



MANAGE Agri-Eureka 2025 Guidelines

National level Agri-Innovation and
Business Plan Challenge 2025



Overview

MANAGE Agri-Eureka 2025 is the National level Agri Innovation and Business Plan Challenge organized by Centre for Innovation and Agripreneurship, National Institute of Agricultural Extension Management (MANAGE).

This program will give an opportunity to the participants to showcase their innovative approaches and technology solutions to promote the agriculture and allied sector in India. Such initiatives under MANAGE - CIA will also help in enhancing the learning capabilities, innovations and disruptive solutions, and entrepreneurial drive in the agriculture and allied sector.

Participants will be challenged to conceive a novel business (product, solution, service) idea which can be developed into

a commercial Agri-Startup venture. The novel idea can either be a fresh innovation or an improvement over an existing product, solution, or service.

Applicants will be presenting a potential Innovations and Business plan with innovative technologies, modern farming practices as an enabler for addressing the emerging challenges in their vicinity / localized areas / state / zone specific. This event will invite and encourage applicants to come out with an innovative, out of box and disruptive solution by leveraging the application of technologies or practices in the field of Agriculture and allied sector.

A comprehensive, feasible and viable innovations and business plan is required along with creativity in presentation.

Evaluation Criteria

Evaluation criteria comprises of uniqueness of the Idea, its suitability, Value proposition and Business Plan to scale-up technology.

Participation Fees: Nil

Terms and Conditions

A. Eligibility

01

Indian nationals only.

02

Students studying at any Indian university/ institute/ College

03

Start-ups, farmers, and professionals/ employed individuals and rural innovators

04

Aspiring Entrepreneurs, and other individuals

B. Application Submission

1. The National Level Agri Innovation and B-Plan competition is organized by MANAGE-Centre for Innovation and Agripreneurship, National Institute for Agricultural Extension Management (MANAGE).
2. Incomplete applications will not be considered.
3. All entries obtained through unauthorized sources, or which are incomplete, illegible, mutilated, altered, reproduced, forged, irregular, or fraudulent in any way or otherwise not in compliance with the rules are automatically void.
4. The form should be submitted in English.
5. It is strongly advised not to wait until the deadline for the submission of entries. MANAGE shall not be responsible for non-receipt of entries on account of server errors/ traffic.
6. The organizer reserves the right to select or reject any submission without assigning any reasons whatsoever and without thereby incurring any liability to the participant(s) whatsoever.
7. Applicants should avoid uploading any proprietary information on the platform as the submitted entries shall be shared with evaluators and mentors for the purpose of evaluation and mentoring. MANAGE do not take any responsibility in case of patent right(s) violation(s) if the innovation(s) submitted is awaiting patent or is in the process of patent filing.

8. The participants represent that the submission is original and is not copyrighted by anyone or any firm. The participants also represent that the submission contains no violation of any existing copyright or another third party right including but not limited to copyrights, patents, trademarks, service marks, trade secrets or other proprietary rights or any material of an obscene, indecent, libellous, or otherwise unlawful nature and does not infringe the rights of others.
9. The participants are solely responsible for the accuracy of any information and conclusions contained in their respective submissions. Further, the participants understand that any submission in violation of the instant clause shall stand disqualified, without any intimation to the participants.
10. The organizer shall be entitled to, without limitation, publish the submissions (or part(s) thereof) on their promotional materials, including but not limited to websites, their newsletters or any other publications; without payment of additional consideration, except were prohibited by law.
11. Organizer reserve to cancel the competition or modify the rules, dates of the competition anytime. The Organizer shall have no liability whatsoever for any inconvenience/loss directly or indirectly caused to any Participant due to such modification of rules/cancellation of competition and the Participants shall accordingly not be entitled to raise any claims pertaining to the same.
12. Once the participants have made submissions on the platform, they shall have no claim even in the event of stoppage/cancellation of the competition.
13. Removal/ voluntary withdrawal of members from any team is not encouraged. No other form of team modification will be entertained at any point.
14. Teams shall maintain detailed documentation of Business Plan at all stages of the competition for reference and record purposes. The MANAGE reserve the right to review these documents any time during the event.
15. Any decision by the MANAGE on any aspect of the competition at any point of time during the event is final and binding to all the participants, without any reservations.
16. The Participants shall indemnify and keep indemnified MANAGE against any claim raised by any party regarding the submission made by the participants. The participants shall be liable to indemnify the organizer for all costs and expenses they may have to incur against such claims.
17. The Participants shall preserve the confidentiality of all communication and information and shall not use the same for any other purpose whatsoever.
18. If any question, dispute or difference (hereinafter referred to as a 'Dispute') between the participant and the MANAGE hereto arises, the decision of the Director (Agricultural Extension), MANAGE will be final and binding.

C. Communication

1. You can write to us at ceomanagecia@gmail.com and mark cc to fm.rkvy@manage.gov.in, be2rkvy.manage@gmail.com and maithrikrishna3@gmail.com for any of your queries. The event coordinators will respond back as soon as possible.
2. During the competition, the team leader shall be considered as the Single Point of Contact for all engagements and communication by the organizing committee. Furthermore, the team leader cannot be changed during the competition.
3. All the results, announcements, and updates will be shared on our website. Email updates will be sent to concerned participants wherever required.
4. All communications between the Organizer and team leader will be done through the registered email only. This will be the only form of communication and any other forms of communication will not be entertained.

Agri- Eureka Team@MANAGE

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