



Him Palam R-ABI Adv. No. 1/2020

Him Palam RKVY-RAFTAAR Agri-Business Incubator (Him Palam R-ABI)

powered by

RKVY-RAFTAAR scheme of Ministry of Agriculture and Farmers' Welfare

invites Applications in Prescribed format from

Students/ youth aspiring to convert their innovative idea into a product/ prototype

latest by

June 10, 2020

for their candidature to

2-month Agri-preneurship Orientation Programme with stipend @ ₹ 10,000 per month & Grant-in-Aid up to 5 lakhs

under

Him-Aarambh Programme - 2020

Applications in prescribed format may be sent through the Speed/ Registered post to the **Head, Him-Palam R-ABI, Department of Soil Science, CSKHPKV, Palampur-176062** or emailed at rabihipalam@gmail.com

Note: For more details, go through the programme guidelines attached.



**Him Palam RKVY- RAFTAAR Agri Business Incubator
(Him Palam R - ABI)
CSK Himachal Pradesh Krishi Vishwavidyalaya
Palampur (176062)**

launches




Him-Aarambh Programme 2020

A journey from Idea to Action

HIGHLIGHTS

- Opportunity to students/ youth aspiring to convert their innovative idea into a product/ prototype in agriculture and allied activities.
- Screening of ideas on the basis of their potential for scalable business models.
- Two months Agri-Entrepreneurship Orientation Program.
- Selected interns eligible to apply for Idea/ Pre-Seed Stage funding of grant in aid up to ₹ 5 lakhs per startup for converting his/ her innovative idea into prototype/product as future agri startup.
- Final selection of interns by R-ABI Incubation Committee.
- Program implementation strictly as per the guidelines issued by the MOA and FW.

KEY BENEFITS OF PROGRAM

8 weeks agri-preneurship workshop 




Mentorship from Experts

World Class Research Labs 

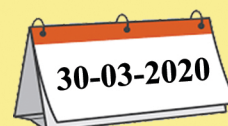


Workshop Stipend ₹10,000 per month

Grant-In Aid upto ₹ 5 lakhs 

TIMELINE

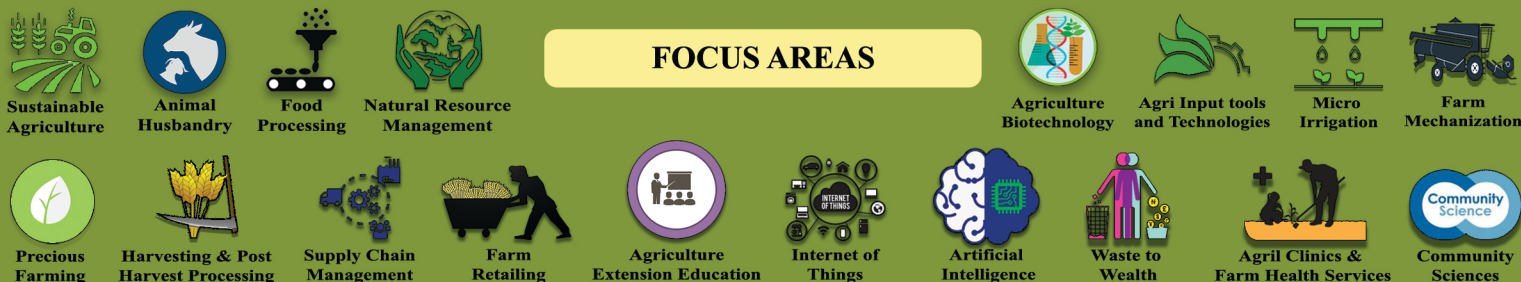
Application Launch Date:



Last Date of Application Submission



FOCUS AREAS



HURRY UP TO APPLY!! For the prescribed application form and other details, visit the Home Page of the University Website (www.hillagric.ac.in).

Submit the application duly completed to **Head, Him Palam R-ABI, Department of Soil Science, CSK HPKV, Palampur** through speed post or Email at rabihipalampur@gmail.com

For more details, contact Prof. VK Sharma, Head (98165 28663)



Application for Agripreneurship Orientation Programme-cum- Startup pre-seed funding under Him-Aarambh programme of Him Palam R-ABI of CSKHPKV

Essential requirement: A business idea to develop innovative product/service/model for launching a new company having greater growth potential and job opportunities

1. Name of the applicant: _____
2. Postal address: _____

3. Email: _____
4. Phone/ Mobile Number: _____
5. Date of Birth (dd-mm-yyyy): _____
6. Gender: _____
7. Qualification: _____
8. Details of experience (Business person, farmer or any other, if any):

9. What is your innovative business idea/technology, you propose to pursue for the startup? Describe briefly about it. How is it new in comparison to existing businesses or products/technology available? (Define scope of intended product or service. For a process, one needs to think of the product that will result with the idea)

Him-Aarambh
A journey from Idea to Action



10. State key innovative elements/ features of your business idea:

11. Title of proposed startup/innovation project from your business idea/ technology:

12. Type of Innovation project (Product/Process/Service):

13. Field/Sector of the innovation project:

14. Name of business company (If already formed):

15. Project Formation (Individual/ Group):

16. Describe your action plan for transforming your business idea into marketable product or service:



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A journey from Idea to Action

17. How will you generate revenue out of your technology/business idea?



18. Describe the target market opportunities or market for your proposed technology/business idea. _____

19. If your business idea clicks as per your action plan, how much revenue do you expect in 1st, 2nd and 3rd year by selling your innovative product/service?

20. Have you started the project based on the above-mentioned idea or yet to start? If started, mention the date and how much have you invested so far.

21. Expenditure required to be incurred for product realization/ formation of Minimum Viable/Marketable product or service from your business idea:

22. Brief your plan for managing funds for the product realization from your business idea/technology.



23. If you are given a grant- in -aid worth Rs 5 lakhs to develop product/ service (MVP) from your idea/ technology, furnish details of its utilization as per the following table:

Recurring expenditures		
1.	Manpower (Salaries and Fees)	
2.	Operational expenses like electricity, incubation charges etc.	
3.	Any other area/activity as deemed necessary	
Non- recurring expenditures		
1.	Product Development and Design 1.1 Design prototype development 2.2 Lab/ Bench Scale Production 1.3 Trials/ Tests 1.4 Marketing/ Miscellaneous 1.5 Data generation/ data acquisition for ideas	
2.	Any other area/activity as deemed necessary	

Declaration:

I, _____, hereby certify that the information furnished in the application form from Item 1-23 is true, complete and to the best of my knowledge.

Date:

Place:

Signature of the Applicant

Note: Short-listed candidates will only be invited for 5 to 7 minutes Startup Presentation and 3-5 minutes Interaction with the Selection Committee. The Selection Committee focuses mainly on the usefulness, uniqueness and viability (technical/ economic) of the proposed startup and also its job-creation potential, benefit to farming community, market potential/scalability of the project, impact on society, etc.

Programme Guidelines

Startup

- Emerging company having a repeatable and scalable business model.
- A budding entrepreneur thinks new things (creativity) and develops new products and processes, which creates value in the marketplace/ business world.
- Startup projects support those budding entrepreneurs, which have either innovative idea or innovative product/service for developing a big business company.
- Must follow the criteria laid out by DPIIT.

Startup definition

As per the Department for Promotion of Industry and Internal Trade (DPIIT), GOI Ministry of Commerce and Industry, an entity shall be considered as a Startup:

- Upto a period of ten years from the date of incorporation/ registration, if it is incorporated as a private limited company or registered as a partnership firm or a limited liability partnership in India.
- Turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees.
- Entity is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

Him Aarambh programme - 2020

The programme comprises of Agri-preneurship Orientation Programme (AOP) and Pre-seed funding stage:

1. Agripreneurship Orientation Programme

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. Start-ups are trained in various aspects of the product and business development. After that, these startups will be eligible for Idea/Pre-Seed Stage Funding.

Objectives

- To nurture potential agripreneurs by providing training cum internship with other startups to provide them practical, technical and business insights;
- To create and nurture a pipeline of agripreneurs for incubators
- To make pursuing entrepreneurship related to innovative ideas an attractive career option among other available career choices.

Eligibility Criteria

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

Selection Process of Interns for Agripreneurship Orientation

- The R-ABI shall announce the programme at the state/local level.
- All applicants for this programme will apply as per the prescribed format.
- 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.
- Under this component, the R-ABI will select a batch of 30 agripreneurs that have a workable innovative idea.

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.

Broad Activities

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. They will refine/ work on their innovative idea simultaneously.

2. 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.

Objectives

- i) 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.
- ii) 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;
- iii) To attract and retain a large number of enthusiastic and skilled youth in agriculture;
- iv) To create a pipeline of innovative startups for incubators.

Eligibility Criteria

- i) After successful completion of the initial two months of the agripreneurship orientation programme, interns will qualify for getting Idea/Pre-Seed Stage Funding.
- ii) The recipient should be registered for the incubation programme at the R-ABI for the entire duration of Idea/Pre-Seed Stage Funding. 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.

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

- i) 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.
- ii) The RC will evaluate and recommend the interns for Idea Stage Funding.
- iii) 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.
- iv) 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.
- v) Subsequent disbursement schedules should be linked to the achievement of milestones by the incubatees.

Pattern of Funding Support and Release of Funds

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.

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.

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:

- i) Development of prototype/ product
- ii) Expenses on data generation/ Data acquisition for ideas working on IT side/AI side
- iii) Fees for technology commercialization and IP issues
- iv) Manpower for day to day operations
- v) Day to day operational expenses like electricity bill, incubation charges etc.
- vi) Any other area/activity as deemed necessary and recommended by the RIC of R-ABIs.