



## ICAR-NATIONAL RESEARCH CENTRE ON PIG

RANI, GUWAHATI-781131. Assam  
An ISO 9001:2008 Certified Institute



F.No.685/ABI/NRCP/2016-17

24.09.16

### **Call for Expression of Interest**

The ICAR-National Research Centre (NRC) on Pig, Rani, Guwahati, Assam, an institute under Indian Council of Agricultural Research, has developed various technologies for scientific pig rearing and pork product development, many of which have been commercialised.

### **About ICAR-National Research Centre on Pig**

This research institute, under the umbrella of Indian Council of Agricultural Research is engaged in research on all aspects of pig production, health and product processing. The institute has developed technologies for establishment of pig farms (small, medium to large scale), artificial insemination in pigs, innovative feeding practices, health management protocols, pork production including slaughter operations and pork product development.

The institute enjoys a good will and is highly solicited by the entrepreneurs, especially venture capitalists for development of pork based products and by small, medium and large pig farmers for livelihood.

The increased outreach of the products commercialized directly under the brand name Luit pork and under private entrepreneurship through a non-exclusive licensing-Choice Pork across the states of NE region has increased the consumer and awareness of prospective entrepreneurs from different parts of the country.

The high demand for pork and pork based products, has prompted many entrepreneurs across the country to invest and develop to a large scale pig farms and product processing units.

The institute has developed linkages with business organizations such as CII, FICCI, FINER along with funding agencies, entrepreneurship training institutes in the NE regions (National Institute of Entrepreneurship, Meghalaya institute of Entrepreneurship etc) CAU, Assam Agricultural University, North Eastern Council and other sister institutes of ICAR.

For more details about the institute and activities please see website: [www.nrmp.in](http://www.nrmp.in)

### **Location of the institute**

The institute is located 11km from the Guwahati airport and 40 km from the heart of the Guwahati city and is well connected through air, road and rail.

## Value added pork products developed by the institute



Fig. 2: Pork slice



Fig. 3: Hot dogs



Fig. 4: Samosa



Fig. 5: Momo



Fig. 6: Salami



Fig. 7: Cocktail

## Technologies available

Some of the technologies and services developed by ICAR-NRCP are:

- Collection, processing and preservation of boar semen for artificial insemination.
- Production of products from pig hair fibre.
- Production of shelf stable retort processed pork products.
- Production of emulsion based pork products.

## **Consultancy**

- Establishment of breeder and finisher pig farms.
- Feed formulation for different categories of pigs
- Establishment of pig slaughter house & pork product processing plant.
- Establishment of pig feed processing plant.
- Establishment of pig hair processing unit.
- Environment management plan in pig farm.

## **Incubator support through Agri-Business Incubation centre (ABI)**

### **What is ABI ?**

ABI is an innovative system designed to assist entrepreneurs in the development of new technology based start-up business.

### **Specific objectives of ABI will be**

- i. To promote piggery based entrepreneurs using innovations, knowhow and technologies developed by ICAR-NRC on Pig
- ii. To identify potential entrepreneurs, translate promising business ideas and innovations to build a successful entrepreneurs
- iii. To act as single window for commercialization of piggery based technologies developed by ICAR-NRC on Pig
- iv. To enhance entrepreneurship skill among various stakeholder
- v. Feedback generation for continuous improvement and development of novel products, technologies and promotion of innovation.

### **Role of Business Incubators ?**

Business Incubators provides an attractive framework to entrepreneurs (referred to as incubatee/client) for dealing with the difficulties faced during start-up stage. Business Incubators help in creating the links that connects incubatees with public and private sector, and help in attaining its sustainability and scalability. In general, business incubators provide the following support (single window approach) for a start-up:

- Scientific and technical backstopping
- Technology transfer
- Business plan preparation and marketing consultancy
- Infrastructural facilities like office space, conference rooms, communications
- R&D lab space
- Mentoring assistance
- Access to funding agencies, angel investors, venture capitalists, crowd-sourcing etc
- Training to incubatee and skill development

- Promotional support through exhibitions, conventions, workshops etc
- Operational costs reduction
- Networking with Industry, Research bodies, Commerce chambers, Government
- Guidance on Government regulation and licensing
- IPR management

### **Stages of Business Incubation**



### **Strength of ABI**

Increasing demand for pork based products and identification of piggery both as a potential source of livelihood and large scale investment across the country will be greatest strength for the proposed ABI.

**Does the institute charge for technology transfer and services of ABI? Do I need to sign an MoU?**

**Yes, all the services rendered by ABI to clients/incubatees are chargeable and rendered on payment basis by the institute. The institute will charge fees for providing services and the services will be rendered after signature of MoUs with the institute.**

**More detailed guidelines on technology commercialisation/ consultancy can be found in the link:**

**<http://www.icar.org.in/files/ICAR-GuidelinesIPM&T-2014.pdf>**

### **Expression of interest**

Expression of interest is invited from progressive entrepreneurs and farmers who would like to utilize technologies developed by this institute on commercial basis. Director, ICAR-NRC on Pig invites Expression of Interest (EOI) from persons/organisations/SHG/NGO/Registered Societies interested in starting, diversifying and up-scaling of pig farms and manufacture of various products on commercial scale.

The Expression of interest has to be submitted in the following format:



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### Format for submission of Expression of interest

1. Name, address, email and phone number
2. Current business activities including turnover and spread of business
3. Are you interested in starting large scale commercial unit of pig farm?, if yes please give details on the proposed pig farm, capital available (land, animals, manpower, funds etc). for starting a pig farm.
4. Are you interested in starting pork or meat product processing unit?, if yes please give details on the proposed unit, capital available (land, animals, manpower, funds etc). for starting a meat product development/processing unit.
5. Marketing plans for the pork product or pigs?
6. Support expected from ICAR-NRC on Pig ( technical/ regulatory/ incubation/all)
7. Are you interested in taking consultancy from ICAR-NRC on Pig, if yes, please provide details
8. Are you interested in taking contract research from ICAR-NRC on Pig, if yes, please provide details
9. Any other relevant information.

### Declaration

I am interested in availing technologies and services rendered by ICAR-National Research Centre on Pig and will abide by the guidelines and regulations of Indian Council of Agricultural Research. I have gone through relevant guidelines and regulations of Indian Council of Agricultural Research.

Date

Place

**Name and Signature**

The completed form should be emailed to **farmer.nrcp@icar.gov.in** and **abi.nrcp@gmail.com** or send by post to ICAR-National Research Centre on Pig, Rani (near airport), Guwahati, Assam 781131. Incomplete EOI will not be considered for further processing.

Last date for submission of **EOI is 20.10.2016**.

### Processing flow of EOI applications

1. Receipt of EOI
2. Screening of EOI
3. Meeting of persons who have submitted EOI/discussions
4. Admission into Agribusiness Incubator
5. Signing of MoU
6. Payment of required service charges by the incubatee/clients to the institute
7. Providing technology transfer/required service/incubator support