



MANAGE Agri-Eureka 2025

National level Agri-Innovation and Business
Plan Challenge 2025



MANAGE-Centre for Innovation and Agripreneurship
National Institute of Agricultural Extension Management (MANAGE)
Hyderabad

MANAGE Agri-Eureka 2025

MANAGE Agri-Eureka 2025 is the National level Agri Innovation and Business Plan Challenge organized by the MANAGE-Centre for Innovation and Agripreneurship, National Institute of Agricultural Extension Management (MANAGE) which intends to provide a platform to present innovative ideas and technology solutions to the inherent problems underlying in Agriculture and allied sector in India.

MANAGE Agri-Eureka 2025 aims to fostering the spirit of Innovation and Agripreneurship amongst the participants. The registration is free and is open to all aspiring entrepreneurs, innovators and early-stage startup founders across India.

Focus Areas

- ❖ Agricultural Advisory
- ❖ Agriculture Input
- ❖ Animal Husbandry
- ❖ Aqua-culture/ Fisheries
- ❖ Dairy
- ❖ Agricultural Biotechnology
- ❖ Precision Farming & Digital Agriculture
- ❖ AI & ML, IoT, Blockchain and ICT in Agriculture
- ❖ Agricultural Value Chain & Supply Chain Management
- ❖ Agro Processing & Secondary Agriculture
- ❖ Post Harvest Food Technology & Value Addition
- ❖ Natural Resources Management
- ❖ Farm Mechanization & Innovations
- ❖ Natural / Organic Farming
- ❖ Waste to Wealth
- ❖ Any Other Relevant Areas

Rewards

Incubation Support

The winning innovations and agri-business Ideas will get an exclusive preference for incubation support under MANAGE-CIA

Technical and Funding Support

The winning innovations and agri-business ideas will get an exclusive preference for technical, business and network support, grant-in-aid/ funding support subject to assessment by the evaluation committee of RKVY MANAGE-CIA

Technical and Financial Support for Student Innovators under RKVY RAFTAAR

Four students with best innovative ideas will be selected, each selected student will be supported with technical and financial assistance of up to 4 lakh as one time fund

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Preliminary Round

- All participants are required to submit their applications by June 15th, 2025, in accordance with the PPT template made available in MANAGE –CIA webpage.
- All screening of the concept entries will be done at initial stage, followed by evaluation of screened ideas through Online B-Plan presentation.
- Shortlisted teams will get mentorship training from MANAGE–CIA to better prepare for the Semi Finals and Grand Finale
- Finalists will be felicitated with Appreciation certificates and will get access to Programs offered by MANAGE –CIA

National Level Round

- The Finalists will make B-Plan presentations before the jury members.
- Each Finalist team will be given 10 minutes for the presentation and 10 minutes for Question – Answer discussion
- Three winners will be selected in the Grand Finale.
- Winners will be given Certificates and an opportunity to be part of RKVY–RAFTAAR program of Ministry of Agriculture & Farmers Welfare, Govt. of India and also other relevant programs offered at MANAGE – CIA.

Guidelines of the Competition

- Interested participants are required to submit their applications from March 21, 2025 (Friday) by using the link below
- Participants can participate individually or as a team (Maximum 2 members will be allowed for mentoring program offered at MANAGE campus).
- Each team must come up with a business plan that provide innovations or tackles inherent problems underlying in Agriculture and allied sector in India.
- The final presentations can be made in English or Hindi or any other Indian language.
- The participants will be judged on the basis of innovativeness, uniqueness, viability of the business plan and the potential of the idea to solve the problem.

What is in store for the Winning Teams?

Solve a problem of your interest:

Choose the innovation/ problem/ improvement in Agriculture sector. Analyze all aspects of it. Come up with the right solution.

Build your team:

Team building is extremely critical in starting your business. Get like-minded people with complementary skill sets to kick-start your venture.

Learn from the best:

Learn the basics of idea generation business model canvas, and presentation from experts in the startup ecosystem.

Pitch in front of a jury panel:

Weave an impactful story around your venture and present it powerfully to the jury panel.

Activity (Tentative Timelines) of MANAGE Agri-Eureka 2025

Launch & Call for Applications The call for applications will be launched in National Conference on Ari-Startups	21 st March 2025
Application Deadline MANAGE – CIA invites participation from cross-sector innovators and Ideators across Focus Areas related to agriculture and allied sectors. These new ideas, efforts in progress, and innovations will be assessed for the next rounds leading up to the final round of presentations.	15 th June 2025
Preliminary Round Result Announcement This is the first round of selection from the pool of bold, innovative, and frugal ideas by the applicants.	20 th June 2025
Online Presentations by Shortlisted teams in Preliminary Round This is the second round of selection from the teams shortlisted in Preliminary Round	23 rd – 24 th June 2025
Mentoring Sessions (In Person) For 2 days, we will create an immersive environment for participants selected in Round 2 at the MANAGE campus, Hyderabad to exclusively work on their ideas. From mentoring sessions to spirited discussions, brainstorming, and conversations, the selected participants will have many opportunities to connect, learn, and work with our seasoned mentors.	1 st – 2 nd July 2025
Semi Final Round The Finalists will be selected after analyzing the B-Plans presentations of participants by our Jury members. Top 10 teams will make it to Grand Finale.	5 th July 2025
Grand Finale The shortlisted participants will present their innovative B-Plans to tackle agriculture-related challenges at the Grand Finale. The innovative and resilient ideas will be given mentoring and incubation support from MANAGE-CIA and also eligible to apply for Grant-in-aid under RKVY-RAFTAAR Scheme at MANAGE.	9 th July 2025

For Registration Details:

<https://www.manage.gov.in/>
<https://www.manage.gov.in/managecia/>

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