



HIMPALAM RABI/PUB- III/2021

**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 (2021-22)



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

- 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 Pangi, 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



Project staff

| SN | Post sanctioned | Name of the official in position | Remarks |
|----|--------------------|----------------------------------|---|
| 1. | Assistant Manager | Er. Shakiv Pandit | Holding additional charge of BM |
| 2. | Business Executive | Mr. Vikas Kumar | - |
| 3. | Office Assistant | Mr. Babli Kumar | Resigned on 31-08-2021 |
| | Office Assistant | Mr. Anil Kumar | Joined on 30-12-2021 after re-advertisement of post |

Advertisement for the post of Office Assistant dated 30/11/2021)

CSK HIMACHAL PRADESH KRISHI VISHVAVIDYALAYA, PALAMPUR "RECRUITMENT BRANCH"

FELLOWSHIP NOTICE No. 38/2021

Applications are invited on the enclosed prescribed form from the eligible candidates for the fellowship 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 **Nodal Officer, Agri-Business Incubator, Deptt. of Soil Science, COA, CSKHPKV, Palampur-176062 Distt. Kangra, HP** latest by **14.12.2021 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. | 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 | GOI Funded Project:- "HIM PALAM RKVY- RAFTAAR Agri Business Incubator". | Co-terminus with the project/ availability of funds. | Rs. 150/- (Rs. 30/- for reserved categories) |

Work Specific Interaction will be held on **22.12.2021 at 11.00 A.M** in the office of the **Nodal Officer, Agri-Business Incubator, Deptt. of Soil Science, COA, CSKHPKV, Palampur-176062 Distt. Kangra, HP**. No separate communication in this regard shall be made.

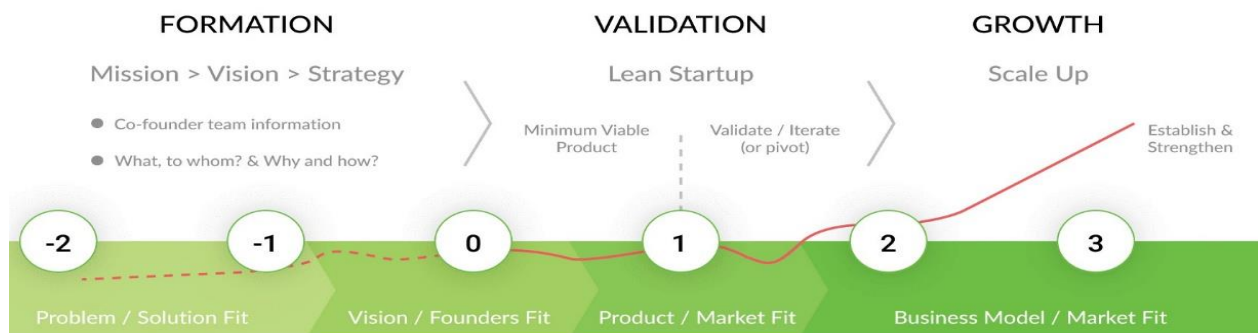
Terms and conditions

1. The fellowship 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 Vishvavidyalaya, 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-I 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 photograph, self attested copies of certificates (academic and experience as detailed in Sr. No. 10 & 11 of application form) 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.


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



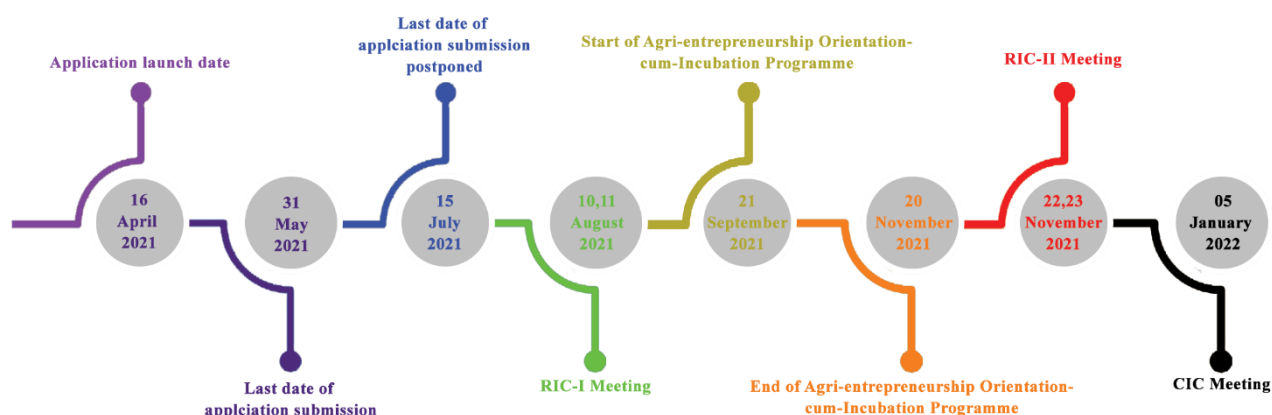
Grant-In Aid
upto ₹ 5 lakhs

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





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

launches

Him Aarambh Programme 2021
A Journey from Idea to Action

HIGHLIGHTS

- Opportunity to students/ youth aspiring to convert their innovative ideas into a scalable business model (MVP) in agriculture and allied sector.
- Online 2-month Agri-Entrepreneurship Orientation Program.
- Selected interns will be eligible for availing Pre-Seed Grant-in-Aid up to ₹ 5 lakhs per startup.
- Final selection of interns by CIC.
- Program implementation strictly as per the guidelines issued by the MoA and FW.

KEY BENEFITS OF PROGRAM

- 2-month agri-preneurship workshop
- Mentorship from Experts
- High-tech lab support
- Grant-In Aid upto ₹ 5 lakhs

TIMELINE

Application Launch Date: 16-04-2021

Last Date of Application Submission: 15-07-2021

FOCUS AREAS

NOTE: For the prescribed application form and other details, click running message on the Home Page of the University Website (<http://www.hilagric.ac.in>). Submit the application duly completed to Head, Him Palam RABI, Department of Soil Science, CSK HPKV, Palampur through Speed Post or Email its scanned copy to rahitimpalam@gmail.com.

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



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

launches

Him Utkarsh Programme 2021
A Flight to Grand Business World

HIGHLIGHTS

- Financial assistance of up to ₹ 25 lakhs to potential startups that have an innovative, scalable business model (MVP) and commit to scale-up and attain business viability at a faster pace.
- Online 2-month training to provide knowledge & skills for translating MVP to marketable stage.
- Final selection of interns by CIC.
- Program implementation strictly as per the guidelines issued by the MoA and FW.

KEY BENEFITS OF PROGRAM

- 2-month incubation program
- Mentorship by Domain Experts
- Grant-In Aid upto ₹ 25 lakhs
- High-tech Lab Support

TIMELINE

Application Launch Date: 16-04-2021

Last Date of Application Submission: 15-07-2021

FOCUS AREAS

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

Selection of startups w.e.f. 2019-20 to 2021-22

| Programme | Total applications | Candidates selected after RIC-1 | Candidates selected in RIC-II for CIC | Candidates selected in CIC |
|------------------|--------------------|---------------------------------|---------------------------------------|----------------------------|
| 2019-2020 | | | | |
| Him Aarambh | 79 | 15 | 9 | 6 |
| Him Utkarsh | 6 | 2 | 2 | 2 |
| 2020-2021 | | | | |
| Him Aarambh | 35 | 15 | 9 | 5 |
| Him Utkarsh | 17 | 5 | 5 | 5 |
| 2021-2022 | | | | |
| Him Aarambh | 65 | 19 | 8 | 6 |
| Him Utkarsh | 27 | 17 | 11 | 4 |
| Total | 229 | 73 | 44 | 28 |

Main activities planned under startup programs

| Program | Activities |
|--------------------|---|
| Him-Aarambh | <ol style="list-style-type: none"> THIRD RIC MEETING FOR 2019-20 STARTUPS ON MARCH 22, 2021. FIRST RIC MEETING ON AUGUST 10-11, 2021. 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 Setting up of milestones for each startup providing incubation services to work on ideas SECOND RIC MEETING ON NOVEMBER 22-23, 2021 CIC meeting on 05-01-2022 |
| Him-Utkarsh | Above-mentioned activities but with more mentoring services towards scaling up business. |

Content of Agripneurship Orientation-cum- Incubation programme

Him Palam RKVY-RAFTAAR Agri-Business Incubator
CSK Himachal Pradesh Krishi Vishwavidyalaya, Palampur-176062

Schedule of 2-month Agri-entrepreneurship Orientation-cum-Incubation Programme (21-09-2021 to 20-11-2021)

Objectives

- On-line capacity building of Him-Aarambh incubatees through Participatory Learning Approach and their mentoring for the refinement of their proposed MVPs.
- On-line capacity building of Him-Utkarsh incubatees through Participatory Learning Approach and their mentoring for the refinement in scaling up strategies of their MVPs

Timings

Virtual interaction session from 10.30 AM to 1.30 PM and Mentoring session from 2.30 to 5.00 pm on all working days of CSKHPKV

Lectures' schedule

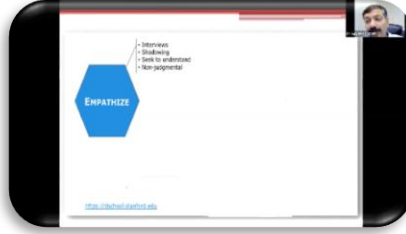
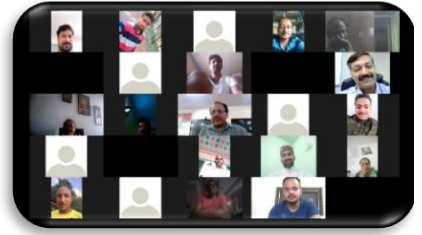
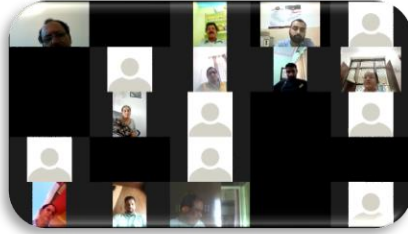
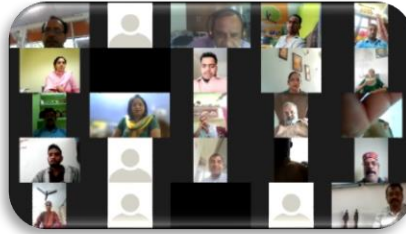
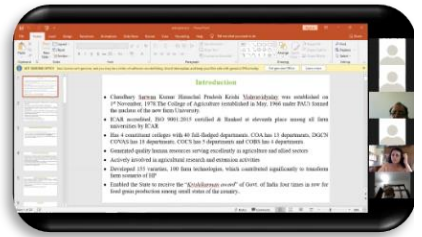
| SN | Date | Topic | Resource person |
|--|------------|--|--------------------------------------|
| 1 | 21/09/2021 | Registration of incubatees & Introduction to Mentors and Inaugural session | Honourable VC as the Chief Guest |
| Module I: Pre-requisites for agri-preneurship/startup development | | | |
| 2 | 22/09/2021 | Technology brief of business models/products developed/proposed by incubatees and their expectations from RABI (One page note) | R-ABI team |
| 3 | 23/09/2021 | CSKHPKV-Agri-Technology hub and Desirable personality traits in agri-preneur | Dr. VK Sharma |
| 4 | 24/09/2021 | Startups-Concept, Stages, Criteria & RKVY-RAFTAAR startup scheme | Dr. VK Sharma |
| 5 | 25/09/2021 | Entrepreneurship and schemes of supporting MSMEs | Dr. Param Jeet Singh (External) |
| 6 | 27/09/2021 | Soft skills for the management of an enterprise | Mr. Gurcharan Singh (External) |
| 7 | 28/09/2021 | Communication skills for the effective agri-business | Prof. N. Datt (External) |
| 8 | 29/09/2021 | Sales and Marketing skills for the effective agri-business | Dr. Devesh |
| 9 | 30/09/2021 | Market research and marketing of agricultural produce | Dr. MS Jairath (External) |
| 10 | 01/10/2021 | Preparation of feasibility report/project report and assessment of project viability | Mr. R. Sehgal (External) |
| 11 | 04/10/2021 | Financial management in agri-business – Costing, Pricing, & main tools (break-even points, P+L statements--, etc). | Dr. Virender Kumar |
| Module-II: Business model Development | | | |
| 12 | 05/10/2021 | Startup/business scope in food, agribusiness & allied technology sector | Mr. SK Pandey & A. Albert (External) |
| 13 | 06/10/2021 | Understanding business model canvas & factors supporting a good business model: | Mr. SK Pandey & A. Albert (External) |
| 14 | 07/10/2021 | Design thinking for creating a sustainable and scalable model | Mr. SK Pandey & A. Albert (External) |
| 15 | 08/10/2021 | Understanding vision and value proposition of the business | Mr. SK Pandey & A. Albert (External) |
| 16 | 11/10/2021 | Market size and segmentation in relation to a business model | Mr. SK Pandey & A. Albert (External) |
| 17 | 12/10/2021 | Solution orientation for running a successful business model | Mr. SK Pandey & A. Albert (External) |
| 18 | 13/10/2021 | Revenue model of the business | Mr. SK Pandey & A. Albert (External) |
| 19 | 14/10/2021 | Agtech Innovation landscape in India | Dr Shivam (External) |

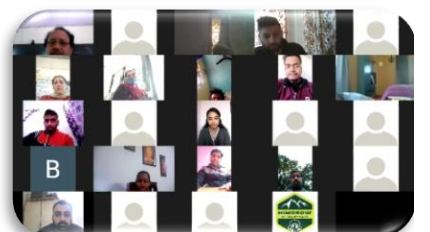
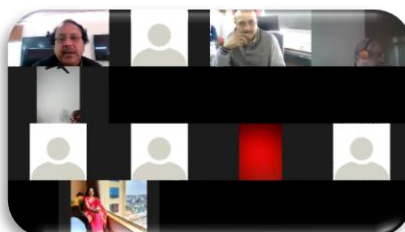
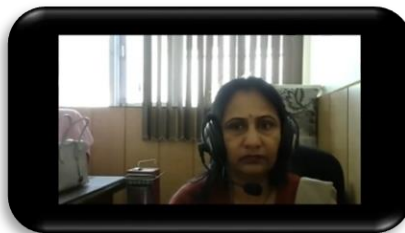
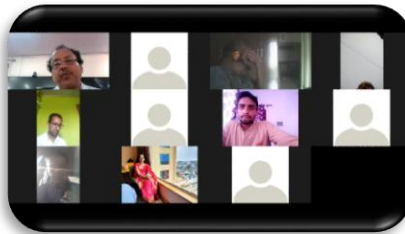
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|--|-----------------|---|----------------------------|
| 20 | 16/10/2021 | Idea validation and Growth strategies | Dr Shivam (External) |
| 21 | 18/10/2021 | Basic elements of Financial Statements and Management – Cash Flow, Balance Sheet, P&L | Dr. Rajiv Goyal (External) |
| 22 | 19/10/2021 | Various Funding Options for Startups | Mr. Satyendra (External) |
| 23 | 21/10/2021 | Cost Effective Marketing Strategies | Mr. Satyendra (External) |
| 24 | 22/10/2021 | Marketing Research | Mr. Satyendra (External) |
| 25 | 23/10/2021 | Creating a winning Pitch Deck | Dr. Rajiv Goyal (External) |
| 26 | 25/10/2021 | Industry Analysis | Mr. Satyendra (External) |
| 27 | 26/10/2021 | Financial Ratio & Valuation | Dr. Rajiv Goyal (External) |
| 28 | 27/10/2021 | Company Registrations and Regulations including GST | Mr. Ilarsh (External) |
| 29 | 28/10/2021 | Digital Marketing | Mr. Neera (External) |
| 30 | 29/10/2021 | Branding & Market Communications | Ms. Aditi Gupta (External) |
| 31 | 30/10/2021 | Sales and Distribution Models for FMCG Start-ups | Mr Sameer (External) |
| 32 | 01/11/2021 | Dealer/channel management | Mr. Satyendra (External) |
| 33 | 02/11/2021 | Successful Agri-Start-up journey | Mr. Taranjeet (External) |
| Module-III: Tips and tricks for making effective startup planning | | | |
| 34 | 05/11/2021 | Redefining your Technology description and Intellectual property for startups | Mr. Rajneesh, External |
| 35 | 06/11/2021 | Customer and market analysis for startups and How to conduct customer interviews | Mr. Rajneesh, External |
| 36 | 08/11/2021 | Designing and articulating value proposition and Business models | Mr. Rajneesh, External |
| 37 | 09/11/2021 | One on one mentoring on business growth. | Mr. Rajneesh, External |
| 38 | 10/11/2021 | Funding landscape, Investment forms & milestone setting | Mr. Rajneesh, External |
| Module-IV: Scope of startups in agriculture and allied sectors | | | |
| 39 | 11/11/2021 | Scope of startups in agriculture | Dr. Sant Prakash, Retired |
| 40 | 12/11/2021 | Agri-business and strategy | Dr. Aakriti (External) |
| 41 | 15/11/2021 (FN) | Upcoming agro-processing ventures | Dr. YS Dhaliwal |
| 42 | 15/11/2021(AN) | Agri-business ventures in organic and natural farming | Dr. Janardan Singh |
| 43 | 16/11/2021(FN) | Upcoming ventures in olericulture | Dr. Parveen Sharma |
| 44 | 16/11/2021(AN) | Upcoming ventures in apiculture | Dr. SK Sharma |
| 45 | 17/11/2021(FN) | Upcoming ventures in mushroom cultivation | Dr. Deepika Sood |
| 46 | 17/11/2021(AN) | Upcoming ventures in dairy technology | Dr. Nishant |
| 47 | 18/11/2021(FN) | Management of bird farming for increased profits | Dr. Varun |
| 48 | 18/11/2021 | Closing session; Feedback & Certificate distribution | - |
| 49 | 20-11-2021 | RIC meeting for the evaluation of performance | - |

Note: GOI guidelines for protection from COVID-19 will be followed in letter and spirit within the university premises and also during field visits/ Investors Meet, if any, during the programme.

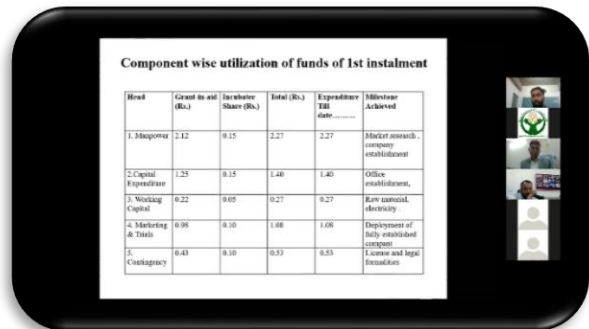
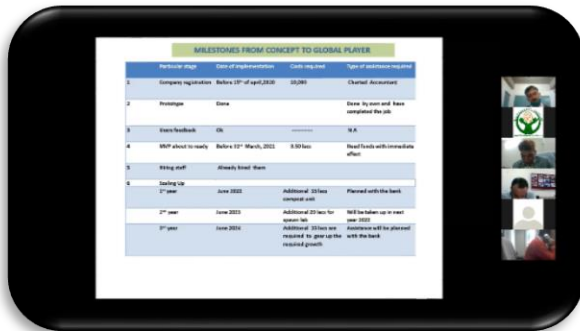
Prof VK Sharma
Head

Glimpses of Agro-preneurship Orientation-cum-Incubation programme

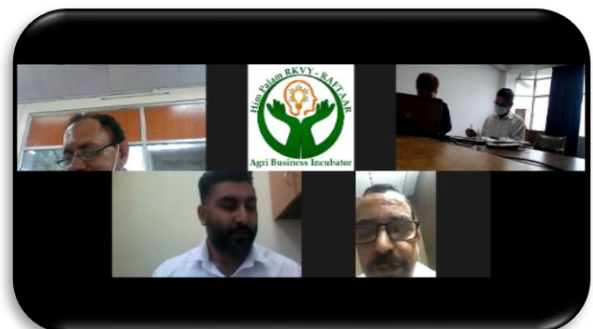
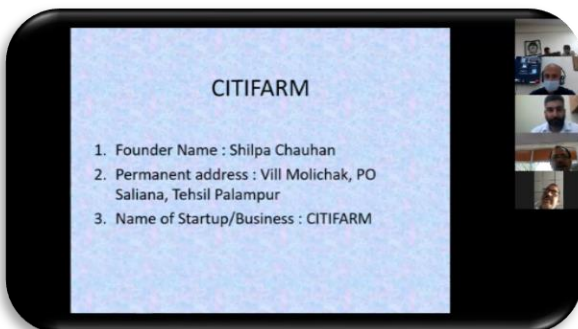
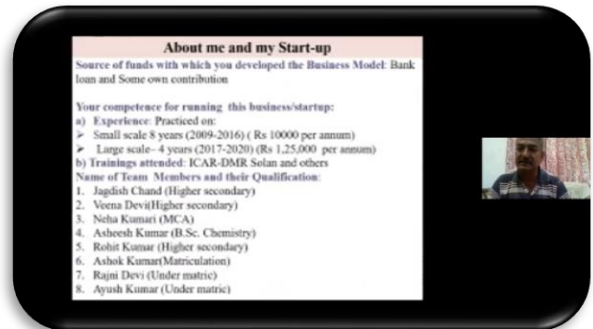
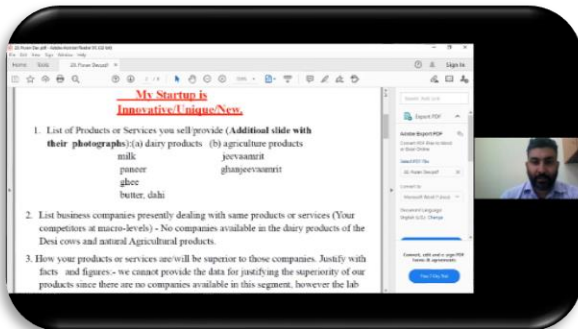




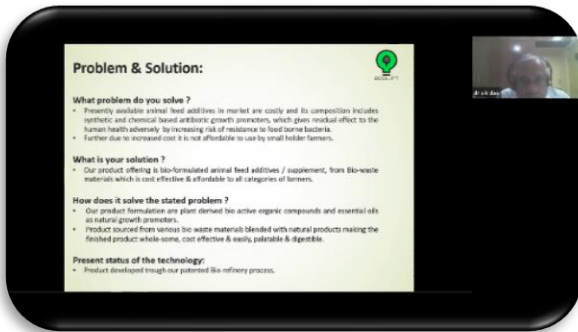
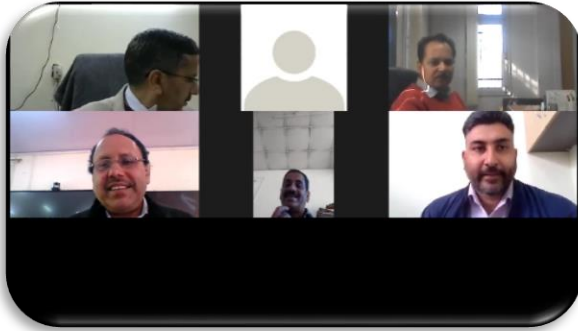
Glimpses of RIC-III meeting on March 22, 2021



Glimpses of RIC-1 meeting on August 10-11, 2021



Glimpses of RIC-II meeting on November 22-23, 2021



Glimpses of CIC meeting on January 05, 2022



Tech Validation, IP & Field Trials

We are working upon building a platform for Farmers to get customized Agronomy services and Agri Input Retailers to digitalize their operations.

Some of our Prototypes (in testing)

CRM System

Agri Input Retailer App

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. | Setting up Processing Unit and brand registration and take FSSAI License | Setting of machinery in processing unit and apply for brand registration | 2-6 months |
| 3. | Processing and Packaging of produce and place product on local stores | Develop packing material | 3-6 months |
| 4. | Establishing Website and tie up for e-commerce | Establish the website | 2-6 months |
| 5. | Increasing Farmer base to 750 and Provide good quality seed to the Farmers | Farmer awareness generation and Increase no. of growers and provide seed | 3-6 months |
| 6. | Placing product on big Stores outside Himachal Pradesh | Located stores and will have tie up for marketing | 3-6 months |

Hill sprouts Agriculture with a new Skill

<https://hillsprouts.in/>

Vertical Farming
IoT based Precision Vertical farming

Founded in
February 2021

Location
Village Dhoran, Palampur, Kangra, Himachal Pradesh

Problem Statement

We are working on growing high-value crops in Himachal Pradesh using precision vertical farming techniques managed by IoT and cloud technologies. So that automation can be implemented to reduce input and increase yield per unit area, to tackle problem of small land holdings for marginal farmers.

IoT in Agriculture.

We are developing low-cost IoT-based automation and data acquiring solutions to improve precision vertical farming.

40,000
No. of growers till now

100000
Produce harvested

40000
Farmer's customers

120 Kg
per sqm

Unique Selling Proposition

- We are targeting High value crops like strawberry, Blue berry and Stevia etc.
- By implementing IoT you can improve current vertical precision farming techniques.
- All the data recorded can directly be accessed using cloud computing techniques.

Team

Sandeep Kumar
Director

Sound knowledge of Aeroponic Technology

Nayan Chouhan
Technical Manager

11 years of Experience on plant Tissue Culture & Aeroponic. Worked with CPRI

Sonika
Technical Supervisor

Six year working knowledge in Aeroponic unit

Pardeep Sharma
Marketing Manager

10 years of marketing Experience in India & Abroad



Proceedings

Proceedings of the CoE Incubation Evaluation Committee Meeting for Him Aarambh (seed stage stage) 2021 & Him Utkarsh (Pre-seed stage) 2021 Program of startups under RKVY-RAFTAAR in Him Palam RABI, CSKHPKV, Palampur by Pusa Krishi, ZTM & BPD Unit on 5th January 2022 at 09:45 AM onwards.

As per the letter from competent authority of RKVY Cell, MoA & FW. The meeting of Centre of Excellence Incubation Committee under RKVY-RAFTAAR, held for evaluation of RIC-II recommended startups under Incubation Program of **Him Aarambh 2021 & Him Utkarsh 2021 Program of startups under RKVY-RAFTAAR in Him Palam RABI, CSKHPKV, Palampur by Pusa Krishi, ZTM & BPD Unit** under the Chairpersonship **Dr. A. K. Singh, ICAR-IARI, New Delhi** on **5th January, 2022**.

A total of 92 applications were received under Him Aarambh 2021 & Him Utkarsh 2021 program. In the first round of screening, 76 applications were shortlisted and invited to present to the RIC. As per the RIC recommendation 36 start-ups were selected for the 2 month-workshop, 31 start-ups finally 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 19 start-ups for “seed stage funding (up to Rs 25 lacs) & “Pre-seed stage funding (up to Rs 5 Lacs)”. These 19 startups were evaluated by the RC committee on January 05, 2022.

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

| | | |
|---|--|------------------|
| 1 | Dr. A. K. Singh, Director, ICAR - IARI | Chairperson |
| 2 | Dr. C. Vishwanathan, Head, Div. of Plant Physiology, IARI | Member |
| 3 | Dr. Charanjeet Kaur, Principal Scientist, Div. of PHT & FS, IARI | Member |
| 4 | Dr. Sangeeta Chopra, Principal Scientist, Division of Agricultural Engineering, IARI | Member |
| 5 | Dr. Partha R. Dasgupta, Advisor, Agribusiness | Member |
| 6 | Mr. Anand Krishan, Director, MoA&FW (Nominated by Smt. Chhavi Jha) | Member |
| 7 | Dr. Iyer Krishna, Advisor, Agribusiness | Member |
| 8 | Dr. Neeru Bhooshan, CEO, Pusa Krishi, Incharge, ZTM & BPD Unit, IARI | Member Secretary |

Nineteen proposals for funding under Him Utkarsh i.e., seed stage funding and Him Aarambh i.e., Pre-seed stage funding programs of Him Palam R-ABI under RKVY-RAFTAAR were discussed as follows:

Procedure of inviting the Incubates for an 8 – 10 minutes presentation and then the members interacted with the Incubate and completed the process of presentation by the shortlisted **19 Incubatees** 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 input from all the members. The summary of the individual Incubate, Name, Sector, Recommendation, Amount and Remarks, is given below:

| S. No | Startup Name | Founder's Name | Sector | Status | Amount Recommended (in lakhs) | Remarks |
|-----------------------------------|------------------------------|-------------------------|-----------------|--------|-------------------------------|--|
| Him Utkarsh (Seed Funding) | | | | | | |
| 1 | Anusarga | Anuradha Vashisht | Food Processing | NR | Nil | Startup presented a proposal for traditional healthy foods which are grown organically and processed in-house. The committee found that the proposal lacked novelty and also did not seem scalable and thus was not recommended for funding support. |
| 2 | Shivalik Nursery | Arjun Singh | Horticulture | R | 18 | Proposal for growing and mass multiplying truthful levelled planting material in a high-tech nursery equipped with IoT sensors was evaluated. The committee noted that the startup is providing quality planting material to the farmers of the region and also introducing new crop varieties thus providing diversification to the area under various crops. Therefore funding support of Rs. 18 lacs was recommended. |
| 3 | Nirmala Agro Fresh LLP | Bharat Bhushan | Agriculture | R | 21 | The startup presented a proposal for natural farming of tuber-based crops such as Elephant Foot Yam, Greater Yam, Yam Bean, Taro, was evaluated. Committee found that the startup is introducing new crop varieties to the region and helping diversify the agriculture in the region, and thus recommended for funding support of Rs. 21 lacs. |
| 4 | Hillsprouts | Bharti Bhorla | IoT | NR | Nil | The proposal for tech enabled vertical farming of high value crops like strawberry, blueberry, stevia etc. was reviewed. Committee found that the proposal to be unfeasible at present and thus did not recommend for support. |
| 5 | Verma Mushroom House | Jagdish Chand | Agriculture | R | 20 | Startup presented the proposal for growing medicinal Shiitake Mushrooms and Button Mushrooms in hilly areas. The committee found the proposal to be useful in creating employment in the hills and also creating variety crops, and recommended funding support of 20 lacs. |
| 6 | Himjoy Enterprises Pvt. Ltd. | Kanwar Bhanu Uday Singh | Waste to Wealth | NR | Nil | Proposal for manufacturing biodegradable cutlery from apple prune waste material was examined. Committee found limitations in terms of market growth and thus did not recommend for support. |
| 7 | Pahadee Haldi Products | Kiran Rana | Food Processing | NR | Nil | Startup presented a proposal for growing processing and selling turmeric and other spices. The committee did not find novelty in the proposal and thus did not recommend for funding support. |
| 8 | Mountain Infusions | Mamta Chandar | Food Processing | NR | Nil | Startup presented proposal of herbal infusion products. Committee found that it lacked novelty and innovation and was thus not recommended. |



| | | | | | | |
|---------------------------------------|-------------------------------------|----------------------|----------------------------------|----|-----|---|
| 9 | Himalaya Bioplants | Sandeep Kumar Sharma | Agriculture | R | 25 | Proposal for tuber (potato) crops grown through aeroponics was evaluated. It was noted that the startup is using IoT sensors for controlling nutrient flow, and AI to optimize the unit. The committee found that the technology and business model that the startup has developed can help the farmers in the region grow different varieties of crops in an efficient manner, and thus recommended funding support of Rs. 25 lacs. It was advised that the startup should explore tie-ups with medium sized potato companies who can be its potential customers. The RABI can help with this. |
| 10 | Aushadhratnam Naturals Pvt. Ltd. | Santosh Dhiman | Agro-processing | NR | Nil | The startup presented a proposal for natural herbal-based products focused on women. The committee noted that there was an absence for scope of validation for such products and thus did not recommend. |
| 11 | Ecolift Technology LLP | Sushanta Kumar Das | Agro-processing | NR | Nil | Proposal for eco-friendly and natural supplements for animal feed was discussed. The technology has been patented and data has been submitted to veterinary institutes for validation. The startup is based out of Bhubaneswar, thus is not eligible for support as per RKVY guidelines. |
| Him Aarambh (Pre-Seed Funding) | | | | | | |
| 1 | Krishk Agritech | Amit Thakur | ICT in Agriculture | R | 5 | The proposal for data-based farm analytics and advisory platform was reviewed by the committee. The startup is advising the farmers about what crops to be grown in a certain region and climate, and enabling them to purchase the needed agri-products through its platform. Committee noted that the services provided by the startup can be useful to the regions farmers as they are giving data based advise and also making available quality input products. So the funding support of Rs. 5 lacs was recommended. |
| 2 | Himhemp Ecofriendconc Pvt. Ltd. | Ankush Tanta | Waste to Wealth | R | 5 | The startup presented the solutions for developing green concrete blocks using hemp waste. It makes Green Concrete Blocks and Panels using agro-waste (Hemp Hurd) by mixing hemp hurd, aggregates, a binder and water. The committee noted that such innovations are giving a boost to variety of crops grown in the region and also creating novel products, and thus, funding support of Rs. 5 lacs was recommended. |
| 3 | Himpure Bio Agri Products Pvt. Ltd. | Gayatri Tandon | Food Processing | R | 5 | Startup presented the proposal for producing and selling organic turmeric. The product is organically certified and is procured directly from local farmers. Committee noted that the startup is creating assured market for regional farmers and also making high quality turmeric available to buyers. Funding support of Rs. 5 lacs was recommended. |
| 4 | Himalayan Naturals | Harsh Kaundal | Food Processing & Value addition | R | 5 | The proposal for pasteurized compost bags made various species of Oyster mushrooms was presented to the committee. It was noted that the startup is creating variety products using mushrooms, thus diversifying its use and providing market to mushroom farmers in the region. Funding support of Rs. 5 lacs was recommended. |



| | | | | | | |
|---|----------------------------------|---------------------|----------------------------------|----|-----|--|
| 5 | Esthete Essentials | Sukanaya Sood | Food Processing & Value addition | NR | Nil | Startup showcased the idea of natural cosmetic products made from ingredients sourced from regional farms. The committee found lack of novelty in the startups proposition, and thus did not recommend for funding support. |
| 6 | ILP Ventures | Vijay Inder Chauhan | ICT in Agriculture | R | 5 | The startup showcased its e-commerce platform for products procured from the Himalayan Region. It is trying to give a market place to products from farmers, self-help groups, and startups of the region. Committee found the proposal to be useful for bringing indigenous mountain products to the global market and recommended funding support of Rs. 5 lacs. Platform intends to provide global reach for products of Himalayan region |
| 7 | Aayushi Food Processing of India | Vinod Kumar | Food Processing & Value addition | R | 5 | The startup is providing training and consultation services to mushroom farmers, procuring-processing the mushroom crop, and selling it to the customers through different market channels. Committee noted that the startup is enabling the local farmers and FPOs to improve their farming practices while also providing an assured market to their products. Funding support of Rs. 5 lacs was recommended. |
| 8 | Mountain Meat | Vivek | Food Processing & Value addition | NR | Nil | Proposal for dried and processed mountain goat meat was evaluated. It was found that the proposal lacked data for nutritional claims made by the startup and also lack of innovation. Thus, it was not recommended for funding support. |

RKVY-RAFTAAR Centre of Excellence Incubation Committee (CIC) recommended **6 startups** under Pre-Seed Stage for funding of **upto Rs. 5 Lacs and total Pre-Seed Stage fund recommendation of Rs. 30 lacs**, and **4 startups** under **Seed Stage for funding of upto Rs. 25 lacs and total Seed Stage Fund recommendation of Rs. 84 lacs**.


The fund disbursement process will be carried out at the level of **RKVY RAFTAAR Him Palam RABI, CSKHPKV, Palampur, Himachal Pradesh** after duly approved from the Ministry upon submission of the require details viz., signed investment form by startups, proper due diligence and signing of agreement between startup and the incubator.

It is hereby proposed to release the **first tranche** of startups to **RKVY RAFTAAR Him Palam RABI, CSKHPKV, Palampur, Himachal Pradesh** for:

- Rs. 18 Lakhs (Rs. Eighteen Lakhs only)** for six (6) startups under Pre-Seed Stage Funding (60% of total grant).
- Rs. 33.60 Lakhs (Rs. Thirty-Three Lakhs Sixty Thousand only)** for four (4) startups under Seed Stage Funding (40% of total grant).

The meeting ended with vote of thanks.




A. K. Singh
Chairperson


Viswanathan C
Member


Iyer Krishna
Member

Anand Krishna
Member

Partha R. Dasgupta
Member

Charanjit Kaur
Member

Sangeeta Chopra
Member


Neeru Bhooshan
Member Secretary

The approval of the members on emails are enclosed.

Proposal for the Release of 3rd instalment to two startups and 2nd instalment to seven startups of Him Palam R-ABI of CSK Himachal Pradesh Krishi Vishvavidyalaya, Palampur

The proposal received from Him Palam R-ABI of CSK Himachal Pradesh Krishi Vishvavidyalaya, Palampur for the **release of 3rd instalment of funds to 2** seed stage startups selected during 2019-20 and the **release of 2nd instalment of funds to 7 startups** (5 seed stage startups plus 2 Pre-seed startups) selected during 2020-21. The RIC meeting (III & IV) was held on 29th March 2022 for those **9** Grantees selected by the CIC during 2019-20 and 2020-21.

The 1st and 2nd instalments of **Rs. 28.0 Lakh** was already released to 2 startups of the year 2019-20 out of the total seed project cost **Rs.35.0 Lakh** in favor of Him Palam RABI of CSKHPKV. Both these 2 startups have achieved their milestones.

Further, the **1st instalment of Rs. 40.2 lakh** was released to 7start-ups (5 seed stage & 2 Pre-seed stage startups selected during 2020-21 out of total seed and pre-seed project cost **Rs. 110.5 lakhs** in favor of Him Palam RABI of CSKHPKV. These 7 start-ups have also achieved their milestones.

In this regard, the proposal is being forwarded for the release of 3rd instalment to the **2 seed stage startups of the year 2019-20 and release of 2nd instalment** to the **5 seed stage startups and 2 Pre-seed stage start-ups of the year 2020-21**, whose milestones have been achieved. **The proceedings of the RIC meeting is attached.**

The summary of these **9 start-ups (7 seed stage and 2 Pre-seed stage start-ups)** and fund recommended for release of 3rd and 2nd instalments are as under:

| Seed stage startups (2019-20)- 3rd instalment release proposal | | | | | |
|--|----------------|--|--|---|---------------------------------------|
| S.No. | Name | Company name | Milestone / Achievement | 3 rd instalment fund recommended (In Rs.) | Total funds recommended (Rs. In lakh) |
| 1 | Anirudh Thakur | Hagri Innovations Pvt. Ltd. | Construction of manufacturing unit (ongoing), raw material purchased, marketing (made an ad) & increased manpower | 3, 20, 000/- | 16.0 |
| 2 | Udhey Singh | Usas Natural and Herbal Products Pvt. Ltd. | Purchased machinery (processing, packaging, etc.), marketing trials were done & Legal Documentation (Barcodes, FSSAI & WHO-GMP). | 3, 80, 000/- | 19.0 |
| Total | | | | 7, 00, 000/- | 35.0 |

| Seed stage startups (2020-21)- 2nd instalment release proposal | | | | | |
|--|-----------------|------------------------------|---|---|---------------------------------------|
| S.No. | Name | Company name | Milestone / Achievement | 3 rd instalment fund recommended (In Rs.) | Total funds recommended (Rs. In lakh) |
| 1 | Karun Kumar | Him AquaFarmers | Built hatchery for extended & multiplied breeding, improved high value fishes like singhi, koi, etc, improved technology of intensive fish production of 10-15 tones/year. | 8, 00, 000/- | 20.0 |
| 2 | Rahul Saxena | Back to Basics Naturally LLP | Trademark registered (Full Circle), improved packaging, designed new labels, purchased machinery (Oven, dryers, etc.), increased production space & marketing. | 7, 20, 000/- | 18.0 |
| 3 | Manoj Kashyap | Greenwhite Farm Foods LLP | Increased farmer base (from 4 to 7), increased manpower, purchased machinery (bottle cleaning machine, milk analyzer, milk dispenser & chiller) & digital & field marketing. | 4, 60, 000/- | 11.5 |
| 4 | Saurabh Rathore | Hanol HydroAgri LLP | Infrastructure established (polyhouse, bays for plants, etc.), purchased machines & equipments (pumps/motors, air compressor, sheets & rafts, etc) & increased plant capacity to 11000. | 9, 60, 000/- | 24.0 |
| 5 | Snehlata Sharma | Snehlata Milk Products LLP | Milk collection centre setup completed, purchased machinery (Bulk Milk Cooler, Milk Testing Machine, packaging machine), connected more dairy farmers & increased manpower. | 4, 80, 000/- | 12.0 |
| Total | | | | 34, 20, 000/- | 85.5 |

| Pre- seed stage startups- 2nd instalment release proposal | | | | | |
|---|------------|-----------------------|--|--|---------------------------------------|
| S.No. | Name | Company name | Milestone / Achievement | 2 nd instalment fund recommended (In Rs.) | Total funds recommended (Rs. In lakh) |
| 1 | Arpit Rana | Himgrow Mushrooms LLP | Pasteurizer machine assembled, incubation room setup complete, bought raw material (Paddy straw, packaging material, etc). | 2 00, 000/- | 5.0 |

| | | | | | |
|--------------|-----------|----------------|--|---------------------|-------------|
| 2 | Pyare Lal | Kings Organics | Rented a space for production unit, acquired FSSAI license, bought machinery (pickle mixing machine, packaging machine, etc) & hired manpower. | 2, 00, 000/- | 5.0 |
| Total | | | | 4, 00, 000/- | 10.0 |

The proceedings of RIC Evaluation Committee recommended for release of 3rd instalment of fund to 2 startups and release of 2nd instalment of 7 startups along with milestones & achievement and UC of individual startups are attached.

Accordingly, funds amounting Rs. 45.2 lakh to the 9 startups (i.e., Rs. 41.2 lakh for 7 seed stage startups & Rs. 4.0 lakhs for 2 pre-seed stage startups) may be released based on recommendation of RIC committee, milestone achieved, progress and utilization of more than 80% of previous instalment of funds released in the F.Y 2021-22.

In view of above, IFD may concur the proposal for release of **Rs. 45.2 lakh to 9 startups {i.e. (i) Rs. 7.0 lakh as 3rd instalment (20%) to 2 Seed stage startups, ii) Rs. 34.2 lakh as 2nd instalment (40%) to 5 seed stage startups and (iii) Rs. 4.0 lakh in 2nd & final instalment (40%) to 2 Pre-seed stage startups}** Him Palam R ABI of CSKHPKV under Agri-entrepreneurship component of RKVY.

Major milestones of Him Palam R-ABI

- Promotion of innovation for agri-preneurship in agriculture and allied sectors through State Departments and KVKs of Himachal Pradesh,
- Enhancing farmers' income by selecting agri-startups with stronger linkage with them,
- Building MVPs up to July, 2022 for pre-seed startups with fund utilization as per the GOI guidelines.
- Scaling up the business for seed startups upto November, 2022, with fund utilization as per the GOI guidelines.
- Monitoring and evaluation of selected agri-seed startups (2019-20) for the release of 3rd instalment and agri-preseed startups for MVP development, and
- Monitoring and evaluation of selected agri-startups (2020-21) for the release of 2nd instalment.

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>)

Year-wise Application status

i) During 2019-20

- Program name (Pre-Seed Stage) = Him Aarambh Launch Date: 31-03-2019
- Program Name (Seed Stage) = Him Utkarsh Launch Date: 31-03-2019

| RABIs Name | Total Application Rcvd | | Total Incubated | |
|-----------------------|------------------------|------------|-----------------|------------|
| | Pre-Seed | Seed Stage | Pre-Seed | Seed Stage |
| Him Palam | 79 | 6 | 6 | 2 |
| Total startups | 85 | | 8 | |

Startup's selection status

| 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 funding | Pre-seed funding | Seed funding | Pre-seed funding | Seed funding | Pre-seed funding |
| 02 | 15 | 02 | 09 | 02 | 06 |

ii) During 2020-21

- Program name (Pre-Seed Stage) = Him Aarambh Launch Date: 30-03-2020
- Program Name (Seed Stage) = Him Utkarsh Launch Date: 30-03-2020

| RABIs Name | Total Application Rcvd | | Total Incubated | |
|-----------------------|------------------------|------------|-----------------|------------|
| | Pre-Seed | Seed Stage | Pre-Seed | Seed Stage |
| Him Palam | 35 | 17 | 5 | 5 |
| Total startups | 52 | | 10 | |

Startup's selection status

| No. of startups selected by RIC-I held on September 17 -19, 2020 to undergo 2- month residential programme for | | No. of startups selected by RIC-II held on January 15, 2021 for | | No. of startups selected by CIC held on February 22, 2021 for | |
|--|------------------|---|------------------|---|------------------|
| Seed funding | Pre-seed funding | Seed funding | Pre-seed funding | Seed funding | Pre-seed funding |
| 05 | 15 | 05 | 09 | 05 | 05 |

iii) **Application status during 2021 -22**

- Program name (Pre-Seed Stage) = Him Aarambh Launch Date: 16-04-2021
- Program Name (Seed Stage) = Him Utkarsh Launch Date: 16-04-2021

| RABIs Name | Total Application Rcvd | | Total Incubated | |
|-----------------------|------------------------|------------|-----------------|------------|
| | Pre-Seed | Seed Stage | Pre-Seed | Seed Stage |
| Him Palam | 65 | 27 | 6 | 4 |
| Total startups | 92 | | | |

Startup's selection status

| No. of startups selected by RIC-I held on August 10-11, 2021 to undergo 2- month residential programme for | | No. of startups selected by RIC-II held on November 22-23, 2021 for | | No. of startups selected by CIC held on January 05, 2022 for | |
|--|------------------|---|------------------|--|------------------|
| Seed funding | Pre-seed funding | Seed funding | Pre-seed funding | Seed funding | Pre-seed funding |
| 17 | 19 | 11 | 8 | 4 | 6 |

| Programme | Total applications | Candidates selected in RIC-1 | Candidates selected in RIC-II | Candidates selected in CIC |
|--------------------------|--------------------|------------------------------|-------------------------------|----------------------------|
| 2019-2020 | | | | |
| Him Aarambh | 79 | 15 | 9 | 6 |
| Him Utkarsh | 6 | 2 | 2 | 2 |
| 2020-2021 | | | | |
| Him Aarambh | 35 | 15 | 9 | 5 |
| Him Utkarsh | 17 | 5 | 5 | 5 |
| 2021-2022 | | | | |
| Him Aarambh | 65 | 19 | 8 | 6 |
| Him Utkarsh | 27 | 17 | 11 | 4 |
| From 2019 to 2022 | | | | |
| Him Aarambh | 179 | 49 | 26 | 17 |
| Him Utkarsh | 50 | 24 | 18 | 11 |
| Total | 229 | 73 | 44 | 28 |

Year-wise technology brief of startups and amount sanctioned/ released

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. | | |

Startups selected during 2020-21

| SN | Startup | Founder | Business idea | Sanctioned (Lakhs) | 1st instalment |
|--------------------|-------------------------|-----------------|--|--------------------|----------------|
| Him Utkarsh | | | | | |
| 1 | Back to Basics Naturals | Rahul Saxena | Supply of quality food products with innovative processes. | 18 | 7.2 |
| 2 | Hanol HydroAgri | Saurabh Rathore | Supplying quality vegetables throughout the year through hydroponic farming. | 24 | 9.6 |
| 3 | Aqua farmers | Karun Kumar | Modified bioflock fish farming. | 20 | 8.0 |
| 4 | Sneh Milk Products | Snehlata Sharma | Development of milk collecting system and milk products. | 12 | 4.8 |
| 5 | Roots | Manoj Kashyap | Collection and delivery of cow milk in glass bottles at doorstep. | 11.5 | 4.6 |
| Him Aarambh | | | | | |
| 1 | King's Organics | Pyare Lal | Processing of vegetable and mango pickles. | 5 | 3 |
| 2 | Bhuutu's Craft | Phalguni Sood | Amalgamation of GI and High Value Crops and GI and Traditional Crafts. | 5 | 3 |
| 3 | Him Quail | Sanjeevan Kumar | Quail farming and selling its meat and egg of high nutrition and zero cholesterol. | 5 | 3 |
| 4 | AgriMenu | Dinesh Kumar | Developing mobile application focused on apple farming and management. | 5 | 3 |
| 5 | HimGrow | Arpit Rana | Growing nutritious Oyster Mushroom throughout the year. | 5 | 3 |
| Total | | | | 110.5 | 49.2 |

Technology brief of Startups selected during 2020-21

| S. No | Startup Name / Title of the project | Founder's name | Focus Area |
|---|--|---------------------|------------------------|
| Him Utkarsh (Seed Stage Funding) | | | |
| 1 | Back to Basics Naturally LLP | Rahul Saxena | Food Processing |
| | Tech Brief: LIFEST brand cookies, malt drinks, and laddus are junk-free, gluten-free, vegan, and made from super-foods like millets, amaranth, barley, buckwheat, and many more. These slow | | |

| | | | |
|---|--|------------------------|--|
| | processed foods offer a unique combination of bio-active nutrition and great taste for the discerning health-conscious customer. | | |
| 2 | Hanol HydroAgri LLP | Saurabh Rathore | Agriculture |
| | Tech Brief: Hanol HydroAgri LLP is working on growing exotic vegetables using Hydroponic technology to cater to various hotels and households. The vegetables are residue-free hence healthy and fresh. These are harvested and shipped immediately for fresh consumption. | | |
| 3 | Him Aquafarmers LLP | Karun Kumar | Fishery |
| | Tech Brief: Him Aquafarmers LLP makes modified artificial fish tanks that take less land for the setup. These fish tanks have the provision to maintain the temperature of tank water in hilly regions in winters and obstruct wild animals, birds, reptiles entering the ponds for preying on fish and fingerlings. | | |
| 4 | Snehlata Milk Products LLP | Snehlata Sharma | Dairying |
| | Tech Brief: Snehlata Milk Products LLP promotes milk collection system in rural Himachal by collecting fresh milk from local farmers, chilling it to 4 degrees, packaging, and then distributing it. | | |
| 5 | Greenwhite Farm Foods LLP | Manoj Kashyap | Farm Retailing |
| | Tech Brief: Greenwhite Farm Foods LLP provides natural, fresh, unadulterated milk to urban households packed in glass bottles, delivered at the doorstep within 18 hours of milking. | | |
| Him Aarambh (Pre-seed Stage Funding) | | | |
| 6. | Kings Organics | Pyare Lal | Food processing |
| | Tech Brief: Kings organics provides homemade pickles of organically grown underutilized vegetables using traditional recipes without artificial preservatives and adulteration. | | |
| 7. | Bhuutu's Crafts | Phalguni Sood | Farm retailing |
| | Tech Brief: Bhuutu's Crafts provides tourism boosting eco-friendly souvenirs in form of packaging for GI tagged/high-value crops and GI tagged and local crafts that are either on the verge of extinction or not available for sale in the market. | | |
| 8. | Him Quail | Sanjeevan Kumar | Animal husbandry |
| | Tech Brief: Him Quail diversifies the nonvegetarian customers from meat and chicken by providing an alternate option that is Quail, which has low cholesterol and more nutritious values. Quail farming is low input and high output-based idea with early income (3 months) for educated unemployed youth. | | |
| 9. | AgriMenu Farming Technology Solutions Pvt. Ltd. | Dinesh Kumar | Agri-input tools & technologies |
| | Tech Brief: AgriMenu will act as one point of contact and cater to all kinds & types of apple farming management related requirements which not only makes apple farming effortless but also helps in increasing productivity per acre along with enhancing the overall quality of the produce which leads towards better ROI and motivates existing & new generation of farmers towards apple farming. | | |
| 10. | Himgrow Mushrooms LLP | Arpit Rana | Farm Mechanization |
| | Tech Brief: Himgrow Mushrooms LLP is introducing a new kind of technology (Steam Pasteurizer) which can be easily adapted by small and marginal mushroom growers. The machine can pasteurize dry substrate (Paddy/Wheat Straw) and can be customized as per the requirements of urban and rural mushrooms grower. | | |

Startups selected during 2021-22

| SN | Satrtup | Founder | Business Idea | Amount (Lakhs) |
|--------------------|---------------------------------------|----------------------|--|----------------|
| Him Utkarsh | | | | |
| 1 | Shivalayan Nursery Private Limited | Arjun Singh | High-tech horticultural nursery | 18 |
| 2 | Nirmala Agro Fresh | Bharat Bhushan | Production of quality vegetables | 21 |
| 3 | Verma Mushroom House | Jagdish Chand | Mushroom Production and value-added products | 20 |
| 4 | Himalaya Bioplants Private Limited | Sandeep Kumar Sharma | Potato cultivation through aeroponic technique | 25 |
| Him Aarambh | | | | |
| 1 | Krishk23 Agrosience Private Limited | Amit Thakur | Mobile app for agri-services | 5 |
| 2 | Himhemp Ecofriendconc Pvt. Ltd. | Ankush Tanta | Self-curing concrete using agro-waste | 5 |
| 3 | Himpure Bio Agri Products Pvt. Ltd. | Gayatri Tandon | Organic farming and processing model. | 5 |
| 4 | Himalayan Naturals | Harsh Kaundal | Mushroom farming and value-added products | 5 |
| 5 | ILP Ventures Mountain Private Limited | Vijay Inder Chauhan | Mobile app for agricultural marketing | 5 |
| 6 | Munisha Foods India Private Limited | Vinod Kumar | Farm Health Services | 5 |
| Total: | | | | 114 |

Technology brief of Startups selected during 2021-22

| S. No | Startup Name / Title of the project | Founder's name | Focus Area |
|---|---|-----------------------|-----------------------------------|
| Him Utkarsh (Seed Stage Funding) | | | |
| 1 | Shivalayan Nursery Private Limited | Arjun Singh | Agriculture Allied Sectors |
| | Tech Brief: Shivalayan Nursery Private Limited procures and maintains required mother planting material, mass multiplies truthful levelled planting material, and makes everything available at an affordable price to the customers. | | |
| 2 | Nirmala Agro Fresh | Bharat Bhushan | Precision Agriculture |
| | Tech Brief: Nirmala Agro Fresh mass multiplies the tuber crop seeds such as Elephant Foot Yam, Greater Yam, Yam Bean, Taro, etc, making it available in non-conventional areas and also provides the technical know-how for the cultivation of potential tuber crops (Seeds to seeds) through training and support of leading institutions of the country. | | |
| 3 | Verma Mushroom House | Jagdish Chand | Agriculture Allied Sectors |
| | Tech Brief: Verma Mushroom House promotes the growth of Shiitake Mushroom in hilly areas which have medicinal values and are not available locally. It also provides other varieties of mushrooms. | | |

| | | | |
|---|--|-----------------------------|---|
| 4 | Himalaya Bioplants Private Limited | Sandeep Kumar Sharma | Precision Agriculture |
| | Tech Brief: Himalaya Bioplants Private Limited produces mini seed tuber potatoes using modified aeroponics. The grow-boxes used are placed underground and IoT sensors and timer-based technologies are used in the modified aeroponics. | | |
| Him Aarambh (Pre-seed Stage Funding) | | | |
| 5 | Krishk23 Agrosience Private Limited | Amit Thakur | Supply Chain & Agriculture Logistics |
| | Tech Brief: Krishk23 Agrosience Private Limited is a platform to help farmers do data-based farming. The platform provides all kinds of support to the farmers throughout the crop cycle which would help in enhancing income to a greater level. | | |
| 6 | Himhemp Ecofriendconc Pvt. Ltd. | Ankush Tanta | Waste to Wealth & Green Energy |
| | Tech Brief: Himhemp Ecofriendconc Pvt. Ltd. prepares Green Concrete Blocks and Panels using agro-waste (Hemp Hurd). The final product requires comparatively less water for curing, is crack resistant, an eco-friendly product, and reduces CO ₂ . | | |
| 7 | Himpure Bio Agri Products Pvt. Ltd. | Gayatri Tandon | Post-Harvest, Food Technology & Value addition |
| | Tech Brief: Himpure Bio Agri Products Pvt. Ltd. has formed large farmer groups, provides them seeds, trains them to produce organic turmeric, buys the produce, and finally sells the organically certified turmeric in the market. | | |
| 8 | Himalayan Naturals | Harsh Kaundal | Post-Harvest, Food Technology & Value addition |
| | Tech Brief: Himalayan Naturals produces mushrooms for fresh availability in the market, value-added products of Oyster mushroom, and prepares pasteurized substrate bags for selling to the farmers. | | |
| 9 | ILP Ventures Mountain Private Limited | Vijay Inder Chauhan | Supply Chain & Agriculture Logistics |
| | Tech Brief: ILP Ventures Mountain Private Limited provides an e-commerce platform dedicated to authentic products, produced and procured from the Himalayan Region. | | |
| 10 | Munisha Foods India Private Limited | Vinod Kumar | Post-Harvest, Food Technology & Value addition |
| | Tech Brief: Munisha Foods India Private Limited provides training and consultation services to mushroom farmers, procuring-processing the mushroom crop, and selling it to the customers through different market channels, and value-added products like mushroom nuggets. | | |

Financial status

- 1st and 2nd instalments released to all startups selected during 2018-19
- 1st instalment released to all startups selected during 2019-20
- 1st instalment of funds received (18 lakhs) for released to the startups the year 2021-22
- 40.99212 lakhs left over for activities during 2022-23

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) | | |
|----------------|---|------------------------------|------------------------------|-----------------------------|
| | | 2019-20 | 2020-21 | 2021-22 |
| 1 | 10-15 Agribusinesses incubated in agriculture & allied sectors | 11 | 10 | 10 |
| 2 | Each R-ABI to help entrepreneurs to get access/license to 2-3 technologies. | 2 seed startups have license | 5 seed startups have license | 4 Seed startups have access |
| 3 | 25- 30 Agripreneurs for training cum internship for the two-month period | 17 | 15 | 36 |