



**CCS NIAM - Centre for Innovation, Entrepreneurship & Skill Development**  
(A 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**

**“Agripreneurship Orientation Programme”**



**Agripreneurship**

**2 months residential  
Programme**

**Rs.5 lakhs  
Funding**

**Rs. 10, 000  
per month**

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

Passionate youth/students 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 “two months orientation cum hands on internship with other start-ups” will be imparted to them giving complete exposure of startup ecosystem and requirements for successful start-ups.

A stipend of Rs 10,000/- per month will be granted to these interns for two months during the hands on training period. Subsistence grant of a maximum of Rs. 5 lakhs will be provided to eligible interns (subject to final selection by committee) who will successfully complete the initial two months of agripreneurship orientation programme and are aspiring to convert their innovative idea based on technology, service, business platforms etc. into a prototype/ product.

For more details, visit: [www.ccsniam.gov.in](http://www.ccsniam.gov.in)

Chief Operating Officer (COO)-NABI

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Director, CCS NIAM

## **Agripreneurship Orientation Programme**

This programme aims at providing an opportunity to students/ youth to work on their innovative ideas by imparting two months training cum hands on internship with other start-ups. 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 NIAM Centre of Excellence Incubation Committee (CIC) will recommend the selected start-ups for Idea/Pre-Seed Stage Funding grant-in-aid up to Rs. 5 lakhs to Nodal Division, Department of Agriculture Cooperation and Farmers Welfare (DAC&FW).

### **Objectives**

- a. To nurture potential agripreneurs by providing training cum internship with other startups to provide them 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. The applicant should propose one innovative idea based on technology, service, business platforms etc. for increasing efficiency in agriculture and allied sector.
- b. The applicants are expected to pursue their entrepreneurial aspirations full time.
- c. The applicant should have an initial business plan/ proposal for the idea they intend to pursue.

### **Selection Process of Interns for Agripreneurship Orientation**

- 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 CIC.
- c. Under this component, the CIC will select a batch of maximum 30 agripreneurs that have a workable innovative idea.

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

A stipend of Rs 10,000/- per month will be granted to these interns for two months during the hands on training period.

### **Idea/ Pre-Seed Stage Funding :**

- a. Each selected startup will be provided a maximum limit of Rs 5 lakh as grant in aid under the scheme for working on their idea to convert it into a marketable product. The amount of Rs. 5 lakh is the upper limit of the seed fund assistance.
- b. The applicant incubatees would be provided funds as per their genuine requirements and as per appraisal/evaluation of their business plans by the RC (RAFTAAR Selection & Monitoring Committee) and the decision of the RC in this regard will be final.
- c. The RC will not be bound to give any reason in case an application for seed loan is rejected. In case, the incubatee is already receiving grant/financial support from any other source, he should disclose the same and the issue of grant under RKVY-RAFTAAR will be decided on a case to case basis by RC based on recommendation of the CIC (NIAM, Centre of Excellence Incubation Committee)
- d. For ensuring the incubatee / private participation in the programme, 10 percent of the project cost on a proportionate basis will be borne by the incubatee. The remaining 90 percent of the project cost on a proportionate basis up to a maximum of Rs. 5 lakhs will be borne under the RKVY- RAFTAAR scheme which will be released in two instalments as mentioned below:
  - i. The first instalment of 60 % of the amount of the sanctioned project for support under Idea Stage Funding will be released after signing of the agreement between the incubator and the incubatee.
  - ii. The final instalment of 40% will be released to the Incubatees by the Nodal Division through Incubator after recommendation of CIC and RC based on their performance and milestone achieved as well as after utilization of 80% of previously released amount and receipt of provisional UC (Utilization Certificate) of 80% of already released funds.

### **Broad Activities**

- a. These young agripreneurs will receive up to 60 hours initial training along with hands on training cum internship with other startups.
- b. They will refine/ work on their innovative idea simultaneously.

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

**Apply Online:**

[https://www.ccsniam.gov.in/online/agripreneurship\\_orientation\\_programme.php](https://www.ccsniam.gov.in/online/agripreneurship_orientation_programme.php)

**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.

Telephone: 0141-2795112/13/14/15

Mobile: +91 9982411115

## Application Form – Agripreneurship Orientation Programme

### 1. General Information of Applicant

A. Name

B. Age

C. Email

D. Mobile No

E. Address for Communication

F. Permanent Address (if different from Address for Communication)

G. Highest Qualification

H. Furnish the details of your core team members in the table below:

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

I. What motivated you to start up? (maximum 100 words)

### 2. General Information of Startup

A. Name of your startup venture?

B. Website address of your startup, if any.

C. In which city/town is your startup is located?

D. When was your startup registered?

E. 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	

F. Is your startup registered at Startup India Portal?

G. 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

- Problem Description (What is the problem you are looking to solve?) (maximum 150 words)
- Describe your solution (About your product/service/innovation)? (maximum 150 words)
- Profile of target customer (maximum 150 words)
- How do you intend to acquire customers?
- 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)

- a. Idea/Concept
- b. Completed prototype/Proof of concept/Minimum Viable Product (MVP)
- c. Product under trial/testing/Pilot
- d. In market for less than an year
- e. In market for more than an year
- f. Other (Please Specify)

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:

Signature of the applicant:

Place:

Documents Required:

1. Photo
2. Identity Proof of Applicant
3. Educational Certificate (Optional)
4. Company Incorporation Certificate (Optional)
5. Business Plan (Optional)