



**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)

**NIAM Agri-Business Incubator (NABI) invites applications for**

**“Startup Agri-Business Incubation Programme (Seed)”**



**Startup  
Incubation**

**2 months  
residential/online  
programme**

**Upto Rs. 25 lakhs  
Grant-in-aid**

CCS NIAM Centre for Innovation, Entrepreneurship & Skill Development launches “Startup Agri-Business Incubation Program” under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR).

Startup agri-businesses eager to get integrated incubation support comprising of business mentoring, technical assistance, access to domain experts, marketing and networking support are encouraged to apply.

Each selected startup that has a minimum viable product (MVP) based on innovative solutions/ processes / products/ services/ business models in agriculture and allied sector will be eligible for a maximum limit of Rs. 25 Lakh as grant-in-aid under the scheme subject to final selection by the RKVY-RAFTAAR Selection and Monitoring Committee (RC).

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

Chief Operating Officer, NABI

Director, CCS NIAM

## **Startup Agri-Business Incubation Programme (Seed)**

### **Seed Stage Funding as grant-in-aid to Startups**

Under the seed stage funding available to incubatees, 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 RKVY-RAFTAR, Selection and Monitoring Committee (RC) and the decision of the CIC in this regard will be final. The RC will not be bound to give any reason in case an application for seed loan is rejected.

This support will assist the incubatees to launch their products/ services/ business platforms etc, into the market and help them to scale up their operations as well as to attain business viability at a faster pace. This support will also facilitate them to attract investments from angel/venture capitalists or taking loans from commercial banks /financial institutions for further scaling-up of their business operations.

### **Objectives**

- a. To ensure timely seed support to deserving incubatees.
- b. To enable translation of minimum viable product (MVP) to marketable stage and scale up the product and business.
- c. To provide a platform for faster experimentation and modification in their approaches or minimum viable product (MVP) based on innovative solutions/ processes / products/ services/ business models etc, for scaling up.

### **Eligibility Criteria**

- a. All incubatees will be eligible for this funding on the basis of consistent performance evaluated by CIC.
- b. The applicant should be a registered legal entity in India.
- c. The applicant has to be an Indian start-up as per DIPP (Department of Industrial Policy and Promotion) notification. This support is not meant for Indian Subsidiaries of MNCs/foreign companies.
- d. A startup supported once will not be eligible for applying for the subsequent round of seed support.

## **Selection Process of Incubatee for Seed Stage Funding**

- a. The NIAM Centre of Excellence Incubation Committee (CIC) will select the potential incubates based on selection criteria.
- b. During the selection process, CIC will take into consideration any other grant-in-aid funding received by the incubatee for the same activity/product from other GOI ministries. A self-declaration from the incubatee about such funding will be mandatory.
- c. After two months of residency of incubatees, CIC will evaluate the progress of the incubatee and based on their performance recommend them for seed stage funding to the RC
- d. RC will further evaluate and recommend the incubatees to the Nodal Division, DAC&FW for seed stage funding.
- e. Nodal Division, DAC&FW will approve and sanction the project of the incubatees based on recommendation of CIC and release the first instalment of the grant-in-aid to the CIC for further disbursement to the incubatee.
- f. The CCS NIAM would execute a legal agreement with the incubatee who is selected for the seed support and this agreement should be signed before the release of the first instalment of seed fund to the incubatee. The terms of agreement with the incubatees start up should be framed by the CCS NIAM linking with the progress milestones, monitoring norms etc. Subsequent disbursement schedules should be linked to the achievement of milestones by the incubatee.

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

- a. Each selected startup will be provided a maximum limit of Rs. 25 Lakh as grant-in-aid under the scheme. (start-ups already receiving grants / financial support from any other source will not be eligible under RKVY- RAFTAAR)
- b. For ensuring incubatee/ private participation in the programme, 15 percent on proportionate basis of the project cost will be borne by the incubatee. The remaining 85 percent of the project cost on proportionate basis upto a maximum of INR 25 lakhs will be borne under RKVY-RAFTAAR scheme which will be released in three installment as mentioned below:
  - i. The first installment of 40 % of the sanctioned project for seed support will be released after signing of the agreement between the incubator and the incubatee.
  - ii. The second installment of 40% will be released to the incubatee after recommendation of CIC based on their performance and achievement of milestone as well as after utilization of 80% of previously released amount and receipt of provisional UC (Utilization Certificate) of 80% of already released funds.

iii. The third instalment of 20% will be released to incubatee by the Nodal Division through incubator 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.

### **Broad Activities to be supported under Seed Stage Funding**

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

- a. Product Refinement/Testing and Trials/ Test Marketing/ Marketing launch
- b. Expenses on data generation/data acquisition for ideas working on IT side/AI side
- c. Fees for IP issues/one time technology licensing fees
- d. Manpower for day to day operations
- e. Day to day operational expenses like electricity bill, incubation charges etc.
- f. Any other area/activity as deemed necessary and recommended by the NIAM Centre of Excellence Incubation Committee (CIC).

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

#### **Apply Online:**

<https://forms.gle/aosi9RvsR2ZwZHxy5> (click on link or copy paste in browser)

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

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

Chief Operating Officer (COO)

NIAM Agri-Business Incubator (NABI)

CCS National Institute of Agricultural Marketing (NIAM)

Bambala, Tonk Road, Jaipur-302033, Rajasthan.

Helpline No.: +91 88758 70034, 91679 63551

**Last date of application : Rolling**

**Application Form – Startup Agri-Business Incubation Programme - 10**

**1. General Information of Applicant**

- A. Name of the applicant (Mr. / Ms. / Dr.):
- B. Designation of the Applicant in the Organization (Director / Designated Partner/Partner / Shareholder):
- C. Age:
- D. Email:
- E. Mobile No:
- F. State:
- G. City:
- H. Address for Communication:
- I. Permanent Address (if different from Address for Communication):
- J. Highest Qualification:
- K. Furnish the details of your core team members in the table below:

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

- L. What motivated you to startup?

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**2. General Information of Startup**

- A. Is your startup registered as a legal Entity?
- 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?

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 100 words)

B. Describe your solution (About your product/service/innovation)? (maximum 100 words)

C. Profile of target customer (maximum 75 words)

D. Define your target market and its total size. Explain strategy to capture the same. (maximum 100 words)

E. Who are your competitors? (maximum 50 words)

F. What is the Revenue Model of your startup (sources of income)?

G. Please provide past one year's or latest available financial details, if any.

<b>Particulars</b>	<b>Rs.</b>
Sales	
Cost of goods sold	
Administrative Expenses	
Financial Expenses	
Selling Expenses	
Other expenses	
New Profit	
Fixed assets	
Current assets	
Capital Reserves	
Long term liabilities	
Current liabilities	

**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)

1. Idea/Concept
2. Completed prototype/Proof of concept/Minimum Viable Product (MVP)
3. In market for less than a year
4. In market for more than a 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)

**D. 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 /startup eligible for acquiring Intellectual Property Rights (IPR)?
- E. What is the social impact of your business model/startup? (Actual/Proposed)
- 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:

Signature of the applicant:

Place: