



HIMPALAM RABI/PUB- I/2019

**HIM PALAM RKVY-RAFTAAR AGRI-BUSINESS INCUBATOR (HIM PALAM R-ABI)
CSK HIMACHAL PRADESH KRISHI VISHVAVIDYALAYA
PALAMPUR-176062**

**Funded by
Ministry of Agriculture & Farmers' Welfare**

**Under
“Rashtriya Krishi Vikas Yojana –Remunerative Approaches for Agriculture and Allied Sector
Rejuvenation (RKVY-RAFTAAR)”**

ANNUAL PROGRESS REPORT (2019-20)



Prepared by

**Prof. VK Sharma, Principal Investigator &
Er. Shakiv Pandit, Manager**

Introduction to Himachal Pradesh

Himachal Pradesh is situated in the heart of Western Himalayas with altitude varying from 300 meters to 7000 meters. It covers a geographical area of 55, 673 square kilometers, which is about 1.82 per cent of India's total area. Nature has endowed Himachal Pradesh with a wide range of agro-climatic conditions, which make it suitable for growing wide range of field and fruit crops. It comprises of four zones viz., Low hills subtropical (16% TGA), Mid hills sub-humid (21% TGA), High hills wet temperate (24% TGA) and High hills dry temperate (39% TGA) zones. The state is divided into 12 districts and 75 Tehsils for the administrative purposes. The mainstay of the people in the state is agriculture on which 67 percent population still depends. The marginal and small farmers possess 86.4 per cent of the total land holdings. The cultivated area in the state is only 11 percent. Because of hilly topography, the terraced cultivation is usually practiced in the State. About 80 % of its cultivated area is rainfed. Total area under food grains, fruits, apple, vegetables, floriculture, organic farming and tea is 790, 231, 113, 72, 0.6, 22 and 2.3 thousand hectares. There is a variety of field crops grown in the State viz., rice, wheat, maize, groundnut, soybean, sunflower, mustard, toria, urd, beans, moong, rajmash, gram, lentil, cash crops like seed potato, off-season vegetables and ginger, while fruits grown in the State are apple, mango, orange, pear, plum, peach, lime, litchi, apricot, galgal, pomegranate, etc.

Opportunities in Himachal Pradesh for sustainable agriculture are as follows:

- Diverse agro-climatic conditions viz., sub-humid tropical (elevation 350-1000 m), warm and temperate (elevation 1001-1500 m), cool and temperate (elevation 1,501-2,500 m), and cold alpine and glacial (elevation 2,501- 6,975 m).
- Distinctive floral and faunal biodiversity having aesthetic, cultural, commercial and genetic values. the State harbours 3,256 floral species & 5,721 faunal species.
- 67 percent population depends on agriculture.
- Organic agriculture by default
- Crop diversification including wheat, maize, rice, barley, seed-potato, ginger, vegetables, vegetable seeds, mushrooms, chicory seeds, hops, olives, and fig.
- Apple State of India
- Known for quality tea production
- A long list of underutilized food plants in the State
- 1st State to formulate “Policy for the Registration and Protection of Geographical Indications of Goods”. H.P Patent Information Centre files application on behalf of any association of persons, producers & organizations
- Important GIs include Chamba rumal, Kangra paintings, Kangra tea, Kinnauri shawl, Kullu shawl, Karsog Kulth, Chamba Metal Crafts, Thangi of Pangri, Rajmah of Bharmour, and Chamba Chukh.
- Enhancing efficiency of production, processing and marketing of food and animal products using latest technologies
- High value and low volume crops (Kalazeera, Saffron, Kuth, heeng (*asafoetida*), etc).
- Off-season vegetables (Pea, Cabbage, Capsicum, Cauliflower, Tomato, French beans)
- Forest-based products - medicinal and aromatic plants (MAPs) like Salam Panja, Patish, Karu, Rattan jot, Somlata, etc.
- Organic/ natural farming products
- Niche based animal production (fishes, *Pahari* cows, *Gaddi* dogs, etc.)

About Him Palam RKVY-RAFTAAR Agri-Business Incubator

Chaudhary Sarwan Kumar Himachal Pradesh Krishi Vishvavidyalaya (CSKHPKV) was established on 1st November, 1978. The University has four constituent colleges, viz. College of Agriculture with 13 departments, Dr. GC Negi College of Veterinary & Animal Sciences with 18 departments, the College of Community Science with five departments and the College of Basic Sciences with four departments. Besides, It has three Regional Research Stations, ten Research Sub-stations and eight KVKs situated in four agro-climatic zones of the State. The Indian Council of Agricultural Research has ranked this University at eleventh place among all farm universities of the country. Over the years, this University has contributed significantly in transforming the farm scenario of Himachal Pradesh. The university has contributed largely to the State for receiving the “Krishikarman award” of Government of India in food-grain production, four times in row. The University has developed and released 155 improved varieties of different crops for the different regions of the State. To enhance crop and animal productivity, the University has developed more than 100 technologies in the areas of crop improvement, animal breeding, disease combating, natural resources management, etc. For doubling the farmers’ income by 2022 as envisaged by the government, twenty farm-based models have been formulated and shared with the agriculture and animal husbandry departments of the State Government.

To promote innovation and entrepreneurship development in agriculture and allied sectors the Ministry of Agriculture and Farmers’ Welfare has established an Agri-Business Incubator under Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR) scheme during 2018-19. Enhancing contribution of agriculture to the GDO and creating more job providers as compared to job seekers are the main agenda of the RKVY-RAFTAAR scheme. This incubator is known as Him Palam RKVY-RAFTAAR Agri-Business Incubator (Him Palam R-ABI) of CSKHPKV. The mission of Him Palam R-ABI is to bring agricultural prosperity in North-West Himalayas through innovation and entrepreneurship. An agricultural value chain comprises of Producers (who grow crops and raise animals) at one end, Consumers (who eat, drink, wear and use the final products) at the other end and thousands of men and women, and small and large businesses in the middle). Him Palam R-ABI is committed to promote innovation and entrepreneurship among students/ youth of India in general and of Himachal Pradesh in specific. It will focus on nurturing innovative early-stage enterprises that have high growth potential to become competitive agribusinesses. It may include commercialization of scientific agro-technologies, seed ventures (seed production, processing, and marketing), innovative ventures (based on proprietary products or novel services with good market potential), farm ventures (Integrated farming system, Natural/Contract/ precision farming, etc.), agri-biotech ventures, supply chain management ventures, etc.

Vision

Providing high-quality incubation services to agri-startups of hill agro-ecosystems.

Mission

Promoting innovation and entrepreneurship in agriculture and allied sectors as per the guidelines of Government of India.

Objectives of Him Palam R-ABI

- i) To achieve "Lab to Land" by dissemination of new technology /varieties to farmers through promoting a culture of Agri startups.
- ii) Identifying and adopting technologies appropriate for specific agribusiness enterprises.
- iii) Identifying and motivating entrepreneurs in agribusiness enterprises, frequently in rural areas.
- iv) Building commercial conduits in the form of value chains which integrate new value creating activities in rural and urban spaces.
- v) To promote innovation, entrepreneurship and business creation in agriculture and allied sector by skill development, capacity building and technology scale up.
- vi) To build a vibrant agri-startup ecosystem, by establishing a network between academia, financial institutions, industries and other related institutions.

Focus Areas



Sustainable Agriculture



Animal Husbandry



Food Processing



Natural Resource Management



Agriculture Biotechnology



Agri Input tools and Technologies



Micro Irrigation



Farm Mechanization



Precious Farming



Harvesting & Post Harvest Processing



Supply Chain Management



Farm Retailing



Internet of Things



Artificial Intelligence



Waste to Wealth



Agriculture Extension Education



Agril Clinics & Farm Health Services



Community Sciences

Project staff

SN	Post sanctioned	Name of the official in position	Remarks
1	Business Executive	Mr Shakiv Pandit	Holding additional charge of Business Manager
2	Business Executive	Mr. Vikas Kumar	-
3	Office Assistant	Mr. Babli Kumar	-
4	Supporting Staff	Mrs. Pooja Sharma	-

Advertisement for filling up positions

CSK HIMACHAL PRADESH KRISHI VISHVAIDYALAYA, PALAMPUR "RECRUITMENT BRANCH"

FELLOWSHIP NOTICE No. 18/2019

Applications are invited on the prescribed form from the eligible candidates for the fellowships in the adhoc project as per detail given below. The application complete in all respects alongwith bank draft of the appropriate amount of processing (application) fee, in favour of the **Comptroller, CSKHPKV, Palampur**, should reach the office of the **Head, Department of Soil Science, College of Agriculture, CSKHPKV Palampur** latest by **15.6.2019 up to 5.00 PM:-**


Sr. No.	Name of the fellowship	No. of fellowship position	Remuneration	Qualification	Name of Project	Duration of Fellowship	Application Processing Fee
1.	Business Manager	01	Rs. 1,25,000/- PM (fixed)	M Tech/ MBA/PGDM/ Equivalent Master degree in Agri-Busines/ Finance/ Marketing/ Agri Marketing/ Agri Economics/ Economics / Technology Commercialization/ Entrepreneurship from recognized institute, having relevant experience in at least 3 to 5 years in Technology commercialization; Supported incubators; Assessment and evaluation of projects startup projects and with experience in startup ecosystem.	GOI Funded Project:- "HIM PALAM RKVY- RAFTAAR Agri Business Incubator".	Up to 31.3.2020/ Co-terminus with the project/ availability of funds.	Rs. 450/- (Rs.110/- for reserved categories)
2.	Assistant Manager	01	Rs. 70,000/- PM (fixed)	M Tech/ MBA/PGDM/ Equivalent Master degree in Agri-Busines/ Finance Marketing/ Agri Marketing/ Agri Economics/ Economics / Technology Commercialization/ Entrepreneurship from recognized institute having relevant experience in at least 2 to 3 years in Technology commercialization supported incubators; Assessment, evaluation of projects startup and with experience in startup ecosystem.	-do-	-do-	-do-
3.	Business Executive	02	Rs. 30,000/- PM (fixed)	Master degree with IP experience /MBA/MCA/B. Tech/ Equivalent Master degree from recognized University. Good verbal and written communication skills. Strong Literacy in computer, MS Office and Internet.	-do-	-do-	-do-

4.	Office Assistant	01	Rs. 25,000/- PM (fixed)	Graduation in any stream preferably B. Com./ BBA with working knowledge of accounts and computers, including MS Office	-do-	-do-	-do-
5.	Supporting Staff	01	Rs. 15,000/- PM (fixed)	10+2/ Senior Secondary School qualified candidate	-do-	-do-	Rs. 110/- (Rs.30/- for reserved categories)

Work specific interaction for the postitions mentioned at **Sr. No. 1 to 3** above will be held on **19.6.2019 at 11.00 A.M.** and for the **positions mentioned at Sr. No. at 4 & 5** above will be held on **20.6.2019 at 11.00 AM** in the **Committee Room of Administrative Block, CSKHPKV Palampur**. No separate communication in this regard shall be made.

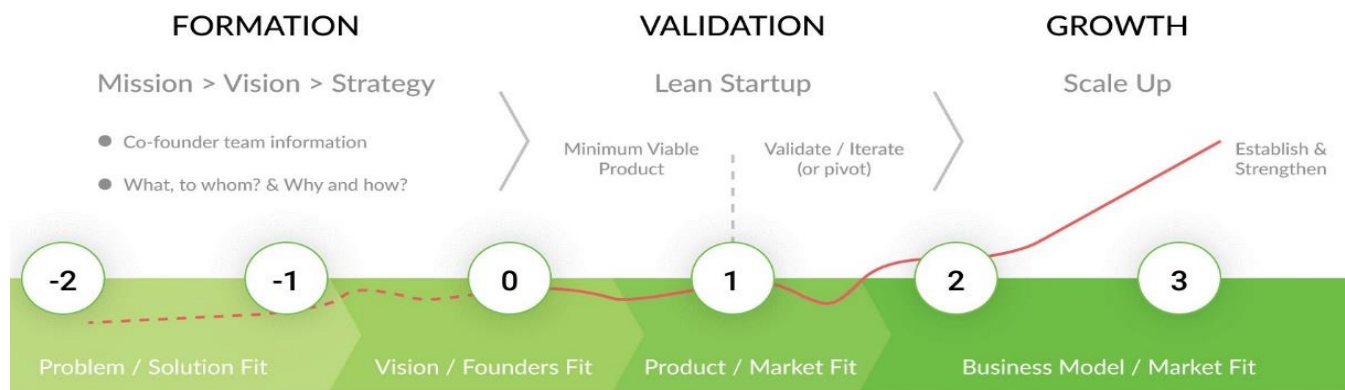
Terms and conditions

1. The fellowship and HRA (wherever applicable) will be paid at the fixed rate on monthly basis.
2. That the fellowship so offered is co- terminus with the project but can be withdrawn/terminated even earlier without assigning any reasons or in case work and conduct of the project fellow is not found satisfactory or in case the funds are not made available by the funding agency.
3. That the project fellow shall not claim for continuation of fellowship on the basis of this award. In case, he/she intends to resign from the fellowship, he/she will have to submit one month notice in writing to the PI/ Head of Department concerned or deposit fellowship amount for the period for which the notice falls short of one month.
4. That he/she will be required to produce a declaration that neither he/she is registered with any other University/Institution for higher studies at the start of the fellowship nor he/she will do so during the whole tenure of the fellowship.
5. That he/she will have to perform the duties of the project and such other duties as may be assigned from time to time by the competent authority of the University.
6. That no T.A/ D.A. will be paid for attending the interview and joining the fellowship.
7. That no other benefits are attached with this fellowship and the selected candidate shall not be entitled for regularization and any other benefits being enjoyed by the regular or contract employee of this University.
8. That his/her place of work is liable to be changed anywhere within the territorial jurisdiction of CSK Himachal Pradesh Krishi Vishvavidalaya, Palampur, where the project is in operation.
9. Payment of fellowship can be delayed due to non-receipt of funds from the funding agency.
10. That the fellowship offer is purely temporary and co-terminus with the project.
11. Self attested copy of certificate of belonging to reserved category, if any, be enclosed.
12. That any terms and conditions imposed by the funding agency prior to or after fellowship offer shall be binding upon the fellow. His/her joining to above fellowship is subject to being declared medically fit by the Medical Officer of this University/ Civil Hospital/ District Hospital etc.
13. The selected fellow will be required to submit an affidavit as given in annexure-II on stamp paper of Rs. 10/- duly attested by the Executive Magistrate/Notary Public at the time of joining.
14. Selected fellow will be entitled for casual/maternity leave as per University rules. No other kind of leave shall be admissible.
15. The incomplete applications without self attested copies of testimonials photograph or received after the last date of receipt of applications due to any reasons shall be rejected without making any reference.
16. The University reserves the right to fill up or not to fill up the fellowships advertised.
17. The candidates applying for the posts of Branch Manager and Assistant Branch Manager have to make a 5 minutes presentation about their vision and strategic plans to make the newly created Him Palam RKVY-RAFTAAR Agri-Business Incubator (R-ABI) of the University as a Model Incubator in the country.
18. The candidates applying for the post of Business Executive must be aware of the startup culture in India & abroad.


 Registrar
 CSKHPKV, Palampur

Main activities/ programmes of the Him Palam R-ABI

Basic function of the Incubator is to provide handholding support to budding entrepreneur depending upon their requirement/ startup development phase



Broadly, Him Palam R-ABI comprises of following two programmes:

I. Him-Utkarsh programme

A flight to grand business world
(Agripreneurship Incubation Program)

KEY BENEFITS



8 Week Workshop



Mentorship with Experts



Grant-In Aid upto ₹ 25 lakhs



CSK HPKV Lab Support



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.

1.1 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.

2. Him-Aarambh programme

A journey from Idea to Action
(Agripreneurship Orientation Program)



KEY BENEFITS



**8 Week
Workshop**



**Mentorship with
Experts**



**World Class
Research Labs**



**Workshop Stipend
₹10,000 per month**



**Grant-In Aid
upto ₹ 5 lakhs**

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

2.1 Highlights

- Opportunity to students/ youth to work on their innovative ideas on technological solutions/ processes/ products/ services/ business platforms etc. in agriculture and allied activities.
- Screening of ideas on the basis of their potential for scalable business models.
- Two months Agri-Entrepreneurship Orientation Program with a stipend @ Rs 10, 000/month/ participant.
- 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.

Launch/Start/End date of the startup programs

Name of programme	Type of funding	Date of advertisement	Start of programme	Completion of programme
Him-Aarambh	Pre-Seed	March 31, 2019	September 16, 2019	November 15, 2019
Him-Utkarsh	Seed	March 31, 2019	September 16, 2019	November 15, 2019



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

Offers

HIM-AARAMBH
A Journey from Idea to Action

HIGHLIGHTS

- Opportunity to students/ youth to work on their innovative ideas on technological solutions/ processes/ products/ services/ business platforms etc. 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 workshop
- Mentorship from Experts
- World Class Research Labs
- Workshop Stipend ₹10,000 per month
- Grant-In Aid upto ₹ 5 lakhs

TIMELINE

Application Launch Date:
 31-03-2019

Last Date of Application Submission
 11-07-2019

FOCUS AREAS

Sustainable Agriculture, Animal Husbandry, Food Processing, Natural Resource Management, Agriculture Biotechnology, Agri Input tools and Technologies, Micro Irrigation, Farm Mechanization, Precision Farming, Harvesting & Post Harvest Processing, Supply Chain Management, Farm Retailing, Agriculture Extension Education, Internet of Things, Artificial Intelligence, Waste to Wealth, Agri Clinics & Farm Health Services, Community Sciences

For the prescribed application form and other details, visit the Home Page of the University Website (www.hillagric.ac.in). Submit the application through speed post/Email (vk_sharma08@yahoo.co.in)

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



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

Offers

HIM-UTKARSH
A flight to Grand Business World

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 incubates 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 incubates will be eligible for seed funding.
- Program implementation strictly as per the guidelines issued by the MOA and FW.

KEY BENEFITS OF PROGRAM

- 8 weeks training program
- Mentorship by Domain Experts
- Grant-In Aid upto ₹ 25 lakhs
- CSK HPKV Lab Support

TIMELINE

Application Launch Date:
 31-03-2019

Last Date of Application Submission
 11-07-2019

FOCUS AREAS

Sustainable Agriculture, Animal Husbandry, Food Processing, Natural Resource Management, Agriculture Biotechnology, Agri Input tools and Technologies, Micro Irrigation, Farm Mechanization, Precision Farming, Harvesting & Post Harvest Processing, Supply Chain Management, Farm Retailing, Agriculture Extension Education, Internet of Things, Artificial Intelligence, Waste to Wealth, Agri Clinics & Farm Health Services, Community Sciences

For the prescribed application form and other details, visit the Home Page of the University Website (www.hillagric.ac.in). Submit the application through speed post/Email (vk_sharma08@yahoo.co.in)

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

Selection of startups

Programme	Total applications	Candidates selected after RIC-1	Candidates selected in RIC-II for CIC	Candidates selected in CIC
Him Aarambh	79	15	9	6
Him Utkarsh	6	2	2	2



Him Palam RKVY-RAFTAAR Agri-Business Incubator
Department of Soil Science
CSKHPKV, Palampur-176062



Prof. VK Sharma
Head-cum-PI

Phone: 01894-230382, 098165-28663 (M)

Email: vk_sharma08@yahoo.co.in

No.: QSD/Soil Science/2019/J-5/

Dated: 13-08-2019

NOTIFICATION

As per the **Operational Guidelines** of RKVY Division of Ministry of Agriculture and Farmers' Welfare for **seed stage funding**, the RIC of Him Palam Agri-Business Incubator has been pleased to select following candidates/startups for **two months training/incubation programme at CSKHPKV, Palampur:**

Sr No.	Name(s)	Business idea	Mentor(s)
1	Mr. Anirudh & Manuj	Scaling up of portable apple sorting/grading machine	Head, Department of Horticulture & Head, Department of Agril. Engineering
2	Mr. Udhey Singh	Scaling up of products with Stevia	Coordinator, B. Tech (Food Technology) programme

Based on the performance in the training programme, they will then be recommended to RC for the final selection. *Further, the Chairman of RIC was kind enough to appoint a mentor to each of them for providing technical guidance and laboratory facilities from time to time.*

The training programme will start in the 2nd fortnight of September, 2019. The candidates shall make their own arrangement for attending the programme regularly. However, stay arrangement can also be made in the Farmers' Hostel (Shared room/Hall) as per the university rates depending upon the request of the trainees.

Vk 13/08/2019
Principal Investigator

Copy for information to:

1. The Director of Extension Education, CSKHPKV, Palampur.
2. Members of the RIC
3. Mentors concerned
4. PS to the VC for the kind information of honourable Vice-Chancellor
5. All concerned through university website



Him Palam RKVY-RAFTAAR Agri-Business Incubator
Department of Soil Science
CSKHPKV, Palampur-176062



Prof. VK Sharma
Head-cum-PI

Phone: 01894-230382, 098165-28663 (M)

Email: vk_sharma08@yahoo.co.in

No.: QSD/Soil Science/2019/J-30

Dated: 13/08/2019

NOTIFICATION

As per the **Operational Guidelines** of RKVY Division of Ministry of Agriculture and Farmers' Welfare for **Idea/Pre-seed funding**, the RIC of Him Palam Agri-Business Incubator has been pleased to select following candidates/startups for **two months Agri-entrepreneurship Orientation programme at CSKHPKV, Palampur:**

SN	Name(s)	Business idea	Mentor(s)
1	Mr Naval Kishor	Desi cow dairy management & Natural farming	Head, Department of Organic/ Natural Farming & Head, Vety. & AH Extension Education
2	Mr. Pradeep Kumar	Changar area prosperity through A2 milk production & Natural farming	
3	Mr. Sandeep Kumar	Indigenous cow dairy farming	Coordinator, B. Tech (Food Technology) programme
4	Ms Abha Anand	Production and sale of gluten free food products	
5	Ms. Khushbu Verma	Formulation of herbal face and hair products	Head, Department of Entomology
6	Mr Koushik Bose	Bio-defender	
7	Mr Hem Raj	Quality compost for mushroom production	Head, Department of Plant Pathology
8	Mr Khem Singh	Quality spawn for mushroom production	
9	Mr Loveleet	Production and sale of seed, substrate and produce of quality mushrooms	
10	Mr Naresh Kumar	Model Mushroom Farm	
11	Ms. Dolly & Mr Ashish Rana	ICT to connect farmers, SMSs and Markets	
12	Ms Pooja Thakur	Organic food management between producers and consumers	Head, Department of Agricultural Economics & Head, Department of Vegetable Science
13	Mr Puneet Thakur	Connecting farmers to consumers through website and mobile apps (<i>Brahmastra</i>)	
14	Mr Shubham Patial	Controlling growth factors in protected farming through IOT based products	Head, Department of Plant Pathology
15	Mr. Saurabh Saini	Kisan Service Centre and On-line Marketing	

Based on their performance, they will then be recommended to RC for the final selection. *Further, the Chairman of RIC was kind enough to appoint a mentor to each of them for providing technical guidance and laboratory facilities from time to time.*

The training programme will start in the 2nd fortnight of September, 2019. They shall make their own arrangement for attending the programme regularly. The stay arrangement can also be made for the trainees in the Farmers' Hostel (shared room/hall) as per the university rates, depending upon the request of the trainees.

Vk 13/08/2019
Principal Investigator

Copy for information to:

1. The Director of Extension Education, CSKHPKV, Palampur.
2. Members of the RIC
3. Mentors concerned
4. PS to the VC for the kind information of honourable Vice-Chancellor
5. All concerned through university website

Main activities planned under startup programs

Programme	Activities
Him Aarambh	<ol style="list-style-type: none"> FIRST RIC MEETING ON JULY 22 TO 23, 2019 Conduct of Agricultural Orientation Program as per RKVY RAFTAAR guidelines. Exposure to different startups / enterprises in agriculture and allied sectors mainly through experts. Mentoring services for building MVP Visit to all departments in University and interaction with faculty. Co-PI and a few startups participated in Himachal Pradesh Global Investors' Meet 2019 to seek fund opportunities for ongoing startups. Setting up of milestones for each startup providing incubation services to work on ideas SECOND RIC MEETING ON NOVEMBER 14, 2019 RC on 04-03-2020
Him Utkarsh	Above-mentioned activities but with more mentoring services towards scaling up business.

Content of Agripneurship Orientation-cum- Incubation programme

Training schedule
Agri-entrepreneurship Orientation-cum-Incubation Programme under Him Palam R-ABI Project
(16-09-2019 to 15-11-2019)

Mandate of the project
To support the starting of new companies having potential for expanding business at a large scale (so called Startups), based on innovative solutions/products/services/business platforms, etc.

Objectives

- Capacity building of Himaarambh incubatees for refining/ working on their innovative idea. plus **Hands on training** by Mentors to develop an innovative model/ product.
- Capacity building of Himutkarsh incubatees under scheme for translation of MVP to marketable stage and scale up the product/ business plus **practical orientation by Mentors** for refining MVP and scaling up the business

Training modes
Participatory learning approach, High value mentoring services up to the expectations of incubatees and Exposure to modern technologies and stakeholder diversity in agriculture and allied sectors

Training venue
Professors' Hall, College of Agriculture, CSKHPKV, Palampur

Timings
10.00 to 11.30 AM (Technical Session-I), 11.30 AM to 1.00 PM (Technical Session-II), 1.00 to 2.00 (Lunch), 2.00 to 5.00 PM (Practical/Mentoring session)

Date-wise activity schedule

Date	Technical Session-I (10.00 to 11.30 AM)		Technical Session-II (11.30 to 1.00 PM)	
	Topic(s)	Resource person	Topic(s)	Resource person
16/09/2019	Inaugural session	-	Interaction of the hon'able VC with Mentors & Incubatees	-
18/09/2019	Agri-business Terms & Concepts-----	-	DPIIT startup concept	-
19/09/2019	Introduction to university	-	Visit to COA	-
20/09/2019	Visit to COVAS	-	Visit to COHS & COBS	-
23/09/2019	Introduction to R-ABI project	-	Business resources and information	-
24/09/2019	Visit to Library	-	Meeting with mentors	-
25/09/2019	Communication skills for effective business	Dr. Devesh, COVAS	ICT and social media tools for entrepreneurs	Dr. Devesh, COVAS
26/09/2019	Sales and Marketing skills for entrepreneurs	-	Interpersonal and socio-psychology	-
27/09/2019	Entrepreneurship Development-Assessing areas of improvement	-	Upgradation of entrepreneurial skills for startups-I	-
30/09/2019	Upgradation of entrepreneurial skills-II	-	Upgradation of entrepreneurial skills-III	-
01/10/2019	Tips and tricks for the entrepreneurial success	-	Tips and tricks for the entrepreneurial success	-
03/10/2019	Agri start-ups in India: Technology solution to agribusiness issues	-	MVP as a key to success	-
04/10/2019	Startup characteristic, roadmaps & stage-wise milestones	-	Startup stage-wise milestones	-
07/10/2019	CRM and Strategies for launching of MVPs	-	Startup funding, Pitching/ presenting to investors	-
09/10/2019	Pitching/ presenting to investors	-	Lessons learnt by participants-Discussion	-
10/10/2019	Agri start-ups in India: Technology solution to agribusiness issues	-	Startups in agricultural supply chain management- connections with corporate sectors	Dr KD Sharma, COA
11/10/2019	Branding & Marketing strategies, Competition Analysis Framework, Sales value propositions, and Revenue strategy in startups	Dr Rajesh Thakur, COVAS	Business modeling and Go to market strategy for startups	Dr Harbans Lal, COA
14/10/2019	Financial management in startups – Costing, Pricing, & Tools (break-even points, P+L statements-----)	Dr. Virender Kumar, COA	Agro-tourism as an enterprise,:	Dr Anup Katoch, COA

Date	Technical Session-I (10.00 to 11.30 AM)		Technical Session-II (11.30 to 1.00 PM)	
	Topic(s)	Resource person	Topic(s)	Resource person
15/10/2019	Technology description, relevance for IP management for startups	-	Startup funding avenues	-
16/10/2019	Low cost market strategies for startups	-	Company registration, taxation and regulations	-
17/10/2019	Essentials of IP for entrepreneurs and startups.	Dr KD Sharma, COA	IPR issues in startups on Technology commercialization	-
18/10/2019	Procedure of patent writing, patent filing and the process of granting patents	Dr Gopal, COA	Food safety & Export Standards & Regulations-Plant products	Dr YS Dhaliwal, Dean
21/10/2019	Entrepreneurship development in olericulture	Dr Akhilesh, COA	Potential enterprises in natural farming	Dr GD Sharma, COA
22/10/2019	Startups in Organic agriculture	Dr Rameshwar, COA	Startups in floriculture as a successful enterprise	Dr Desh Raj, COA
23/10/2019	Entrepreneurship development in protected vegetable cultivation	Dr Parveen & Dr Pardeep, COA	Micro-enterprises in Agronomy	Dr. Naveen, COA
24/10/2019	Startups in weed management	Dr Suresh Kumar, COA	Entrepreneurial options in Plant Pathology	Dr. DK Banyal, COA
25/10/2019	Mushroom cultivation as a successful enterprise-case studies	Dr Arun Sood, COA	Entrepreneurial sectors in Entomology	Dr RS Chandel, COA
28/10/2019	Scope of entrepreneurship development in Biotechnology	Dr Kamal Dev Sharma, COA	Agro-processing (Food & Fruits) based entrepreneur	Dr, YS Dhaliwal, Dean
29/10/2019	Startups in Community Sciences,	-	Startups in GIS and Remote Sensing services	Dr RS Rana, COBS
30/10/2019	Entrepreneurship development in dairy farming	Dr. Nishant Verma, COVAS	Startups in meat processing	Dr. Dinesh Krofa, COVAS
31/10/2019	Startups in milk Processing	Dr. B G Mane, COVAS	Goat farming as a profitable enterprise	Dr. Ankuj Thakur, COVAS
01/11/2019	Poultry farming as a profitable venture	Dr. Varun, COVAS	Startups in animal feed and fodder production	Dr. Arun Sharma, COVAS
04/11/2019	Startups for addressing public concerns relating to animal and veterinary sciences	Dr AK Panda	Startups in Farm mechanization	Dr DK Vatsa, DR
05/11/2019	Scope of entrepreneurship development in soil microbiology	Dr. Naveen Datt	Scope of entrepreneurship development in Soil Science	Dr RP Sharma, COA
06/11/2019	Startups in horticultural sciences	Dr SK Upadhyay, COA	Enterprises in medicinal and aromatic plant production	Dr Rajesh Uppal, COA
07/11/2019	Entrepreneurship development in tea cultivation	Dr Jai Dev, COA	Startups in animal improvement programmes	Dr YP Thakur, DEE
08/11/2019	Startups in crop improvement programmes	Dr VK Sood, COA	Interaction between startups and consumers	
11/11/2019	Apiculture as a successful enterprise-case studies	Dr. SK Sharma, COA	Interaction between startups and consumers	
13/11/2019	Fish Farming as a promising venture	Dr. Madhu Sharma, COVAS	Food safety & Export Standards & Regulations-Animal products	Dr AK Panda, COVAS
14/11/2019	Pitching session/ Investors' Meet	-	Pitching session/ Investors' Meet	-
15/11/2019	Presentation & Submission of hard copies of a final business plan	-	Closing ceremony	-

Note:

- Field visits/ Tours/ Home assignments shall be completed on every Saturday and Sunday and also on Gazetted holidays, if any, during the training period as per the directions of the concerned Mentor and Principal Investigator.
- Since the programme is participatory, incubatees are welcome to share their experiences or deliver a talk on any topic relating to startup ecosystem
- It is mandatory for all the incubatees to make PPT presentation on their project proposal during the program, whenever required. The services of the supporting staff of the Incubator can also be taken for that purpose, if required.
- Free Off-hours computer training modules will also be arranged for the interested incubatees.
- Since the proposed startups will be evaluated again by the university and also by the National Committee for the Final Selection, your serious concern about/during the training will be appreciated.

Prof VK Sharma

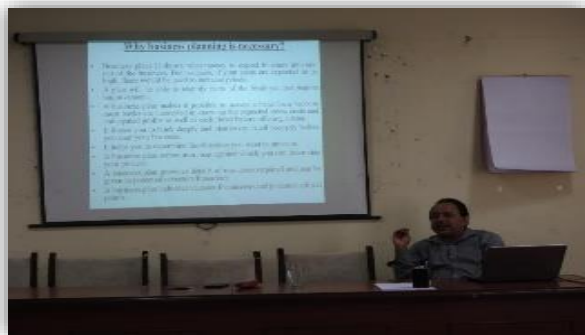
Glimpses of Agro-preneurship Orientation-cum-Incubation programme





Inaugural Session highlights





Lecture on startup basics



AV presentation



Guest Lecture by Dr HS Dhaliwal, Director PAMETI) and other experts



Setting up of start-up milestones

- Building MVPs for pre-seedstartups with fund utilization as per the GOI guidelines.
- Scaling up the business for seed startups with fund utilization as per theGOI guidelines.

Website and social media platforms

- Email ID: rabihipalam@gmail.com
- Website: (<http://www.hillagric.ac.in/research/dr/Him%20Palam%20R-ABI/himpalam-r-abi.htm>)
- Links to Facebook, Twitter and LinkedIn through Public relation unit of the university
- Also have separate accounts in:
 - Facebook (<https://www.facebook.com/himpalamrkvy>)
 - Twitter (<https://twitter.com/HimPalamRabi>)
 - LinkedIn (<https://www.linkedin.com/in/him-palam-rabi-87112119>)

Application status

- Programme name (Pre-seed stage) - Him Aarambh launch date: 31-03-2019
- Programme name (Seed stage) - Him Utkarsh launch date: 31-03-2019

RABIs Name	Total applications received		Total incubated	
	Pre-seed	Seed	Pre-seed	Seed
Him Palam	79	6	6	2
Total startups	85		8	

No. of startups selected by RIC-I held on July 22 & 23, 2019 to undergo 2- month residential programme for		No. of startups selected by RIC-II held on November 14, 2019 for		No. of startups selected by CIC held on March 04, 2020 for	
Seed	Pre-seed	Seed	Pre-seed	Seed	Pre-seed
02	15	02	09	02	06



**Zonal Technology Management & Business Planning and Development Unit
Indian Agricultural Research Institute, New Delhi-110012**

No: 3R/0/02/CIC/ZTM/2020/2741

Date: 11/03/2020

To
The Joint Secretary,
Rashtriya Krishi Vikas Yojana,
Ministry of Agriculture & Farmers' Welfare,
New Delhi.

Subject: Proceeding of CIC Meeting organized for Him Palam R-ABI, CSK Himachal Pradesh Agriculture University Palampur for their AOP & SSF Programs at ZTM & BPD Unit, ICAR-IARI, New Delhi.

Madam,

This is with reference to the letter F. No.3-70/2018-RKVY dated 18 Feb, 2020 received from your office. As per the approval ZTM & BPD Unit, IARI conducted CIC meeting for **Him Palam R-ABI, CSK Himachal Pradesh Agriculture University Palampur** on 04th March, 2020 at 11:00 AM in ZTM & BPD Unit, ICAR - IARI, New Delhi.

Under AOP program (5 Lakhs funding), total Nine (09) startups presented their cases out of which Six (06) got recommended.

Under Seed Stage Funding program (25 Lakhs funding), total Two (02) startups presented their cases and Two (02) got recommended.

The Proceeding of the CIC Meeting is annexed herewith for your kind perusal.

Thank you.

Sincerely Yours'

(Akriti Sharma)



PUSA KRISHI INCUBATOR
ZONAL TECHNOLOGY MANAGEMENT & BUSINESS PLANNING AND DEVELOPMENT UNIT
ICAR- Indian Agricultural Research Institute, New Delhi – 110 012

Proceedings of the CoE Incubation Committee-Evaluation Meeting for Agripreneurship Orientation Programme (Him-Aarambh) and Seed Stage Funding Program Him-Utkarsh of startups under RKVY-RAFTAAR in Pusa Krishi Incubator, ZTM & BPD Unit, ICAR-IARI on 04th March, 2020 at 11:00 AM.

In terms of the approved guidelines of Centre of Excellence Incubation Committee under RKVY-RAFTAAR, **CoE Incubation Committee** met for evaluation of recommended startups under **Him-Aarambh** Incubation Program of **Him Palam RKVY-RAFTAAR Agri-Business Incubator (Him Palam R-ABI)** under the Chairpersonship of Dr. A.K. Singh, Director, ICAR-IARI in ZTM & BPD Unit, ICAR-IARI, New Delhi on 04th March, 2020.

A total of 85 applications have been received under **Agripreneurship Orientation Programme (Him-Aarambh) & Seed Stage Funding Program (Him-Utkarsh)**. All incubatees were called for a presentation in front of RIC. As per the RIC members recommendation 17 start-ups were selected for the 2 months workshop and out of them, 14 start-ups joined the workshop. These start-ups attended the workshop wherein they were trained in various aspects of the product and business development. After the workshop RIC members again evaluated these start-ups and they have finally recommended 9 start-ups for “Pre-seed stage funding (up to Rs 5 Lacs)” and 2 start-ups for “seed stage funding (up to Rs 25 lacs)”. These 11 startups were evaluated by the CIC committee on 04th March, 2020.

Proceeding of the RIC Evaluation Meeting held on 14-11-2019 is enclosed as Annexure-I.

Committee Chairperson welcomed all the members of the Committee to the meeting. The meeting was attended by: -

1. Dr. A.K. Singh, Director, ICAR-IARI, Chairperson
2. Dr. J.P.S Dabas, Incharge CATAT, ICAR-IARI, Member
3. Dr. R.N. Sahoo, Principal Scientist, Division of Agricultural Physics, ICAR-IARI, Member
4. Dr. Charanjit Kaur, Principal Scientist, Division of Food Science & Post Harvest Technology, ICAR-IARI, Member
5. Dr. Satish Devram Lande, Scientist, Division of Agricultural Engineering, ICAR-IARI, Member
6. Mr. Kapil Mehan, Strategic Advisor- Agribusiness, Member
7. Mr. Tushar Pandey, Independent Consultant and Advisor, Member
8. Dr. Akriti Sharma, Scientist, ZTM & BPD Unit, ICAR-IARI, Member Secretary
9. Mr. Rajneesh Kumar, COO, Pusa Krishi Incubator, ICAR-IARI, Member



Nine (09) proposals for funding under **Agri-preneurship Orientation Program** & Two (02) proposals funding under **Seed Stage Funding Program** component of **RKVY-RAFTAAR** were discussed as follows:

The committee followed a procedure of inviting the Incubates for 8 – 10 minutes presentation and then the members interacted with the Incubates and completed the process of presentation by the shortlisted 11 Incubates who were selected by the RABI with interviews and screening of applicants. The focus was to look at innovation and benefit to the farmers in agricultural chain. Some of the projects even though did not show any benefit to the farmer directly but it was seen that in a larger perspective of multiplication of the model, it would create indirect jobs. It is assumed that there will be value addition in the chain all the way from backward integration to market positioning. In the end, a detailed discussion with a unanimous decision was arrived at for each project based on the inputs from all the members. The summary of the individual Incubate, Name, Sector, Recommendation, Amount and Remarks, is given below:

Agripreneurship Orientation Programme (Him-Aarambh)

S. No	Startup Name / Title of the project	Founder's name	Sector	Recommendation	Amount Recommended (in Lacs)	Remarks
1	NUTRANT A- Preparation of gluten free extruded products.	Ms Abha Anand	Agriculture (Post-harvest /Food processing)	Not Recommended	Nil	The applicant is making gluten free food products. CIC committee felt that the applicant is in very early stage and has not done sufficient research and analysis on the food products. CIC did not endorse the recommendation of the RIC and did not recommend any funding support.
2	KV COSMETIC S PVT LTD (Brand-MAAHRU)- Formulation of herbal face and hair products.	Ms Khushbu Verma	Agriculture (Post-harvest processing)	Recommended	3	The startup is making herbal formulations which are made from natural products. The face and hair products have good market. The committee felt that such products and ideas by student should be supported. CIC recommended the project for a funding support of Rs. 3.00 Lakhs.
3	ELEN FARMS - High value mushroom	Mr Lovleet Rana	Sustainable agriculture	Recommended	5	The startup is working on the high value mushroom cultivation. The startup has the required expertise to take the project ahead. CIC felt



	cultivation and grower facility centre for hill regions of Himachal Pradesh.					that the startup has the required expertise to take the project ahead and need to standardize the process of production. Committee recommend Rs 5 Lakhs for the project.
4	MANKOTIA AGRO FOODS- Strengthening the small and marginal farmers by providing low cost goods and services.	Mr Naresh Singh	Sustainable agriculture	Not Recommended	Nil	Committee felt that the startup is already established and doing good business and this grant can't be given to promote personal business. The CIC committee did not endorse the RIC recommendation and did not recommend the project for funding.
5	HEALTHIVORE- Developing online and offline platform for marketing of organic food products.	Ms Pooja Thakur	Supply chain Management	Recommended	3	The startup is making an online platform along with offline platform for marketing of organic food products. The startup wants to start the platform trial from Kullu. CIC committee suggested that the trial can be conducted in Kullu to start with and funds will be available for technology development. CIC endorse the recommend of the RIC with a funding support of Rs. 3.00 Lakhs.
6	TECHIBABA- "Farmer near me" is a mobile application that will connect farmer directly to nearby consumer.	Mr Puneet Thakur	Supply chain Management	Recommended	5	The startup is working on aggregating the farmers on a common platform with a concept "Farmer near me". The mobile application will help farmers and customers and bring them together. CIC Committee felt that the startup is adopting a hyperlocal approach through technology intervention. CIC endorse the recommendation of RIC with a funding support of Rs. 5.00 Lakhs.



7	AGRI TECH SOLUTION S- Agri Service centre, Agri Clinic, custom hiring and agri produce marketing.	Mr Saurabh Saini	Agri-clinics & Farm Health services	Recommended	5	The startup is working on the Service center, Agri Clinic, custom hiring and agri produce marketing for farmers. A good number of farmers are attached with the startups. The CIC committee felt that the startup is offering a good service model and is scalable. CIC committee endorse the recommendation of the RIC and recommended Rs. 5.00 Lakhs for funding.
8	I-CULTURE-IOT based technology for controlling and monitoring of polyhouses from remote areas.	Mr Shubham Patial	IOT	Not Recommended	Nil	The startup is making the IOT based technology for controlling and monitoring of poly houses from remote areas. The CIC committee felt that the startup is in very early stage and has not developed the basic version of the prototype. The startup has no experience in the marketing of the product and agriculture requirements related to the innovation. CIC committee did not endorse the recommendation of the RIC and did not recommend the startup for funding support.
9	SURYA A2 MILK -A2 milk and inputs for natural farming.	Mr Pardeep Kumar	Dairying	Recommended	2	The startup is promoting A2 milk and milk products. The startup is growing its business with hyper local approach. CIC Committee recommended the project with a budget support of Rs. 2.00 Lakhs.



Seed Stage Funding Program (Him-Utkarsh)

S. No	Startup Name / Title of the project	Founder's name	Sector	Recommendation	Amount Recommended (in Lacs)	Remarks
1	ECEKAL- Automatic apple grading and brushing machines	Mr. Anirudh Thakur	Horticulture (Farm mechanization)	Recommended	16	The startup is working on the post-harvest technology in sorting and grading of apples using a machine developed ingeniously by the startup. The machine is portable. The startup is selling the machine and also working on the service model. The startup has already sold 4 units to farmers and each unit costs Rs 2 lakhs. There is good traction from the farmers. CIC committee endorsed the recommendation of the RIC and recommended Rs. 16 Lakhs for funding support. Revised milestones will be submitted based on the recommended budget
2	HIM PURE- Offering quality chemical free, quality food and natural products.	Mr Udhey Singh	Agriculture (Post-harvest/ Food processing)	Recommended	19	The startup is working on the value-added food products using Stevia. The startup has a strong market presence and there is high demand for the product. CIC committee recommend the project with a funding support of Rs 19 lakhs for scaling the production. Revised milestones will be submitted based on the recommended budget



The amount proposed for each incubate was discussed and found to be justified in each case. It is also noted that strict time lines in terms of milestones have been defined as per the agreement that will be signed with each incubate and funds will be released only on attainment of these milestones and in terms of payment schedule as defined in the guidelines of RKVY- RAFTAAR innovation and entrepreneurship component.

All incubates will be advised that regulatory clearances have to be obtained.

All startups have to ensure proper trademark / patent / IP protection of their innovations and a clause will be added in the agreement. All the papers given to the committee members were taken back by Him Palam R-ABI to maintain confidentiality. There being no other agenda, the meeting was adjourned thanking the Chair and members.

Encl : Attendance sheet of the Committee with signatures.

(Dr. A.K. Singh)

(Dr. Indra Mami)

(Dr. Charanjit Kaur)

(Dr. Naveen P. Singh)

(Mr. Ashu Agrawal)

(Mr. Kashif Alam)

(RKVY Nominee)

(District Commissioner)

(Dr. Akriti Sharma)

Startups selected under central scheme during 2019-20

SN	Startups	Name of Founder	Business Idea	Sanctioned (Lakhs)	1 st instalment	2 nd instalment
Him Utkarsh						
1	Hagri Innovations Pvt. Ltd.	Mr. Anirudh Thakur	Apple Grading and sorting Machine	16	6.4	6.4
2	Usas Natural and Herbal Products Pvt. Ltd.	Mr. Udhey Singh	Value added tea and coffee products	19	7.6	7.6
Him Aarambh						
1	K.V Cosmetics	Ms. Khushbu Verma	Cosmetics Industry- Skin & Hair Care Products	3	1.8	1.2
2	Elen Farms LLP	Mr. Lovleet Rana	High value mushroom production from farm wastes	5	3.0	2.0
3	Healthivore	Ms. Pooja Thakur	Online niche marketing for organic producers	3	1.8	1.2
4	TECHIBABA	Mr. Puneet Thakur	online platform for quick links between farmers and customers	5	3.0	2.0
5	Balh Valley Agritech Pvt Ltd	Mr. Saurabh Saini	Online farm advisory and agri input services	5	3.0	2.0
Total				56	26.6	22.4

Technology Brief of Startups selected during 2019-20

S. No	Startup Name / Title of the project	Founder's name	Focus Area
Him Utkarsh (Seed stage funding)			
1	Hagri Innovations Pvt. Ltd.	Anirudh Thakur	Farm Mechanization
	Tech Brief: Hagri Innovations Pvt. Ltd. manufactures automatic apple grading and brushing machine, which can clean and sorts apples automatically.		
2	Usas Natural and Herbal Products Pvt. Ltd.	Udhey Singh	Post-harvest/ Food processing
	Tech Brief: Usas Natural and Herbal Products Pvt. Ltd. offers many food products in the market like Stevia, green tea, green coffee, apple vinegar, rose water, etc; which are chemical free and are in good demands in the market.		
Him Aarambh (Pre-seed stage funding)			
1.	KV Cosmetics	Khushbu Verma	Post-Harvest
	Tech Brief: KV Cosmetics provides skin & hair care products which include formulations for general care and therapeutic care products for skin and hair problems. The products are 100% chemical free & food based and are therefore natural.		
2.	Elen Farms LLP	Lovleet Rana	Sustainable agriculture
	Tech Brief: Elen Farms LLP developed the procedure of making button mushroom compost from paddy straw and high-value mushroom production from problematic agricultural waste.		
3.	HEALTHIVORE	Pooja Thakur	Supply Chain
	Tech Brief: HEALTHIVORE is building an online niche market for the organic certified producers by developing an online and offline platform for the organic producers and the local farm producers.		
4.	Techibaba	Puneet Thakur	Supply Chain
	Tech Brief: Techibaba is developing a mobile application named "Farmer near me", which will help farmers to connect directly to local nearby buyers/market or help customers to find out local farmers and buy directly from them on single platform.		
5.	Balh Valley Agritech Pvt. Ltd.	Saurabh Saini	Agri-clinics & Farm Health services
	Tech Brief: Balh Valley Agritech Pvt. Ltd. provides Agricultural inputs and Agri-clinic facilities such as which include seeds, pesticides, fertilizer, nursery plants, etc to farmers from a single platform.		

Deliverables and Outcome

As per Clause 4.6 of GOI guidelines, the R-ABI should generate the following minimum deliverables within the project period i.e., up to March 2022 to achieve the project objectives:

Sr. No.	Deliverable & Outcome	Status (Number)
1	10-15 Agribusinesses incubated in agriculture & allied sectors	11
2	Each R-ABI to help entrepreneurs to get access/license to 2-3 technologies.	2 seed startups have license
3	25- 30 Agripreneurs for training cum internship for the two-month period	17

Financial status

Audited Grant Utilization Certificate of Him Palam R-ABI during 2019-20 (Item wise)

SN	Item of Expenditure	Sanctioned project Cost (₹ Lakh)	Amount sanctioned/ revalidated for 2019-20 (₹ Lakh)	Amount utilized till March 31, 2020 (₹ Lakh)	Balance/ Unutilized amount as on March 31, 2020 (₹ Lakh)
A	Non-Recurring	100	100.0	98.91819	1.08181
a	Renovation/furnishing of space for Incubation Cubicles and Spaces / work stations Interaction Centres/ furniture etc.) excluding the cost of land & building		20.0	19.91573	0.08427
b	Thrust Area Equipment (Equipment / IT systems etc.		40.0	40.0	0.0
c	Office Equipment including state-of-the art communication network, Video Conferencing Facilities		30.0	29.88574	0.11426
d	Contingencies for non-recurring expenditure and other items		10.0	9.11672	0.88328
Total A		100	100.0	98.91819	1.08181
B	Recurring	133	33	17.87346	15.12974
e	Manpower* (Core Management Team / Mentors and Tech Support Persons / Business Development Professionals, consultant etc.)	60	12	8.76613	3.23387
f	Travel	11	3	0.13802	2.86198
g	Utility and maintenance	6	2	0	2.0
h	Marketing, networking & publicity	17	5	2.37360	2.62640
i	Training Programmes, Events, and Seminar, workshops, startup meets, awareness camps/ meetings etc.	17	5	4.29952	0.70048
j	Stipend to agripreneurs @ INR 10,000/ month	6	2	2.0	0
k	Other Administrative Expenses including consumables, printing, publications, books, journals, etc.	6	2	0.14146	1.85854
l	Miscellaneous and Contingencies	10	2	0.15153	1.84847
Total Recurring B		133	33	17.87026	15.12974
Total (A+B)		233	133	116.78845	16.21155

Signature
 Name **Dr. V.K. Sharma**
 Head-cum-PI
 Him Palam R-ABI
 CSKHPKV, Palampur
 Deptt. of Soil Science
 CSKHPKV, Palampur-176062

Signature
 Name
 Director of Research
 CSKHPKV, Palampur

Signature
 Name
 Comptroller
 CSKHPKV, Palampur

Signature
 Name
 Deputy Comptroller (Audit)
 CSKHPKV, Palampur

SAMARTH
“Review & Planning Workshop”

Dated: 18-20 November 2019

Venue: NASC Complex, ICAR-IARI

Day	Time (Hrs)	Activities
18th November	09:00-10:00	Registration
	10:00-10:30	Project RKVY-RAFTAAR Current Status: Remarks by: <ul style="list-style-type: none"> • Ms. Chhavi Jha, JS, MoA & FW • Dr. Neeru Bhooshan, CEO, Pusa Krishi Incubator
	10:30-13:00	Review of Knowledge Partners (20 min each) <ul style="list-style-type: none"> • Pusa Krishi Incubator-IARI • NIAM, Jaipur • MANAGE, Hyderabad • AAU, Assam • UAS, Dharwad
	13:00-14:00	Lunch
		Review of RABIs (15 min each)
	14:00-15:30	<ul style="list-style-type: none"> • IIT BHU • IIMR, Hyderabad • Sher-e-Kashmir University, Jammu • IGKV Raipur • JNKVV Jabalpur
	15:30-16:00	Tea Break
	16:00- 17:00	Round table on Second phase of RKVY-RAFTAAR Scheme
19th November	10:00- 11.30	<ul style="list-style-type: none"> • IIM, Kashipur • CSK, Palampur • HAU, Haryana • IVRI, Bareilly • PAU, Punjab
	11:30-11:45	Tea Break
	11:45-13:00	<ul style="list-style-type: none"> • NRRI, Cuttack • IIT, Kharagpur • BAU, Bihar
	13:00-14:00	Lunch
	14:00-15:00	<ul style="list-style-type: none"> • C V S & A H, CAU, Mizoram • CHF, CAU, Arunachal Pradesh • College of Fisheries, CAU, Tripura
	15:00-15:15	Tea Break

IMPORTANT FORMATS FOR PROJECT IMPLEMENTATION

I) Application Form of Pre-seed startups: Application for Agripreneurship Orientation Programme-cum- Startup Pre-seed funding under Him-Aarambh programme of Him Palam RABI of CSKHPKV

Essential requirement: A business plan to develop an innovative, repeatable and scalable business model (Minimum Viable Product)

1. Name of the applicant: _____

2. Email: _____

3. Date of Birth (dd-mm-yyyy): _____

4. Gender: _____

5. Phone/ Mobile Number: _____

6. Address: _____

7. Highest Qualification: _____

8. Profession (Business person, farmer or any other):

9. Experience in the startup area (if any)?

Yes

No

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

11. Legal Status of the Firm (Choose one of the following)

a) Partnership Firm

b) Limited Liability Partnership (LLP)

c) Private Limited Company

d) Not Registered

e) Others _____

12. Type of Innovation project (Choose one of the following)

a) Product

b) Process

c) Service

13. Focus Area of the Startup (Choose one of the following)

- a) Mechanization of Farming & Allied Activities
- b) Precision Agriculture including applications of Sensors, WSN, ICT, Artificial Intelligence, IoT & drone
- c) Supply Chain & Agriculture Logistics
- d) Post-Harvest, Food Technology & Value addition
- e) Waste to Wealth & Green Energy in Agriculture
- f) Agriculture Allied Sectors (Animal Husbandry & Dairying / Fisheries / Sericulture / Forestry / Environment, etc.)
- g) Agri FinTech
- h) Agricultural Inputs & Biotechnology
- i) Natural Resource Management
- j) Agriculture Extension & Education

14. Project Formation (Choose one of the following)

- a) Individual
- b) Group

15. Total Number of Team Members _____

16. Stage of Startup (Choose one of the following)

- a) Ideation
- b) Prototype
- c) Minimum Viable Product (MVP)
- d) Commercialized

17. What is the problem you are trying to solve and why? (in less than 100 words)

18. What is your solution / product / service and briefly explain what does it do? (in less than 100 words)

19. What is the USP/ Innovative features / Novelty of the solution / product / service?

20. Describe business model for making money from your innovative idea?

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

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

23. Describe your action plan to convert your innovative idea finally into Minimum Viable Product (MVP)/ business model

24. Describe how your proposed MVP/ Business model will be profitable & scalable keeping in view the existing market scenario

25. Explain how your business model/ startup is competitive with companies providing same type of products/ services

26. 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.

27. How much funds (in lakhs) do you require for the development of the MVP/ business model and also major expenditure heads

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

29. Have you received any Governmental Grants/Funding till date for your venture?

Yes

No

30. Have you been incubated from any other RKVY-RAFTAAR Agri Business Incubator (RABI)?

Yes

No

31. What support would you like to have from Him Palam R-ABI, CSKHPKV, Palampur

32. Any other information which supports your startup candidature.

Declaration

I hereby agree that all the information provided above are true and known to 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.*

II) Application Form for seed startups:

Application for seed funding up to 25 lakhs under Him-Utkarsh programme of Him Palam RABI of CSKHPKV

Essential requirement: Having an innovative, repeatable and scalable business model (Minimum Viable Product) with greater growth potential and job opportunities

Founder Details:

33. Name of the applicant: _____

34. Email: _____

35. Date of Birth (dd-mm-yyyy): _____

36. Gender: _____

37. Phone/ Mobile Number: _____

38. Address: _____

39. Highest Qualification: _____

40. Current Occupation: _____

41. Experience in the Relevant Area of Application (if any)

Yes

No

Startup Details:

42. Name of the Startup: _____

43. Startup website URL: _____

44. Registered and Corporate Office address: _____

45. Year of Startup Incorporation: _____

46. DPIIT Registration Number (if any): _____

47. Legal Status of the Firm (Choose one of the following)

- a) Partnership Firm
- b) Limited Liability Partnership (LLP)
- c) Private Limited Company
- d) Not Registered
- e) Others _____

48. Total Number of Team Members: _____

49. Stage of Startup (Choose one of the following)

- a) Ideation

- b) Prototype
- c) Minimum Viable Product (MVP)
- d) Commercialized

Startup social media platforms

50. Facebook: _____
51. LinkedIn: _____
52. Instagram: _____
53. Twitter: _____

Technology details:

54. Focus Area of the Startup (Choose one of the following)

- a) Mechanization of Farming & Allied Activities
 - b) Precision Agriculture including applications of Sensors, WSN, ICT, Artificial Intelligence, IoT & drone
 - c) Supply Chain & Agriculture Logistics
 - d) Post-Harvest, Food Technology & Value addition
 - e) Waste to Wealth & Green Energy in Agriculture
 - f) Agriculture Allied Sectors (Animal Husbandry & Dairying / Fisheries / Sericulture / Forestry / Environment, etc.)
 - g) Agri FinTech
 - h) Agricultural Inputs & Biotechnology
 - i) Natural Resource Management
 - j) Agriculture Extension & Education
- k) What is the problem you are trying to solve and why? (in less than 100 words)

- l) What is your solution / product / service and briefly explain what does it do? (in less than 100 words)

m) What is the USP/ Novelty of the solution / product / service?

n) Share a link of the video describing your venture/technology

o) Do you have or have applied for any patents, copyrights or trademarks?

Yes

No

Business Details:

a) Briefly describe your Business Model.

b) Who are your major competitors? What is the competitive advantage of your technology with respect to existing products/services/technologies in the market today?

c) Are there any key risks/barriers to enter the market?

d) What kind of overall social, economic and environmental impact does your solution/product/service have on the society?

Customer & financial details:

a) What is your current revenue? (in Lacs) _____

b) What is your per unit cost and selling price? _____

c) How many paying customers do you have? _____

- d) In case of an App/B2C business, please share the details of the following:
e) DAU (Daily Active users) _____
f) MAU (Monthly Active Users) _____
g) Time spent on the app (Avg) _____

Investment details

h) Have you invested your own money in the venture?

Yes

No

i) Have you received any Governmental Grants/Funding till date for your venture?

Yes

No

j) Have you been incubated at any other RKVY-RAFTAAR Agri Business Incubator (RABI)?

Yes

No

k) What support would you like to have from Him Palam R-ABI, CSKHPKV, Palampur?

l) Any other information which supports your startup candidature.

Declaration

I hereby agree that all the information provided above are true and known to 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.*
- Candidates shall present supporting evidences of their innovative product/MVP before the committee.*

III) MOA with selected Pre-seed startups

Stamp paper of Rupees 100

Memorandum of Agreement (MoA)
under
'Him Aarambh' Pre-seed funding Programme
of
Him Palam RKVY-RAFTAAR Agri-Business Incubator,
CSK Himachal Pradesh Krishi Vishvavidyalaya, Palampur-176062

This Memorandum of Agreement for incubation (hereinafter referred to as "MOA") is made on this ----- day of -----, 2021 at Palampur, Himachal Pradesh

BY AND BETWEEN

Him Palam RABI, Chaudhary Sarwan Kumar Himachal Pradesh Krishi Vishvavidyalaya, through its Director of Research, CSKHPKV, Palampur hereinafter referred to as **CSKHPKV 'first party'**.

AND

------(**Name of the company**) and having its registered office -----
------(**Company address**) hereinafter referred as '**Second party**'.

Preamble

Where As, Chaudhary Sarwan Kumar Himachal Pradesh Krishi Vishvavidyalaya, popularly known as CSKHPKV is the country's premier State Agricultural University.

Where As, the agreement will be implemented through Him Palam RKVY-RAFTAAR Agri-Business Incubator (Him Palam RABI) under the aegis of CSKHPKV, Palampur. The Agribusiness Incubator nurtures and provides a platform to young entrepreneurs and start-up companies to grow in agriculture sector Him Palam RABI has launched 'Incubation Programs' to identify young entrepreneurs/ideas at various stages of their development (ideation/ prototype development/ expansion stage) and provide the much-needed mentoring support and industry exposure to facilitate them to develop a viable business proposition.

Where As, second party is a startup which has been selected for incubation at **Him Palam RABI, CSKHPKV** under the Innovation & Agri- Entrepreneurship Program by RKVY-RAFTAAR, DAC&FW, Ministry of Agriculture, Government of India. This startup will be using Incubator's scientific mentorship, business network and managerial/ business mentorship under 'Incubation Program' as per the rules and regulations of CSKHPKV.

NOW, THEREFORE, the Parties hereto have agreed and do hereby agree as follows:

This Memorandum of Agreement (MoA) defines the scope of work, engagement, roles and responsibilities between the parties for Incubation Program at **Him Palam RABI, CSKHPKV**. The parties

agree that this MoA has become effective from the Date of Signing of the MoA. The rights and obligations enumerated below are binding on both the parties and their association is governed by them.

1. Definitions

1.1 **“Intellectual Property”** means all technology and intellectual property, regardless of form, including without limitation: published and unpublished works of authorship, collective works, computer programs, compilations, databases, derivative works, literary works, (“Works of Authorship”); inventions and discoveries, including without limitation articles of manufacture, improvements, machines, methods, and processes and new uses for any of the preceding items (“Inventions”); words, names, symbols, devices, designs, and other designations, and combinations of the preceding items, including without limitation logos, product designs, and product features (“Trademarks”); and information that is not generally known or readily ascertainable through proper means, whether tangible or intangible, including without limitation algorithms, ideas, designs, formulas, know-how, methods, processes, programs, prototypes, systems, and techniques (“Confidential Information”).

1.2 **“Intellectual Property Rights”** means all rights in, arising out of, or associated with Intellectual Property in any jurisdiction, including without limitation: rights in, arising out of, or associated with Works of Authorship, databases and rights granted under the Copyright Act, 1957 (“Copyrights”); rights in, arising out of, or associated with Inventions whether patentable or non-patentable, including without limitation rights granted under the Patent Act, 1970 (“Patent Rights”); rights in, arising out of, or associated with Trademarks, including without limitation rights granted under the Trademarks Act, 1999 (“Trademark Rights”); rights in, arising out of, or associated with Confidential Information, rights of attribution and integrity and other moral rights of an author (“Moral Rights”); and rights in, arising out of, or associated with domain names (“Domain Name Rights”).

1.3 **“Operational Information”** shall mean and include all proprietary information and data of the Disclosing Party which is in the public domain, or otherwise, which the second party deems fit to share, without any obligation, to seek professional inputs or improve performance of the business activities of the second party, from the first party, in part or full, as per the requirement of the business to achieve approved milestones under the RKVY- RAFTAAR scheme. All such operational information whether in writing, pictorially, in machine readable form, on compact disc, electronic mail, mail or provided orally in connection with or during the course of the MoA, including but without limitation, financial information, know-how, processes, ideas, (whether patentable or not), technology, schematics, trade secrets, designs, drawings, algorithms, computer programs, or improvements and/or modifications in any of the above, customer lists (potential or actual), and other customer-related information, supplier information, sales statistics, market intelligence, marketing and other business strategies and other commercial information of an operational nature.

1.4 **“Incubator team”** shall mean the **Him Palam RABI, CSKHPKV**.

1.5 **“Effective Date”** shall mean the Date of signing of MoA.

2. Incubation Program, Grant in Aid support, Infrastructure support

2.1 ----- (**Name of the company**) **will be the beneficiary** of Government of India assistance towards developing the idea “-----” -----” as approved in the Centre of Excellence Incubation Committee (CIC) vide its Online Meeting held on 22-02-2021 by ZTM & BPD Unit, ICAR-IARI, New Delhi, under the Innovation & Agri -Entrepreneurship Cell, RKVY-RAFTAAR Scheme, RKVY Division, DAC&FW, MOA&FW.

2.2 This association shall not be construed as, or, any form of partnership. Incubate company shall be solely responsible to comply with all relevant laws including, but not limited to statutory permissions, approvals and other regulatory compliances for the purpose of its activities of carrying out the business. The incubation program and that the incubator and/or its officials, employees and personnel shall not be anyhow liable for its failure to comply with any such regulatory compliances, violation of any laws, solvency of business to continue as a going concern, while it is under the incubation program

2.3 All activities and expenditure shall be conducted with intent to nurture innovative business ideas (new/ingenious technology, processes, products, procedures, etc.) and shall be incurred towards the scope-of-work defined in the presentation made, and approved by the CIC.

2.4 The funds will be released to ----- (**Name of the company**) ‘through’ its founder/ Promoter Mr./Ms. -----, and he/she shall be responsible for utilization of the approved funds and continue to undertake all such implementation of milestones approved by CIC meeting held on 22-02-2021. The grant shall be utilized to convert their innovative idea based on technology, service, business platforms etc. into a minimum viable prototype/ product. Supporting documents will be produced by the Incubatee regarding testing, validation and marketability of the MVP, whenever

2.5 Mr./ Ms. ----- C/o ----- (**Name of the company**) will receive the Grant-in-Aid support of INR ----- Lakhs , in installment of 60:40. Expenses for the following broad activities would be supported under Pre-Stage Funding include Development of prototype/ product, Expenses on data generation/ Data acquisition for ideas working on IT side/AI side, Fees for technology commercialization and IP issues, Manpower for day to day operations, Day to day operational expenses like electricity bill, incubation charges etc., any other area/activity as deemed necessary and recommended by the RIC of R-ABIs.

2.6 **Disbursement Schedule:** The approved schedule of disbursement of Name of the company, with corresponding milestones are detailed below:

S.No.	Percentage of Total approved Amount	Amount to be disbursed
1	60	3 lakhs
2	40	2 lakhs

Ten per cent of the project cost on a proportionate basis will be borne by the incubatee. The remaining 90 percent of the project cost will be released in two instalments. The first instalment of 60 % will be released after signing of the agreement between the incubator/ R-ABI and the incubatee. The final instalment of 40% will be released to the incubatees by the Nodal Division through R-ABIs after recommendation of RIC and CIC 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. Notwithstanding anything written elsewhere, RABI’s decision in connection with the exit of an incubatee company shall be final and shall not be disputed by any incubatee company.

2.7 The recipient will register his/her company before the release of the grant.

2.8. All the funds will be transferred to the ‘Current account’ of the second party as per the details provided by the second party, and shall only be used for the operational and growth requirements of

the company. In case there is 'Interest earned' on such Grant in Aid deposits through i.) Fixed deposits ii.) any other money market instruments, only, in the process of operations by -----
 ---(**Name of the company**), details of such interest earned shall be reported to **Him Palam RABI, CSKHPKV**. All such interest earned will be treated as credit to the organization, which will further be treated as part of future release of Grant-in-Aid sanctioned for business.

2.9 Documentation: The Incubatee Company must deposit the following documents with the incubator during the submission of the MoA including but not limited to:

- a) ID proof of the Founders
- a) Registration certificates
- b) Shareholding pattern
- c) PAN No., TAN No., Any Tax No.
- d) Copy of the Registration Certificate of company with address.
- e) Trademark Registration Certificate (if applied/obtained)
- f) Any other required compliance certificate and documents.
- g) Failure will be treated as event of default.

2.10 The tenure/period of incubation of Innovation & Agri- Entrepreneurship Program, RKVY- RAFTAAR, shall be up to two quarters (From the Date of release of funds released by the Ministry by RABI). ----- (**Name of the company**) is expected to complete the approved milestones as mentioned the Investment form and approved by CIC (tabulated below), within time to qualify for the disbursement of the next tranche release of funds approved in the CIC meeting. All suggestions given by the CIC should be taken care of.

Quarter	Milestone fixed	Action points
First quarter		
Second quarter		

2.11. In case the startup fails to complete the approved milestones with in the period, no further funds will be released, until reassessment of the performance by a committee setup by Him Palam RABI, including representation from the RKVY-RAFTAAR, DAC&FW.

2.12 Incubatee/ startup will engage with the Incubator team on a weekly basis. All conversations, including, but not limited to, progress of business affairs of the startup must be documented and shared within two (2) working days through e-mail by the incubate startup addressed to the assigned incubator team member, including a copy of such communication to the CEO of **Him Palam RABI, CSKHPKV**.

2.13. Details and list of infrastructures, equipment' and utilities related to the incubation project shall be provided beforehand by the Incubatee to the **Him Palam RABI, CSKHPKV & Him Palam -ABI, CSKHPKV** will facilitate such requests for available services/infrastructure as per the process laid down by ICAR-IARI. All such infrastructure is offered to the Incubatee on non-exclusive basis and the same shall be shared by other parties as and when required.

2.14. **Him Palam RABI, CSKHPKV** will charge a nominal amount for utilization of infrastructure, technical and commercial mentorship/guidance provided and Incubation fee as per the availability of the resources with the incubator and relevance of the incubation proposal, charges of which shall be conveyed

to the Incubatee. Company in advance and such charges shall be payable before the commencement of the services, if any. In case of any damage to the infrastructure of **Him Palam RABI, CSKHPKV**, incubatee shall be liable to pay the damage in actuals to the Incubator. Upon failure, the security deposit shall be withheld.

2.15 RKVY Division, DAC & FW reserves sole right on the asset created out of the sanctioned grant. Assets acquired wholly and substantially out of the sanctioned funds, unless obsolete and unserviceable, shall not be disposed-off without prior approval of RKVY Division, DAC & FW. -----
- **(Name of the company)** will preserve all assets that are no longer required should be transferred to the Nodal department, RKVY-RAFTAAR for its use and redeployment, when possible.

2.16 In case the program is extended/reduced as per the directions of RKVY-RAFTAAR, DAC&FW, or by Him Palam RABI, under special or un-foreseen circumstances, for all, or one, startup/s in the batch, participating startups will be informed with at least a 30-day notice about any such change in the timeline and tenure of the program.

2.17 ----- **(Name of the company)** will submit 'Utilization Certificate' to the RKVY division, Department of Agriculture & Farmers Welfare through **Him Palam RABI, CSKHPKV** duly signed and certified by the at least two Directors in the company, on a quarterly basis, and at the close of that Financial year. In case of Mis-utilization or diversion of grant sanctioned under the scheme, the incubatee----- **(Name of the company)** shall refund to President of India, the whole or part amount of the grant with interest @ of 10 % per annum thereon.

2.18 The expenditure incurred by the ----- **(Name of the company)** shall be open to inspection by Ministry of Agriculture and Farmers' Welfare/CAG/Chief Controller of Account (CCA) IARI, New Delhi.

2.19 Mr./Ms. -----, -----**(Name of the company)** will submit quarterly and Six-monthly Progress Report of the Business with **Him Palam R-ABI, CSKHPKV** as per the prescribed format. The company will share consolidated report on the final outcome of such incubation along with the report of mentor/guide about the quality of the work done, its cost effectiveness, tangible gains (quantitative) likely to be achieved, etc., is also to be submitted within 3 months of the completion of the work.

2.20 All health and safety standards are to be observed and maintained within all premises of the CSKHPKV, while engaging with equipment, machineries, classrooms, laboratories, observatories, and all such infrastructure that the startup will use through the period of incubation. Founders, employees, and/or any other person associated with that startup will be responsible for their safety and the safety of others around. CSKHPKV stands indemnified against any claims, damages or proceedings of any manner in respect of any accident or injury to any workman or any other person employed or invited by the tenant companies.

2.21 The Incubate Company shall abide by the Guidelines prescribed and/or modified from time to time by the Incubator. For any unprecedented issues, the available rules of CSKHPKV shall be applicable and the CSKHPKV shall have full authority to form/amend all/any of the guidelines/rules related to the incubation project. In case of any disagreement on rules and guidelines, the matter may be referred to the Vice-Chancellor. Decision of the Vice-Chancellor shall be final and binding on both the parties subject to the arbitration clause.

3. INTELLECTUAL PROPERTY & Operational Information

The parties agree that:

3.1 All rights to any intellectual property made solely by employees of either party will belong solely to that party. All rights to any intellectual property developed jointly by employees of the CSKHPKV and -----(**Name of the company**) shall belong jointly to both the parties as per clause 10.3.2 of "ICAR Guidelines for Intellectual Property Management and Technology Transfer/ Commercialization".

3.2 Either party to the other grants no rights or licenses with respect to IP under this MoA forth herein, unless otherwise expressly agreed in writing.

3.3 The Second Party shall share information & data, intellectual property, or all other details of its business affairs, which is in the public domain, or otherwise, which the second party deems fit, without any obligation, to seek professional inputs or improve performance of the business activities of the second party, from the first party, in part or full, as per the requirement of the business to achieve approved milestones under the RKVY- RAFTAAR scheme. It is understood, any such information disclosed or shared by the second party with the incubation team, or its affiliates, shall not impairs, damages, or disrupts its business affairs in any form, and is done to improve the viability of the business. **Him Palam R-ABI, CSKHPKV** stands indemnified by the second party against any claims, damages or proceedings of any manner in respect of sharing any such operational information about its business affairs.

3.4 The term "Operational Information" shall include materials or information:

- i. that are generally known to the public;
- ii. are already known to the receiving Party at the time of disclosure, as evidenced by verifiable written records.
- iii. becomes known to the receiving party from a third party lawfully entitled to disclose the same and receiving party informs the disclosing party within 30 days of the receipt.
- iv. are independently known or developed by the receiving Party.
- v. are required to be disclosed by law.

3.5 Unless otherwise agreed to in writing, all Operational information remains the property of the disclosing Party.

3.6 All Operational Information disclosed pursuant to this MoA: (a) shall be treated by the Receiving Party with the same degree of care that the Receiving Party uses its own information, which shall in any event not be less than a reasonable standard of care, and to retain and not to remove any proprietary stamps or marking appearing on such operational Information; and (b) shall remain the property of the Disclosing Party.

3.7 By disclosing operational Information to the Receiving Party, the Disclosing Party does not grant any express or implied right to the Receiving Party to use the Disclosing Party's intellectual property by whatever name called.

4. PUBLICATIONS

- a) Research findings as a result of this joint cooperative work of the two parties can be published in the public interest as mutually agreed upon. Prior to publication, publishing party will submit a

copy of intended publication to other party to provide the other party an opportunity to review the proposed publication for a period of 60 days to identify possible patentable subject matter or confidential information. If patentable subject matter is found in the research findings, parties to ensure that a patent application is filed in terms of this MoA.

- b) Research findings published by either party will give credit to the other party's contribution, if applicable and, at the same time, will be entirely responsible for the conclusion and interpretations reported.
- c) However, both parties are expressly prohibited by this MoA from filing, without the written consent of the other party, patent applications disclosing research results or any method claiming their production and/or use.

5. TERMINATION

5.1 This MoA shall be terminated at the sole discretion of the Incubator in case of any default on part of the Incubate Company and on such termination the Incubate Company shall leave the incubation program. Both parties can terminate the MoA at their free will without assigning any reason on serving one month notice in advance.

5.2 Termination of this Agreement shall not affect the parties' obligations under clause 3 above, especially with respect to confidential information under this MoA which in any event shall continue for a period of 5 years after the expiration or effective date of any termination hereof. Nor shall termination of this Agreement affect any party's obligation to pay or indemnify the other party hereto with respect to events, losses or liabilities arising or allegedly arising prior to termination, or with respect to events, losses or liabilities arising or allegedly arising after termination with respect to the continuing obligations provided in this Agreement. Finally, termination of this Agreement shall not prejudice any right of any party to any other remedy under this Agreement, at law, or in equity.

6. GOVERNING LAW & ARBITRATION

This MOA shall be construed, governed and implemented in accordance with the laws applicable in India. In case of any dispute or difference arising out of this MOA on any issue, the same shall be settled amicably by the Parties. In case the Parties are unable to settle the dispute within 30 days of the first intimation of the dispute invoking this clause, the matter shall be referred to a sole Arbitrator solely appointed by Director General, ICAR under the provisions of Arbitration and Conciliation Act 1996 or any of its statutory modification or enactment thereof for the time being in force. The decision of Arbitrator shall be final and binding on all the parties involved. The place of Arbitration shall be at New Delhi.

7. FORCE MAJEURE

Neither party shall be held responsible for non-fulfillment of their respective obligations under this MoA due to the exigency of any of the force major events (Force Majeure).

8. ANNOUNCEMENT

----- (**Name of the CEO of the company**) agrees to be listed as an Incubation program participant as part of the Incubator's future program announcements and website. -----
----- (**Name of the company**) will provide a high-quality version of its brand logo, a supporting quote from its Managing Director / CEO (or equivalent) and other descriptive information as reasonably requested by the Incubator to support the announcement message. The Incubator agrees during the term of this MoA to allow the Incubate Company for the limited purpose of displaying incubator's logo on its website.

9. NOTICES

All notices or communications to either party by the other will be delivered personally or sent by registered or certified mail, postage prepaid or by electronic email. In case of electronic mail, the parties shall communicate to each other the nodal person or persons from either side with their email addresses that shall be responsible for the communications for the purposes of this MoA.

Incubator: Director of Research, CSK Himachal Pradesh Krishi Vishvavidyalaya, Palampur

Company : Name of Contact Person and Address :

10. MISCELLANEOUS

- a) This MoA shall not be assigned, in whole or in part.
- b) The failure of either party at any time to require performance by the other party of any provision of this MoA shall in no way affect the right to require such performance at any time thereafter nor will the waiver by either party of a breach of any provision hereof be taken or held to be a waiver of any succeeding breach of such provision or as a waiver of the provision itself.
- c) If any provision of this MoA is held to be invalid, illegal or unenforceable, then such provision will be severed and will not affect the remainder of this MoA.

11. INDEMNITY

- a) To the extent allowed by the laws and constitution, Incubate Company agrees to defend, indemnify and hold harmless the Incubator and its officials from any and all claims, injuries, damages or other liability arising in tort or breach of contract or resulting from any intentional or negligent (including grossly negligent) acts of Incubate company principals, officers, agents or employees arising in favor of any third person or entity.
- b) The Incubate Company agrees to take appropriate insurance to cover all liabilities arising out of accidents or otherwise coverage for its staff and property at its cost. The Incubator has no liability for Incubate Company's staff and property.

12. Counterparts: This MoA may be executed in counterparts, each of which when executed and delivered shall be an original, but both of which shall constitute one and the same MoA.

13. Entire Agreement: This MoA constitutes the entire understanding/agreement between the Parties regarding the above terms. It replaces all other prior oral or written communications between the Parties regarding the above terms. CSKHPKV reserves the right to terminate the incubation period in case of the non-compliance of the terms and conditions and activities, non-conforming or in contravention to the submitted Business/Work plan or failure to collaborate with the institute or resorting to the activities other than the ones agreed upon. This decision would be legally binding upon the incubatee. The incubatee understands and acknowledges that R-ABI/CSKHPKV intends to provide support facilities in good faith. It is understood that by agreeing to provide various supports and facilities, RABI/CSKHPKV does not undertake responsibility for:

- Ensuring success of an incubatee, its products/ process/ services or marketability,
- Ensuring quality of support provided by ABI to the complete satisfaction of the incubatee or their promoters/ founders.
- Ensuring quality of services of the mentors through ABI/CSKHPKV network.
- Any financial loss/liability incurred by the incubatees or their promoters during the incubation period.

IN WITNESS WHERE OF the CSKHPKV and the Incubate Company have executed these presents in two sets of originals the day and year first above written.

SIGNED BY
For and on behalf of
CSKHPKV

Signature: _____

Name: _____

Designation: _____

Seal:

Witnesses: (Name and address)

1.

2.

SIGNED BY
For and on behalf of -----(**Name of
the company**)

Signature: _____

Name: _____

Designation: _____

Seal:

Witnesses: (Name and address)

1.

2.

IV) MOA with selected seed startups

-----STAMP PAPER OF RS 100-----

Memorandum of Agreement (MoA)
under
‘Him Utkarsh’ Seed funding Programme
of
Him Palam RKVY-RAFTAAR Agri-Business Incubator,
CSK Himachal Pradesh Krishi Vishvavidyalaya, Palampur-176062

This Memorandum of Agreement for incubation (hereinafter referred to as "MOA") is made on this ----- day of -----, 2022 at Palampur, Himachal Pradesh.

BY AND BETWEEN

Him Palam RABI, Chaudhary Sarwan Kumar Himachal Pradesh Krishi Vishvavidyalaya, through its Director of Research, IARI, hereinafter referred to as **CSKHPKV ‘first party’**.

AND

-----**(Name of the company)** and having its registered office -----
-----**(Company address)** hereinafter referred as **Second party**”

Preamble

Where As, Chaudhary Sarwan Kumar Himachal Pradesh Krishi Vishvavidyalaya, popularly known as CSKHPKV is the country’s premier State Agricultural University.

Where As, the agreement will be implemented through Him Palam RKVY-RAFTAAR Agri-Business Incubator (Him Palam RABI) under the aegis of CSKHPKV. The Agribusiness Incubator nurtures and provides a platform to young entrepreneurs and start-up companies to grow in agriculture sector. Him Palam RABI has launched ‘Incubation Programs’ to identify young entrepreneurs/ideas at various stages of their development (ideation/ prototype development/ expansion stage) and provide the much-needed mentoring support and industry exposure to facilitate them to develop a viable business proposition.

Where As, second party is a startup which has been selected for incubation at **Him Palam RABI, CSKHPKV** under the Innovation & Agri- Entrepreneurship Program by RKVY-RAFTAAR, DAC&FW, Ministry of Agriculture, Government of India. This startup will be using Incubator’s scientific mentorship, business network and managerial/ business mentorship under ‘Incubation Program’ as per rules and regulations of CSKHPKV.

NOW, THEREFORE, the Parties hereto have agreed and do hereby agree as follows:
This Memorandum of Agreement (MoA) defines the scope of work, engagement, roles and responsibilities between the parties for Incubation Program at **Him Palam RABI, CSKHPKV**. The parties agree that this MoA has become effective from the Date of Signing of the MoA. The rights and obligations enumerated below are binding on both the parties and their association is governed by them.

2. Definitions

1.6 **“Intellectual Property”** means all technology and intellectual property, regardless of form, including without limitation: published and unpublished works of authorship, collective works, computer programs, compilations, databases, derivative works, literary works, (“Works of Authorship”); inventions and discoveries, including without limitation articles of manufacture, improvements, machines, methods, and processes and new uses for any of the preceding items (“Inventions”); words, names, symbols, devices, designs, and other designations, and combinations of the preceding items, including without limitation logos, product designs, and product features (“Trademarks”); and information that is not generally known or readily ascertainable through proper means, whether tangible or intangible, including without limitation algorithms, ideas, designs, formulas, know-how, methods, processes, programs, prototypes, systems, and techniques (“Confidential Information”).

1.7 **“Intellectual Property Rights”** means all rights in, arising out of, or associated with Intellectual Property in any jurisdiction, including without limitation: rights in, arising out of, or associated with Works of Authorship, databases and rights granted under the Copyright Act, 1957 (“Copyrights”); rights in, arising out of, or associated with Inventions whether patentable or non-patentable, including without limitation rights granted under the Patent Act, 1970 (“Patent Rights”); rights in, arising out of, or associated with Trademarks, including without limitation rights granted under the Trademarks Act, 1999 (“Trademark Rights”); rights in, arising out of, or associated with Confidential Information, rights of attribution and integrity and other moral rights of an author (“Moral Rights”); and rights in, arising out of, or associated with domain names (“Domain Name Rights”).

1.8 **“Operational Information”** shall mean and include all proprietary information and data of the Disclosing Party which is in the public domain, or otherwise, which the second party deems fit to share, without any obligation, to seek professional inputs or improve performance of the business activities of the second party, from the first party, in part or full, as per the requirement of the business to achieve approved milestones under the RKVY- RAFTAAR scheme. All such operational information whether in writing, pictorially, in machine readable form, on compact disc, electronic mail, mail or provided orally in connection with or during the course of the MoA, including but without limitation, financial information, know-how, processes, ideas, (whether patentable or not), technology, schematics, trade secrets, designs, drawings, algorithms, computer programs, or improvements and/or modifications in any of the above, customer lists (potential or actual), and other customer-related information, supplier information, sales statistics, market intelligence, marketing and other business strategies and other commercial information of an operational nature.

1.9 **“Incubator team”** shall mean the **Him Palam RABI, CSKHPKV**.

1.10 “Effective Date” shall mean the Date of signing of MoA.

2. Incubation Program, Grant in Aid support, Infrastructure support

2.1 ----- (Name of the company) will be the beneficiary of Government of India assistance towards developing the idea “-----” as approved in the Centre of Excellence Incubation Committee (CIC) through online meeting held on 05-01-2022 by ZTM & BPD Unit, ICAR-IARI, New Delhi, under the Innovation & Agri -Entrepreneurship Cell, RKVY-RAFTAAR Scheme, RKVY Division, DAC&FW, MOA&FW.

2.2 This association shall not be construed as, or, any form of partnership. Incubate company shall be solely responsible to comply with all relevant laws including, but not limited to statutory permissions, approvals and other regulatory compliances for the purpose of its activities of carrying out the business. The incubation program and that the incubator and/or its officials, employees and personnel shall not be anyhow liable for its failure to comply with any such regulatory compliances, violation of any laws, solvency of business to continue as a going concern, while it is under the incubation program.

2.3 All activities and expenditure shall be conducted with intent to nurture innovative business ideas (new/ingenious technology, processes, products, procedures, etc.) and shall be incurred towards the scope-of-work defined in the presentation made, and approved by the CIC.

2.4 The funds will be released to ----- (Name of the company) ‘through’ its founder/ Promoter Mr./Ms. -----, and he/she shall be responsible for utilization of the approved funds and continue to undertake all such implementation of milestones approved by CIC meeting held on 05-01-2022. 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.

2.5 Mr./ Ms. ----- C/o ----- (Name of the company) will receive the Grant-in-Aid support of INR ----- Lakhs , in installment of 40:40:20. Expenses for the following broad activities would be supported under this programme include product Refinement/Testing and Trials/ Test Marketing/ Marketing launch, Expenses on data generation/data acquisition for ideas working on IT side/AI side, Fees for IP issues/one time technology licensing fees, Manpower for day to day operations, Day to day operational expenses like electricity bill, incubation charges etc., Any other area/activity as deemed necessary and recommended by the RIC of R-ABIs.

2.6 **Disbursement Schedule:** The approved schedule of disbursement of Name of the company, with corresponding milestones are detailed below:

S.No.	Percentage of Total approved Amount	Amount to be disbursed
1	40	
2	40	
3	20	

The recipient shall be an Indian start-up as per DPIIT notification. 15 percent on proportionate basis of the project cost will be borne by the incubatee. The remaining 85 percent of the project cost will be released in three instalments. 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. 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.

2.7 The recipient will register his/her company before the release of the grant.

2.8. All the funds will be transferred to the 'Current account' of the second party as per the details provided by the second party, and shall only be used for the operational and growth requirements of the company. In case there is 'Interest earned' on such Grant in Aid deposits through i.) Fixed deposits ii.) any other money market instruments, only, in the process of operations by ----- (**Name of the company**), details of such interest earned shall be reported to **Him Palam RABI, CSKHPKV**. All such interest earned will be treated as credit to the organization, which will further be treated as part of future release of Grant-in-Aid sanctioned for business.

2.9 **Documentation:** The Incubate Company must provide, if not completed, the required documents with the incubator within 15 days after the execution of the present MoA including but not limited to:

- h) ID proof of the Founders
- i) Registration certificates
- j) Shareholding pattern
- k) PAN No., TAN No., Any Tax No.
- l) Copy of the Registration Certificate of company with address.
- m) Trademark Registration Certificate (if applied/obtained)
- n) Any other required compliance certificate and documents.
- o) Failure will be treated as event of default.

2.10 The tenure/period of incubation of Innovation & Agri- Entrepreneurship Program, RKVY-RAFTAAR, shall be up to three quarters. (From the Date of release of funds released by the Ministry by RABI). ----- (**Name of the company**) is expected to complete the approved milestone within time to qualify for the disbursement of the next tranche release of funds approved in the CIC meeting. While utilizing funds, all suggestions given by the CIC should be taken care of.

Quarter	Milestone fixed	Action points
First quarter		
Second quarter		
Third quarter		

2.11. In case the startup fails to complete the approved milestones within the period, no further funds will be released, until reassessment of the performance by a committee setup by Him Palam RABI, including representation from the RKVY-RAFTAAR, DAC&FW.

2.12 Incubate startup will engage with the Incubator team on a weekly basis. All conversations, including, but not limited to, progress of business affairs of the startup must be documented and shared within two (2) working days through e-mail by the incubate startup addressed to the assigned incubator team member, including a copy of such communication to the CEO of **Him Palam RABI, CSKHPKV**.

2.13. Details and list of infrastructures, equipment's and utilities related to the incubation project shall be provided beforehand by the Incubate to the **Him Palam RABI, CSKHPKV & Him Palam RABI, CSKHPKV** will facilitate such requests for available services/infrastructure as per the process laid down by ICAR-IARI. All such infrastructure is offered to the Incubate on non-exclusive basis and the same shall be shared by other parties as and when required.

2.14 **Him Palam RABI, CSKHPKV** will charge a nominal amount for utilization of infrastructure, technical and commercial mentorship/guidance provided as per the availability of the resources with the incubator and relevance of the incubation proposal, charges of which shall be conveyed to the Incubate Company in advance and such charges shall be payable before the commencement of the services, if any. In case of any damage to the infrastructure of **Him Palam RABI, CSKHPKV**, incubatee shall be liable to pay the damage in actuals to the Incubator. Upon failure, the security deposit shall be withheld.

2.22 RKVY Division, DAC & FW reserves sole right on the asset created out the sanctioned grant. Assets acquired wholly and substantially out of the sanctioned funds, unless obsolete and unserviceable, shall not be disposed-off without prior approval of RKVY Division, DAC & FW. ----- (**Name of the company**) will preserve all assets that are no longer

required should be transferred to the nodal department, RKVY-RAFTAAR for its use and redeployment, when possible.

2.23 In case the program is extended/reduced as per the directions of RKVY-RAFTAAR, DAC&FW, or by Him Palam RABI, under special or un-foreseen circumstances, for all, or one, startup/s in the batch, participating startups will be informed with at least a 30-day notice about any such change in the timeline and tenure of the program.

2.24 ----- (**Name of the company**) will submit 'Utilization certificate' to the RKVY division, Department of Agriculture & Farmers Welfare through Him Palam RABI, CSKHPKV duly signed and certified by the at least two directors in the company, on a quarterly basis, and at the close of that financial year. In case of Mis-utilization or diversion of grant sanctioned under the scheme, the incubatee-----(**Name of the company**) shall refund to President of India, the whole or part amount of the grant with interest @ of 10 % per annum thereon.

2.25 The expenditure incurred by the ----- (**Name of the company**) shall be open to inspection by Ministry of Agriculture and Farmers' Welfare/CAG/Chief Controller of Account (CCA).

2.26 Mr./Ms. -----, -----(**Name of the company**) will submit quarterly and Six-monthly Progress Report of the Business with **Him Palam R-ABI, CSKHPKV** as per the prescribed format. The company will share consolidated report on the final outcome of such incubation along with the report of mentor/guide about the quality of the work done, its cost effectiveness, tangible gains (quantitative) likely to be achieved, etc., is also to be submitted within 3 months of the completion of the work.

2.27 All health and safety standards are to be observed and maintained within all premises of the CSKHPKV, while engaging with equipment, machineries, classrooms, laboratories, observatories, and all such infrastructure that the startup will use through the period of incubation. Founders, employees, and/or any other person associated with that startup will be responsible for their safety and the safety of others around. CSKHPKV stands indemnified against any claims, damages or proceedings of any manner in respect of any accident or injury to any workman or any other person employed or invited by the tenant companies.

2.28 The Incubate Company shall abide by the Guidelines prescribed and/or modified from time to time by the Incubator. For any unprecedented issues, the available rules of CSKHPKV shall be applicable and the CSKHPKV shall have full authority to form/amend all/any of the guidelines/rules related to the incubation project. In case of any disagreement on rules and guidelines, the matter may be referred to the Vice-Chancellor. Decision of the Vice-Chancellor shall be final and binding on both the parties subject to the arbitration clause.

3. INTELLECTUAL PROPERTY & Operational Information

The parties agree that:

3.1 All rights to any intellectual property made solely by employees of either party will belong solely to that party. All rights to any intellectual property developed jointly by employees of the CSKHPKV and ----- (**Name of the company**) shall belong jointly to both the parties as per clause 10.3.2 of “ICAR Guidelines for Intellectual Property Management and Technology Transfer/ Commercialization”.

3.2 Either party to the other grants no rights or licenses with respect to IP under this MoA forth herein, unless otherwise expressly agreed in writing.

3.3 The Second Party shall share information & data, intellectual property, or all other details of its business affairs, which is in the public domain, or otherwise, which the second party deems fit, without any obligation, to seek professional inputs or improve performance of the business activities of the second party, from the first party, in part or full, as per the requirement of the business to achieve approved milestones under the RKVY- RAFTAAR scheme. It is understood, any such information disclosed or shared by the second party with the incubation team, or its affiliates, shall not impairs, damages, or disrupts its business affairs in any form, and is done to improve the viability of the business. **Him Palam R-ABI, CSKHPKV** stands indemnified by the second party against any claims, damages or proceedings of any manner in respect of sharing any such operational information about its business affairs.

3.4 The term "Operational Information" shall include materials or information:

- vi. that are generally known to the public;
- vii. are already known to the receiving Party at the time of disclosure, as evidenced by verifiable written records.
- viii. becomes known to the receiving party from a third party lawfully entitled to disclose the same and receiving party informs the disclosing party within 30 days of the receipt.
- ix. are independently known or developed by the receiving Party.
- x. are required to be disclosed by law.

3.5 Unless otherwise agreed to in writing, all Operational information remains the property of the disclosing Party.

3.6 All Operational Information disclosed pursuant to this MoA: (a) shall be treated by the Receiving Party with the same degree of care that the Receiving Party uses its own information, which shall in any event not be less than a reasonable standard of care, and to retain and not to remove any proprietary stamps or marking appearing on such operational Information; and (b) shall remain the property of the Disclosing Party.

3.7 By disclosing operational Information to the Receiving Party, the Disclosing Party does not grant any express or implied right to the Receiving Party to use the Disclosing Party's intellectual property by whatever name called.

4. PUBLICATIONS

d) Research findings as a result of this joint cooperative work of the two parties can be published in the public interest as mutually agreed upon. Prior to publication, publishing party will submit a copy of intended publication to other party to provide the other party an opportunity to review the proposed publication for a period of 60 days to identify possible patentable subject matter or confidential information. If patentable subject matter is found in the research findings, parties to ensure that a patent application is filed in terms of this MoA.

e) Research findings published by either party will give credit to the other party's contribution, if applicable and, at the same time, will be entirely responsible for the conclusion and interpretations reported.

f) However, both parties are expressly prohibited by this MoA from filing, without the written consent of the other party, patent applications disclosing research results or any method claiming their production and/or use.

5. TERMINATION

5.1 This MoA shall be terminated at the sole discretion of the Incubator in case of any default on part of the Incubate Company and on such termination the Incubate Company shall leave the incubation program. Both parties can terminate the MoA at their free will without assigning any reason on serving one-month notice in advance.

5.2 Termination of this Agreement shall not affect the parties' obligations under clause 3 above, especially with respect to confidential information under this MoA which in any event shall continue for a period of 5 years after the expiration or effective date of any termination hereof. Nor shall termination of this Agreement affect any party's obligation to pay or indemnify the other party hereto with respect to events, losses or liabilities arising or allegedly arising prior to termination, or with respect to events, losses or liabilities arising or allegedly arising after termination with respect to the continuing obligations provided in this Agreement. Finally, termination of this Agreement shall not prejudice any right of any party to any other remedy under this Agreement, at law, or in equity.

6. GOVERNING LAW & ARBITRATION

This MOA shall be construed, governed and implemented in accordance with the laws applicable in India. In case of any dispute or difference arising out of this MOA on any issue, the same shall be settled amicably by the Parties. In case the Parties are unable to settle the dispute within 30 days of the first intimation of the dispute invoking this clause, the matter shall be referred to a sole Arbitrator solely appointed by Director General, ICAR under the provisions of Arbitration and Conciliation Act 1996 or any of its statutory modification or enactment thereof for the time being in force. The decision of Arbitrator shall be final and binding on all the parties involved. The place of Arbitration shall be at New Delhi.

7. FORCE MAJEURE

Neither party shall be held responsible for non-fulfillment of their respective obligations under this MoA due to the exigency of any of the force major events (Force Majeure).

8. ANNOUNCEMENT

----- (Name of the CEO of the company) agrees to be listed as an Incubation program participant as part of the Incubator's future program announcements and website. ----- (Name of the company) will provide a high-quality version of its brand logo, a supporting quote from its Managing Director / CEO (or equivalent) and other descriptive information as reasonably requested by the Incubator to support the announcement message. The Incubator agrees during the term of this MoA to allow the Incubate Company for the limited purpose of displaying incubator's logo on its website.

9. NOTICES

All notices or communications to either party by the other will be delivered personally or sent by registered or certified mail, postage prepaid or by electronic email. The nodal person or persons from either side with their email addresses that shall be responsible for the communications for the purposes of this MoA.

Incubator: Director of Research, CSK Himachal Pradesh Krishi Vishvavidyalaya, Palampur

Company: (Name of Contact Person & Address)

10. MISCELLANEOUS

d) This MoA shall not be assigned, in whole or in part.

e) The failure of either party at any time to require performance by the other party of any provision of this MoA shall in no way affect the right to require such performance at any time thereafter nor will the waiver by either party of a breach of any provision hereof be taken or held to be a waiver of any succeeding breach of such provision or as a waiver of the provision itself.

f) If any provision of this MoA is held to be invalid, illegal or unenforceable, then such provision will be severed and will not affect the remainder of this MoA.

11. INDEMNITY

c) To the extent allowed by the laws and constitution, Incubate Company agrees to defend, indemnify and hold harmless the Incubator and its officials from any and all claims, injuries, damages or other liability arising in tort or breach of contract or resulting from any intentional or negligent (including grossly negligent) acts of Incubate company principals, officers, agents or employees arising in favor of any third person or entity.

d) The Incubate Company agrees to take appropriate insurance to cover all liabilities arising out of accidents or otherwise coverage for its staff and property at its cost. The Incubator has no liability for Incubate Company's staff and property.

12. Counterparts: This MoA may be executed in counterparts, each of which when executed and delivered shall be an original, but both of which shall constitute one and the same MoA.

13. Entire Agreement: This MoA constitutes the entire understanding/agreement between the Parties regarding the above terms. It replaces all other prior oral or written communications between the Parties regarding the above terms. CSKHPKV reserves the right to terminate the incubation period in case of the non-compliance of the terms and conditions and activities, non - conforming or in contravention to the submitted Business/Work plan or failure to collaborate with the institute or resorting to the activities other than the ones agreed upon. This decision would be legally binding upon the incubatee. The incubatee understands and acknowledges that RABI/CSKHPKV intends to provide support facilities in good faith. It is understood that by agreeing to provide various supports and facilities, RABI/CSKHPKV does not undertake responsibility for:

- Ensuring success of an incubatee, its products/ process/ services or marketability,
- Ensuring quality of support provided by ABI to the complete satisfaction of the incubatee or their promoters/ founders.
- Ensuring quality of services of the mentors through ABI/CSKHPKV network.
- Any financial loss/liability incurred by the incubatees or their promoters during the incubation period.

IN WITNESS WHERE OF the CSKHPKV and the Incubate Company have executed these presents in two sets of originals the day and year first above written.

SIGNED BY
For and on behalf of
CSKHPKV

SIGNED BY
For and on behalf of -----(Name
of the company)

Signature: _____

Signature: _____

Name: _____

Name: _____

Designation: _____

Designation: _____

Seal:

Seal:

Witnesses: (Name and address)

Witnesses: (Name and address)

1.

1.

2.

2.

V) Format for Due Diligence on site visit for Startups

Section-I: To be filled in by the Due Diligence Team

Name of the Startup :
Incubation program :
Title of the Proposal :

Due Diligence Team Members (Experts)

Pusa Krishi Incubator Representative

- 1.
- 2.

S. No.	Parameter
1.	Current Status of the Startup: Registered office, project site, incubator incubated and any other relevant information etc
Remarks:	
2.	Business operations of the Startup Technical Capacity: Land, Infrastructure, equipments and other facilities (owned and hired)
Remarks:	
3.	Project Implementation Site and number of pilots conducted (Required documents related to pilots conducted as claimed by the startup)
Remarks:	
4.	Project team (employees) to meet the objectives including experience and expertise in the related area
Remarks:	
5.	Vendor / Supplier Details (Any)
6.	Financial Information (as per last Audited Financial Statements)

Authorised Capital			
Paid Up Capital			
Net Worth			
Profit/(Loss) After Tax			
Revenue from Operations			
Detail of Borrowings			

Final Recommendation:

1) Comments of the Site Visit Team

i) Readiness of the startup:

b) Any mentoring suggested/specific recommendation

c) Any regulatory issue/compliance required

Signatures of the Technical Due Diligence Team Members:

Due Diligence Team Members (Experts)	
Signatures of the Him Palam R-ABI	

Documents that need to be checked Which are applicable to the startups

- Memorandum of Association, AOA/Bye Laws/Partnership Deed/Trust Deed
- Certificate of Incorporation
- List of Directors with DoB, DIN and PAN
- Latest Six months operating bank's statement
- PAN, TAN, ST-2 etc.
- CA/CS Certified Shareholding Pattern indicating nationality of the shareholders (if shares are held by other Body Corporates, then attach the CA/CS certified shareholding pattern of that body corporate also which indicates the nationality of the shareholders).
- Audited Financial Statement for the last One years along with the Notes on Accounts & Auditor's Report.
- Documentary Proof in the form of a certificate from a Chartered Accountant in support of Applicant's Own Contribution.
- Any letter of intent from established companies, international organizations, foundation, etc for piloting, mentoring and other supports
- Any letter of intent from partner to work or order for your service your technology.

VI) Presentation Pre-seed format (RICI/II/.....) to develop a product or a service from innovative idea with market fit (at-least 100 customers) and having better scope for scaling up/ commercialization

1. Startup company details

- Name of the entity/startup, Head Office, Type of company (private limited company/ partnership firm/limited liability partnership)
- No. & Date of Registration certificate of company with address, No. & Date of Trademark Registration Certificate (if obtained), Bank Account No. PAN No., TAN No., Any Tax No

2. Startup team details

- i) Founder: Highest qualification, Experience in relevant field,
- ii) Team members: Name, their Technical and business expertise relevant to the startup
- iii) Any other detail you wish to include----consultants, etc.

3. Startup introduction

- Your business idea:
- What problem do you solve?
- What are your customer segments?
- Enlist customers' pain points?
- Describe your Market size, what market gap is it filling, does it solve a real-world problem?
- Benefit (Rs) to the customer with your innovative unit/ service
- Is it of wider applicability/ national/ state importance:
(Please keep it to two sentences each)

4. Technical description

- Describe the product/service and its functionality in detail. Include technical specifications if needed.
- USP of the technology, associated IPs, if any

5. Business model

- Describe your business model diagrammatically/ flow chart (Input-Output-Market) for MVP development. Specifically mention how are you planning to make money, how many customers to be acquired for judging market fit and when you expect revenues to pour in.

6. Market details

- Describe who will buy your product, size of your target market, why will they be interested in it? How many customers to be acquired for MVP development to exhibit economic feasibility of your startup.

7. Growth road map for next five years

- Current market: No. of customers acquired and Revenue generated in 1st year (with instalments) and next years
- Predict “Sales volume/ customers, Revenue and Profits” for next five years preferably through the diagram

8. Competitive analysis: Give a detailed competitive analysis based on your market research.

- How is your product different from its competitors?
- Why customers will prefer/ preferred your product/ service over those of competitors.

9. Quarter/Instalment-wise milestones approved by CIC for the release of instalments

Instalment	Milestone fixed for utilization of instalment	Action points (detail of how to achieve milestone)
1 st		
2 nd		

10. Component-wise fund required/ sanctioned to achieve milestones with each instalment

Head	Description	Fund sanctioned by CIC from Grant-in-Aid			% of total Grant-in-Aid Break-up	Owner's contribution (>15%)
		1 st Instalment	2 nd instalment	3 rd instalment		
Manpower						
Capital expenditure						
Working capital						
Marketing & Trials						
Contingency						
Total						

11. Component wise utilization of funds of 1st instalment

Component	Sanctioned amount	Amount utilized	Purpose & achievement thereof	Supporting evidence, if any
Manpower				
Capital expenditure				
Working capital				
Marketing & Trials				
Contingency				
Total				

12. Photographs/Video indicating present status of startup

VII) Presentation seed format (RICI/II) to scale up the innovative MVP/ Business Model (product or service with market fit (at-least 100 customers) already developed)

1. Startup company details

- Name of the entity/startup, Head Office, Type of company (private limited company/ partnership firm/limited liability partnership)
- No. & Date of Registration certificate of company with address, No. & Date of Trademark Registration Certificate (if obtained), Bank Account No. PAN No., TAN No., Any Tax No

2. Startup team details

- iv) Founder: Highest qualification, Experience in relevant field,
- v) Team members: Name, their Technical and business expertise relevant to the startup
- vi) Any other detail you wish to include----consultants, etc.

3. Startup introduction

- Your business idea:
- What problem do you solve?
- What are your customer segments?
- Enlist customers' pain points?
- Describe your Market size, what market gap is it filling, does it solve a real-world problem?
- Benefit (Rs) to the customer with your innovative unit/ service
- Is it of wider applicability/ national/ state importance:
(Please keep it to two sentences each)

4. Technical description

- Describe the product/service and its functionality in detail. Include technical specifications if needed.
- USP of the technology, associated IPs, if any

5. Business model/MVP

- Describe your developed business model diagrammatically/ flow chart (Input-Output-Market). Specifically mention how much money you have made with at-least 100 customers to justify its market fit (Bill/Receipt book records) and when you started getting revenues from it.

6. Action plan for scaling up

- Explain your production and marketing strategies to scale up your business year-wise for next three years

7. Market details

- Describe customer segments and no of customers who are buying your product, size of your target market, why will they be interested in it? How many customers to be acquired in next first year.

8. Growth road map for next five years

- Current market:** No. of customers acquired and Revenue generated in 1st year and next years
 - Predict “Sales volume/ customers, Revenue and Profits” for next five years preferably through the diagram
- ## 9. Competitive analysis:
- Give a detailed competitive analysis based on your market research.
- How is your product different from its competitors?
 - Why customers will prefer/ preferred your product/ service over those of competitors.

10. Quarter/Instalment-wise milestones approved by CIC for the release of instalments

Instalment	Milestone fixed for utilization of instalment	Action points (detail of how to achieve milestone)
1 st		
2 nd		

11. Component-wise fund required to achieve milestones with each instalment

Head	Description	Fund sanctioned by CIC from Grant-in-Aid			% of total Grant-in-Aid Break-up	Owner's contribution (>15%)
		1st Instalment	2 nd instalment	3rd instalment		
Manpower						
Capital expenditure						
Working capital						
Marketing & Trials						
Contingency						
Total						

12. Component wise utilization of funds of 1st instalment

Component	Sanctioned amount	Amount utilized	Purpose & achievement thereof	Supporting evidence, if any
Manpower				
Capital expenditure				
Working capital				
Marketing & Trials				
Contingency				
Total				

13. Photographs/Video indicating present status of startup

VIII) RC Presentation format

Build your Pitch Deck for CIC/RC

How to use this template?

The font is Poppins. Please use 25 point (bold) for the headline and 12 point (normal) for the body copy.

The shade of purple here is the primary brand colour of Pusa Krishi. Do not change it in the headings.

Do not change the margins of the page.

Do not edit main headings of any page. Add appropriate content below the heading.

Use clear, simple, and brief language.

Add photos of your work wherever relevant.

Add your logo here

Add your tagline here

Add a high resolution photo of your product or service here

Add Company website URL

Focus Area

Add your focus area

Founded In

Add your foundation year

Location

City of your headquarters

Problem Statement

Add the problem statement you are working on.
Word limit: 30 words

Tech Brief

Add a brief description of your innovation.
Word limit: 30 words

Unique Selling Proposition

- Unique Selling Proposition point 1
- Unique Selling Proposition point 2
- Unique Selling Proposition point 3

000

UNITS SOLD

000

KEY FIGURE

000

CUSTOMERS

000

KEY FIGURE

Tech Validation, IP & Field Trials

In this slide, give details on:

- Your intellectual property
- Mention patents & IP strategy, if any
- Technology validation
- Field trials

Progress in Last 3 Months

Share your progress in last 3 months. Make sure to include figures & stats to back it up.

Marketing

In this slide, give details on:

- Your business model (B2C, B2B, B2G, etc.)
- Your marketing strategy
- Online & offline marketing channels used
- Traction so far

Revenue

In this slide, give details on:

- What is your revenue model? (SaaS, subscription model, product)
- Process and channel for acquisition of customers and cost per acquisition.
- What are your costs & revenue streams?

Milestones & Timelines

No.	Milestones	Action Points	Timeline
1.	Broad target to be achieved	Actions taken to achieve the target	Projected time to achieve the milestone
2.			
3.			
4.			

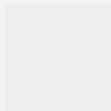
Note:

- For pre-seed stage incubatees: 10% of the project cost on proportionate basis will be borne by the incubatee.
- For seed stage incubatees: 15% on proportionate basis of the project cost will be borne by the incubatee.

Funds Utilization

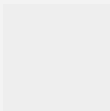
Quarterly Funds Utilization (in INR Lakhs)							
KPI	Description	Distribution of Expenditure	Q1 (40%)	Q2 (40%)	Q3 (20%)	Total (100%)	Owner's Contribution (Min 15%)
Manpower		25%					
Capital Expenditure		30%					
Working Capital		15%					
Marketing & Trials		20%					
Contingency		10%					
Total		100					

Team



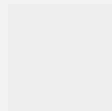
Name
Designation

Brief about the team member in upto 15 words



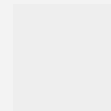
Name
Designation

Brief about the team member in upto 15 words



Name
Designation

Brief about the team member in upto 15 words



Name
Designation

Brief about the team member in upto 15 words

IX) Format of Investment Form

A. GENERAL INFORMATION

a) Applicant's Name:

Mr./Ms./Dr. _____

b) Age (Years): _____

DOB (dd/mm/yyyy): ___/___/_____

c) Highest Qualification: _____

d) Address of the Applicant:

e) Phone/Mobile (Mandatory):

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Email (Mandatory): _____

B. STARTUP DETAILS

a) Name of Startup: _____

b) Address of Startup:

c) Have you registered your startup? (Please tick (✓) the applicable option)

YES NO

d) What is the legal status of the entity you have formed? (Please tick (✓) the applicable option)

Sole Proprietorship	<input type="checkbox"/>	Partnership	<input type="checkbox"/>	Limited Liability Partnership	<input type="checkbox"/>	Private Limited Company	<input type="checkbox"/>
---------------------	--------------------------	-------------	--------------------------	-------------------------------	--------------------------	-------------------------	--------------------------

e) Founding Year: _____

f) Website: _____

g) Founding Team details with shareholding pattern:

Name	Position	Responsibilities	Phone/ Mobile	% Share of company	Email

C. TECHNOLOGY

a) Which Focus Area does your product/service belongs?

b) Where are you in your product development / path to market process?

- Idea
- Prototype
- MVP
- Beta customers
- Commercially operational

c) Please explain your technology in brief: Technology Description: Intended product or service (Define scope carefully). For a process, one needs to think of the product that will result.

- i. Explain your Technology/ Innovation.

- ii. Explain USP (Unique Selling Proposition) of your product/service? Please focus on “benefits” rather than “features” of the technology.

- iii. What does it do and what problem it solves? (Use simple and non-technical terms).

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

d) 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?

e) How long will it take for this innovation/technology is completely developed and ready for the market? (Please tick (✓) the applicable option)

- Already in active use now
- 1-6 months
- 7-12 months
- 12+ months

f) 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.)

e) Fund Utilization from grant. *

<u>Recurring Expenditures</u>		
1.	Manpower (Salaries and Fees)	
2.	Operational expenses like electricity, incubation charges etc.	
3.	Any other area/activity as deemed necessary	
<u>Non- Recurring Expenditures</u>		
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	

E. OTHER RELATED INFORMATION

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-E is true, complete and to the best of my knowledge.

Date and Place:

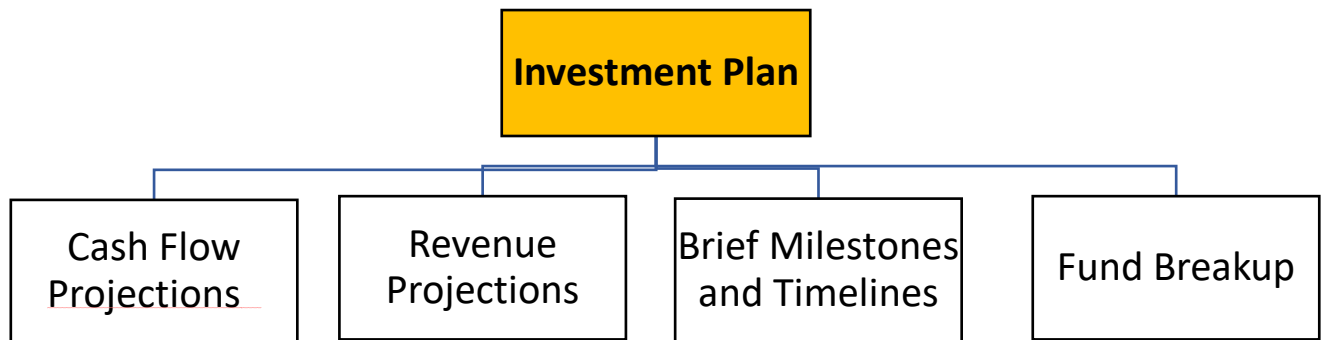
Signature of the Applicant

X) Guidelines for filling up Investment form

Investment form tips Inclusions

- Information of the founder/s
- Start-up Company details
- Technology details
- Business & Investment Plan
 - Business/Revenue model
 - Cash flow statement/financial projections
 - Milestones
 - Fund utilization
- Declaration

1.



2. Cash Flow Projections (Standard Format)

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 20X4		
	20x4	20x3
Cash flow from operating activities		
Cash receipt from customers	x	x
Cash paid to suppliers and employees	x	x
Cash generated from operations	x	x
Interest received	x	x
Interest paid		
Dividend received	x	x
Dividend paid	(x)	(x)
Normal tax paid	(x)	(x)
Secondary tax on companies paid	(x)	(x)
Net cash inflow from operating activities	x	x
Cash flow from investing activities		
Acquisition of an investment	(x)	(x)
Purchase of non-current assets	(x)	(x)
Replacement of non-current assets	(x)	(x)
Addition to non-current asset	(x)	(x)
Proceeds from sale of non-current assets	x	x
Net cash inflow (outflow) from investing activities	x	x
Cash flow from financing activities		
Proceed from issue of share capital	x	x
Proceed from long term borrowings	x	x
Net cash inflow (outflow) from financing activities	x	x
Net increase/(decrease) in cash and cash equivalents	xx	(x x)
Cash and cash equivalents at the beginning of the period	xx	x
Cash and cash equivalents at end of period	xx	(x x)

3. Revenue Projections

- Estimated money a company will generate in the next one year.
- Estimated sales volume on the basis of:
 - Historical information,
 - Customer research and
 - Market data



d) Please explain your current investment plan for the next one year. Please high-light immediate milestone for the next 6 months:

- i) Develop a cash flow statement considering your current and future needs &
- ii) What are your revenue projections for the next one year?

CASH FLOW	2018-19	2019-20
OPENING BALANCE		INR 49,000
Cash incoming		Projection
Sales	INR 8,70,000	INR 45,00,000
Asset sales	INR 0	INR 0
Debtor receipts	INR 0	INR 0
Other income	INR 0	INR 0
Total incoming	INR 8,70,000	INR 45,00,000
Cash outgoing		
Purchases (Stock etc)	INR 3,50,000	INR 15,00,000
Accountant fees	INR 50,000	INR 55,000
Solicitor fees	INR 10,000	INR 10,000
Advertising & marketing	INR 60,000	INR 5,00,000
Bank fees & charges	INR 5,000	INR 5,000
Interest paid	INR 0	INR 0
Credit card fees	INR 0	INR 0
Utilities (electricity, gas, water)	INR 40,000	INR 60,000
Telephone	INR 5,000	INR 5,000
Lease/loan payments	INR 0	INR 0
Rent & rates	INR 70,000	INR 2,00,000
Motor vehicle expenses	INR 40,000	INR 1,00,000
Repairs & maintenance	INR 6,000	INR 50,000
Stationery & printing	INR 5,000	INR 10,000
Membership & affiliation fees	INR 0	INR 0
Licensing	INR 0	INR 0
Insurance	INR 0	INR 0
Superannuation	INR 0	INR 0
Income tax	INR 0	INR 0
Wages (including PAYG)	INR 1,00,000	INR 6,00,000
R&D	INR 80,000	INR 8,00,000
Total outgoing	INR 8,21,000	INR 38,95,000
Monthly cash balance	INR 49,000	INR 6,05,000
CLOSING BALANCE	INR 49,000	INR 6,54,000

All figures are GST inclusive.

4. Brief Milestones and Timelines

S.No	Milestones	Action Points	Timeline
1.	Broad targets to be achieved	Specific set of actions taken to achieve the set targets in column 1	A Projected Time Period to achieve the milestone (specifically in quarters or any other time cluster)
2.			
3.			
4.			
X.			

5. Milestones



iii) What is your funding requirement? Provide a brief milestone and timelines for the next one year in the below format.

Funding Requirement- INR 24,00,000/-

Duration	Deliverables and Milestones	Major Fund Utilization
1st Quarter	<ul style="list-style-type: none"> Make Sheet metal Housing smaller by 20%. Add concept of 1+4 setup system. 1 main central unit and 4 wireless sensors poles. 	<ul style="list-style-type: none"> Raw Material Device Assembly Transportation R&D <ul style="list-style-type: none"> Mesh Network Sensor Refinement and Increasing Range
2nd Quarter	<ul style="list-style-type: none"> Make Version with Plastic Moulds 	<ul style="list-style-type: none"> Mould Fabrication Mould Designing Field Testing Transportation
3rd Quarter	<ul style="list-style-type: none"> AI (Artificial Intelligence) Integration API Development 	<ul style="list-style-type: none"> R&D <ul style="list-style-type: none"> AI Technology Camera Trap Technology API Development Device/ Raw Material Transport

6. Funds Utilization Format

Quarterly Fund Utilization -INR Lakhs							
Head	Description	Suggested maximum share (%)	Q1 (40 %)	Q2 (40 %)	Q3 (20 %)	Total (100 %)	Owner's Contribution(Min 15%)
1.Manpower	Human resource salary , travel and other expenses	25%					
2.Capital Expenditure	Equipments, building, furniture etc.	40%					
3.Working Capital	Rent, utilities, inventory	30%					
4.Marketing & Trials	Field trials, product launch cost, customer survey etc.	30%					
5. Contingency		10%					
Total							

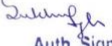
Quarter wise funds requirements

Quarterly Fund Requirements (all figures in INR Lakhs)							
Head	Descriptions	Q1	Q2	Q3	Total	Breakup %	Owners Contribution (15%)
Manpower	Plant and Management Manpower	2.40	2.40	1.20	6.0	25%	0.9
Capital (Machinery)	Pelletizer, chopper, hammer mill, conveyer	2.88	2.88	1.44	7.2	30%	1.1
Working Capital	Straw buying, electricity	2.30	2.30	1.15	5.8	24%	0.9
Marketing, Trials, R&D	Travel, R&D on die's, mktg, outreach	1.06	1.06	0.53	2.6	11%	0.4
Contingency	Unforseen expenses	0.96	0.96	0.48	2.4	10%	0.4
Total Cost		9.60	9.60	4.80	24.0	100%	3.6

7. Road Ahead

Timeline	Milestones	Action Points	Setting of the milestones	Reporting and evaluation mode
Quarter 1	Broad targets to be achieved	Specific set of actions taken to achieve the set targets in column 2	At the time of execution of MoA	RIC Meet at the end of Quarter 1 and before the starting of Quarter 2
Quarter 2	-do-	-do-	RIC Meet at the end of Quarter 1 and before the starting of Quarter 2	RIC Meet at the end of Quarter 2 and before the starting of Quarter 3
Quarter 3	-do-	-do-	RIC Meet at the end of Quarter 2 and before the starting of Quarter 3	RIC Meet at the end of Quarter 3

8. Declaration

<p>A2P ENERGY SOLUTION PRIVATE LIMITED CIN: U37200CH2018PTC041886</p>	<p># 329, Sector 33A, Chandigarh, 160020 www.a2penergy.com</p>
<p>24-04-2019</p>	
<p>Annexure</p> <p>TO WHOM IT MAY CONCERN</p> <p>I Sukhmeet Singh, CoFounder of A2P Energy Solution Private Limited , have not received any Grant-in-Aid of under any Government Scheme of any Incubator</p>	
<p>A2P Energy Solution Pvt. Ltd</p> <p> Auth Sign</p>	
<p>Sukhmeet Singh CoFounder A2P Energy Solution Private Limited</p>	

9. Form GFR 12-C (See Rule 239) Form of Utilization Certificate

S. No	Letter No. & Date	Amount Rs.	Certified that out of Rs.(Rs. only) of grants sanctioned during the year 2018-19 in favor of under the Ministry/Department letter No. given in the margin and Rs. Nil on account of unspent balance of the previous year, a sum of Rs...../ (.....) has been utilized for the purpose of capital and revenue expenditure for which it was sanctioned and, Rs.balance of grant-in -aids remained unutilized as on 30.06.2019 under operational expenditure (recurring).
	Total Amount	Rs.	

Total

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been duly fulfilled/are being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

Kinds of Checks exercised as per cash book ledger and vouchers etc.

Signature.....

(Name of authorized signatory)

Institute name

10. (From Incubates) Form GFR 12-C (See Rule 239) Form of Utilization Certificate

S. No	Letter No. & Date	Amount Rs.	Certified that out of Rs.(Rs. only) of grants sanctioned during the year 2018-19 in favor of under the Ministry/Department letter No. given in the margin and Rs. Nil on account of unspent balance of the previous year, a sum of Rs...../ (.....) has been utilized for the purpose of capital and revenue expenditure for which it was sanctioned and, Rs.balance of grant-in -aids remained unutilized as on 30.06.2019 under operational expenditure (recurring).
	Total Amount	Rs.	

Total

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been duly fulfilled/are being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

Kinds of Checks exercised as per cash book ledger and vouchers etc.

Signature.....

(Name of authorized signatory)

Institute name

11. UC from Start-ups with Bills

Heads	RKVY- RAFTARR	Incubates Share	Total
Technology Development			
Rent			
Electricity Bills			
External Services and Purchasing			
Total			

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been duly fulfilled/are being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

Signature.....

(Name of authorized signatory)

Startup Name

Important definitions/ concept

Entrepreneur

- Business-minded person
- Discovers a business opportunity to produce new goods or services and runs a business.
- Job-creator, not a Job-seeker.
- A person with a Dream, a Vision, a Will to take the risk and makes something out of nothing

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.

Evaluation of Startups

Startups may be assessed on the basis of:

- **Business Opportunity-** Why do consumers need the product/service?
- **Target Market-**Who will benefit from the product/ service?
- **Business Model-** What is the product/service?
- **Marketing Strategy-** How will consumers learn about the product/service?
- **Competition-**Who else is fighting for market share?
- **Goals:** -How will the startup revolutionize the marketplace with the product/service?

Types of innovation

- Invention - Creation of a new product, service or process
- Extension - Expansion of a product, service or process to end-users in bulk (commercialization of agricultural technologies)
- Duplication - Replication of an already existing product, service or process (making it simple, cheaper and consumers' focused)
- Synthesis - Combination of existing concepts and a new formulation/methodology

What makes a good business idea

- A product or service that customers want,
- A product or service you can sell at a price customers can afford and which will give you a profit,
- The knowledge of skills you have or you can get, and
- The resources and money you are able to invest.

Characteristics of a right business idea

- Which need does your product or service satisfy for your customer? It is important to find out your future customers.
- What type of product or service will your business sell? There must be products or services that people are willing to pay for.
- Who will buy your products or services? Will you sell to a specific type of customer or to everyone in an area? There must be enough people who are able and willing to pay for.
- How are you going to sell your products and services? If you plan to sell directly to customers or to retailers.

How to decide suitable business idea: Go for SWOT Analysis

Inside the business, check

- **Strengths:** specific positive aspects, which will give an advantage over similar business ventures and competitors. Propose to offer a better-quality product or to have a location, which is located near your customer.
- **Weaknesses:** specific aspects that your business will not be good at. Perhaps your costs will be high, located far from suppliers or have to pay more for transport.

Outside the business (External environment, check

- **Opportunities:** potential developments that will be good for your business. It may be that the product demand will increase because of the influx of tourists.

- **Threats:** probable events that affect your business negatively. e.g., the business idea could be so simple that other people may start similar businesses in your area and reduce your share of the market.

Minimum Viable Product (MVP)

- Initial product that possesses the fundamental features of an application.
- Covers all basic needs of the customer and is viable to use.
- It uses resources only as much as needed.
- It balances well between time, cost and scope.
- It is not unfinished or primitive and is a wholesome product, in its own terms.
- Building an MVP for Startups surely proves beneficial since it helps reduce risks, save on time, money and efforts. ‘

Incubation

- Incubation means a process of providing support to potential entrepreneurs from idea creation to startup maturity phase in developing their own business by providing lab facilities, access to finance, direct coaching and mentoring services, and specific training.
- Post-incubation relates to the activities when the company has reached the maturity phase (ready to walk on its own feet). Later on, too, an entrepreneur may require incubation services to increase the sales, improve production processes, internationalize its services, etc. The place or institute engaged in post- incubation is known as the “Accelerator”.

Incubator

- A place where the incubation activities are carried out, and where the potential entrepreneurs find a suitable place, in terms of facilities and expertise, to convert their business ideas into a profitable business (Physical incubator)
- Virtual incubator refers to “incubators without walls” or e-platforms of online services
- An incubator may still be an incubator even if it doesn’t provide physical incubation services, and concentrates on virtual incubation.

Agriculture

- An art or science of growing crops and rearing animals as well as processing and marketing of agricultural products
- Agriculture comprises of basic and applied sciences of soil and water management, plant production, home science, food science, agricultural engineering, food technology, animal husbandry including veterinary and dairy science, fisheries, agri-enterprises (protected cultivation, hydroponics, mushroom growing, bee-keeping, tea cultivation, sericulture, organic agriculture, natural farming, etc.), social sciences, agricultural marketing, land use management, etc.

Agricultural value chain

An agricultural value chain comprises of:

- *Producers (who grow crops and raise animals at one end),*
- *Consumers (who eat, drink, wear and use the final products),*
- *and thousands of small and large businesses (processors, marketers, food service companies, retailers, etc.).*
- More and more startups may emerge out by adding value in processes of growing, buying, selling, processing, transporting, storing, checking, and packaging.

Agri-Clinics

- Agri-Clinics are envisaged to provide expert advice and services to farmers on various aspects to enhance productivity of crops/animals and increase the incomes of farmers. Agri-Clinics provide support in the following areas: Soil health, Cropping practices, Plant protection, Crop insurance, Post-harvest technology, Clinical services for animals, feed and fodder management, Prices of various crops in the market, etc.

Agri-Business Centres

Agri-Business Centres are commercial units of agri-ventures established by trained agriculture professionals. Such ventures may include maintenance and custom hiring of farm equipment, sale of inputs and other services in agriculture and allied areas, including post-harvest management and market linkages for income generation and entrepreneurship development.

Agri-entrepreneurship in agriculture

- Sensors, satellite & drones in combination with IoT, Data analytics and Artificial Intelligence may allow farmers to make data driven decision rather than guesswork to optimize usage of their resources and prevent crop damage.
- Universities create novel products and services that will benefit the public. Successful technology transfer through licensed startups may improve the lives of our citizens, while also generating revenue.
- We can see the day when you can put the crop name you want to grow and it will tell you - when your crop will mature, what all the diseases and pests that will attack and when, how much yield you will get at the harvest time, what will be the commodity price when you harvest and how much profit or loss you will make.

Agri-entrepreneurship in agriculture



Major issues in Indian agriculture & allied sectors

- Declining interest of rural youth in agriculture
- Contribution to GDP needs to be enhanced.
- How to add value to professionalism in agril. education
- Lower economic status of farmers
- Despite being among the top global producer of pulses, rice, milk, jute etc., our unit production is considerably lower at the global scale,
- Level of farm mechanization & Food processing is also less.

- International markets wait for the quality Indian produce.
- A large cultivated tract hungry for modern technologies/ commercial agriculture.
- While digital forces are reshaping industries ranging from telecom to entertainment, the value chain in agriculture has remained rather untouched

Scope for agri-tech startups in Indian context

- Indian population (1,370 million) depends directly or indirectly upon the agriculture-
Beneficiaries
- With 101 ICAR institutes and 75 AUs, largest national agricultural system in the world- **Research advances**
- About 15,000 graduates, 11,000 Masters and 2500 Ph.D.s admitted every year- **Potential entrepreneurs**
- Has 3rd Higher Education system (next to the US & China (799 universities with 75 national institutes including AIIMS, IITs, NITs, etc. With the result, a lot of advances in ICT, IoT, Robotics, AL, Cloud computing, big data analytics, Satellites, wire-less networking, sensors GIS, drones, etc.-**Supportive technologies**
- Rise of the Indian consumers (their number/liking/purchase capacity)

Why Agri-business Incubator (ABI)?

The Central and State Governments have decided to establish Agri-Business Incubators in premier agricultural universities to promote innovations and entrepreneurship in agriculture and allied sectors. ABIs assist the selected budding entrepreneurs by providing:

- Free technical guidance & facilities for converting their idea into a prototype/ model and also for launching their products in the market.
- Sustenance allowance/ grant-in-aid/ pitching platforms to overcome any financial constraint during their journey, and
- Links with concerned Government departments for deriving benefits from the schemes promoting industries.

Key challenges before “Agri-Business Incubation

- Finding it hard to retain technical talent
- Rate of return on technology investment may not prove very profitable as compared to the IT-based startups.
- Technology penetration is a very slow process which certainly may not attract investors’ interest.
- Small and scattered landholdings and difficult terrains affect the scope of technology to scale up and leading to the poor cost effectiveness.
- Making farmers adaptive to advanced technologies requires a significant effort.

XI) Format for sanction order

Ref No.

Date:

To,

Mr. ...name of the founder.....

...name of the startup.....

Renupada, Barada,

.....address of the startup...

Subject: Sanction of funds under ‘Seed stage Grant-in-Aid funding’ under Innovation & Agri-Entrepreneurship Program, RKVY-RAFTAAR, DAC&FW, by ZTM & BPD Unit, ICAR-IARI.

Dear _____,

As an approved business Incubate -under the Innovation & Agri-Entrepreneurship Program, RKVY-RAFTAAR, DAC&FW, at ZTM & BPD Unit, ICAR-IARI, further to your application/presentation to the RKVY-RAFTAAR Selection & Monitoring Committee (RC), dated 10 June, 2019, at ZTM & BPD Unit, in accordance of the guidelines of the program, we are pleased to inform you that your startup M/s has received a Grant-in-Aid funding support of **Rs. only (.....).**

This sanction is made on the basis of following understanding:

1. Government of India assistance is released to M/s towards developing the idea “..... as approved in RKVY-RAFTAAR Selection & Monitoring Committee (RC) meeting held on 10. 06. 2019 at ZTM &BPD unit, ICAR-IARI, New Delhi.
2. The funds will be released to M/s through either of its three founders **Mr.** He/she shall be responsible for utilization of the approved funds and continue to undertake all such implementation of milestones approved by the committee.
3. The terms and conditions governing the grant will be as per MOA executed between & Zonal Technology Management & Business Planning &Development Unit, ICAR-IARI, New Delhi.
4. **.....** will receive the Grant-in-Aid support installment as per the guidelines and framework of the scheme amounting to

Installment 1	
Installment 2	
Installment 3	

Detailed schedule of tranche disbursements, and other details will be in the MOA.

5. ...name of the company.... will utilize the funds allocated till March 2020, as per the proposed timelines and term of the scheme, whichever is earlier, as per the sanction order and proposed detailed document.
6. All activities and expenditure shall be conducted with an intent to nurture innovative business ideas (new/ ingenious technology, processes, products, procedures, etc.) and shall be incurred towards the scope-of-work defined in the presentation made, and approved by the RC in the meeting held on 10 June, 2019, at ZTM & BPD Unit. Details of all such milestones and expenditure in the MOA **Mr. ...name of the candidate C/o M/sname of the startup.....** & Zonal Technology Management & Business Planning & Development Unit, ICAR-IARI, New Delhi.
7. M/s**name of the company**..... will submit 'Utilization certificate' to the RKVY division, Department of Agriculture & Farmers Welfare through ZTM & BPD Unit, ICAR-IARI duly signed and certified by the at least two directors in the company, on a quarterly basis, and at the close of that Financial year.

Note: In case of Mis-utilization or diversion of grant sanctioned under the scheme, the incubate- M/s shall refund to President of India the whole or part amount of the grant with interest @ of 10 % per annum thereon.

8. All the funds will be transferred to the 'Current account' of the company, and should only be used for the operational and growth requirements of the company.

In-case there is 'Interest earned' on such Grant in Aid deposits through i.) Fixed deposits ii.) any other money market instruments, only, in the process of operations by **M/s Limited**, details of such interest earned shall be reported to ZTM & BPD Unit, ICAR-IARI. All such interest earned will be treated as credit to the organization, which will further be treated as part of future release of Grant-in-Aid sanctioned for business.

9. RKVY Division, DAC & FW reserve sole right on the asset created out the sanctioned grant. Assets acquired wholly and substantially out of the sanctioned funds, unless obsolete and unserviceable, shall not be disposed off without prior approval of RKVY Division, DAC & FW. M/s Limited will preserve all assets that are no longer required should be transferred to the nodal department, RKVY-RAFTAAR for its use and redeployment, when possible.
10. The expenditure incurred by the M/s shall be open to inspection by the sanctioning authority/CAG/Chief Controller of Account (CCA) IARI, New Delhi/ Ministry of Micro, Small & Medium Enterprises.
11. **Mr. ...name of the candidate C/o M/sname of the startup.....** shall certify that it has not obtained or applied for grants for the s a m e purpose or activities from any other Ministry or Department of Government of India or the State Government.
12. It is understood that **Mr. ...name of the candidate C/o M/sname of the startup.....** will work towards commercialization of idea as per the timeline approved by the RC, dated 10 June, 2019. In case of any exigency, or unforeseen which can hamper the company's ability to perform its work/ assignments in a continuous form, all such situation will be reported to ZTM BPD unit, ICAR-IARI with a valid justification for time-line extension with supporting documents, through a physical-mail request or digitally-email, for extension of time limit.
13. **Mr. ...name of the candidate C/o M/sname of the startup..... Limited** will submit quarterly and six-monthly Progress Report of the Business with ZTM BPD unit, ICAR-IARI, as per the prescribed format in the MOA. The company will share consolidated report on the final outcome of such incubation along with the report of mentor/guide about the quality of the work done, its cost effectiveness, tangible gains (quantitative) likely to be achieved, etc., is also to be submitted within 3 months of the completion of the work.
14. This sanction issue in the exercise of the delegate power in consultation with the sanction order no. 3-70/2018-RKVY dated 6TH August, 2019, issued by RKVY, DAC & FW, MoA & FW, Government of India, Krishi Bhawan New Delhi.

We wish **Mr. ...name of the candidate C/o M/sname of the startup.....** very best.

Nodal Officer

XII) Support letter for AOP/ Incubation Program

To

.....Name of the Startup.....

.....Address of the Startup.....

.....

Sub: Letter of support for incubation at PUSA Krishi Incubator, ZTMBPD Unit, ICAR-IARI.

Dear Sir/Madam,

We are pleased to offer you eight weeks in-house residency program at Pusa Krishi Incubator, ZTM & BPD UNIT, ICAR- IARI subject to the following terms and conditions:

Objectives of this incubation program is to assist /support or provide mentorship to the incubate company enrolled in this program

1. Support services may include:

1.1 Scientific and technical mentorship.

1.2 Technical backstopping may be provided as per requirement of the Incubate Company if needed

1.3 Other available commercial and administrative guidance and advice whenever necessary.

1.4 Marketing platform wherever possible.

1.5 Networking.

1.6 IP Support if required.

2. The incubate company shall mandatorily attend eight weeks in house residency program starting from 25 February, 2019 to 16 April, 2019. The company itself is liable to arrange for its boarding and lodging during the in-house residency program or if possible, the incubator may arrange the same.

3. After the eight weeks in-house program, incubator will select the incubate company and recommend to the Ministry of Agriculture for Grant-in-aid and support under RKVY-RAFTAAR Scheme. Their continuity is subject to the approval by the ministry.

4. The Incubate Company shall disclose details of all the businesses they are currently involved in within a week of the commencement of this in-house residency program.

5. The Incubate Company must provide all the required legal documents to the incubator within one week of commencement of this in-house residency program:

a) ID proof of the Founders

b) Registration certificates

c) Shareholding pattern

d) PAN No., TAN No., Any Tax No.

e) Copy of the Registration Certificate of company with address.

- f) Trademark Registration Certificate (if applied/obtained)
 - g) Any other required compliance certificate and documents.
 - h) Failure will be treated as event of default.
6. Change of information: The Incubate Company is required to keep the Incubator informed in advance and obtain the concurrence in writing for the following:
 - a) Change in name of the incubate company.
 - b) Change in the business/virtual incubation plans.
 - c) Change in ownership and/or management.
 - d) Change in Board of Directors.
 - e) Any other change in legal status.
 7. Fund raising terms/conditions/agreement shall be negotiated and finalized between the Investor and the Incubate Company and the Incubator would act only as the role of facilitator. If there is any involvement of any kind of intellectual property of the Incubator or ICAR or share thereof or any of their interest is at stake in such case, the Incubator and/or ICAR shall be a necessary party to save and protect their interest.
 8. The incubate company acknowledges and agrees that it shall be responsible to comply with all relevant laws including but not limited to statutory permissions, approvals and other regulatory compliances for the purpose of its activities and carrying out the incubation program and that the incubator and/or its officials, employees and personnel shall not be liable in any manner for its failure to comply with any such regulatory compliances or violation of any laws due to the activities under the incubation project.
 9. The Incubate Company shall comply with the rules and regulations of the incubation program, and failure to do so shall be treated as an “Event of default”, and it can’t be continued in this in-house program and shall be terminated immediately thereof.
 10. The technical, scientific and commercial mentorship/guidance may be availed /utilized subject to the availability of the resources with the incubator in relevance of the incubation proposal, and shall be subject to such charges on payable before the commencement of those services.

Thanking You,
Sincerely Yours,

Declaration

I, on the behalf ofname of the startup....., accept the offer and abide by the ‘Terms & Conditions in the Letter of Support for the Incubate Company of RABI at -----’.

Date
Place

Signature
Name
Designation