

**Title of the Startup/Entrepreneurship/FPO/FPC**

(In case of idea stage startup, you can write proposed name of the business)

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|  **I. General Information** |
| Name of the entity/ Company |  |
| Registration Number (if registered) |  |
| Address for correspondence |  |
| Belongs to Urban/ Rural |  |
| Name of representative |  |
| Gender |  |
| Date of Birth |  |
| Category (SC/ST/OBC/GEN) |  |
| Contact Number |  |
| Email address |  |

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|  **II. Details of main promotor** |
| Name |  |
| Gender |  |
| Date of Birth |  |
| Category (SC/ST/OBC/GEN) |  |
| Contact Number |  |
| Email address |  |
| Belongs to Urban/ Rural |  |
| Aadhaar Card No. |  |

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|  **III. Educational Qualification of main promotor** \* |
| * Highest qualification
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| * Year of Passing
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| * Institute / University
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| * Specialization (if any)
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| **IV. Experience (if any)** |
| * Research
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| * Industrial
 |  |
| * Marketing
 |  |
| * Business
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|  **V. Details of Co-promotor/s** |
|  Name |  |
|  Gender |  |
|  Date of Birth |  |
|  Category (SC/ST/OBC/GEN) |  |
|  Contact Number |  |
|  Email address |  |
|  Educational Qualification |  |
|  Aadhaar Card No. |  |
|  Entrepreneurial Experience  (if any) |  |

*(You may attach separate resume of each promotor)*

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| **VI. Description** |
| Name of the entity/ Company |  |
| Title of the Start-up |  |
| Vision and Mission |  |

**VII. Project Description**

**Importance of the project**

**Objectives of the project**

**Assistance requiring from ABI, Centre, ICAR-NRCG Pune**

**VIII. Project Work Plan**

*This section of the proposal should present the detailed work plan for the project. This should cover how the project objectives will be accomplished, what outcomes will be produced, what needs to be done and by whom, how the work will be organized, within what time frame, and how the outcomes of the project will be monitored and evaluated by the Advisory Committee of ABI project. Please provide a schedule of work outlining the project’s objectives, strategies, outcomes, main tasks and timelines.*

* Please mention details of all required items like infrastructure, raw material, technologies to be used for achieving the final goals etc.
* Prepare one chart / table which describes your proposed plan of work

**IX. Human Resources**

*Please describe how and by whom the proposed project will be managed and executed and identify how the knowledge, skills and abilities required for implementation will be met. Along with above, please describe about* ***labor*** *arrangement if required.*

**X. Location:**

**XI. Marketing Strategy / Marketing Plan**

**XII. Project Monitoring (Progress Reporting)**

*This section should contain a description of how you will monitor the progress and the outcomes of the project and its contribution to indicator achievement.*

**XIII. Proposed Budget**

*Your proposal should include a detailed Budget Justification explaining an estimate for each line item. If applicable, support from collaborating agencies and other funding sources that contribute directly to the project should be itemized in the budget by source, amount and duration.*

**XIV. Expected milestones**

**XV. Attachments**

*There is no limit to the number of pages allowed for the attachments, documentation from other funding agencies, letters of agreements with partners for the project, letters of support from other community groups or organizations. You may also forward copies of other materials that may assist the Advisory Committee of ABI Project in consideration of your application.*

**XVI. SWOT analysis of project**

* **Strength**
* **Weakness**
* **Opportunities**
* **Threats**

**XVII. Brief Summary of project**

Signature with Name and Date