



Elevating Ideas  
कल्पनाओं की उड़ान



It is a **two-phase** Incubation programme, a **one of a kind**

## Agripreneurship Orientation Program (AOP)

- An **Eight-Week in-house residency program** has been structured to help walkthrough the startups in their journey of success
- AOP will encourage the entrepreneurs to enhance productivity or increase efficiency in agriculture and allied activities, enhance remuneration/farmers' incomes, rural economy and wealth.
- Agripreneurship Orientation Program (AOP)** of RKVY-RAFTAAR scheme is aimed at providing an opportunity to prospective entrepreneurs to work on their **innovative ideas** on technological solutions /processes /products /services/business platforms

### Phase 1: Idea / Pre-Seed Stage Grant (Idea to Product Prototype)

- After successful completion of internship, **selected start-ups** will be eligible for **Rs. 5 Lakhs Pre-Seed Stage Grant** for converting their idea into prototype/product.
- Applications will be screened and scrutinized for selection for Pre-Seed Stage Grant.
- Farmers/ Students/ Prospective Entrepreneurs/ Youth having innovative ideas can apply for **Pre-Seed Stage Grant**.

### Phase 2: Seed Stage Funding (Funding Support for Scaling Up)

- An initial **grant-in-aid** of up to **Rs. 25 Lacs\***(commercially launched) will be awarded to the start-up.
- Startups will be mentored on **how to commercially launch their products or services** and sustain in marketplaces
- Startups will **validate** their products/ services

The extensive **Marketing & Mentoring support** by industry experts will be continued, till the time start-ups get graduated from our incubation program

\*Condition(s) being that the Potential startups must have a Minimum Viable Product (MVP) in agriculture and allied sector and the decision is based on further appraisal of their business plans by the RKVY-Raftaar Selection & Monitoring Committee (RC)



## Agripreneurship Orientation Programme



Chaudhary Charan Singh Haryana Agricultural University, Hisar

### PAHAL:

Uniquely designed incubation program for **early-stage agri-startups** to **promote innovation and entrepreneurship** in the field of agribusiness and allied sectors



Powered by  
RKVY-RAFTAAR Scheme  
of Ministry of Agriculture and Farmer's Welfare, Government of India

### Documents to be furnished:

- Duly filled and neatly typed application in prescribed format (Annexure I) with and passport size photograph.
- Letter of Authorization as per the Annexure II (only if applicant is representing a Team/ Company)
- Supporting documents as listed in Annexure III.



### Important Instructions:

- Application should reach to following address by registered post /hand delivery/ courier at the address:  
**PI, R-ABI, ABIC, Gandhi Bhawan, CCSHAU, Hisar, Haryana-125004.**
- The applications can also be sent electronically to the email address: [abiccshau@gmail.com](mailto:abiccshau@gmail.com)
- Incomplete application, re-submission and late submission for any reasons whatsoever will not be entertained.
- R-ABI, CCSHAU, Hisar reserves the right to reject any application without assigning any reasons thereof.



**For any issues related to submission of application, please send your queries to [abiccshau@gmail.com](mailto:abiccshau@gmail.com)**



## AOP

**Aim is to handhold the potential entrepreneurs:**

To work on their innovative ideas

To understand business concepts, strategy and practical insights of specific industries or markets, challenges and strategies to resolve them

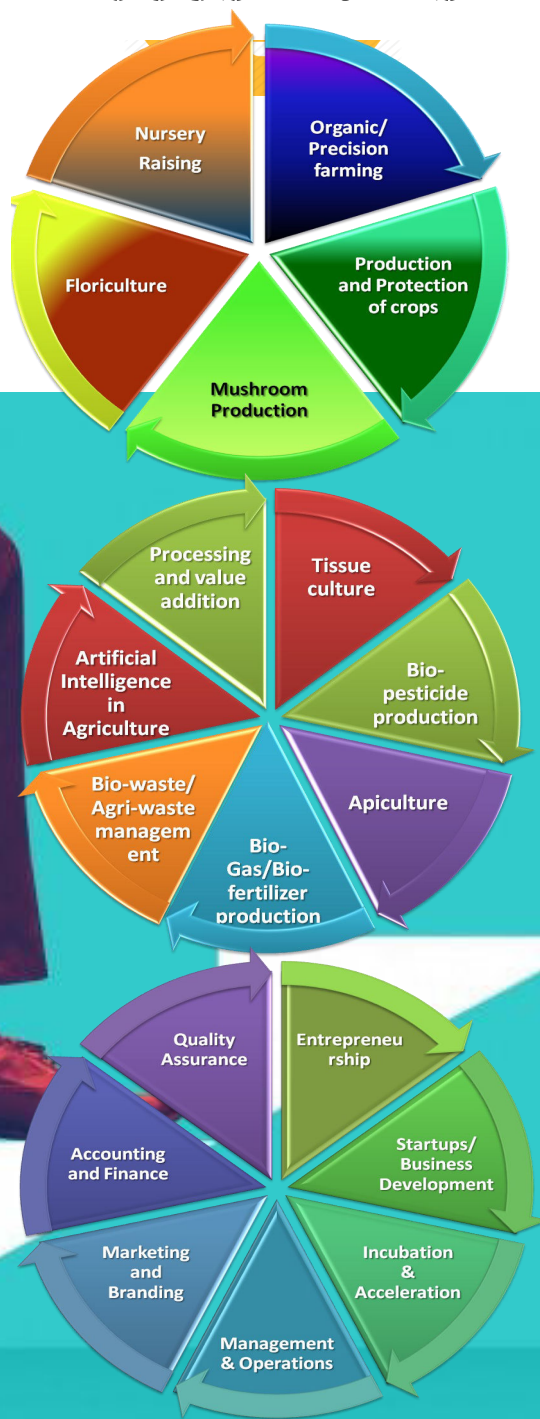
To develop start-ups which will be eligible for Idea/Pre-Seed Stage Funding

The interns will be given **two months (60 days) training cum hands on internship** at the R-ABI, CCSHAU, Hisar. Guided by experienced technology mentors and successful innovators. They will be able to understand business concepts/nuances, strategy and gain practical insights into markets, challenges and develop strategies to resolve them

### Eligibility Criteria:

- The applicant should be an Indian citizen.
- The applicant should propose one innovative idea based on technology, service, business platforms etc. for increasing efficiency in agriculture and allied sector.
- The recipient should have an innovative initial business plan/proposal for the idea they intend to pursue.
- The selected intern should be registered for the incubation programme at the R-ABI, CCSHAU, Hisar for the entire duration of Agripreneurship Orientation Program (AOP).

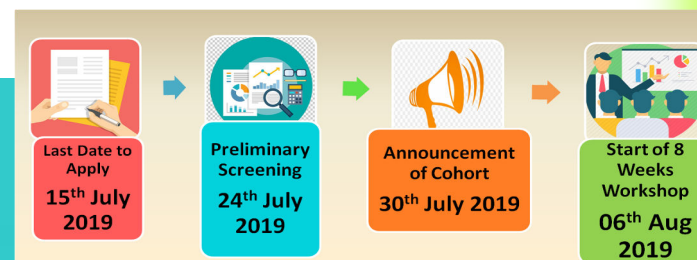
## FOCUS AREAS



## KEY BENEFITS OF PROGRAMME



## TIMELINE



Registration Open : 26 June to 15 July 2019

**An initiative by R-ABI, CCSHAU, Hisar, Haryana**

*For any issues related to submission of application, please send your queries to [abiccshau@gmail.com](mailto:abiccshau@gmail.com)*

## CONTACT US

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The application form can be downloaded from CCSHAU's weblink  
<https://www.hau.ac.in/college/rkyv-raftaar-agribusiness-incubator>  
and

Submit the filled-in form to [abiccshau@gmail.com](mailto:abiccshau@gmail.com)

before 02:00 p.m. of 15 July 2019

**Let's Revolutionize IDEAS!  
and create a DIFFERENCE!**

