



Him Palam R-ABI Adv. No. 2/2020

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

**Potential startups/ budding entrepreneurs that have a minimum viable product (MVP)
based on innovative solutions/ processes / products/ services/ business models**

latest by

June 10, 2020

for their candidature to

2-month Incubation Programme & Grant-in-Aid up to 25 lakhs

under

Him-Utkarsh 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-Utkarsh Programme 2020

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HIGHLIGHTS

- Financial assistance of maximum up to ₹ 25 lakhs to potential startups that have a Minimum Viable Product (MVP) based on innovative solutions / processes / products / services / business model in agriculture & allied sectors.
- Screening of MVPs on the basis of their relevance to scalable business.
- This support will assist the incubatees to launch their products / services / business platforms etc. into the market and help them to attain business viability at a faster pace.
- Mandatory two months training to provide skills for translating MVP to marketable stage and scale up the product and business.
- Based on consistent performance evaluated by Him Palam R-ABI Incubation Committee, selected incubatees will be eligible for seed funding.
- Program implementation strictly as per the guidelines issued by the MOA and FW.

KEY BENEFITS OF PROGRAM



TIMELINE

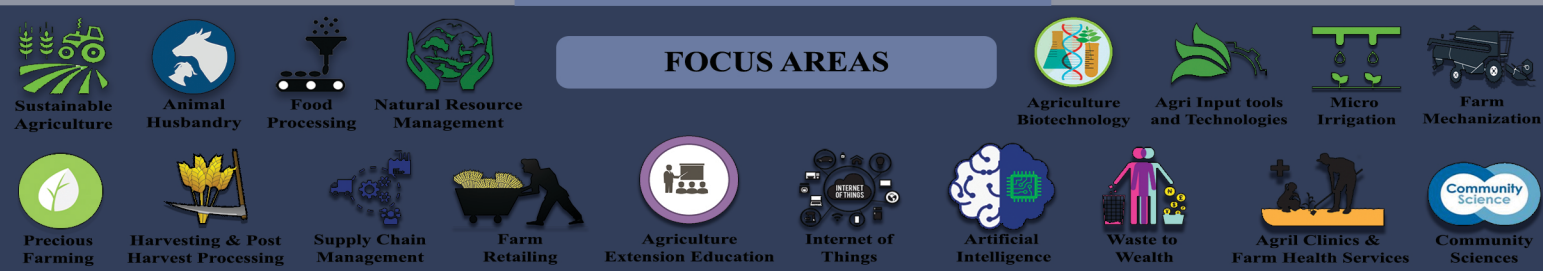
Application Launch Date:



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 seed funding up to 25 lakhs under Him-Utkarsh
programme of Him Palam R-ABI of CSKHPKV**

*Essential requirement: An innovative product/service/model for launching a new company
having greater growth potential and job opportunities*

A. General information

- a) Applicant's name: _____
- b) Age (Years): _____ c) DOB (dd/mm/yyyy): _____
- d) Gender: _____
- e) Highest Qualification: _____
- f) Address of the Applicant: _____

- g) Phone/Mobile (Mandatory): _____
- h) Email: _____

**B. Describe briefly about your innovative product/service/model with
special reference to uniqueness and usefulness. How is it innovative in
comparison to existing businesses or products/ technology available?**

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C. Startup Details

- a) Name of the Startup with your MVP: _____
- b) Have you registered your startup? _____
- c) What is the legal status of the entity you have formed (Sole Proprietorship/ Partnership/ Limited Liability Partnership/ Private Limited Company)?

- d) Founding Year: _____
- e) Website: _____
- f) Founding Team details with shareholding pattern:

D. Technology

- a) Which focus area does your product/service belongs?

- b) Where are you in your product development / path to market process? (Prototype, MVP, Beta customers, commercially operational): _____
- c) Explain USP (Unique Selling Proposition) of your product/service? Please focus on “benefits” rather than “features” of the technology. _____
- d) What does it do and what problem it solves? (Use simple and non-technical terms).





- e) Does your technology have any intellectual property protection? If not, what is your plan to protect your technology from competitors? _____

E. Commercial and existing technology landscape

- a. What is the competitive advantage of your technology with respect to existing products/services/technologies in the market today?

- b. Is your product completely ready for market? If not, how long will it take for this innovation/technology is completely developed and ready for the market? (Already in active use now, 1-6 months, 7-12 months, 12+ months) _____
- c. What are the key risks/ barriers that you face in bringing your technology to the market? Please explain (Technical/ manufacturability, Freedom to operate, Regulatory, compliance, finance, scale of investment barriers, team etc.)



F. Business and investment plan:

- a. Describe your current traction: mention relevant metrics such as: Monthly growth, Nos. of customers, MAU (Monthly active users), DAU (Daily active User), etc.



- b. Describe your current revenue model? Please explain your business plan and investment plan for the next one year.

- c. Market assessment: Size and growth. Please give an estimate of your (current) target market segments (B2B: B2C: B2B2C)



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- d. Competitive advantage of your product/ technology over your competitors.



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- e. Explain your current marketing/ sales/ distribution strategy.



f. Your funding requirement for scaling up your innovative product/service (MVP)?

g. Your investment plan and milestones for the next one year.



h. What are your revenue projections for the next one year?



- i. If you are given a grant in -aid worth Rs 25 lakhs to scale up the business from your MVP, 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	

G. Please include any further information that you wish to communicate to us to help us in judging your application



Declaration:

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

Date:

Place:

Signature of the Applicant

Note:

- i) 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.
- i) Candidates shall present their innovative product/MVP/prototype before the committee.

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-Utkarsh programme - 2020

The programme comprises of 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.

Objectives

- To ensure timely seed support to deserving incubatees within R-ABIs,
- To enable translation of minimum viable product (MVP) to marketable stage and scale up the product and business.
- 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.

Eligibility Criteria

- All incubatees of a R-ABI will be eligible for this funding on the basis of consistent performance evaluated by RIC
- The recipient should be a registered legal entity in India with a minimum of two months of residency at the R-ABI.
- 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.
- A startup supported once will not be eligible for applying for the subsequent round of seed support to any R-ABIs.

Selection Process of Incubatee for Seed Stage Funding

- 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.
- 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. Start-ups are trained in various aspects of the product and business development.
- CIC will further evaluate and recommend the incubatees to the Nodal Division, DAC&FW for seed stage funding.
- CIC will further evaluate and recommend the incubatees to the Nodal Division, DAC&FW for seed stage funding.
- 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.
- 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 startups 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.

Pattern of Funding Support and Release of Funds

- i) 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)
- ii) 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 instalments as mentioned below:
 - 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.
 - 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.
 - 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.
 - After two months, market access will be facilitated by the R-ABI.
 - 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.

Broad Activities to be supported under Seed Stage Funding

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

- i) Product Refinement/Testing and Trials/ Test Marketing/ Marketing launch
- ii) Expenses on data generation/data acquisition for ideas working on IT side/AI side
- iii) Fees for IP issues/one-time technology licensing fees
- 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.