



**CCS NIAM - Centre for Innovation, Entrepreneurship & Skill Development**  
(Knowledge Partner for RKVY-RAFTAAR, MoA&FW, GoI)



**CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCS NIAM)**  
(An Autonomous Organization under Ministry of Agriculture & Farmers' Welfare, Government of India)  
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Website: [www.ccsniam.gov.in](http://www.ccsniam.gov.in) , [www.niam-nabi.com](http://www.niam-nabi.com)

**CCS NIAM Agri Innovation & Incubation Centre invites applications for  
“Agripreneurship Orientation Programme (Pre-Seed)”**



**Agripreneurship  
Orientation**

**1 /1.5 months residential/  
online Programme**

**Upto Rs.5 lakhs  
Grant-in-aid**

CCS NIAM Agri Innovation & Incubation Centre launches “**Agripreneurship Orientation Programme**” under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR).

Passionate youth or aspiring agripreneurs eager to get integrated incubation support comprising of business mentoring, technical assistance, access to domain experts, marketing and networking support are encouraged to apply.

A “one month orientation” will be imparted to them giving complete exposure of startup ecosystem and requirements for successful startups.

Subsistence grant of a maximum of Rs. 5 lakhs will be provided to eligible candidates (subject to final selection by committee) who will successfully complete the initial one month of Agripreneurship Orientation Programme and are aspiring to convert their innovative idea to develop a product or a service with market fit/PoC/prototype.

For more details, visit: [www.niam-nabi.com](http://www.niam-nabi.com)

Dr. Ravi Kumar Goyal  
Chief Operating Officer (COO)-NABI

Director, CCS NIAM

## **Agripreneurship Orientation Programme (Pre-Seed)**

This programme aims at providing an opportunity to aspiring agripreneurs to work on their innovative ideas by imparting one month training. Guided by experienced incubation team and other external experts including successful 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 one-month orientation programme, the Selection, and Investment Committee (SIC) will recommend the selected startups for Idea/Pre-Seed Stage Funding grant-in-aid up to Rs. 5.00 lakhs to Nodal Division, Department of Agriculture Cooperation and Farmers Welfare (DAC&FW).

### **Objectives**

- a. To nurture potential agripreneurs by providing training consisting practical, technical, and business insights.
- b. To create and nurture a pipeline of agripreneurs for incubators.
- c. To make pursuing entrepreneurship related to innovative ideas an attractive career option among other available career choices.

### **Eligibility Criteria**

- a. A start-up which has a product ready and may be launched in the market before testing and validation.
- b. From the agricultural perspective, the innovation may be radical or incremental displaying at product, process or business model at regional level.
- c. Enrolled Incubatee (before the release of funds) should fulfil the criteria as per the startup definition as per the DPIIT notifications from time-to-time.
- a. Enrolled Incubatee (Pre-Seed Stage) should have a business idea to develop a product or a service with market fit/PoC/Prototype before funds recommendation from SIC and before signing of the MoU with the concerned incubator.

### **Selection Process of Incubatee for Pre-seed Stage Funding**

- a. All applicants for this programme will apply as per the prescribed format.
- b. The selection of agripreneurs that have an innovative idea based on technology, service, business platforms etc. and interest in pursuing their entrepreneurial aspirations full time, shall be done by the RKVY Incubation Committee (RIC).
- c. After one month of residency/ incubation programme, RIC will evaluate the progress of the incubatee and based on their performance, may recommend the incubatee to the Selection and Investment Committee (SIC) for final recommendation of grant-in-aid.
- d. The decision of Selection and Investment Committee (SIC) in this regard will be final. The SIC will not be bound to give any reason in case an application for pre-seed fund is rejected.

### **Pattern of Funding Support and Release of Funds**

- a. The CCS NIAM would execute a legal agreement with the incubatee who is selected for the pre-seed support and this agreement should be signed before the release of the

pre-seed fund to the incubatee. The terms of agreement with the incubatees startup should be framed by the CCS NIAM linking with the progress milestones, monitoring norms etc.

- b. Each selected startup will be provided with a maximum limit of Rs. 5 Lakhs as grant-in-aid under the scheme in one instalment based on the recommendation of SIC.
- c. In case, the incubatee is already receiving grant/financial support from any other Government source for the same project/ product / activity will not be eligible under RKVY for grant-in-aid support.
- d. For ensuring incubatee/ private participation in the programme, 15 percent of the funds recommended /sanctioned will be borne by the incubatee.
- e. Under the Agripreneurship Orientation Programme (AOP), a stipend of Rs. 10,000.00 will be granted to the agripreneurs for one month, if conducted in offline mode.

**Submit completed application forms in prescribed format at:**

**Apply Online:** <https://forms.gle/d7L8eVY4KLZ6y3JU8>

**E-mail:** nabi@ccsniam.ac.in

**Offline:** Applications can be sent by Registered Post/ Courier to:

Dr. Ravi Kumar Goyal  
Chief Operating Officer (COO)  
CCS NIAM Agri Innovation & Incubation Centre  
CCS National Institute of Agricultural Marketing (NIAM)  
Bambala, Tonk Road, Jaipur-302033, Rajasthan  
Helpline No.: +91 88758 70034, 91679 63551

**Last Date of Application:** 30<sup>th</sup> September 2024

## Application Form – Agripreneurship Orientation Programme – 11

### 1. General Information of Applicant

- A. Name of the applicant
- B. Age
- C. Email
- D. Mobile No
- E. State
- F. City
- G. Address for Communication
- H. Permanent Address (if different from Address for Communication)
- I. Highest Qualification
- J. Furnish the details of your core team members in the table below:

S.No.	Name	Designation	Qualification	Relevant Experience (in yrs)

- K. What motivated you to startup? (maximum 100 words)

### 2. General Information of Startup

- A. Is your startup registered as a legal Entity? (Yes / No)
- B. In which year your startup was registered? .....
- C. If registered, then which of the following legal entity is your business registered:

Legal Entity	Name of the Organization
Sole Proprietorship	
Registered Partnership	
Limited Liability Partnership (LLP)	
Private Limited Company	
One Person Company (OPC)	
Others	

- D. Name of the registered entity as per incorporation document?  
.....
- E. In which city/state your startup is located/Proposed to be located? (Please mention City/Sate)  
.....

F. Website address of your startup, if any.

.....

G. Is your startup registered at Startup India Portal? (Yes / No)

H. Specify main sector your startup works in? Please tick the box below

Field	Tick (√)	Field	Tick (√)	Field	Tick (√)	Field	Tick (√)
Organic Farming		Precision Farming		Agricultural Supply Chain		Agricultural Biotechnology	
Post Harvest & Food Technology		Food Processing		IoT, ICT and AI in Agriculture		Natural Resource Management	
Animal Husbandry, Dairying		Agri-Input tools and technologies		Farm Mechanisation		Agriculture Engineering	
Agri Ext Education		Waste to Wealth, Secondary Agriculture		Agri Clinics & Farm Health services		Other (Please Specify)	

### 3. Business Model of Startup

- A. Problem Description (What is the problem you are looking to solve?) (maximum 150 words)
- B. Describe your solution (About your product/service/innovation)? (maximum 150 words)
- C. Profile of your target customer (maximum 75 words)
- D. How do you intend to acquire customers?
- E. Who are your competitors? (maximum 50 words)
- F. What is the Revenue Model of your startup (sources of income)? (maximum 50 words)

### 4. Current Status of Startup and Progress made so far

- A. At what stage are you in developing your startup's product/offering? (please tick the box below)
  - i. Idea/Concept
  - ii. Completed prototype/Proof of concept/Minimum Viable Product (MVP)
  - iii. In market for less than an year
  - iv. In market for more than an year

- B. What potential industry partners and/or customers have you met with to validate your idea? (maximum 100 words)
- C. Please specify the amount and source of funding received till date (in case applicable) (maximum 50 words)

**5. Additional information**

- A. Describe your business goals for the next one year? (maximum 100 words)
- B. Describe expected take-away (non-financial) from CCS NIAM's incubation program? (maximum 100 words)
- C. How did you hear about the program? (maximum 50 words)
- D. Is your business model/idea/startup eligible for acquiring Intellectual Property Rights (IPR)?
- E. What is the social impact of your business model/idea/startup (How it will benefit to farming Community)? (maximum 100 words)
- F. Any additional information that you think would be helpful to consider your application. (maximum 100 words)

**Disclaimer:**

Every effort will be taken to treat and handle this information as confidential. However, by Signing and applying to CCS NIAM-COE for incubation, you agree not to make any claim or demand compensation in any form, at any point of time, on the information or technology details provided by you as Trade Secret or proprietary Intellectual property. This information will be used by CCS NIAM-COE to assess your application for the purpose of providing Incubation services. Furthermore, CCS NIAM-COE does not guarantee acceptance of your proposal until and unless the selection process is over and CCS NIAM-COE has the right to reject any proposal at any point of time without assigning any reason to it. The decision of CCS NIAM-COE will be final and no explanation or justification for any aspect of the selection process shall be given.

Date:  
Place:

Signature of the applicant