

Technical Bulletin No: RABI/2020/14



RAFTAAR AGRI BUSINESS INCUBATOR

KERALA AGRICULTURAL UNIVERSITY



TRANSLATING
IDEAS INTO
REALITY

Business incubators around the world are promoting path breaking ideas, budding industries, and entrepreneurs with necessary technical and financial services and supports. 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 circulating new technology/ varieties to farmers
- To promote innovation, entrepreneurship and business creation in agriculture and allied sector.
- To create employment opportunities for youth in agri-business sector.
- To promote an integrated approach for technology transfer, R&D and knowledge.
- To build a vibrant agri-startup ecosystem by support for cost effective, value added services
- Capacity building of existing agri-incubators as R-ABIs
- To generate/ provide innovative solution to meet local and global agriculture and business challenges, and competitiveness

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.

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 agripreneurs and facilitate start up initiatives
- To foster entrepreneurship among students
- To evolve into a comprehensive solution provider in agri-business

The following components will be executed under RKVY-RAFTAAR:

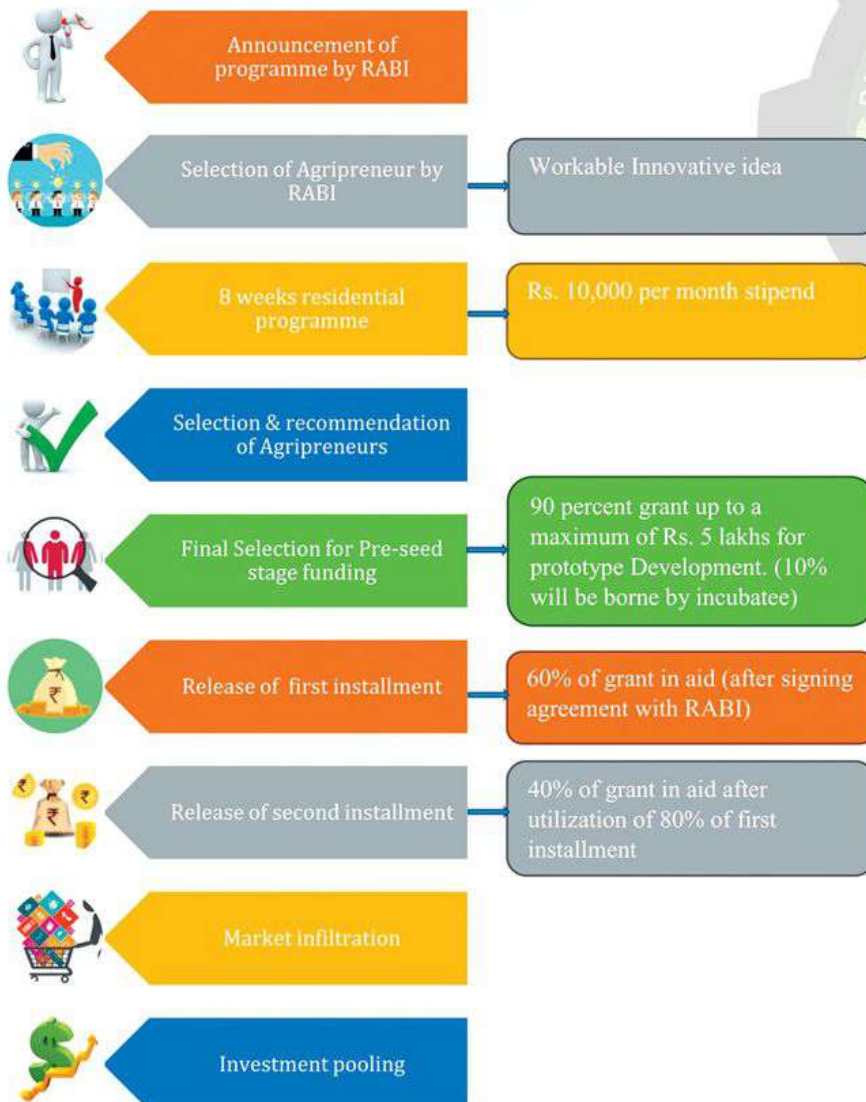
- Strengthening of existing agribusiness incubators for integrated rejuvenation and development and setting up new ones – R-ABI (RKVY-RAFTAAR Agribusiness Incubators).
- Seed Stage Funding of R-ABI Incubatees
- Idea/Pre-Seed Stage Funding of Agripreneurs
- Agripreneurship Orientation Training Programme
- Startup Incubation Training Programme

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.

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.



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.



Major Agribusiness Venture Supported

- Agri Inputs
- Food Processing
- Agricultural Supply Chain
- Precision Farming
- Agri Social Enterprises
- Agri Clinics & Farm Health services
- Farm Mechanisation
- IoT, ICT and AI in Agriculture
- Organic Farming
- Agricultural Biotechnology
- Natural Resource Management
- Waste to Wealth, Secondary Agriculture





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 & strategic analysis, structuring an entity, business plan development, product pricing, funding options & 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





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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