

8th Pre-Incubation Mentoring Program

**MANAGE-Centre for Innovation and
Agripreneurship**



A Report on 8th Pre-Incubation Mentoring Program March 18 -April 08, 2025

Program Director

Dr. Saravanan Raj

Director (Agricultural Extension) &
CEO, MANAGE-CIA
MANAGE, Hyderabad

Program Coordinators

Ms. V. Usha Sree (Manager)

Mr. Saurabh Kumar (Business Executive)

Mr. Arvind Singh Rao (MANAGE-CIA Intern)

Centre for Innovation and Agripreneurship (CIA)

National Institute of Agricultural Extension Management (MANAGE)

(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)

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About the Program

MANAGE- Centre for Innovation and Agripreneurship (CIA) is a Centre of Excellence in Agribusiness Incubation hosted at the National Institute of Agricultural Extension Management (MANAGE). It is one of the leading Agribusiness Incubators in India with incubated 495 and mentored 989 Agripreneurs & startups from various focus areas of the Agri & Allied Sectors.

Having trained start-ups from agro-processing, post-harvest technologies, value addition, farm mechanization, animal husbandry, fisheries, dairy, commodity trading to supply chain management and Agri-Consultancy, the Centre has assisted and provided relentless support to Agripreneurs, helping them fine tune their ideas and upscale their operations.

With each graduating cohort, it came to the centre's notice that though there are enthusiastic budding Agripreneurs willing to invest time and money, yet they lack apt mentoring platforms to sharpen/refine their ideas & provide necessary connectivity & guidance on various aspects of agribusiness. This gap was acting as a big chasm for people with business ideas to venture any further into the Agri-ecosystem.

Taking cognizance of this gap and recounting all experiences/feedback from previous five cohort's MANAGE-CIA decided to come up with a one of its kind Pre-Incubation training programs to assist anyone with a business idea interested to work in Agri-ecosystem, to guide them in idea generation, understanding the Agri startup ecosystem and setting up the business. With the boom in the Agri-tech sector and more getting into entrepreneurship, foundation programs like pre-incubation programs will help to set them on the right path.

Objectives of the Program

- To Facilitate creative and strategic idea generation among aspiring agripreneurs, encouraging the development of impactful and sustainable solutions for the agricultural sector.
- To Assist participants in refining their business ideas by providing expert insights, practical frameworks, and personalized feedback aligned with the unique dynamics of the agri-startup ecosystem.
- To Equip participants with essential knowledge, skills, and resources to confidently navigate their entrepreneurial journey—covering key aspects such as business model development, market validation, value proposition, and funding pathways.

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Eligible Participants of the Program

The 8th Pre-Incubation Mentoring Program was open to Agri-startups, aspiring entrepreneurs at the idea or pre-idea stage, students and youth interested in agripreneurship, professionals working in the agri-startup ecosystem, agricultural extension professionals, and anyone with an interest in starting an agri-startup.

Structure and Overview of the Program

The 8th Pre-Incubation Mentoring Program was a 22-day capacity-building training initiative designed for aspiring agripreneurs and startups. The program included 30 hours of sessions conducted over 15 days, followed by a week of one-on-one handholding and mentoring. It commenced on March 18, 2025, and concluded on April 8, 2025.

During the program, MANAGE-CIA conducted 33 insightful sessions, including experience-sharing interactions with incubated agri-startups and One-on-One Mentoring sessions. Additionally, five one-on-one mentoring sessions were held, allowing each participant to choose up to three experts from the pool of resource persons for personalized discussions regarding their ideas, queries, or startup plans.

The program covered all major aspects of agribusiness, offering participants a comprehensive understanding of the agri-startup ecosystem and effective strategies for scaling their ventures. It was a one-of-its-kind paid online program, with a registration fee of ₹5,000 for Indian participants and \$60 for international participants.

The initiative successfully enabled agripreneurs to progress from the idea stage to the MVP (Minimum Viable Product) stage, while enhancing their understanding of business development, key entrepreneurial skills, challenges, and emerging opportunities in the agri sector.

The Pre-Incubation Mentoring Program aims to enhance the entrepreneurial capabilities of aspiring agripreneurs and create greater awareness about Agri Startups.

The program offers a comprehensive understanding of the startup ecosystem, covering key aspects such as business model development, skill building, opportunity mapping, and tackling entrepreneurial challenges. With agriculture being a core sector of the Indian economy, the initiative supports the vision of developing India as a hub for agripreneurship by bridging knowledge gaps and creating a forward-looking approach to building successful ventures.

Sessions delivered by experienced professionals and the MANAGE-CIA team, the program boosts participant confidence and expands their existing knowledge.

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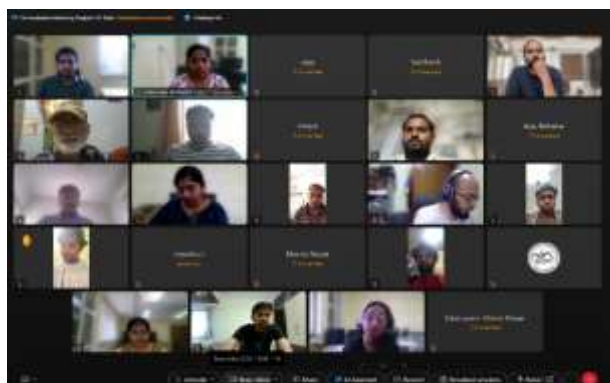


Inaugural Session

The inaugural session of the program was held on **18th March 2025** and was graced by **Dr. Saravanan Raj**, Director (Agricultural Extension), MANAGE & CEO, MANAGE – Centre for Innovation and Agripreneurship (CIA). He formally inaugurated the program and delivered the **inaugural address**, warmly welcoming all participants and emphasizing the importance of such initiatives in nurturing early-stage agripreneurs.



Following the inaugural address, **Mr. Arvind Singh**, Intern at MANAGE-CIA, shared an overview of the program's journey, highlighting the successful completion of the previous seven batches of the program and the impact created so far.



The session also included participant introductions, during which attendees shared their backgrounds, the kind of support they were seeking, and their expectations from the program. The interactive session helped set a collaborative tone for the program and facilitated initial networking among the participants.

Mentoring Sessions

Session 1. Unlocking Government Support & Funding Avenues for Agri-Startups

- **Speaker-** Ms. V. Usha Sree, Manager (RKVY-RAFTAAR)

Ms. V. Usha Sree delivered an engaging and informative session on the RKVY-RAFTAAR project initiated by the Ministry of Agriculture & Farmers Welfare, Government of India. She elaborated on its key incubation schemes—Student Orientation Program, Agripreneurship Orientation Programme, and Startup Agribusiness Incubation Programme—



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highlighting their eligibility criteria, benefits, and grant support.

Furthermore, she provided valuable insights into various entrepreneurship-oriented schemes such as Agri-Clinics & Agri-Business Centres (AC&ABC), Agri Infrastructure Fund, and Pradhan Mantri Mudra Yojana, along with opportunities under BIRAC, Ministry of Science & Technology, the Entrepreneurship Development Institute of India, and Atal Innovation Mission. The session concluded with an interactive discussion, where participants actively engaged with the speaker and received insightful responses to their queries.



Session 2. Agri-Startups in “Urban Farming”

- **Speaker-** Mr. Anil Konduti, Founder, Vrukshakuteeram LLP

Mr. Anil Konduti shared the story of his startup, which integrates agriculture and allied services into landscape gardening. His company provides comprehensive solutions including design, execution, maintenance, and farm consultancy. During the session, he discussed the challenges he encountered throughout his entrepreneurial journey, such as market competition and resource management, and how he successfully overcame these obstacles.



Session 3. Decoding the Agri-Startups Ecosystem: The Role of Incubators

- **Speaker-** Mr. Amit Kale, Manager, IILM University

Mr. Amit Kale conducted a thought-provoking session focused on providing participants with a comprehensive understanding of the startup ecosystem, with a special focus on the critical role incubators play in supporting agri-startups. He explained the concept of a startup entity, delved into the global and Indian startup landscapes, and highlighted top-performing states, union territories, and major startup hubs in India. He also discussed various state-specific agri-startup initiatives.

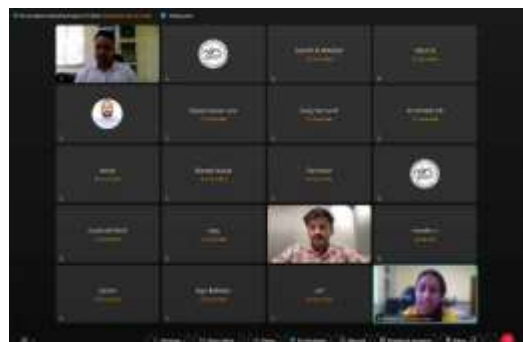


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Emphasizing the support offered by incubators—such as mentorship, funding access, networking opportunities, and business development resources—He guided participants on how to effectively leverage these resources to scale their ventures, foster innovation, and ensure long-term sustainability. The session culminated in an engaging and dynamic discussion, where participants eagerly interacted with the speaker, asking insightful questions and deepening their understanding.



Session 4. Agri-Startups in “Health & Nutrition”

- **Speaker-** Ms. Srujana, Founder, Fewl Foods Pvt. Ltd.

Ms. Srujana shared the inspiring journey of her innovative startup, which specializes in producing zero-oil, vegetable-based dips, sauces, and dressings using a proprietary NutriCraft technology focused on health and nutrition. During the session, she spoke about the motivation behind starting her venture, the challenges faced along the way, and the strategies she employed to overcome them. Her experience offered valuable insights into product innovation, market positioning, and perseverance, leaving participants motivated to pursue their own entrepreneurial goals in the agri-food sector.

Session 5. Ignition, Validation and Evaluation: Crafting and Assessing Breakthrough Startup Ideas

- **Speaker-** Dr. Radhika Meenakshi Shankar, Entrepreneurship Management Consultant & Founder, Wise Owl Consulting

Dr. Radhika Meenakshi Shankar conducted an engaging session aimed at helping aspiring agripreneurs develop, validate, and evaluate innovative startup ideas. She guided participants on how to identify potential areas for agribusiness, generate impactful ideas, and validate them through structured market research and feasibility analysis.



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The session emphasized aligning business concepts with real-world industry needs and opportunities to ensure market fit and scalability. The session ended with an engaging discussion where participants voiced their queries and received insightful answers from ma'am, helping to clarify their doubts and strengthen their confidence in shaping their entrepreneurial journey.

Session 6. Agri-Startups in "ICT in Agriculture"

- **Speaker-** Mr. Himanshu Singh, Founder, AgrEco Technologies Pvt. Ltd.

Mr. Himanshu Singh shared the journey of his innovative startup, which serves as a digital platform connecting stakeholders across the agricultural value chain. AgrEco focuses on optimizing supply chains and facilitating seamless marketplace transactions. During the session, he spoke about the inspiration behind the venture, the challenges faced in building a tech-driven agri-platform, and the strategies he employed to overcome them.



His perspectives on digital transformation in agriculture and practical problem-solving provided participants with meaningful direction and inspiration, motivating them to adopt tech-enabled solutions in their entrepreneurial journeys.

Session 7. Unleashing Agricultural Innovation: Shaping India's Agripreneurial Future and Startup Prospects

- **Speaker-** Ms. Lekhashree, Former COO, ABI, Bangalore

Ms. Lekhashree delivered an insightful session on the critical role of innovation in transforming the agricultural landscape and driving the growth of agri-startups in India. She discussed the concept and importance of innovation, emphasizing its impact on enhancing productivity, sustainability, and competitiveness in the agri-business ecosystem.



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The session highlighted emerging trends, technological advancements, and policy support available to agripreneurs, guiding participants in identifying promising startup opportunities. The session drew to a close with an engaging discussion, where participants interacted with Ms. Lekhashree to address their questions and gain a deeper understanding of how to use innovation for sustainable entrepreneurial success.

Session 8. Agri-Startups in “Food Processing & Value Addition”

- **Speaker-** Mr. Amit C. Vaishnav, Founder, Ariha Foods Pvt. Ltd.

Mr. Amit Vaishnav shared his entrepreneurial journey with participants, highlighting the vision behind his startup, which specializes in manufacturing premium and handcrafted food products. He spoke about the challenges faced during the initial stages of building the brand, such as maintaining quality standards and reaching niche markets, and how he navigated them through strategic planning and perseverance.



His journey shared meaningful insights into commitment, creativity, and adapting to market needs, motivating participants to confidently embark on their own entrepreneurial paths with determination.

Session 9. Comprehending and Creating a Business Model Canvas

- **Speaker-** Mr. Ram Bende, Founder, TDA

Mr. Ram Bende conducted a compelling session that delved into equipping aspiring agripreneurs with a clear understanding of the Business Model Canvas (BMC) and its practical application in structuring agri-startup ideas. He explained the concept and significance of the BMC, elaborated on its nine key components, and guided participants on how to effectively develop their own canvases.



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He also highlighted the benefits of using the BMC as a strategic tool for planning, execution, and attracting potential investors. The session wrapped up with an engaging discussion, during which participants asked questions and received insightful guidance from the speaker, boosting their confidence in designing well-structured and scalable business models.

Session 10. Agri-Startups in "Agri-Biotechnology & Bio-Products"

- **Speaker-** Ms. Rakshitha Mouly, Founder, Neeti Bioprotectants Pvt. Ltd.

Ms. Rakshitha Mouly shared her inspiring entrepreneurial journey with the participants. Her startup focuses on developing innovative semi-liquid swabs that aid in wound healing, pest control, nematode management, and tissue regeneration. During the session, she discussed the challenges faced in product development, market entry, and regulatory compliance, and how she navigated them with determination and strategic planning.

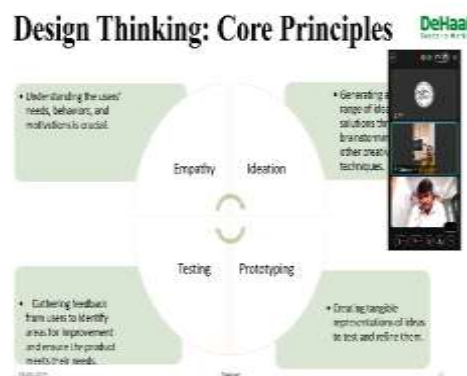


Her expertise provided valuable perspectives on grassroots innovation, motivating participants to explore meaningful solutions within the agri-biotech industry.

Session 11. Design Thinking: Transforming Ideas into Product

- **Speaker-** Mr. Abhinav Vivek, Sr. Manager, DeHaat.

Mr. Abhinav Vivek conducted an insightful session aimed at equipping aspiring agripreneurs with the fundamentals of design thinking as a structured problem-solving approach. He explained the concept of design thinking, its core principles, step-by-step process, and the benefits of applying it in agribusiness innovation. The session focused on helping participants identify real customer needs, ideate creative solutions, and develop actionable prototypes to refine their startup ideas.



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It emphasized user-centric innovation and practical strategies to transform ideas into market-ready products or services. The session finished with an engaging discussion, where participants actively interacted with the speaker and had their questions answered thoroughly.

Session 12. Agri-Startups in “Precision Agriculture & Water Management”

- **Speaker-** Mr. Sreehari V., Founder, Revin Techno Solutions Pvt. Ltd.

Mr. Sreehari V. delivered an engaging session where he shared the inspiring journey of his startup, Revin AgTech, which harnesses IoT and Big Data technologies to promote efficient water-saving practices in sensitive crop cultivation. He guided participants through the different phases of his entrepreneurial journey, emphasizing the major obstacles he encountered and the strategies he implemented to overcome them.



Session 13. Cultivating Digital Dominance: Online Marketing Strategies for Agri-Startups

- **Speaker-** Mr. Ayush Prashar, Founder, Nextdot

Mr. Ayush Prashar conducted a dynamic session aimed at equipping participants with practical digital marketing strategies to enhance the online presence of their agri-startups. The session focused on empowering entrepreneurs to boost engagement and drive sales using cost-effective techniques. He discussed key concepts such as the AIDA formula for effective marketing, the conversion funnel, growth hacking, influencer marketing, and organic marketing strategies.



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Additionally, he covered local promotion tactics for neighbourhood outreach and essential strategies for success in e-commerce. The session drew to a close with a dynamic discussion, where participants were able to clarify their questions and gain valuable insights from Mr. Prashar's expertise.

Session 14. Agri-Startups in "Artificial Intelligence in Agriculture"

- **Speaker-** Mr. Senthil Kumar Babu, Founder, iYarKai Tech Lab Pvt. Ltd.

Mr. Senthil Kumar Babu, Founder of iYarKai Tech Lab Pvt. Ltd., delivered an engaging session where he introduced his innovative agri-startup and its flagship product, *Silir*—an IoT and AI/ML-based smart mushroom cultivation management system. He shared the inspiring journey of building his startup, detailing the challenges faced along the way and the strategies he employed to overcome them.



Session 15. Blueprinting Resilient Ventures: Crafting a Robust Business Plan

- **Speaker-** Mr. Pradeep Kulkarni, Consultant Trainer

Mr. Pradeep Kulkarni conducted a comprehensive session aimed at equipping aspiring agripreneurs with the skills to develop a resilient and effective business plan. The session covered essential aspects such as the importance of business planning, key components of a resilient business model, financial planning, market research and analysis, implementation strategies, and evaluation methods.



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He emphasized crafting a business plan that ensures sustainability, scalability, and financial viability within the agri-startup ecosystem. The session wrapped up with a lively discussion, where participants eagerly interacted with the speaker, addressing their questions and gaining a more profound understanding of establishing a solid base for their agribusiness ventures.

Session 16. Agri-Startups in “Natural & Organic Products”

- **Speaker-** Mr. Aditya Sai Swarup, Founder, Prakruthika Herbs Pvt. Ltd.

Mr. Aditya Sai Swarup delivered an inspiring session where he shared the journey of his startup since college days, which offers chemical-free, herbal hair dips as a natural and sustainable alternative to conventional shampoos. He spoke about the motivation behind starting Prakruthika, the challenges faced during the initial phases, and the innovative approaches he adopted to overcome them.



Session 17. Exploring Funding opportunities and Support Mechanisms for Agri-Startups

- **Speaker-** Mr. Emmanuel Murray, Investment Director, Caspian

Mr. Emmanuel Murray discussed key fundraising instruments—equity, debt, and grants—and explained startup stages like ideation, validation, early traction, and scaling, along with suitable funding sources at each stage. Mr. Murray also highlighted what investors look for, the concept of the “Valley of Death,” and methods for startup valuation.



The session ended with an interactive Q&A, providing participants with valuable insights on securing funding and scaling their agri-startups efficiently.



Session 18. Agri-Startups in “Animal Husbandry & Livestock Management”

- **Speaker-** Mr. Gaurav Choudhari, Founder, Camron Feeds Pvt. Ltd.

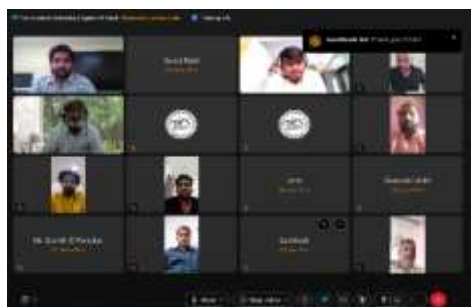
Mr. Gaurav Choudhary interacted with participants and shared his inspiring entrepreneurial journey. He spoke about his startup, which focuses on developing research-based animal nutrition products to enhance animal health and productivity. He highlighted the challenges faced during the initial stages and how he strategically overcame them. Through his valuable experiences, he motivated participants and offered insightful guidance to aspiring agripreneurs in the animal nutrition sector.



Session 19. Developing Branding Strategies for Innovative Products in Agri-Startups

- **Speaker-** Ms. Sonal Patel, Startup Investor

Ms. Sonal Patel explained the concept of branding, emphasizing that a brand goes beyond a logo to represent the overall perception and emotional connection with customers. She discussed the importance of brand positioning and shared insights into the Japanese approach to branding, which focuses on precision, minimalism, and building long-term trust. Strategies to enhance market visibility, including storytelling, consistent packaging, and digital engagement, were highlighted along with methods to build trust and credibility through transparency, quality, and customer feedback.



The session also featured case studies of well-known brands, illustrating how effective branding can differentiate products in competitive markets and foster customer loyalty. Participants gained valuable insights to develop tailored branding strategies and establish a competitive market presence.



Session 20. Agri-Startups in “Farm Mechanization”

- **Speaker-** Ms. Archana Patel, Founder, KrishiTech Industries Pvt. Ltd.

Ms. Archana Patel shared insights into her entrepreneurial journey in the agri-mechanization sector. Her startup, KrishiTech Industries, is dedicated to manufacturing innovative farm machinery and equipment such as Power Reapers, Power Tillers, and Mini Tillers. During the session, she discussed the beginnings of her venture, the numerous challenges she faced, and the strategic methods she used to navigate through them.



Session 21. Decoding the investor mindset through perfect pitching: Crafting a Deck That Wins Investors.

- **Speaker-** Mr. Amit Kale, Manager, IILM University

Mr. Amit Kale discussed the concept of idea pitching and explained how to confidently present startup ideas in front of investors. He also elaborated on how effective pitching can help startups secure funding and highlighted the essential elements that should be included in a startup pitch presentation.



The session focused on helping participants grasp the investor's perspective, master the essential elements of a compelling pitch deck, and gain the confidence to effectively present their startup ideas to potential investors.



Session 22. Agri-Startups in “ICT in Animal Husbandry”

- **Speaker-** Mr. Gaurav Choudhary, Founder, Pashushala.com

Mr. Gaurav Choudhary shared valuable insights into his entrepreneurial journey. *Pashushala.com* is an innovative online platform that facilitates livestock trading and supports livestock enterprises across India. During the session, Mr. Choudhary discussed the inception of his startup, the range of products and services offered, and the various challenges encountered along the way. He also elaborated on the strategies he employed to overcome these challenges and shared his real-life experiences, offering inspiration and practical guidance to the aspiring agripreneurs.



Session 23. Agri-Startups in “Food Processing & Value Addition”

- **Speaker-** Mr. Bhavesh Wankhade, Founder, Tribe Grown Enterprise Pvt. Ltd.

Mr. Bhavesh Wankhade delivered an engaging session focuses on procuring natural products such as honey, Biloni Desi Ghee, and turmeric powder directly from tribal communities, adding value through processing and packaging. He spoke about his entrepreneurial journey, the range of products and services offered, and the various challenges encountered along the way. Mr. Wankhade also highlighted how he overcame these obstacles with resilience and innovation, while inspiring participants by sharing his personal experiences and learnings from the field.





Session 24. Agri-Startups in “Health and Wellness Foods”

- **Speaker-** Ms. Sharmmili Maanay, Founder, PureMe Organics Pvt. Ltd.

Ms. Sharmmili Maanay interacted with participants and shared insights into her entrepreneurial journey. PureMe Organics is dedicated to developing chemical-free jaggery products with extended shelf life, using naturally grown, non-hygroscopic ingredients. During her session, she spoke about the inspiration behind her startup, the range of products and services offered, and the challenges encountered along the way. She also highlighted the innovative strategies she adopted to overcome obstacles and shared her valuable experiences to inspire aspiring agripreneurs.



Session 25. Agri-Startups in “IoT in Aquaculture”

- **Speaker-** Mr. Neelkanth Mishra, Founder, Jaljeevika Infotech Pvt. Ltd.

Mr. Neelkanth Mishra shared about his startup's mission of revolutionizing freshwater aquaculture through IoT-based advisory and analytics. By integrating advanced technology and services via micro-entrepreneurs, Jaljeevika empowers fish farmers with real-time data and actionable insights. Mr. Mishra shared the inspiring journey of his venture, detailing the innovative products and services offered, the challenges encountered along the way, and the strategic approaches he adopted to overcome them.





Session 26. Agri-Startups in “IoT in Dairy Industry”

- **Speaker-** Mr. Amit Baban Chavan, Founder, AVN Agrobharat Pvt. Ltd.

Mr. Amit Baban Chavan delivered an insightful session highlighting his entrepreneurial journey and the innovative strides of his startup, which offers an IoT-enabled platform for automation in the dairy industry. He shared valuable insights on the inception and growth of his venture, elaborated on the range of products and services offered, and candidly discussed the challenges encountered along the way and the strategic approaches he employed to overcome them.



Session 27. Agri-Startups in “Waste to Food”

- **Speaker-** Mr. Abhijeet Wagh, Founder, Earthy Companions Pvt. Ltd.

Mr. Abhijeet Wagh shared his entrepreneurial journey and the impactful work of his startup, which offers an innovative platform for integrating organic waste with soil to create value for farms and communities. He briefed participants on the startup's mission, products, and services; while also shedding light on the challenges encountered along the way and the strategies he employed to overcome them. His experience-rich narrative served as a source of inspiration for aspiring agripreneurs, offering valuable takeaways on resilience, sustainability, and innovation in agri-business.





Session 28. Agri-Startups in “Food Processing & Value Addition”

- **Speaker-** Mr. Anshuman Goswami, Founder, NE Crafters Enterprise LLP

Mr. Anshuman Goswami highlighting his innovative startup that offers nutritious, wholesome, ready-to-eat breakfast options crafted from unique and locally sourced ingredients of Northeast India, such as GI-tagged Bhoot Jolokia chilli and Lakadong turmeric. His engaging narrative and firsthand experiences provided valuable inspiration and learning for the participants.



One-on-One Mentoring Sessions

In the final week of the program, each participant was given the opportunity to choose up to three experts—from among those who conducted sessions during the first 15 days—for a personal one-on-one discussion. These sessions were designed to provide personalized mentoring and guidance tailored to the participants’ startup ideas, challenges, or any queries related to their entrepreneurial journey or the program.

Each participant could interact with a selected expert for a maximum of 60 minutes. During these sessions, participants shared details about their startup concepts, discussed specific problems they were facing, and sought expert advice. In return, they received valuable guidance, suggestions, and mentoring from the experts.

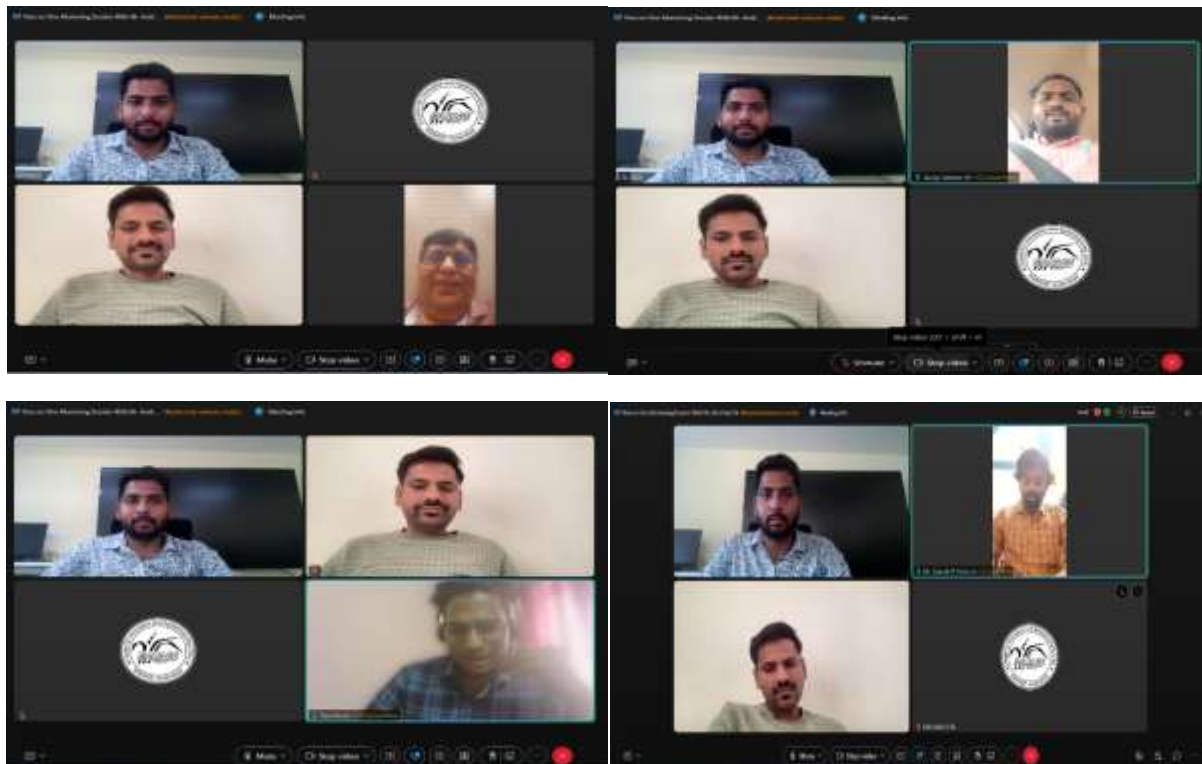
Although the program had 20 participants, a total of 29 mentoring slots were utilized, as some participants opted to meet with two or three experts. In total, five experts conducted the one-on-one mentoring sessions, resulting in a rich and impactful conclusion to the program.

Every one-on-one session was conducted in the presence of a MANAGE-CIA team member to ensure smooth facilitation. The conversations between the participants and the experts were kept strictly confidential and were not disclosed to anyone outside the session.

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Session 29. One-on-One Mentoring Session with Mr. Amit Kale, for the participants of the program



A total of 11 participants requested for Mr. Amit Kale for their one-on-one mentoring and personal discussion sessions. He provided personalized guidance about effective idea pitching and how an incubation centre can play an important role in their startup development.

Session 30. One-on-One Mentoring Session with Mr. Emmanuel Murray, for the participants of the program

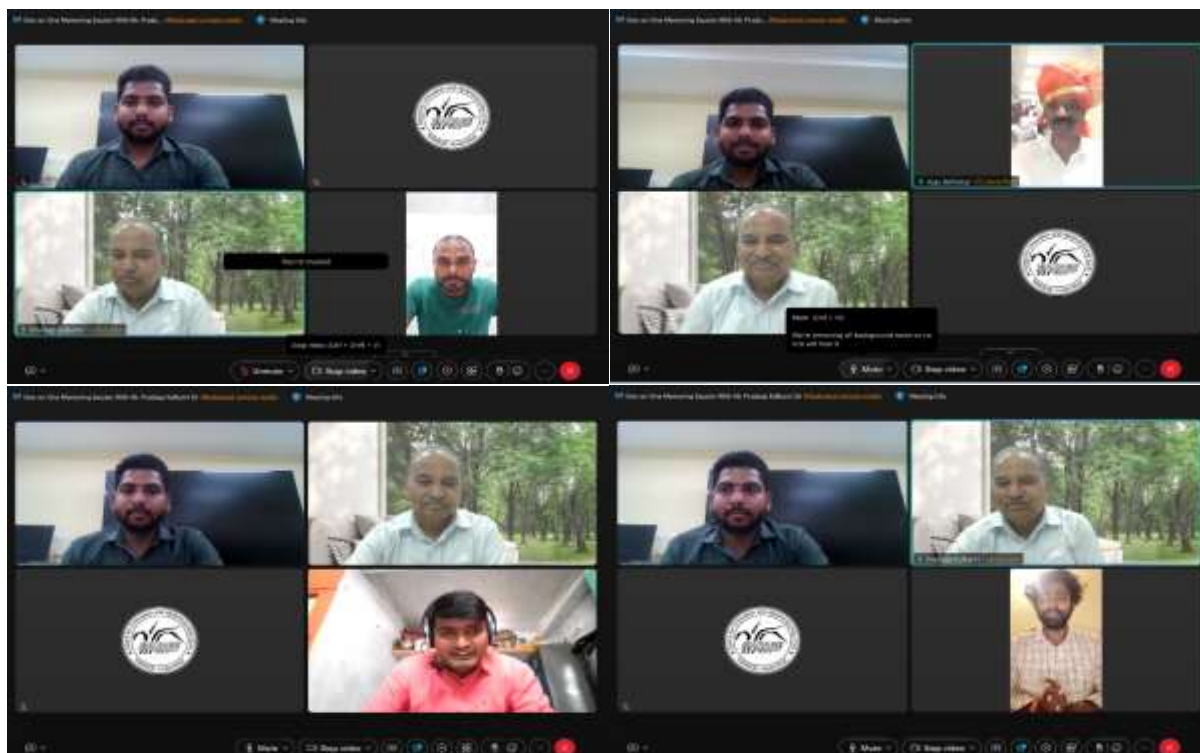


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A total of 4 participants opted Mr. Emmanuel Murray for their one-on-one mentoring and personal discussion sessions. He provided personalized guidance about funding facilitation and sources for funding for their startups and suggestions that what improvement they needed for the fundraising for their startup.

Session 31. One-on-One Mentoring Session with Mr. Pradeep Kulkarni, for the participants of the program



A total of 4 participants requested for Mr. Pradeep Kulkarni for their one-on-one mentoring and personal discussion sessions. He provided personalized mentoring

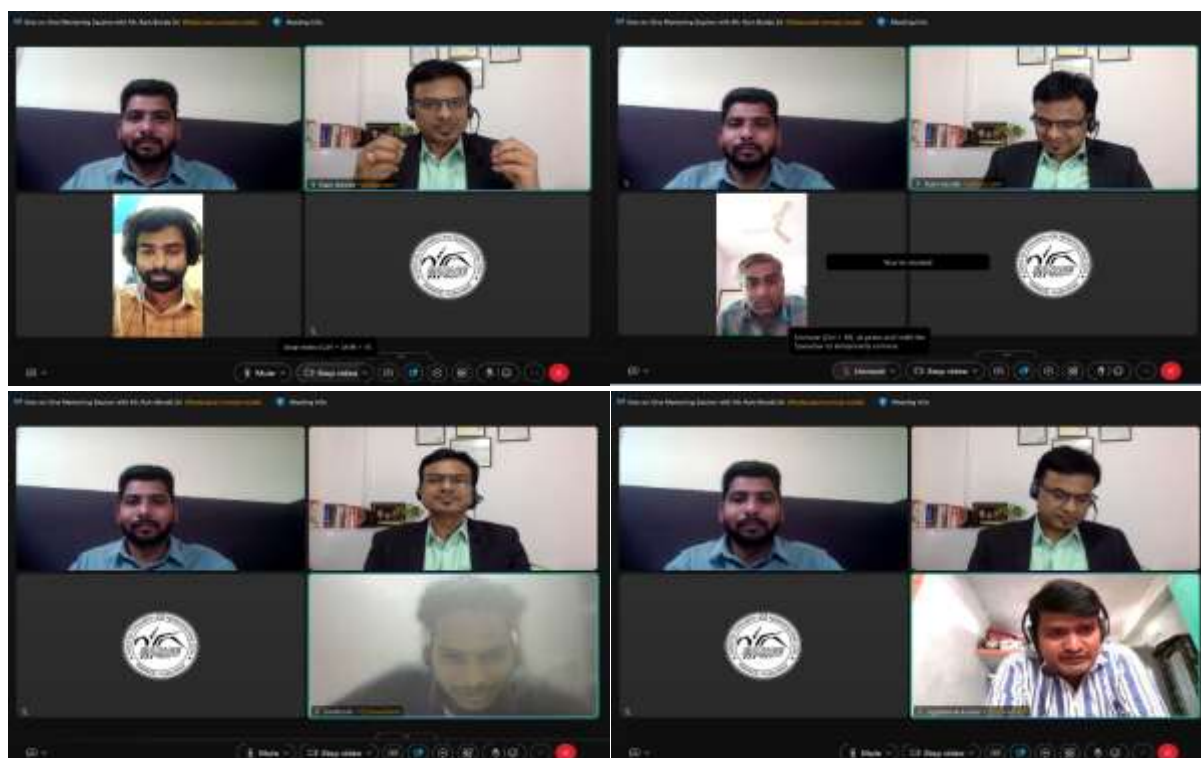
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on business planning—emphasizing how a robust business plan can drive startup growth and help address challenges in the entrepreneurial journey.

Session 32. One-on-One Mentoring Session with Mr. Ram Bende, for the participants of the program

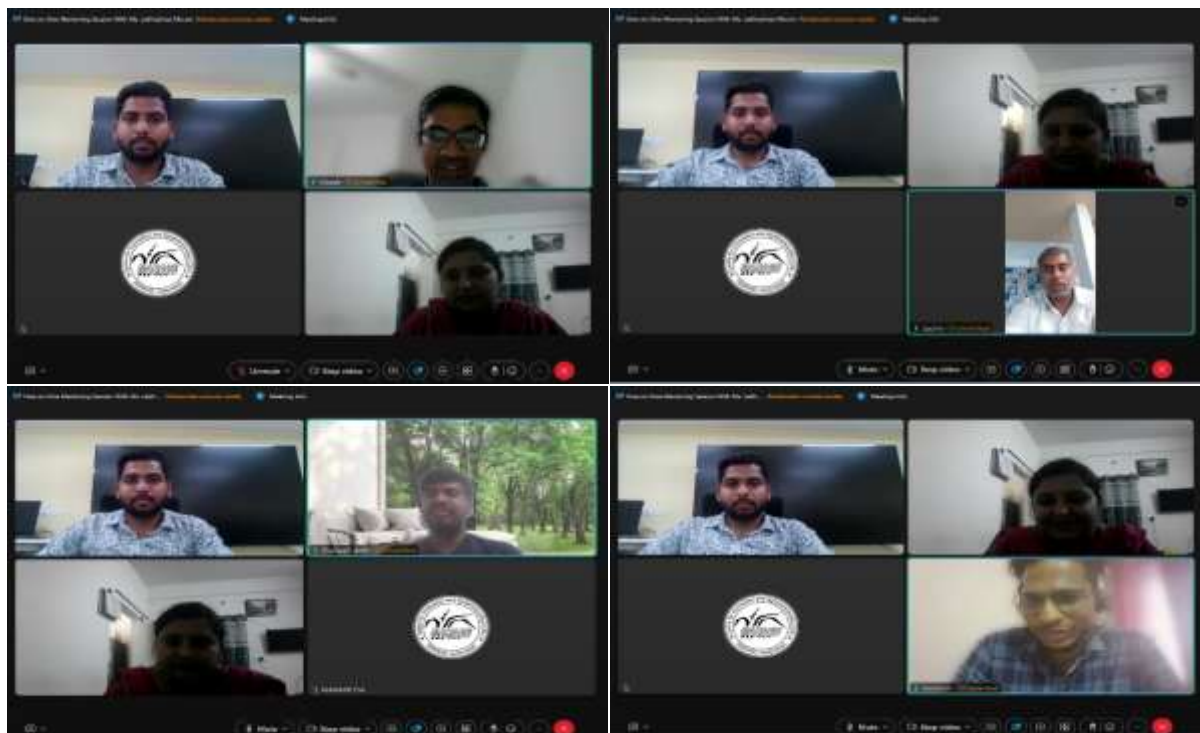


A total of 4 participants opted Mr. Pradeep Kulkarni for their one-on-one mentoring and personal discussion sessions. He provided personalized mentoring on the Business Model Canvas, how to prepare it, how it can drive startup growth, and how it can help solve challenges in the startup journey.

Session 33. One-on-One Mentoring Session with Ms. Lekhashree, for the participants of the program

A total of 6 participants requested for Ms. Lekhashree for their one-on-one mentoring and personal discussion sessions. She provided personalized mentoring on how to establish an impactful startup, how to grow an existing venture, overcome challenges, and create meaningful social impact through entrepreneurship.

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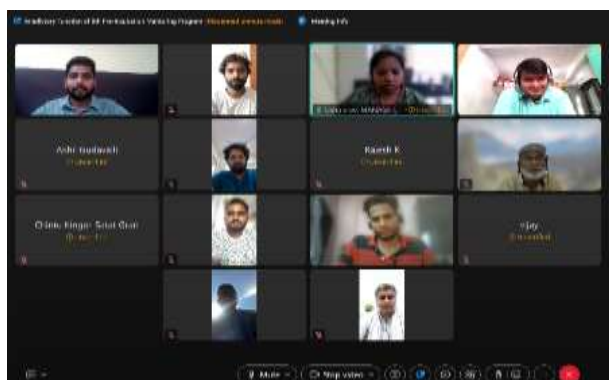


Valedictory Session

The Valedictory Session of the 8th Pre-Incubation Mentoring Program was held on 8th April 2025. **Mr. Arvind Singh**, Intern at MANAGE-CIA, presented an overview of the program's journey, highlighting the various sessions conducted and emphasizing the successful completion of the program.



certificates to all participants.



Following this, participants shared their feedback and key takeaways from the program, reflecting on their learning experiences. **Ms. Usha Sree**, Manager, RKVY-RAFTAAR, formally concluded the event by delivering the valedictory address and overseeing the distribution of

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Participant's Feedback

Mr. Bharat Kumar Sirvi



"The Pre-Incubation Mentoring Program was a truly eye-opening and transformative experience. As a student of Agricultural Extension, I gained valuable insights into the world of agri-startups and the broader startup ecosystem. The expert-led sessions and inspiring success stories from agri-startup founders were particularly impactful. I developed essential entrepreneurial skills such as market research, financial planning, business model development, and idea pitching. The hands-on learning and guidance helped me refine my own business idea and boosted my confidence as an aspiring agripreneur. This program has laid a strong foundation for my entrepreneurial journey ahead."

Mr. Vijay Pratap Singh



"The pre-incubation program was a pivotal experience for me as an early-stage entrepreneur. The mentors' expertise, along with the facilitator's engaging approach, provided invaluable guidance on clarifying my vision and breaking it down into a well-structured business plan. Through interactive sessions and insightful discussions, I developed a stronger understanding of my problem statement—specifically, how to tackle fruit waste in the Himalayan region—and discovered the most effective strategies to identify and tap into my target market. This program truly broadened my perspective and equipped me with the tools to turn my ideas into a viable, impactful venture."

Mr. Santhosh Kumar M.



"I am truly grateful for the opportunity to be part of the 8th Pre-Incubation Mentoring Programme organized by MANAGE-CIA. As a student in the idea stage, this program helped me understand the fundamentals of startups and entrepreneurship. The expert sessions, one-on-one mentorship, and entrepreneur stories provided valuable insights on idea validation, business models, funding, and the startup ecosystem. Especially tailored for the agriculture and allied sectors, it inspired out-of-the-box thinking and boosted my confidence. This enriching experience laid a strong foundation to transform my idea into an impactful startup."

Mr. Samith D Panicker



"I came to know about Manage CIA Saturday Webinar series from one of the training programs attended from ICAR faculties. After attending a series of lectures which were based on Agribusiness Ecosystem of India I got to know about a lot of Startups and with the 8th pre incubation programme I was able to pick up the ideas and methods in the field of Agricultural Innovation. This incubation programme is a must for budding agripreneurs who want to do sustainable and Net Zero Carbon Agribusiness along with solving socioeconomic problems faced by farmers in India."

8th Pre-Incubation Mentoring Program

MANAGE-Centre for Innovation and Agripreneurship



Mr. Chintu Kinger



"The 8th Pre-Incubation Mentoring Program played a pivotal role for our initial-stage Startup SatatGram. The program provided practical advice on our startup, focusing on farm mechanization solutions with optimum utilization of IOT to improve efficiency in pre- and post-harvest processes for small and marginal farmers. Interactive sessions with founders and the mentorship program significantly minimized our risk factor in the market. I truly appreciate MANAGE-CIA for facilitating the platform and providing the opportunity to explore agribusiness. The program's impact has been instrumental in shaping our startup's growth and development."

Mr. Kusampudi Varun



"The Pre-Incubation Mentoring Program has truly been a transformative and eye-opening experience. It gave me a deeper understanding of the vast opportunities and the growing scale of the agri-business startup ecosystem in India. Through this program, I was able to assess where I currently stand in terms of developing my business idea and learned about the various resources, support systems, and opportunities available to initiate and sustain a successful startup. I sincerely thank MANAGE for conducting such a well-structured and informative program that has greatly inspired and motivated me as an aspiring agripreneur."

Mr. Amrithesh Kumar Arun



"The 8th pre-incubation mentoring program was a pivotal experience for idea stage entrepreneur like myself. Expert-led online talks offered deep insights into industry trends and startup ecosystem, while founder experience sessions provided real-world inspiration. The information and practical advice shared provided participants a sharper perspective to refine their ideas, build confidence, and take actionable steps toward launching successful ventures. I would highly recommend this program, and I am truly appreciative of MANAGE-CIA for facilitating this platform and providing this opportunity for a comprehensive overview of the agri-business/startup space."

Mr. Koyalkar Jagadeesh Kumar



"I had an incredible experience participating in the 8th pre-incubation program of Manage. The structure, mentorship, and resources provided were beyond my expectations. It was not just about validating a business idea—it was about transforming a concept into a potential startup with real-world value."

Thanks to Manage for this 8th pre-incubation program, I now feel more confident and prepared to move forward with my startup journey. I would highly recommend it to anyone who has an idea and is ready to take the first big step toward making it a reality."

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