



**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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**CCS NIAM Agri Innovation & Incubation Centre invites applications for  
“Student Orientation Programme”**



**Promotion to students'  
driven innovation**

**1 / 1.5 months residential/  
online Programme**

**Upto Rs. 4 lakhs  
Grant-in-aid**

CCS NIAM Agri Innovation & Incubation Centre launches “**Student Orientation Programme**” under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR).

The programme will be promoting students’ driven innovations & startups and to engage the students in innovation and start up activities to encourage the potential creativity of students in problem solving and entrepreneurial mind-set, and connecting with different stakeholders at regional, national and international level.

A “one month orientation” will be imparted to them giving exposure of startup ecosystem and requirements for successful startups.

One time grant of a maximum of Rs. 4 lakhs will be provided to eligible candidates subject to final selection by Selection and Investment Committee.

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

Dr. Ravi Kumar Goyal  
Chief Operating Officer (COO)-NABI

Director, CCS NIAM

## **Student Orientation Programme**

This programme aims to support, the agri-business ideas/ innovation and entrepreneurship related activities in agriculture and allied sectors of students to transform the idea into a real business, products, and technologies. Provide an opportunity to aspiring students to work on their innovative ideas by imparting one month training. Guided by experienced incubation team and other external experts including successful startups, they will be able to understand business concepts/nuances, strategy, and practical insights.

After successful completion of the one-month orientation programme, the Selection, and Investment Committee (SIC) will recommend the selected student startups for grant-in-aid up to Rs. 4.00 lakhs to Nodal Division, Department of Agriculture Cooperation and Farmers Welfare (DAC&FW).

### **Objectives**

- a. To support, the agri-business ideas/ innovation and entrepreneurship related activities in agriculture and allied sectors
- b. To nurture aspiring student innovators by providing training consisting practical, technical, and business insights.
- c. To make pursuing entrepreneurship related to innovative ideas an attractive career option among other available career choices.

### **Eligibility Criteria**

- a. The applicant may be a student at Central Agricultural Universities (CAUs) / State Agricultural Universities (SAUs) / AICTE, UGC affiliated universities/ institutions/ colleges/ organizations/ Scientific & Research Organizations, etc.

### **Selection Process of Incubatee**

- a. All applicants for this programme will apply as per the prescribed format.
- b. The selection of students that have an innovative idea based on technology, service, business platforms etc. and interest in pursuing their entrepreneurial aspirations, shall be done by the RKVY Incubation Committee (RIC).
- c. After one month of residency/ incubation programme, RIC will evaluate the progress of the incubatee and based on their performance, may recommend the incubatee to the Selection and Investment Committee (SIC) for final recommendation of grant-in-aid.
- d. The decision of Selection and Investment Committee (SIC) in this regard will be final. The SIC will not be bound to give any reason in case an application for fund is rejected.

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

- a. Each selected student will be provided a maximum limit of Rs 4.00 lakh as grant in aid under the scheme in one instalment based on the recommendation of SIC.
- b. The applicant incubatee would be provided funds as per their genuine requirements and as per appraisal/evaluation of their business plan by the Selection and Investment Committee (SIC) and the decision of the SIC in this regard will be final. The SIC will not be bound to give any reason in case an application for fund is rejected.
- c. This financial assistance is one time fund for promoting their business ideas.

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

**Apply Online:** <https://forms.gle/YqB4P4nSHD7AXcEm6>

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

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

Dr. Ravi Kumar Goyal  
Chief Operating Officer (COO)  
CCS NIAM Agri Innovation & Incubation Centre  
CCS National Institute of Agricultural Marketing (NIAM)  
Bambala, Tonk Road, Jaipur-302033, Rajasthan  
Helpline No.: +91 88758 70034, 91679 63551

**Last Date of Application:** 30<sup>th</sup> September 2024

## Application Form – Student Orientation Programme – 11

### 1. General Information of Applicant

- A. Name of the applicant
- B. Name of the College/Institute
- C. Name of the University
- D. Age
- E. Email
- F. Mobile No
- G. State
- H. City
- I. Address for Communication
- J. Permanent Address (if different from Address for Communication)
- K. Highest Qualification
- L. What motivated you to startup? (maximum 100 words)

### 2. General Information of Startup

- A. Is your startup registered as a legal Entity? (Yes / No)
- 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. 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 150 words)
- B. Describe your solution (About your product/service/innovation)? (maximum 150 words)
- C. Profile of your target customer (maximum 75 words)
- D. How do you intend to acquire customers?
- E. Who are your competitors?
- 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)
  - i. Idea/Concept
  - ii. Completed prototype/Proof of concept/Minimum Viable Product (MVP)
- B. Please specify the amount and source of funding received till date (in case applicable) (maximum 50 words)

### 5. Additional information

- A. Describe expected take-away (non-financial) from CCS NIAM's incubation program? (maximum 100 words)

- B. How did you hear about the program? (maximum 50 words)
- C. What is the social impact of your business model/idea/startup (How it will benefit to farming Community)? (maximum 100 words)
- D. 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:  
Place:

Signature of the applicant