



MANAGE Agri-Eureka 2026 Guidelines



National level Agri-Innovation and Business Plan Challenge 2026

Overview

MANAGE Agri-Eureka 2026 is a National level Agri Innovation and Business Plan Challenge organized by the MANAGE-Centre for Innovation and Agripreneurship at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad.

This programme provides participants with an opportunity to showcase innovative ideas and technology-driven solutions that address challenges and promote the growth of the agriculture and allied sectors in India. Initiatives under MANAGE-CIA aim to strengthen participants' innovation capabilities, entrepreneurial mindset, and problem-solving skills while fostering the development of impactful and scalable Agri-startups.

Participants are encouraged to conceptualize a novel business idea, whether a product, solution, or service that has the potential to be developed

into a commercially viable Agri-startup. The proposed idea may be an entirely new innovation or a significant improvement to an existing product, solution, or service.

Applicants are expected to submit an innovation and business plan that incorporates innovative technologies, modern farming practices, or other transformative approaches to address emerging challenges in agriculture and allied sectors at the local, regional, state, or national level. The programme encourages participants to think creatively and develop out-of-the-box, disruptive solutions that leverage technology and sustainable practices to create meaningful impact.

A comprehensive, feasible, and viable innovation and business plan, supported by a clear value proposition and an effective presentation, is essential for successful participation.

Evaluation Criteria

Evaluation criteria comprise 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 does not take any responsibility in case of patent right(s) violation(s) if the innovation(s) submitted are awaiting patent or are 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 any other 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 where prohibited by law.
11. Organizer reserve to cancel the competition or modify the rules or dates of the competition at any time. 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 the Business Plan at all stages of the competition for reference and record purposes. MANAGE reserves the right to review these documents at 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. For any queries, you may write to us at ceomanagecia@gmail.com, with copies marked to fmrkvy.manage@gmail.com and tnambi2001@gmail.com. The event coordinators will respond as soon as possible.
2. During the competition, the team leader will serve as the Single Point of Contact (SPOC) for all communications and interactions with the organizing committee. The team leader cannot be changed during the course of the competition.
3. All results, announcements, and important updates will be published on the MANAGE-CIA website. Email notifications will also be sent to the concerned participants, wherever applicable.
4. All official communication between the organizing committee and the team leader will be conducted exclusively through the registered email address. No other mode of communication will be considered for official correspondence.

Agri- Eureka Team @MANAGE

Dr. Saravanan Raj

Director (Agricultural Extension), MANAGE &
CEO, MANAGE- Centre for Innovation and Agripreneurship
saravananraj.manage@gmail.com

Ms. Usha Sree

Manager, MANAGE-CIA | fmrkvy.manage@gmail.com | 91-9398996590

Mr. Thirumalai Nambi S

Intern, MANAGE-CIA | tnambi2001@gmail.com | 91-9486518998



MANAGE-Centre for Innovation and Agripreneurship (MANAGE-CIA)
National Institute of Agricultural Extension Management (MANAGE)
Hyderabad
<https://www.manage.gov.in/>
<https://www.manage.gov.in/managecia/>



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