ABOUT THE PROGRAM AND GUIDELINES FOR APPLICATION FOR
AGRIPRENEURSHIP ORIENTATION PROGRAM-LAUNCHPAD FOR AGRO START-UPS

UDGAM

Division of Agricultural Economics and Agribusiness Management
Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu
RKVY-RAFTAAR-
Agri Business Incubator
(SKUAST-J-R-ABI)
(Agri Business Incubator under RKVY-RAFTAAR, MoA&FW, GoI)

Introduction

Rashtriya Krishi Vikas Yojna (RKVY) is an important scheme of the Ministry of Agriculture and Farmers’ Welfare (MoA&FW), Government of India aimed at strengthening infrastructure to promote agripreneurship and agribusiness by providing financial support and nurturing the incubation ecosystem. A new component under the revamped scheme Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR) has been launched in 2018-19 of which our university has been selected for one of centres among various centres across the India. RKVY-RAFTAAR objectives supports agribusiness incubation by tapping innovations and technologies for venture creation in agriculture that includes Organic farming, Agricultural Marketing and SCM, Crop Management Technologies, Farm Mechanisation in Hill Agriculture, Animal Husbandry, Agricultural Biotechnology, Hi-Tech Vegetable Industry, Apiculture Bio-agents for Pest Control, Post Harvest Processing and Value Addition, Genetic Upgradation of Basmati Rice etc. In this process, incubation facilities and expertise already available with participating academic, technical, management and R&D institutions in the country shall be utilized on an individual or collective basis to harness synergies.

Division of Agricultural Economics and Agribusiness Management, a constituent unit of Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu (SKUAST-J) has taken lot of initiatives in the past highlighting various policy issues towards output maximization w.r.t rupee invested and marketing existence after creation of the SKUAST-Jammu which came into existence on 20th September, 1999 following the amendment in Sher-e-Kashmir University of Agricultural Sciences & Technology Act, 1982 through the State Legislature. The division was established in order to produce economist and management students who can be part of economic, management and social development of the region. The establishment of SKUAST of Jammu in general has in its background aspirations, commitment and missionary zeal to cater the needs of Jammu division for the region specific advances through education, research and extension. With the generous and constant patronage of Chancellor and Pro-Chancellor; Central & State Governments and Indian Council of Agricultural Research, New Delhi; the University is marching ahead for increasing agricultural production and productivity with overall economic enhancement of farmers of
Jammu division. SKUAST-J is a multi-campus university with headquarters located at Chatha, Jammu. Since its inception, the University has grown with rapid pace in terms of infrastructure and human resource. The campus at Chatha comprises of modern main faculty building housing 13 Divisions, 2 schools, Administrative Block, Conference Hall, Central Library, Student Centre & Farmers’ Hostel. The faculty of Agriculture at Chatha has 231.2 ha land. Faculty of Veterinary Sciences & Animal Husbandry at R.S. Pura has 33.6 ha land holding. The faculty comprises of 17 Divisions with full fledged Academic Block, modern Veterinary Clinical Complex, Class Room cum Examination Complex, Library and Hostels for boys and girls to cater the needs of faculty and students undergoing various degree programmes in animal science disciplines. There are eight research stations/sub-stations and six KVKs in the university which are located in different agro-climatic zones of Jammu region of the state for catering the location-specific needs of the farming community. The total land holding (including research stations/sub-stations and KVKs) of the university is 455.65 ha. The University pursues high standard research through research projects funded by various central and state agencies. Whereas the Division Agricultural Economics and ABM offers post graduate programme in agricultural economics and ABM to produce quality human resource with sound technical knowledge in the subject. We are sure you will find the Division of Agricultural Economics and ABM, a place of excellence in the field of education and research.

**Agripreneurship Orientation Program (AOP)** of RKVY-RAFTAAR scheme has found aim providing an opportunity to students/youth to work on their innovative ideas on technological solutions/processes/products/services/business platforms etc. that could enhance productivity or increase efficiency in agriculture and allied activities, enhance remuneration/farmers’ incomes, rural economy and wealth. The interns will be given two months (60 hours) training cum hands on internship at the SKUAST-J R-ABI. Guided by experienced technology mentors and successful innovators, SKUAST-J RABI will be in a position to provide a platform understanding business concepts, strategy and gain practical insights into markets, challenges and develop strategies to resolve them. A stipend of Rs. 10,000/- per month will be granted from to these interns for two months during the hands on training period. After successful completion of the two months orientation programme, the SKUAST-J R-ABI will facilitate incorporation of entities for all viable business ideas by the interns. Selected interns will be eligible to apply for Idea/Pre-Seed Stage funding, of grant in aid upto Rs. 5 lakhs per startup for converting his/her innovative idea into prototype/product. The selected interns will register his/her company before the release of the grant as per DIPP notification to get Grant in aid.

**Eligibility Criteria:**

a. The applicant should be an Indian citizen.

b. The recipient should propose one innovative idea based on technology, service, business platforms etc. for increasing efficiency in agriculture and allied sector.

c. The recipients are expected to pursue their entrepreneurial aspirations full time.

d. The recipient should have an innovative initial business plan/proposal for the idea they intend to pursue.

d. After successful completion of the initial two months of AOP, interns will qualify to submit application for receiving Idea/Pre-Seed Stage Funding.

e. The selected intern should be registered for the incubation programme at the SKUAST R-ABI for the entire duration of Idea/Pre-Seed Stage Funding.
f. The selected intern shall register his/her company before the release of grant or he/she has to be an Indian start-up as per DIPP notification.

Selection process and funding support:

a. Application from eligible interns will be scrutinized and evaluated by SKUAST-J R-ABI Incubation Committee (RIC). Under this program, SKUAST-J R-ABI will select agripreneurs that have a workable innovative idea.

b. A stipend of Rs. 10,000/- per month will be granted to AOP interns for two months during which they will be guided by experienced technology mentors and successful innovators.

c. After successful completion of the initial AOP, interested interns aspiring to convert their innovative idea into a marketable prototype/product will present their business proposal before RIC. The committee will evaluate interns on the basis of progress made on their innovative idea during AOP and recommend the interns to RKVY-RAFTAAR Selection & Monitoring Committee (RC) for their final evaluation for Idea/Pre-Seed Stage Funding.

d. The RC will evaluate and recommend the interns for Idea/Pre-Seed Stage Funding.

e. A subsistence grant of upto Rs. 5 lakhs will be provided for each intern/startup under Idea/Pre-Seed Stage Funding.

Program Period: 05\(^{th}\) August 2019 – 04\(^{th}\) October 2019 (2 months/60 days)

Documents to be furnished:

a. Duly filled and neatly typed application in prescribed format (Annexure I) with Self-attested supporting documents and passport size photograph.

b. Letter of Authorization as per the Annexure II (only if applicant is representing a Team/Company)

Important Instructions:

a. Application should reach to following address by registered post/hand delivery/courier. The applications can also be sent electronically to the email address mentioned below.

b. Incomplete application, re-submission and late submission for any reasons whatsoever will not be entertained.

c. SKUAST J R-ABI reserves the right to reject any application without assigning any reasons thereof.

Address of Submission/communication:

Dr. Jyoti Kachroo
Principal Investigator - CEO
Agri Business Incubator, SKUAST-Jammu
Division of Agricultural Economics & ABM
SKUAST-J-R-ABI
FoA, SKUAST-Jammu,
Chatha, J&K - 180009

Phone No.: 9419241713
Email: skuastjrabi@gmail.com

Last date for submission of application: 15\(^{th}\) July 2019 before 5:00 p.m.

Completed application along with concept note mail to: skuastjrabi@gmail.com
* For details/guidelines, please visit site www.skuast.org/
A. General Information

1. Applicant’s Name : Mr./Ms./Dr. ___________________________________

2. Address for Correspondence: ______________________________________________________

3. Email :__________________________________

4. Phone/Mobile (Mandatory):

5. DOB (dd/mm/yyyy): __ /__ /______Age (Years):

6. Gender: M / F

7. Qualification:

8. Work Experience if any; (in chronological order e.g. latest first):

<table>
<thead>
<tr>
<th>Designation</th>
<th>Company /Firm / Department name</th>
<th>Duration of service</th>
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9. Status of Applicant/ Entity (Please tick (✓) the applicable option)
   a. INDIVIDUAL:YES ☑ NO ☐
   b. Applicant representing a team / company YES ☑ NO ☐

   i. If applicant representing a team / company then following details to be furnished;

<table>
<thead>
<tr>
<th>SL. No.</th>
<th>Name</th>
<th>Gender</th>
<th>Highest Qualification</th>
<th>Experience (Years)</th>
<th>Role in the proposed team</th>
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   ii. Have you registered your company? (Please tick (✓) the applicable option)
If yes, declare the legal status of the entity you have formed? Pls. tick (✔) the applicable option

| Sole Proprietorship | Partnership | Limited Liability Partnership | Private Limited Company |

iii. Name of Company/Firm:_________________________

iv. Address _______________________________________________________________

__________________________ State: ___________________

vi. Establishment year:______________ Company website:

10. Concept note of the technology/business idea you propose to pursue (not more than 150 words)

11. Technology/Agri-business Innovation Description

a. State the innovative element of your business idea w.r.t. existing products/services/technologies in market today.

b. Describe the target market opportunities for your proposed innovation/business idea and estimated growth for your targeted market segment.

12. How much money did you invest in developing the plan (if any): Rs.

If Yes; Source of Fund in proportion (in %)

| Government | Public | Private | Personal |

13. How will you generate revenue out of your technology/Business idea?

14. How did you get to know about Agripreneurship Orientation Programme 2019 (Pragati)? (Please tick (✔) the applicable option)

<table>
<thead>
<tr>
<th>SKUAST-J R-ABI Website</th>
<th>Facebook</th>
<th>Notice board of your organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your own institute website</td>
<td>Whatsapp</td>
<td>Exhibition</td>
</tr>
<tr>
<td>Startup India Website</td>
<td>Email</td>
<td>Brochure</td>
</tr>
<tr>
<td>Any Other Website</td>
<td>Reference from a person</td>
<td>Print Media-Newspaper</td>
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I hereby certify that the above statements are true and correct to the best of my knowledge. I understand that a false statement may disqualify me from the RKVY-RAFTAAR scheme.

Date: __________________________ Signature

Rs.
Disclaimer
Every effort will be taken to treat and handle this information as confidential. However by signing and applying to SKUAST-J-R-ABI Seed Stage Funding Grant in aid to startups, 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 SKUAST-J R-ABI to assess your application for the purpose of providing financial assist. Furthermore, SKUAST-J R-ABI does not guarantee acceptance of your proposal until and unless the selection process is over and SKUAST-J -R-ABI has the right to reject any proposal at any point of time without assigning any reason to it. The decision of SKUAST-J -R-ABI will be final and no explanation or justification for any aspect of the selection process shall be given.

Documents to be furnished: (duly self-attested photocopy shall be provided)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Documents Required</th>
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<tbody>
<tr>
<td>1</td>
<td>Identification Proof viz. Aadhar card/Passport/PAN card</td>
</tr>
<tr>
<td>2</td>
<td>Electricity/Mobile/Telephone Bill/ Driving License etc. stating the address</td>
</tr>
<tr>
<td>3</td>
<td>Documents/ Certificate in support of Educational Qualification</td>
</tr>
<tr>
<td>4</td>
<td>Experience Certificates from respective Employer regarding Work Experience</td>
</tr>
<tr>
<td>5</td>
<td>Certificate of Prize/ Awards w.r.t. your Technology/Business Idea if any</td>
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In case of Team/ Company following documents also need to be furnished in addition to above;

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Supporting Documents Required</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Authorization Letter to be submitted by applicant representing a Company (as per given in Annex. II)</td>
</tr>
<tr>
<td>2</td>
<td>Self-attested Copy of Startup India DIPP registration (if company is registered)</td>
</tr>
<tr>
<td>3</td>
<td>Self-attested Copy of GST Registration or GST exemption certificate/PAN Card and Aadhar Card (in the name of company)</td>
</tr>
<tr>
<td>4</td>
<td>Electricity/Telephone Bill or any other supporting document stating the address of company duly certified by the Authorized Representative of the Company</td>
</tr>
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</table>
ANNEXURE - II

Authorization Letter
(To be submitted by applicant representing a Team/Company)

To,
Dr. Jyoti Kachroo
Principal Investigator - CEO
Agri Business Incubator, SKUAST-Jammu
SKUAST-J-R-ABI
Division of Agricultural Economics and ABM
FoA, SKUAST-Jammu,
Chatha, J&K - 180009

Subject: Letter for Authorized Signatory

Ref. No._________________________________

Dear Sir/ Madam,

With reference to our Application for Agripreneurship Orientation Programme, Mr./Miss/Mrs. _________________ is hereby authorized to submit the application on behalf of M/s. _________________________________ (Company Name).

The specimen signature is attested below:

Name: _________________________________

(Specimen Signature of Representative) __________________________________

____________________________
Signature of Authorizing Authority

Name of Authorizing Authority and Designation:

Company Seal: