Area Equipment (Equipment / / IT systems etc. | |
| d | Office Equipment including state-of-the art communication network, Video Conferencing Facilities | |
| e | Contingencies for non-recurring expenditure and other items | |
| | Total A | |
| B | Recurring | |
| 1 | Manpower* (Core Management Team / Mentors and Tech Support Persons / Business Development Professionals)/ Consultant | |
| 2 | Travel | |
| 3 | Utility and maintenance | |
| 4 | Marketing, networking & publicity | |
| 5 | Training Programmes, ADPs, Events, and Seminar, workshops, startup meets, awareness camps etc. | |
| 6 | Other Administrative Expenses including consumables, printing, publications, books, journals, etc. | |
| 7 | Miscellaneous and Contingencies | |
| | Total Recurring | |
| | Total Project cost (A+B) | |

12. Revenue generation projections for sustainability of R-ABI

| Sl. No. | Means of revenue generation | 1st Year | 2nd Year | Total |
|---------|-----------------------------|----------|----------|-------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| Total | | | | |

13. Attach Endorsement from the Head of the Institution as given at Annexure-IV.

14. RC while recommending sanction of grant to a RABI will take into account funding already received by Eligible Incubator from other Ministries and Departments under similar schemes like DST, BIRAC, MSME, NITI Aayog, DBT, NABARD etc., especially (towards capital expenditure)

Name & Signature of the
R-ABI Head (With seal)

Name & Signature of the
Head of the Institute (With Seal)

Date:

Place:

Annexure IV

CERTIFICATE

ENDORSEMENT FROM THE HEAD OF THE HOST INSTITUTION

- 1 We have gone through and agree to abide by the Terms and Conditions of the Nodal Division, DAC&FW grant for R-ABI.
- 2 We have not submitted, nor do we intend to submit this, or a similar project proposal, to any other agency for financial or other support. In case we submit a proposal to the other agency and get the support, we will keep Division of RKVY, DAC&FW informed.
- 3 We undertake to submit progress reports, statement(s) of accounts, utilization certificates as required.
- 4 Certified that Dr/Shri/Smt..... is the R-ABI Head of the proposed R-ABI. The R-ABI Head will assume the responsibility of implementation of the project.
- 5 Certified that the hardware, other basic facilities and such other administrative support required for successful running of R-ABI will be extended to the R-ABI by Host Institute, as per terms and conditions of the grant.
- 6 Our institution/agency assures to undertake the complete financial and other management responsibilities of the R-ABI, and successful running of R-ABI for two years of sanction of R-ABI by Nodal Division, DAC&FW.
- 7 Certified that the minimum period to provide land and building to R-ABI is 15 years and we will continue to provide support beyond this initial period.
- 8 If any of the above statements found to be incorrect by Nodal, DAC&FW at any point of time, the organization takes the responsibility to refund the entire amount released by Nodal, DAC&FW.

Date.....

Name & Signature of the

Head of the Institution

Place

Annexure-V
Application for
Agripreneurship Orientation Programme
under RKVY-RAFTAAR Programme of RKVY Scheme

- a. Name of the applicant
- b. Postal address
- c. Email
- d. Phone/ Mobile Number
- e. Date of Birth
- f. Gender:
- g. Qualification
- h. Details of Experience if any
- i. Please attach a concept note of the technology/business idea you propose to pursue.
- j. Describe the innovative elements of the idea along with comparisons with previous reports or products available
- k. Please describe the target market opportunities or market for your proposed technology/business idea.
- l. How much money did you invest in developing the plan (if any).
- m. How will you generate revenue out of your technology/business idea?