

RAFTAAR AGRI BUSINESS INCUBATOR

Kerala Agricultural University

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सत्यमेव जयते



Translating
ideas
into
REALITY



■ Entrepreneurship involves decision making, innovation, implementation, forecasting of the future, independency, and success. Entrepreneurship is an outcome of complex socio-economic, psychological, technological, legal and other factors and a dynamic and risky process involves around fusion of capital, technology and human talent. Business incubators around the world are promoting path breaking ideas, budding industries, and entrepreneurs with necessary technical and financial services and supports.

The Agriculture sector which, as per the Indian Economic Survey 2018, still employs over 50 per cent of the Indian workforce and contributes around 17-18 percent to the country's GDP, has its own unique ecosystem and opportunities in the realm of business. To rejuvenate and cater the need and modalities for agribusiness promotion, Government of India introduced a revamped "RashtriyaKrishiVikasYojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation" (R K V Y-RAFTAAR) under Ministry of Agriculture and Farmers' Welfare (MoA&FW). It is aimed at strengthening infrastructure in Agriculture and Allied sectors to promote Agripreneurship and Agribusiness by facilitating financial aid and nurturing a system of business incubation.

Objectives of RKVY-RAFTAAR Agribusiness Incubators (R-ABI)

- To achieve "Lab to land" by dissemination of new technology /varieties to farmers through promoting a culture of Agri startups
- To promote innovation, entrepreneurship and business creation in agriculture and allied sector by skill development, capacity building and technology scale up;
- To create employment opportunities for youth in agriculture in the rural vicinity;
- To promote an integrated approach for technology acquisition, R&D, commercial technology transfer and knowledge dissemination;
- To facilitate evolution of an agri-startup ecosystem by support for cost effective, value added services including technical, legal, financial, intellectual property and regulatory compliance related services to agripreneurs;
- To build a vibrant agri-startup ecosystem, by establishing a network between academia, financial institutions, industries and other related institutions;
- Capacity building of existing agri-incubators as R-ABIs to achieve other related objectives;
- To generate/ provide innovative solution to meet local and global agriculture and business challenges, and competitiveness



A glance of Entrepreneurship development program at KAU RABI



KAU RABI

Being the pioneer institution in agriculture and allied sectors, the Kerala Agricultural University is in the process of establishing KAU RAFTAAR Agri Business Incubation (KAU- RABI) Centre, to take forward the vision and objectives of RKVY RAFTAAR. This would be done by transforming the technical know-how in agriculture to commercially viable enterprises and facilitating entrepreneurship. KAU RABI envisages agribusiness incubation by helping creative minds to innovate and audaciously use technologies for venture creation in agriculture. In this process, incubation facilities and expertise already available with the Kerala Agricultural University ABI would be utilized along with participating academic, technical, management and R&D institutions in the on an individual or collective basis to harness synergies. KAU RABI supports agribusiness incubation by tapping innovations and technologies for venture creation in agriculture. In the due process, to establish and to demonstrate best practices to eco system with the requisite expertise KAU RABI is associated with MANAGE Hyderabad as Knowledge Partner (KP).



VISION

Evolving an ecosystem to transform Agri- Business ideas into viable enterprises, foster innovations and promote entrepreneurship



MISSION

- To impart skills in business management to develop and establish viable enterprises in agriculture and allied sectors
- To facilitate ideation and innovation in agri business
- To provide incubation support to innovators and facilitate start up initiatives
- To foster entrepreneurship among students
- To evolve into a comprehensive solution provider in agri-business

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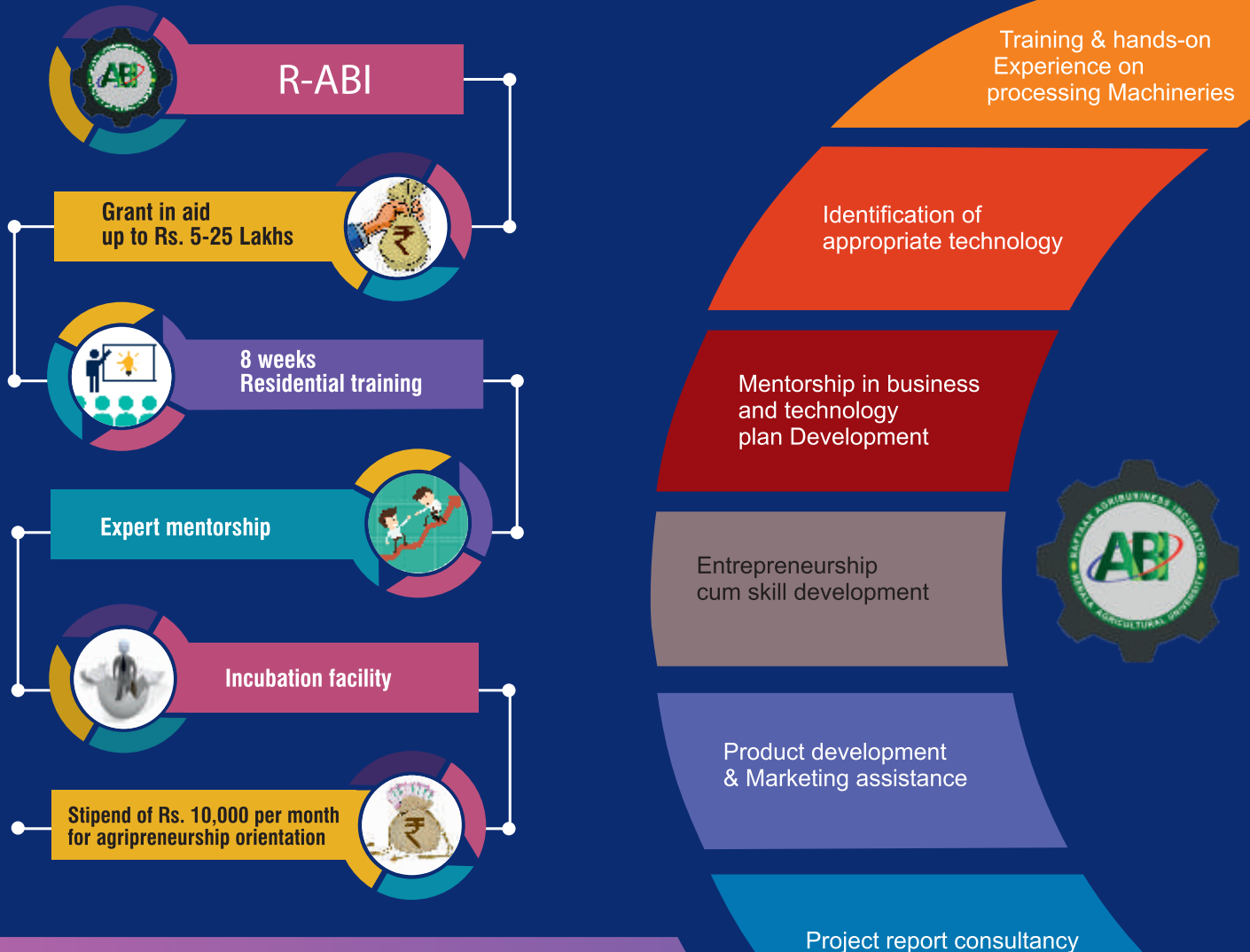
RABI Inauguration



Certificate Distribution

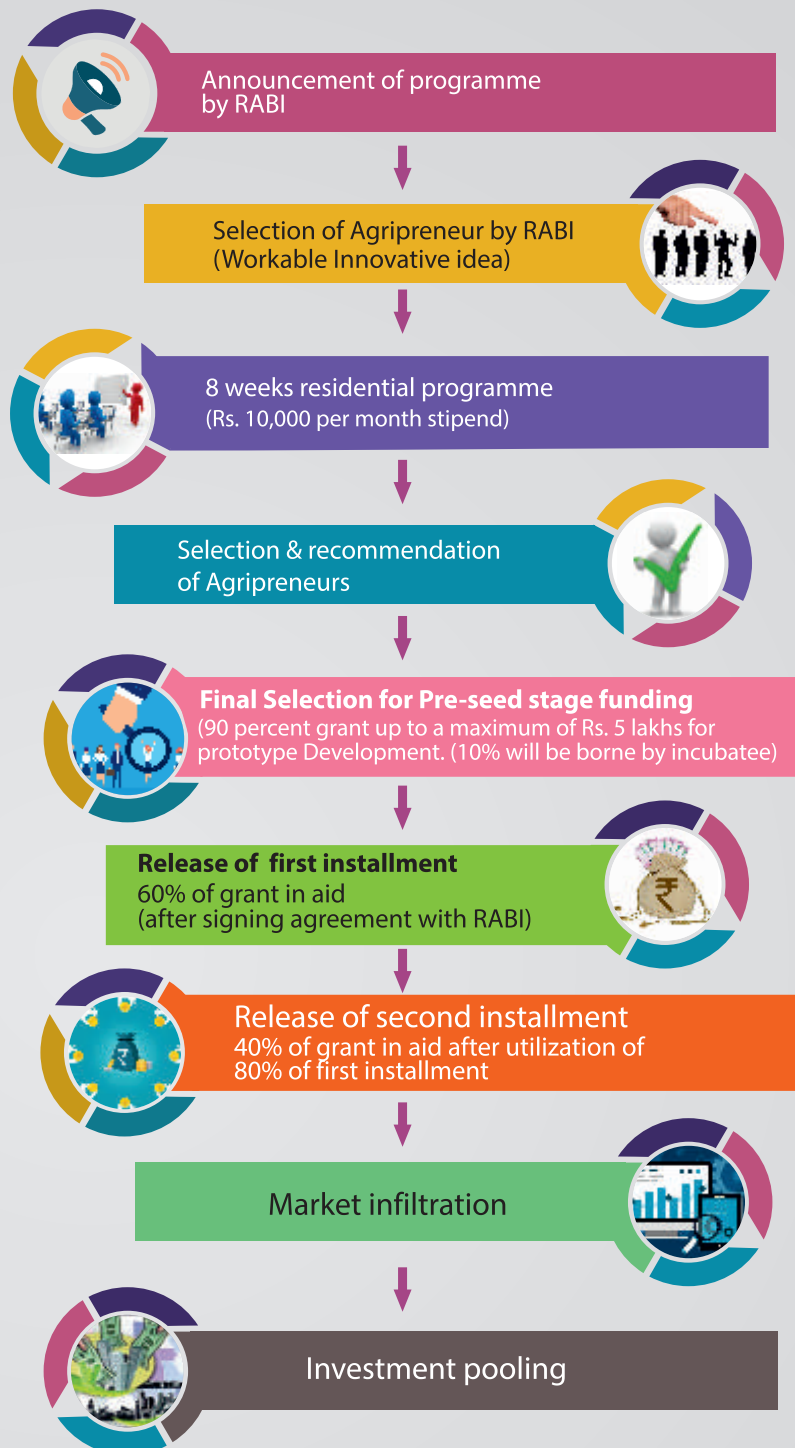
■ To achieve the objectives of the program, KAU RABI is launching two phase incubation programs. RAISE-Realising and Augmenting Innovations for Startup Enterprises, nurtures Idea to prototype development, and PACE-Promotion of Agriculture through Commercialization and Entrepreneurship, aids early-stage agri startups for product scale-up, commercial launching and funding support.

Key Benefits of the programs



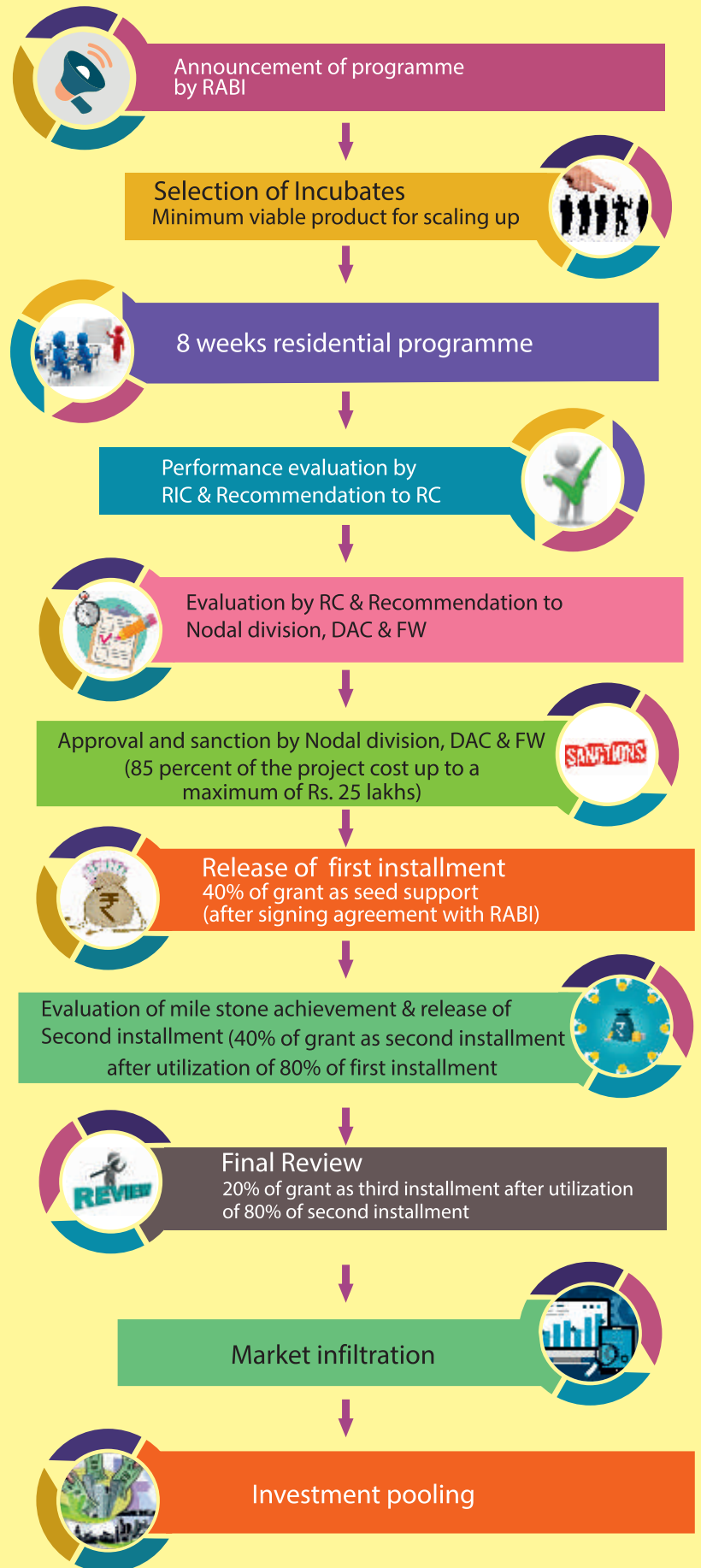
RAISE-Realising and Augmenting Innovations for Startup Enterprises

RAISE 2020, a Launch pad for Agripreneurship orientation is an initiative of 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 idea-stage agripreneurs, with an aim to augment ideas in the field of agriculture to entrepreneurship. This programme is aimed at providing an opportunity to students/ youth to work on their innovative ideas by imparting two months training cum hands on internship with other startups at the respective R-ABI. Guided by experienced and innovative startups, they will be able to understand business concepts/nuances, strategy and practical insights of specific industries or markets, challenges and strategies to resolve them. After successful completion of the two months orientation programme, the R-ABI will facilitate incorporation of entities for all viable business ideas.



PACE- Promotion of Agriculture through Commercialization and Entrepreneurship

PACE 2020, a Launch pad for Agri- Startups is an initiative of 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 early-stage agri-startups, with an aim to promote and commercialize innovation and entrepreneurship in the field of agribusiness and allied sectors. Under this, financial assistance of a maximum of Rs. 25 lakhs will be granted to potential startups that have a minimum viable product (MVP) based on innovative solutions/ processes / products/ services/ business models in agriculture and allied sector. This support will assist the incubatees to launch their products/ services/ business platforms etc. into the market and help them to scale up their operations as well as to attain business viability at a faster pace. This support will also facilitate them to attract investments from angel/venture capitalists or taking loans from commercial banks /financial institutions for further scaling-up of their business operations.



Glimpses from Agripreneurship Orientation & Startup Incubation Programs



Equipments & Facilities available at Agri Business Incubator

MAJOR FOOD PROCESSING EQUIPMENTS



Twin screw extruder



Retort pouch processing machine



3D food printer



Spray dryer



Vacuum frying & Impregnation Unit

Quality Testing Lab



Texture Analyzer



Non-Destructive Testing

Packaging & Bottling Units



Rapid Prototyping Facility



Micro Biology Testing Lab



Other Available Equipments

- VCO Processing Unit
- Mini rice mill with Parboiling unit
- Acoustic resonance system
- Pulsed light technology
- Fruit concentrator
- Blancher cum drier
- Humidifier cum dehumidified drier
- Fruit Slicer cum Dicer
- Rotary Baking Oven
- Blast freezer
- Refrigeration Centrifuge
- Ice cream maker
- Walk in cold chamber
- Banana slicer
- Pasta maker
- Infrared drier
- Hammer mill
- Coconut milk extracting machine
- Coleus peeler
- Homogenizer
- Analytical instruments & more

What we offer

- Capacity Building programs such as Startup Incubation Program, assistance to prepare Business Plans, hackathon, one day entrepreneurship development programs, Competitive events Networking & facilitated learning sessions.
- Focused group Mentoring. One to one mentoring with eclectic pool of subject matter experts along with Tailored mentoring session
- Regulatory and Advisory Guide for Product development, Market study and strategic analysis, Structuring an entity, Business plan building, Product pricing, Funding options and opportunities Company formation and government approvals etc.
- Intellectual Property Rights - Filling of Patents, Copyright and trademarks etc. One to one Mentoring session with Innovators and Startup to nurture innovation, IPR Support for Technology Commercialization.
- Furnished Infrastructure like Startup workstations well equipped with internet Wi-Fi connection, Productive Meeting and Conference rooms and training rooms.
- Funding Opportunities Making Startup ready for grand challenges of funding, assisting startups to apply for Grant and other funding schemes. NEW PIC

For more details and other related professional assistance to make the enterprise successful and achieve higher growth please contact KAU- RAFTAAR Agri Business Incubator



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