# Kerala Agricultural University

# Directorate of Extension

# RKVY-RAFTAAR Agri Business Incubation Centre,

# College of Horticulture, Vellanikkara, Thrissur, Kerala

# Details of the orientation and mentoring programmes of the Kerala Agricultural University RKVY-RAFTAAR Agri Business Incubation Centre for the year 2020-21

# The following programmes are proposed to be conducted by the centre during 2020-21

# RAISE - Realising and Augmenting Innovations for Startup Enterprises

RAISE 2020, is anAgripreneurship orientation training program initiated by KAU Agri Business Incubator powered by RKVY-RAFTAAR Scheme of Ministry of Agriculture and Farmer’s Welfare, Government of India.

It is a uniquely designed incubation program for early-stage or idea stage agripreneurs, with an aim to promote entrepreneurship innovations in the field of agribusiness and allied sectors.

***Eligibility:*** Any entrepreneur can apply for the programme. No bar on age and education.

***Mode of selection:*** Cohort of entrepreneurs will be selected through evaluation of the innovation/business idea by a selection committee constituted as per the guidelines of the RKVY-RAFTAAR Agri Business Incubator by Ministry of Agriculture and Co-operation, Government of India

**Idea to Product Prototype** (Early-stage product development)

* ‘Proof of concept’ and ‘promising& innovative Ideas’ would get access to the research facilities, technical experts, patent filing and extensive mentoring support. This will facilitate to develop and converting business idea into a feasible product prototype that can be scaledup.
* An eight-week in-house residency training program has been structured to supportstartups in their journey ofentrepreneurship.
* Selected startups will be linked to other successfulstartups
* Fellowship stipend of Rs.10,000 per month (for two months) will be given to the selected incubates, as an allowance during the in-house residencyprogram.
* On successful completion of the training programme, the candidates will have to undergo screening process at higher levels as stipulated by the ICAR and RKVY-RAFTAAR, Ministry of Agriculture, Co-operation and Farmers’ Welfare, Government of India
* Grant-in-aid of up to Rs. 5 lakhs to the final selected entrepreneurs for prototype development

# PACE -Promotion of Agriculture through Commercialization and Entrepreneurship

PACE 2020, is a Startup agri business incubation training program initiated by KAU Agri Business Incubator powered by RKVY-RAFTAAR Scheme of Ministry of Agriculture and Farmer’s Welfare, Government of India.

It is a uniquely designed incubation program specifically for pre stage agri-startups, with an aim to promote innovation and entrepreneurship in the field of agribusiness and allied sectors.

***Eligibility:*** Any start up/entrepreneur can apply for the programme. No bar on age and education.

***Mode of selection:*** Cohort of entrepreneurs will be selected through evaluation of the innovation/business idea by a selection committee constituted as per the guidelines of the RKVY-RAFTAAR Agri Business Incubator by Ministry of Agriculture and Co-operation, Government of India

**Product prototype for establishment and commercialization**

* ­­­­­­­­Validation of products/service of startups
* Startups will be mentored by experts on how to commercially launch their product or service and sustain and promote growth inmarketplaces.
* On successful completion of the training programme, the candidates will have to undergo screening process at higher levels as stipulated by the ICAR and RKVY-RAFTAAR, Ministry of Agriculture, Co-operation and Farmers’ Welfare, Government of India
* Selected start- ups will be awarded grant-in-aid up to Rs.25 Lacs for commercializing their product/service.
* Also the extensive Marketing & Mentoring support by industry experts will be continued,till the time start-ups get graduated from our incubationprogram.

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