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Indian Council of Agricultural Research
Krishi Anusandhan Bhawan-I, Pusa,
New Delhi – 110012

S.K. Bhatia
Under Secretary
(Intellectual Property & Technology Management)

F. No. IP&TM 7-5/2013-IPR-Pt.III (ABI)

18th May, 2015

To

All Directors of ICAR Institutes

Subject: Regarding establishment/settling up of Agri-Business Incubation (ABIs) Centres in ICAR Institutes under the XII Plan Scheme "NAIF" Component II (Incubation fund).

Sir/Madam,

As per sanctioned provision in Component II on Incubation Fund in the XII Plan EFC sanction of Intellectual Property & Technology Management Unit ICAR, it is now proposed to invite applications for establishment of 25-30 ABIs in ICAR Institutes on competitive basis. Accordingly, I attach herewith the finalized general guidelines and proforma for submission of the proposal.

You are requested to please send five copies of the proposal directly to Dr. K. Srinivas, c/o Director, NAARM, Hyderabad and one copy to the undersigned **positively by 20th June, 2015**; the last date announced in ICAR Directors' Conference during 15-16 May, 2015.

For any further clarification and details, please do consider to telephone ADG (IP&TM) or the undersigned.

Thanking you,

Yours faithfully,

Encl: Guidelines & Proforma (11 pages)


(S.K. BHATIA)

CC:

1. Director, NAARM, Hyderabad
2. Dr. K. Srinivas, Pr. Scientist, NAARM, Hyderabad
3. Dr. Kalpana Sastry, J.D., NAARM, Hyderabad
4. ADG(IP&TM), ICAR

**Agri Business Incubator (ABI):
General Guidelines and Proforma for Submission of Proposals**



**Indian Council of Agricultural Research
New Delhi-110001**

Agri-Business Incubators under XII Plan Scheme of IP&TM Unit, ICAR

I. **Background:** The main objective of Agri-Business Incubators (ABIs) is to encourage, nurture and support technologists, scientists and Innovative agribusiness ideas to turn their innovations into sound commercial ventures. Such technology incubation centers help in initiating technology-led and knowledge-driven enterprises. It is now well-proven that such mechanisms help not only in the growth of technology-based new enterprises but also in improving their survival rate substantially. Since 2009, an initiation was made in this direction across the NARS through the World Bank-aided National Agricultural Innovation Project (NAIP). The initial success and experience gained needs to be further strengthened and expanded into a nation-wide network of agri-business incubators.. The realization has led to the approval and sanction of Incubation Fund (Component II) under the XII Plan Scheme of IP&TM Unit, ICAR.

II. Objectives of Incubation Fund

The main objectives of Programme are:

- i. To establish/transform agri-business incubator centers as leaders in NARS for providing technology, skill up-gradation and incubation leading to promotion of viable enterprises and generation of employment opportunities to entrepreneurs
- ii. To undertake last mile scale-up from pilot level of value chain in collaboration with stakeholders.
- iii. To impart training and capacity building to prospective entrepreneurs in agri-business ecosystem.

III. Criteria for Selection:

a. For existing BPD units under NAIP:

The proposals from existing BPDs under NAIP will be invited and evaluated on the following criteria:

- i. R&D track record and current status of Technology commercialization,
- ii. Two years business plan for incubators
- iii. Profile of the PI w.r.t ABI
- iv. Dedicated management team and dynamic advisory committee,
- v. Innovative key initiative proposed for Agri-incubation
- vi. Incubator sustainability plan
- vii. Incubation Impact created and experience in supporting start-ups
- viii. Matching grant (not applicable to ICAR)
- ix. Industrial connects for business development support
- x. R&D network
- xi. Infrastructure, facilities and expertise available

xii. Strong commitment and willingness of the Host Institute.

b. Proposals for new ABIs:

The proposals for new ABIs would be through a step-wise process decided in ICAR through an open invitation. New proposals will be invited and evaluated on the following criteria:

- i. R&D track record and current status of Technology commercialization
- ii. Proposed business plan for incubators
- iii. Innovative key initiative proposed for Agri-incubator
- iv. Profile of the PI
- v. Incubator sustainability plan
- vi. Ex-ante Impact and experience(if any) in supporting start-ups
- vii. Matching grant (not applicable to ICAR)
- viii. Industrial connects for business development support,
- ix. R&D network
- x. Number of technologies ready for commercialization
- xi. Infrastructure, facilities and expertise available,
- xii. Strong commitment and willingness of the Host Institute.

IV. Institutional Set-up:

(a) Structure

The structure includes:

- i. IP&TM Unit, ICAR HQ will provide leadership and coordination for ABIs and other activities under the XII Plan IP&TM Unit Scheme.
- ii. NAARM, Hyderabad will be the help-desk for this XII Plan Scheme.
- iii. The ABIs will be headed by a competent senior professional to manage the ABI and technology commercialization.

(b) Institutional Mechanism

The steps involved include:

- i. The IP&TM unit at ICAR HQ together with NAARM, Hyderabad will steer the ABIs and their enterprise development initiatives.
- ii. ABIs will focus on the mandated sector and regional enterprise creation.
- iii. Prototype facility for product development, pilot-testing, validation and up-scaling will be supported as agreed.
- iv. The guidelines developed by ICAR¹ shall be followed for protection of intellectual assets, transfer of technologies and services, sharing of technology transfer fees and royalties and avoidance/solving of conflict of

¹ Three Guidelines developed by IP&TM Unit, ICAR are referred.

interests.

- v. Capacity building through customized curriculum in necessary areas will be included as an essential element by involvement of selected ABIs.

- V. **Host Institution:** The Host Institution has to play an important role not only in the establishment of the ABI project but also catalyze its smooth and efficient functioning. Only those institutions/organizations that can provide land and built-up space for ABI and are also willing to share available facilities and expertise would be considered for setting up of the ABI.
- VI. **Facilities required:** The ABIs should mainly draw upon the existing facilities available in the host institute/university including land and buildings. However, the following facilities need to be essentially created for ABI. These are:
 - i. Work station including furniture for operational team of ABI and incubatee
 - ii. Office equipment including computers, printers, telephone, projectors, Photocopying facilities, etc,
 - iii. Communication facilities
 - iv. Subscription of journals and books
 - v. Prototyping and Pilot facilities
 - vi. Testing facilities
- VII. **Governance structure:** The ABI represents a dynamic model of sustainable business operations generating revenues. Hence, the governance structure through an Advisory Committee is necessary. The committee would guide in development of a strategic plan to achieve the desired results. The committee may comprise of minimum 6 members with 50% from external agencies representing industry and reputed professionals.
- VIII. **Staff Structure:** The day-to-day operations of the ABI would be looked after by the Principal Investigator and a team of selected personnel led by a professional project manager having technical/managerial qualification and relevant industry experience to look after areas such as business planning, technology transfer, training and consultancy. In addition, an accounts-cum-administrative officer may be included from the host institution. To cater to the specialized and need based services, the ABI could have a panel of experts/ consultants.
- IX. **Performance Parameters and Expected Output (M&E):** The performance of ABIs would be judged based on the following parameters:
 - i. Number of new entrepreneurs trained
 - ii. Number of new start-ups accelerated
 - iii. Amount of external investment(equity/debt) facilitated for the incubatee company
 - iv. Amount of external fund raised for the incubator operation
 - v. Number of tenant enterprises promoted and their growth pattern
 - vi. Number of businesses graduating successfully and their growth

- vii. Number of new jobs generated and consultancy jobs undertaken
- viii. Number of publications/case studies created
- ix. Number of events conducted/attended/invited
- x. New technologies commercialized

ABI should run as a business entity and its performance will be evaluated periodically.

- X. Estimated Project Cost:** Each proposed ABI should prepare a detailed project and work out the cost, based on the actual requirements. A project implementation schedule may be prepared covering the key activities of the project. Wherever possible, duplication of the facilities already existing in host institution may be avoided and only need-based facilities may be proposed in the initial phase of the project.

- XI. Self Sufficiency:** Each ABI is expected to become self-sufficient within a period of three to five years from the date of sanction of the project. The ABI should, however, start earning from the very first year of its operation. The ABI should appoint a professional Project Manager with relevant experience and exposure to the business environment. The project manager should have the following attributes specifically,
 - a. Entrepreneurship experience
 - b. Previous network
 - c. Cross-sectorial experience
 - d. Fund raising
 - e. Sector exposure

- XII. Contact:** Interested institutions may contact Assistant Director General (IP&TM), ICAR for further clarifications, if any. Two copies of the project proposal for the proposed ABI, as per the annexed proforma, have to be submitted.

**PROFORMA FOR SUBMISSION OF AGRI BUSINESS INCUBATOR PROPOSAL
(Period for financial support: 2015-16 to 2016-17)**

1. Name of the Institution/Organization:

Address:

Phone:

Fax:

E-mail:

2. Name & Designation of the Head of the Institution/Organization:

Address:

Phone:

Fax:

E-mail:

3. Name, Designation & Contact Details of the ABI PI:

Address:

Phone:

Fax:

E-mail:

4. Bank Account Details of ABI or Host Institution:

Name of account holder as given in Account:

Name of Bank with complete Branch address:

Account No.:

IFSC Code:

MICR Code:

5. Host Institute's preparedness to host ABI

- i. Experience and Expertise of the ABI Principal Investigator (PI) from Institution identified for the ABI. (Attach a brief CV/bio-data, a person with domain expertise and having conceptual understanding and deep interest for innovation and entrepreneurship would be preferred to steer the ABI.)
- ii. Technologies available and commercialized if any, in the previous three years as per the table given below.

Name of the technology	Current status of (available) technology	Agency to which commercialized	Amount earned (Rs. Lacs), royalty etc.	Date of commercialization

- iii. Details of patents and other IPRs granted, if any (Last 5 Years):
- iv. Other notable activities in innovation and entrepreneurship: Indicate details of relevant entrepreneurship development programs (courses, workshops, seminars, competitions, lectures etc) in the institute.

6. Feasibility of ABI

To be evaluated based on the institution's strength, preparedness in hosting ABI, business ecosystem, ABI business plan, operating model, systems and processes and effective leadership. Following factors would be considered.

- i. Strength of the Institute in hosting ABI
- ii. Overall business environment of the location and ecosystem in the region
- iii. Assessment of entrepreneurial needs
- iv. Sources of tapping new incubate entrepreneurs
- v. Financial model of the Incubator for operational sustainability of the ABI after, say 5 years.

1. How much built- up area (in sq. ft.) will be made available for ABI? (Enclose lay-out Plan).

S. No.	Description*	Space Proposed (sq ft.)
1.	Incubation Space (Cubicles)	
2.	Conference Room	
3.	Meeting Room	
4.	Office Space	

* Creation of infrastructure such as buildings etc. will not be considered for the purpose of grant.

8. Year-wise work plan for 5 years (a separate time linked activity chart to be provided along with the detailed work plan for first two years of support under this scheme

S. No.	Items	First Year	Second Year

9. Target milestones (should be projected based on most likely attainable targets)

S. No.	Items	First Year	Second Year	Total
1.	No. of new entrepreneurs to be admitted for incubation			
2.	No. of entrepreneurs to be graduated from the incubator			
3.	No. of new products/ technologies to be developed/ innovations to be commercialized			
4.	No. of training programs to be conducted			
5.	No. of conferences / seminars/ workshops to be organized			
6.	Other notable services to be provided (specify)			

2. Budget required (Rs. In Lacs)

Head	First Year	Second Year	Total
A. CAPITAL			
1. Works			
(i) Minor works			
2. Equipments			
3. Library Books & Journals			
4. Furniture & fixtures			
Total Capital (A)			
B. REVENUE			
1. Traveling Allowances			
a) Domestic T.A.			
2. Research & Operational Expenses			
a) Operational and Contractual Costs (Contingencies)*			
3. HRD			
a) within India*			
4. Other items, if any, (specify) **			
Total Revenue (B)			
Grand Total A+B			

*Limited budget will be sanctioned as per provision in the XII Plan IP&TM Unit sanction. Budget break-up of manpower and workshops /training programs to be given on a separate sheet

** Communication; Hiring of vehicles etc.

11. Revenue Generation Projections for Sustainability of ABI

S. No.	Means of Revenue Generation*	I st Year	II nd Year	III rd Year	IV th Year	V th Year	Total
1							
2							
3							
4							
5							
6							
	Total						

* BPDs granted under NAIP may provide revenue generated as applicable.

12. Attach endorsement from the Head of the Institutions as given at Annexure-III (a)

Name & Signature of
the Head of the Institution/Agency

Name & signature of
the ABI Principal Investigator

Date:
Place
:

CERTIFICATE

Endorsement from the Head of the Institution

1. We have gone through and agree to abide by the terms and conditions of the ABI grant.
2. We have not submitted this or a similar project proposal to any other agency for financial or other support. In case we get the support, we will keep ICAR informed.
3. We undertake to submit progress reports, statement(s) of expenditure, utilization certificates, etc. as required.
4. Certified that Dr/Shri/Smt..... is the Principal Investigator of the proposed ABI. The ABI Principal Investigator will assume the responsibility of implementation of the project.
5. Certified that the hardware, other basic facilities and such other administrative support required for successful running of ABI will be extended to the ABI by Host Institute as per terms and conditions of the grant.
6. Our institution/agency assures to undertake the complete financial and other management responsibilities of the ABI.
7. If any of the above statements is found to be incorrect at any point of time, the organization takes the responsibility to refund the entire amount released by ICAR.

Date.....
Place.....

Name & Signature of the
Head of
Institution/Agency

Appendix (For Office Use only)

Evaluation Proforma for proposals

Weighted average score for evaluation (Score on a scale of 0 to 5; 0=Nil; 5= maximum)

Name of Evaluator: _____

	Weights	
i. Vision and Mission	0.05	
ii. R&D track record and current status of Technology commercialization and R&D network	0.10	
iii. Two years business plan for incubators	0.10	
iv. Profile of the PI w.r.t ABI	0.10	
v. Dedicated management team and dynamic advisory committee,	0.05	
vi. Innovative key initiative proposed for Agri-incubation	0.15	
vii. Incubator sustainability plan	0.10	
viii. Incubation Impact created and experience in supporting start-ups	0.2	
ix. Industrial connects for business development support	0.10	
x. Infrastructure, facilities and expertise available	0.05	