

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

RAJYA SABHA
UNSTARRED QUESTION No. 1443
TO BE ANSWERED ON 01/08/2025

SUPPORT TO AGRICULTURAL STARTUPS UNDER RAFTAAR

1443. SHRI PRADIP KUMAR VARMA:

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

- (a) the number of agricultural Startups which have been provided financial assistance so far under the Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RAFTAAR) scheme under the Rashtriya Krishi Vikas Yojana (RKVY) in Jharkhand;
- (b) the process through which these Startups were selected and the names of the agricultural products or technologies which were focused upon;
- (c) whether any evaluation of the performance of these Startups has been done and whether any Central/State level support is being provided to link them to the market; and
- (d) if so, the details thereof

ANSWER

THE MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE
(SHRI RAM NATH THAKUR)

(a): Under “Innovation and Agri-Entrepreneurship Development programme” of Pradhan Mantri-Rashtriya Krishi Vikas Yojana (PM-RKVY), 10 agri-startups in Jharkhand have received financial assistance so far.

(b): Under the programme, applications are invited by the Knowledge Partners (KPs) and RKVY Agribusiness Incubators (R-ABIs) through advertisements in newspapers and their respective websites. Initial screening of startups application is done based on innovation, scalability, market feasibility, and social impact, etc. After initial screening, the shortlisted startups are trained and incubated for one month by the respective KP/R-ABI. The technologies, products and services developed by these startups are evaluated by the domain experts of R-ABI Incubation Committee (RIC). After RIC evaluation, proposals are sent to Selection and Investment Committee (SIC) for final selection. SIC evaluates and recommends the funds to the Startups as per their milestones. The selected startup undergoes 15 days of training by the respective KP/R-ABI. The progress of startups is reviewed by SIC. The agricultural products or technologies of the startups are focused in areas such as Farm Mechanization, Precision Agriculture including applications of sensor, and Artificial Intelligence, Machine Learning, Internet of Things & drone, Post-Harvest, Food Technology & Value addition, Supply Chain & Agriculture logistics, agriculture inputs, Waste to Wealth, Green Energy in Agriculture & Organic Farming and Agriculture Allied Sector (Animal Husbandry, Dairy, Fisheries, etc).

(c) to (d): The performance of startup is evaluated before release of each instalment by the SIC comprising of industry experts, Startup mentors, technical mentors, marketing & investment experts. Startups performance is evaluated on the basis of impact created such as number of products launched, patent obtained, revenue generated, employment created and number of farmers served. The startups submit progress report as per the milestones along with audited Utilization Certificate, expenditure report. Due diligence of selected startup is done by the respective KP & R-ABI to evaluate their performance through field visits to check the startups operational and technical capacity, infrastructure, project implementation readiness, ground-level impact, etc. The startups are provided training, incubation, mentoring support to launch their products, services, business platforms, etc in the market. KPs and R-ABIs support startups by facilitating their participation in startup conclaves, exhibitions, webinars, workshops, buyer-seller meets, and events that offer opportunities for field trials and market access. They also provide marketing support by encouraging startups to connect with various market and e-commerce platforms for linking them with the potential buyers.