



“Cease Pondering, Start Now!”

Join Agribusiness Incubator Programme

Start with

NAIP AGRIBUSINESS IDOL CAMP

9th May, 2014 at Dr. B. P. Pal Auditorium, IARI, Pusa, New Delhi

Organised by: Consortium of NAIP Business Planning & Development Units at IARI, IVRI, BAU, NDRI & CIPHET

Supporting Partner: Centre for Innovation Incubation and Entrepreneurship (CIIE)

The ZTM&BPD Unit at IARI is launching Agribusiness Incubator Programme aimed at providing a 'platform for identifying next generation of business leaders from India's emerging agribusiness innovation ecosystem, giving them capacity building opportunities to develop and set up viable business models based on innovative ideas, specific target is to identify best agribusiness ideas. Selected individuals/teams will get an opportunity to be mentored with such ideas by empanelled experts. More particularly five best ideas will be given chance to be incubated in the premises of IARI incubator or suitable other ICAR incubator.

This is an intensive 4 month capacity building Accelerator for nascent Agri-business ideas, innovation and entrepreneurs. Through the Accelerator, we are aiming to provide these start-up teams and entrepreneurs with the necessary capacity and skills required to convert their innovations into a successful businesses, and in the process, become future business leaders in agribusiness sector.



Supporting Partners:



Process aimed at adding value to the ventures supported

1. Identify high-potential start-ups early on in their life-cycle and provide them rigorous mentoring to ensure that rudiments of the business development are strengthened, thus improving the chances of success
2. Identify selected high-potential individual entrepreneurs who can pick up technology available for commercialization from ICAR and, develop scalable and viable business model.
3. Identify experts and mentors from across the industry who can add value to the selected ventures and/or groom the selected individual entrepreneurs
4. Organize one intensive capacity-building workshop.
 - ☞ The objective of the workshop will be to make available a learning interface between the start-ups and the entrepreneurs with experts, introduce them to all aspects of 'starting up' through talks, sessions and one-on-one meetings with selected experts and mentors.
5. Following the workshop, provide advisory support to the top start-up teams and entrepreneurs for the subsequent 3 months.
 - ☞ The aim is to ensure that the potential start-up teams are able to achieve the milestones and meet the targets set by them in their start-up acceleration plan.

The Awards

1. Selected Students/teams will be invited to Delhi and will be given Award and recognized widely in Media.
2. Teams will have the opportunity to meet and network with Key policy makers, mentors, and successful entrepreneurs who will serve as judges for the competition.
 - 1st Prize – ₹ 1 Lakh
 - 2nd Prize – ₹ 50 Thousands
3. Other invited Students/ Start-ups will get a chance to be incubated by BPD units, for which expenses will be met by NAIP.

Agribusiness Idol Camp Schedule

Phase I

- ☞ Receiving the business proposals up to **3rd May, 2014** [in the given format](#)
- ☞ Short-listing the best business proposals, based on evaluator feedback to IARI
- ☞ Three day remote mentorship (e-mail and telephonic) for short-listed applicants from 6th to 8th May, 2014.
- ☞ Organising workshop for all applicants and presentation of short-listed final business plans on 9th May, 2014.

Supporting Partners:



Phase II

- 🌱 Conduct one- on- one /remote mentoring sessions from 11th - 16th May, 2014.
- 🌱 Final selection of 4-8 companies' proposals on 18th May, 2014.
- 🌱 Award ceremony for 2-3 finalists to be selected for incubation support (19th -20th May, 2014).

Phase III

- 🌱 Taking up Short-listed business idea(s) on the 9th May for long term mentoring of 3 months (1st June-31 August, 2014).
- 🌱 Pitching of idea for funding (September, 2014).

Application and evaluation

📧 Application for the ABI Camp may be submitted online at www.f6s.com/naipagribusinessidolcamp; and offline through email to abi.bpdiaari@gmail.com. Last date of submission of application is **3rd May, 2014**. The shortlisted candidates shall be invited to make presentation at the ZTM&BPD Unit, IARI, Pusa, New Delhi-110012.

Who can apply?

- Women and youth from farmer community
- Next -gen farmers
- Students/youth
- Anyone interested in agribusiness

About us

- 📧 **The Business Planning and Development (BPD) Units** were established in the 11th Five Year Plan at different premier institutes of the Indian Council of Agricultural Research (ICAR) dedicated to higher learning for the institutionalization of ICAR's 3-tier IPR Management and Technology Transfer/Commercialization System. Under NAIP, co-financed by the World Bank and Government of India, the BPD Units were strengthened to gear up the technology incubation and commercialization pursuits for enhancing the availability of seeds and other agri-inputs to the farmers.
- 📧 BPD Units envisage supporting entrepreneurs interested in agriculture sector and incubation, which were least benefitted by the process of enterprise creation. The BPDs are back-stopped by one of the best among national research labs and experimental fields. They are nestled in office environment that are conducive to high productivity, and the one that provides adequate comforts to the workforce.

Supporting Partners:



Zonal Technology Management & Business Planning and Development (ZTM & BPD) Unit, IARI

- ☞ With a record of excellence in teaching, and significant contribution to nation's overall agricultural progress, IARI is striving to sensitize and achieve the objective of introducing and establishing entrepreneurship in agriculture sector.
- ☞ ZTM & BPD Unit, IARI incubator has state-of-the-art infrastructure facility designed to International standards. It has Lobby Area, Administrative Block, Training Hall, Conference Room, Library-cum-Meeting Room, and separate incubation space which can accommodate minimum of 10 incubatees. The Core facilities are available for internal and external training courses and workshops, often in collaboration with industrial partners, farmers, NGOs and Research Institutes. Incubator also includes-Plant Tissue Culture Laboratory, Transgenic Facility, Biotechnology Laboratory, Microbiology Laboratory, Post-Harvest Technology Laboratory.



BPD Unit, Birsa Agricultural University, Ranchi, Jharkhand

BAU incubator hosts a number of facilities which help it to provide world-class services at door-step to prospective entrepreneurs in Agri-business & Food Processing Industry. These include Conference room, Administrative block, Incubation space (for 3 incubatees), Poultry processing Unit and a host of other associated infrastructural facilities.



Supporting Partners:



NIABI Network of
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Zonal Technology Management & Business Planning and Development (ZTM & BPD) Unit, IVRI

ZTM & BPD Unit, IVRI- A **Veterinary Business Incubator** has “Business Incubator laboratories” in different disciplines. These Business Incubator Laboratories offers unique facilities in the area of Vaccines, Diagnostics, Veterinary medicine and ethno-veterinary products, Zoonosis and public health interventions, Animal Feed/Nutritional Technologies, Clinical validation and veterinary care services, Value added milk and meat products, Farm technology based enterprises, Leverage new products development ideas.



BPD Unit, NDRI, Karnal

BPD unit of NDRI has excellent infrastructure for business incubation that include training hall, chambers & laboratories for incubators, library-cum-meeting room, and auditorium. Unit has state-of-art Experimental dairy with an installed milk handling capacity of 20,000 L/day and complete processing line for dairy products, bakery, malted milk food, extruded products, canned and sterilized products. These facilities are offered for custom hiring and business incubation. Livestock Research Centre, Forage Production Unit, Animal Breeding & Research Centre, Animal Biotechnology Centre and National Centre for Dairy Cultures are well equipped to cater the diverse needs of stakeholders related to consultancy, contract services, capacity building programmes and other specialized training programmes. Unit regularly organize training programmes with major emphasis on creating opportunities for better learning and interaction with one of the best brains in the field of milk production, processing and management. BPD unit has strong linkages with other BPD units of ICAR, NABARD, NGO's, Banks and other Developmental agencies.



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Central Institute of Post-harvest Engineering and Technology (CIPHET), Ludhiana

Central Institute of Post-harvest Engineering and Technology (CIPHET), Ludhiana is pioneer institute in developing Post-harvest technologies with an objective of reducing post-harvest losses and boosting the agro processing industry. A business planning and development (BPD) unit has been set up at CIPHET, Ludhiana to serve the budding entrepreneurs in setting up the food processing unit. This is by supporting entrepreneurs with agri-technology, consultancy, networking with management experts and physical infrastructure. The incubator maximizes success by minimizing risk by offering the best opportunity. BDP-CIPHET unit will help them in following 3 broad perspectives; **Process/Product, infrastructure and Agro/Food processing unit**

To inculcate the entrepreneurship spirit among the students/youth BPD CIPHET can provide Technical knowhow, Machinery/Pilot Plant- Tomato Pilot Plant, Dal Mill, Rice Mill, Cattle feed plant, Cotton ginning mill, Oil Extraction unit, Chilli Plant, *Amla* Processing pilot plant etc., Office space, Networking and linkages and Linkages for financial assistance/Venture capitalists.



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Partners and Organizing Team

Partners

- Zonal Technology Management & Business Planning and Development (ZTM & BPD) Unit, IARI, New Delhi
- Zonal Technology Management & Business Planning and Development (ZTM & BPD) Unit, IVRI, Izatnagar
- Centre for Innovation Incubation and Entrepreneurship (CIIE), IIM-A.
- BPD Unit, Central Institute for Post-Harvest Engineering and Technology (CIPHET), Ludhiana.
- BPD Unit, National Dairy Research Institute (NDRI), Karnal
- BPD Unit, Birsa Agricultural University (BAU), Ranchi
- ABI, ICRISAT, Hyderabad

Other Partners

- ICAR institutes in the North Zone-I catered by ZTM&BPD Unit, IARI

Organizing Team

Dr. K.V. Prabhu, Jt Director (R), IARI Chairman
Dr. Ravi Shankar C.N., I/c, ZTM& BPD Unit, CIFT, Cochin
Dr. Puneet Kumar, I/c, ZTM& BPD Unit, IVRI, Izatnagar
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Dr. A. K. Singh, I/c BPD, NDRI, Karnal
Dr. Pramod Kumar, Co-PI, ZTM&BPD, IARI
Mr. Karpanchetty, CEO, ABI, ICRISAT, Hyderabad

Patrons

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Secretary (DARE) and DG (ICAR)

Sh. Arvind R. Kaushal
AS (DARE) and Secretary (ICAR)

Dr. H.S. Gupta
Director & Vice Chancellor, IARI

Steering Committee

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Dr. P.S. Pandey, NC-1, NAIP
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Supporting Partners:

