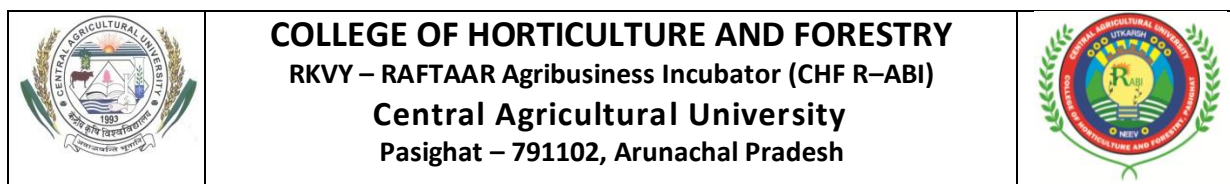


APPLICATION FOR SEED STAGE FUNDING



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. RKVY-RAFTAAR supports agribusiness incubation by tapping innovations and technologies for venture creation in agriculture that includes *Agri-Biotech; Agriculture/Horticulture/Natural Resource Management; Sustainable Agriculture/Organic farming; Animal Husbandry, Dairying, Fishery; Agri-Input tools and technologies; Micro Irrigation; Farm Mechanization and Agri Engineering; Precision Farming; Harvesting and Post-Harvest Processing; Food Processing; Supply Chain Management; Farm Retailing; Agri Extension Education; Internet of Things (IoT); ICT and Artificial Intelligence in Agriculture; Waste to Wealth, Secondary Agriculture; Agri Clinics & Farm Health services, Cotton and Other Natural Fibres, Nanotechnology Application in Agriculture, Green Composites, Paper, Pulp and Packaging* 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. The College of Horticulture and Forestry under Central Agricultural University, has been bestowed with an incubator namely CHF R-ABI under this scheme RKVY-RAFTAAR.

The Central Agricultural University (CAU) was established under Department of Agricultural Research and Education (DARE) on 26th January, 1993 by the Central Agricultural University Act, 1992 (No.40 of 1992) of parliament with its headquarters at Imphal, Manipur. It is a fully residential university covering all the North East Hill states under its jurisdiction except Assam. Like other Agricultural Universities of India, the CAU

also has integrated programmes of teaching, research and extension education. The mandate of the university as stipulated in the Act are: to impart education in different branches of agriculture and allied sciences as it may deem fit; to further the advancement of learning and prosecution of research in agriculture and allied sciences; to undertake programmes of extension education in the states under its area of jurisdiction and to undertake such other activities as it may determine from time to time. Keeping the mandate in view, the mission of the university is to be a Centre of Excellence in Teaching, Research and Extension Education in the field of Agriculture and Allied Sciences. To fulfil the mission, the university has set the following goals: to produce globally competitive graduates and postgraduates in agriculture and allied sciences; to develop sustainable and profitable farming systems for improving productivity, production and profitability in agriculture and allied sectors; to educate the extension functionaries for effective dissemination of agro-technologies to the farmers, entrepreneurs and agro-industries; to be an important link in the chain for transforming agriculture and allied vocations into profitable enterprises and ensuring food and nutritional security to the people of NEH region. The College of Horticulture & Forestry, a constituent College of the Central Agricultural University, Imphal, Manipur, was established on 7th March 2001 at Pasighat, Arunachal Pradesh on the bank of beautiful river Siang and conferred with many awards & medals including the prestigious ICAR – JRF award consistently. It is not only catering the academic, research and extension needs, but also to promote agri-business in various domains of horticulture and allied sectors of entire NE-region.

Seed Stage Funding (SSF) is aimed at providing financial assistance of maximum of Rs. 25 lakhs to potential startups that have a minimum viable product (MVP) based on innovative solutions/processes/products/services/business model in agriculture and allied sectors. The amount of Rs. 25 lakhs 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 plan by the *Centre of Excellence Incubation Committee (CIC)* 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 the scale-up their operational as well as to attain business viability at faster pace. This support will also facilitate them to attract investments from angel/venture capitalists or taking loan from commercial bank, financial institutions for further scaling up

of their business operations. With respect to above, a call for application is invited from Startups of North East Region having an innovative ideas in technological solutions/processes/products/services/business platforms etc. and want to start an agri-business venture for **Seed Stage Funding as Grant in aid to startups** under RKVY-RAFTAAR scheme at CHF R-ABI, Pasighat.

Eligibility Criteria

- ❖ The applicant should belong from North East Region or have business Startup based in North East Region.
- ❖ All incubatees of CHF R-ABI will be eligible for this funding after completion of two months training on the basis of consistent performance evaluated by **CHF R-ABI Incubation Committee (RIC)**
- ❖ The recipient should be a registered legal entity as LLP or Pvt.Ltd in India.
- ❖ The recipient has to be an Indian startup as per DIPP notification. This support is not meant for Indian subsidiaries of MNCs /foreign company
- ❖ A startup supported once by CHF R-ABI will not be eligible for applying for the subsequent round of seed support from any other R-ABI.

Selection process and funding support

- ❖ The selection of startups having a **Minimum Viable Product (MVP)** based on innovative solutions/processes/products/services/business models in agriculture and allied sector shall be done by **CHF R-ABI Incubation Committee (RIC)**.
- ❖ During the selection process CHF R-ABI will take into consideration any other grant-in-aid funding received by incubatee for the same activity/product from other GOI ministries. A self-declaration from the incubatee about such funding will be mandatory.
- ❖ After two month of training of incubatees, RIC will evaluate the progress of the incubatee and based on their performance recommend them for seed stage funding to **Centre of Excellence Incubation Committee (CIC)**
- ❖ CIC will further evaluate and recommend the incubatees to the nodal division **Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW)** for seed stage funding.
- ❖ Nodal division, DAC&FW will approve and sanction the project of the incubatees based on recommendation of RC and release the first instalment of the grant-in-aid to CHF R-ABI for further disbursement to the incubatee.

- ❖ The CHF R-ABI 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 installment of seed fund to the incubatee. The terms of agreement with incubatee/start up should be framed by the CHF R-ABI linking with the progress milestone, monitoring norms etc. Subsequent disbursement schedules should be linked to the achievement of milestones by the incubatee.

Program Period

2 months / 60 hours (ONLINE)

Documents to be furnished

- ✓ Duly filled and neatly typed application in prescribed format (Annexure I) with Self-attested supporting documents and passport size photograph.
- ✓ Letter of Authorization as per the Annexure II
- ✓ Self-declaration from incubatee regarding non-receipt of *grant-in-aid funding* from other Government of India ministries for the same activity/product.

Important Instructions

- ❖ 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.
- ❖ Incomplete application, re-submission and late submission for any reasons whatsoever will not be entertained.
- ❖ CHF R-ABI reserves the right to reject any application without assigning any reasons thereof.

Address of Submission/communication

Dr. A.S.Mailappa Principal Investigator – CEO, CHF R-ABI College of Horticulture and Forestry Pasighat – 791102 East Siang District, Arunachal Pradesh	Email: chfrabipasighat@gmail.com
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Submission of application

The dully filled application along with supporting documents shall be submitted to Email ID: chfrabipasighat@gmail.com

* For details/guidelines, please visit site www.chfcau.org.in ; <https://rkvy.nic.in>

APPLICATION FOR SEED STAGE FUNDING

Please paste
Passport size
Photograph

1. Applicant's Name : Mr./Ms./Dr. _____
2. Address for Correspondence:

_____ State: _____
3. Email : _____
4. Phone/Mobile (Mandatory): _____
5. DOB (dd/mm/yyyy): ____/____/____ Age (Years): _____
6. Gender (Please tick (✓)) : M / F
7. Qualification :

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

Designation	Company /Firm / Department name	Duration of service

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;

Sl. No.	Name	Gender	Highest Qualification	Experience (Years)	Role in the proposed team

- ii. Have you registered your company? (Please tick (✓) the applicable option)

YES

NO

If yes, declare the legal status of the entity you have formed? Pls. tick (✓) the applicable option

Limited Liability Partnership		Private Limited Company	
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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. Which Focus Area does your product/technology/service belongs to? (as mentioned in paragraph 1 of this application)

b. Please explain your product/technology/service in brief w.r.t. following

- Name of the product/technology/service

- What is it? (Device/new material/algorithm/new process or any other)

- What does it do? (Use simple and non-technical terms)

- What problem does it solve?

- What is target application of the product/technology/service?

- Who is the primary customer of your product/technology/service?

- Explain USP (Unique Selling Proposition) of your product/technology/service? Please focus on “benefits” rather than “features”.

- Does your product/technology/service have any intellectual property protection? If yes, then please share the details of ownership. If not, what is your plan to protect your product/technology/service from competitors?

- Besides commercial reasons what are the other reasons for your technology attractiveness
eg. Strategic, societal impact, environmental benefit etc.

Note: ** Please do not include any **confidential information** while describing any aspect of Your technology, your company, or your business plans in this application.

**c. Where are you in your product development path?
(Please tick (✓) the applicable option)**

Description	
Proof of Concept: Some experiments done. Preliminary proof of concept exists	
Prototype: Several proofs of concept demonstrated	
Pilot: Minimum viable product (MVP): Pre commercialization use. Prototype made and performance claims tested, trials have been done on sufficient scale to demonstrate interest of potential	

d. How long will it take for this innovation to be completely developed and ready for the market?

(Please tick (✓) the applicable option)

Already in active use now	
1-6 months	
7-12 months	
12+ months	

11. State the competitive advantage of your technology w.r.t. existing products/services/technologies in market today.

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

14. What are the key risks/barriers that you face in developing your technology & commercialization? eg. Technical/manufacturability, Freedom to operate, Regulatory, compliance, finance, scale of investment barriers, team change etc.)

15. Share a link to the video describing your venture idea in less than 2-3 minute (if available).

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

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

Government Public Private Personal

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

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

Particulars	Rs.
Sales	
Cost of Goods Sold	
Administration Expenses	
Financial Expenses	
Selling Expenses	
Other expenses	
Net Profit	
Fixed Assets	
Current Assets	
Capital and Reserves	
Long Term Liabilities	
Current Liabilities	

19. How did you get to know about CHF R-ABI?

(Please tick (✓) the applicable option)

CHF Website	<input type="checkbox"/>	Facebook	<input type="checkbox"/>	Notice board of your organization	<input type="checkbox"/>
Your own institute website	<input type="checkbox"/>	Whatsapp	<input type="checkbox"/>	Exhibition	<input type="checkbox"/>
Startup India Website	<input type="checkbox"/>	Email	<input type="checkbox"/>	Brochure	<input type="checkbox"/>
Any Other Website	<input type="checkbox"/>	Reference from a person	<input type="checkbox"/>	Print Media-Newspaper	<input type="checkbox"/>

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:

Place:

(Signature and Name)

Disclaimer

Every effort will be taken to treat and handle this information as confidential. However by signing and applying to CHF 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 CHF R-ABI to assess your application for the purpose of providing financial assist. Furthermore, CHF R-ABI does not guarantee acceptance of your proposal until and unless the selection process is over and CHF R-ABI has the right to reject any proposal at any point of time without assigning any reason to it. The decision of CHF 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)

Sl. No.	Required Documents
1	Identification Proof viz. Aadhar card/Passport/PAN card
2	Electricity/Mobile/Telephone Bill/ Driving License etc. stating the address
3	Convocation/ Passing Certificate in support of Educational Qualification
4	Experience Certificates from respective Employer regarding Work Experience
5	Certificate of Prize/ Awards w.r.t. your Technology/Business Idea, if any
6	Details of Intellectual Property filed/granted (if any)
7	Self-declaration from the incubatee about non-receipt of <i>grant-in-aid funding</i> from other Govt. of India ministries for the same activity/product

In case of Team/ Company following documents also need to be furnished in addition to above;

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

Authorization Letter

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

To

Dr.A.S.Mailappa
PI-CEO
CHF R-ABI,
College of Horticulture and Forestry
Pasighat – 791102
East Siang District, Arunachal Pradesh

Subject: Letter for Authorized Signatory

Ref. No. _____

Dear Sir,

With reference to our Application for Seed Stage Funding 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: