



MANAGE Musings No: 01

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MANAGE Musings

A knowledge-sharing series that brings together the insights, perspectives and experiences of MANAGE to shape ideas, inspire dialogue and drive meaningful action

**Powered by Commitment, Connected by Technology:
Building a Learning Community for Agri-Innovation
and Entrepreneurship**

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)

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“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

- Will Durant

If repetition creates a habit, what does it become when sustained for 305 weeks? For MANAGE-CIA, it became an unbroken tradition of learning. For nearly six years, not a single Saturday passed without a MANAGE-CIA Saturday webinar. Whether it was a festival, a national holiday, or an unexpected challenge, the team turned up every Saturday at 11:00 a.m. and so did the learners.

What began during the COVID-19 pandemic has now crossed 305 uninterrupted weekly webinars, probably with no parallel among continuously conducted webinar initiatives worldwide. More importantly, it has grown into an accessible platform for exchanging knowledge, sharing practical experiences, building professional connections, and creating a digital repository on agricultural innovation and entrepreneurship.



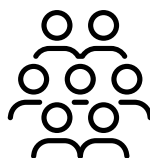
305

Webinars



674

Speakers



62,687

Participants



1,32,686

Registrations



1,48,954

YouTube Views

At the heart of this movement is MANAGE-Centre for Innovation and Agripreneurship (MANAGE-CIA), a Centre of Excellence in Agribusiness Incubation and a Knowledge Partner under Pradhan Mantri - Rashtriya Krishi Vikas Yojana (PM-RKVY), which has incubated 734 agri-startups and mentored 1,293 agripreneurs across 26 States and Union Territories spanning diverse domains within agriculture and allied sectors.

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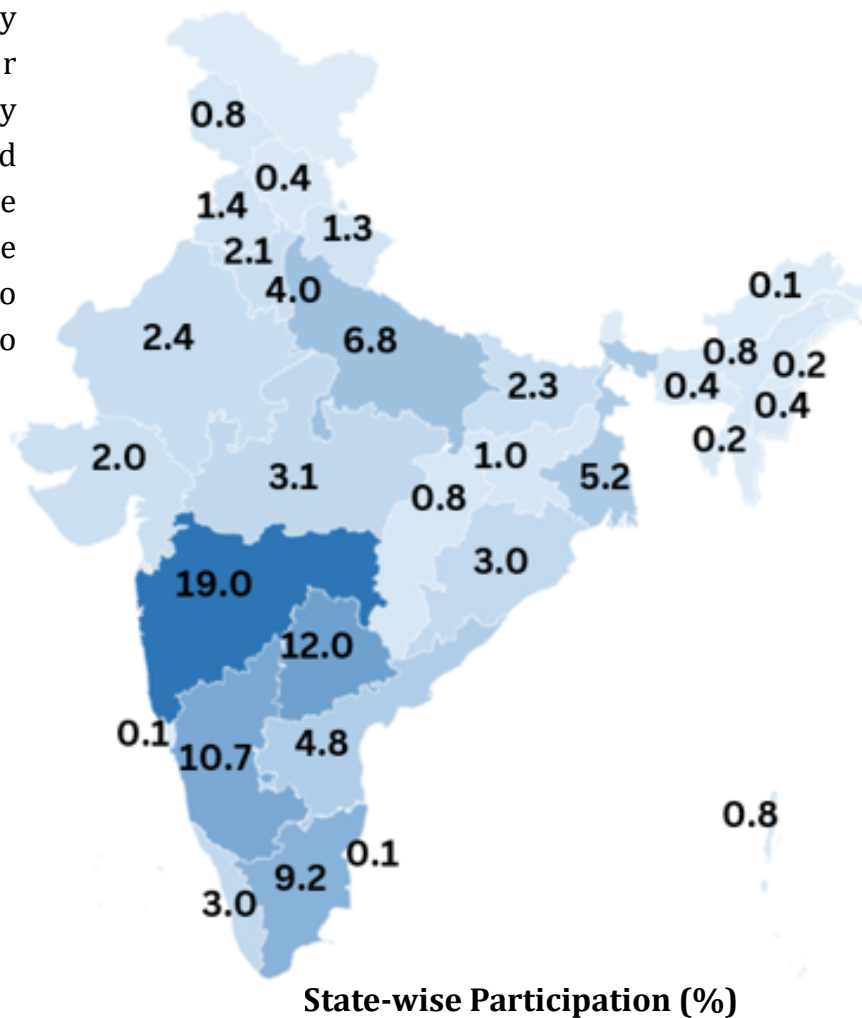
“An inconvenience is only an adventure wrongly considered; an adventure is an inconvenience rightly considered.” - G. K. Chesterton

The COVID-19 pandemic transformed how education, training, institutional programmes, and professional interactions were conducted worldwide. As physical gatherings became difficult, digital platforms became essential for sustaining learning, engagement, and collaboration.

During the same period, India's Agri-startup ecosystem was expanding rapidly. However, structured incubation and capacity-building programmes under schemes such as PM-RKVY (formerly known as RKVY-RAFTAAR) could accommodate only a limited number of selected startups. Many aspiring agripreneurs, students, researchers, and professionals remained outside the reach of these formal programmes.

MANAGE-CIA saw an opportunity within this challenge. On 10 October 2020, it launched the Saturday Webinar Series to take knowledge and expert guidance beyond the boundaries of formal incubation. The objective was simple yet powerful: to make continuous learning available to anyone willing to participate.

The virtual format helped overcome barriers related to travel, cost, location, and institutional affiliation. Knowledge that might otherwise remain confined to a particular organisation, region, or professional network became accessible to a much wider community. Over the years, participants joined from 26 States and five Union Territories across India, along with 670 international attendees.



The Team Behind an Unbroken Tradition

“Great things are not done by impulse, but by a series of small things brought together.” - Vincent van Gogh

What does it take to keep a webinar running every Saturday for nearly six years?

To participants, each session may appear to be a smoothly delivered hour of learning. Behind that hour, however, lies months of preparation, careful coordination, and collective effort. Although each webinar lasts only an hour, preparations begin nearly three months in advance. The team identifies relevant topics, invites suitable speakers, coordinates schedules, and designs promotional materials. A simple and accessible registration process enables participants to enrol easily, while regular promotion through institutional social media platforms helps the webinar reach a wider audience. As Saturday approaches, registered participants receive timely reminders to ensure they are ready to join.

On the day of the webinar, the team works behind the screen to manage streaming, technical support, and participant engagement. Once the session ends, another phase begins: organising recordings, documenting the webinar, collecting feedback, and analysing participant responses. Speaker contact details and relevant resource materials are also shared, helping participants continue conversations, build professional connections, and extend learning beyond the webinar itself.

With every webinar, the team learnt something new. Responsibilities became clearer, coordination improved, and repeated practice gradually developed into a well-defined and dependable system. What once required considerable effort eventually became a familiar rhythm. The real achievement, however, lies in sustaining that rhythm. Festivals came and went. National holidays passed. Yet, every Saturday, the team returned with the same commitment, and participants continued to join with equal enthusiasm.

When Learning Became the Real Reward

“The greatest value of knowledge lies in knowledge itself.” - Albert Einstein

What encourages people to return when no certificate is offered?



To understand the factors influencing participants' learning outcomes, read our published article

<https://www.tandfonline.com/doi/full/10.1080/10494820.2025.2454446>



To explore the journey, achievements, and lessons of the initiative in greater detail, download the Good Practice Bulletin here.

<https://www.manage.gov.in/publications/extnnext/MANAGE%20-%20Extension%20NEXT%202024.pdf>

MANAGE-CIA follows a policy of not issuing e-certificates for participation in the Saturday Webinar Series. The purpose is clear: participants should attend primarily to gain knowledge, ideas, insights, and professional connections rather than merely to collect certificates.

Despite the absence of certification and without any additional promotional campaigns beyond MANAGE's institutional website and social media platforms, nearly 98 per cent of the webinars attracted more than 100 participants. The highest attendance for a single session reached 597. Engagement also continued beyond the live sessions, with the most-viewed webinar recording crossing 10,851 views.

These figures demonstrate that participation can be sustained when learners consistently receive knowledge that they consider relevant and valuable. Over time, the series has built a community of people who return because the sessions contribute to their entrepreneurial, academic, or professional journeys.

New Voices for Changing Learning Needs

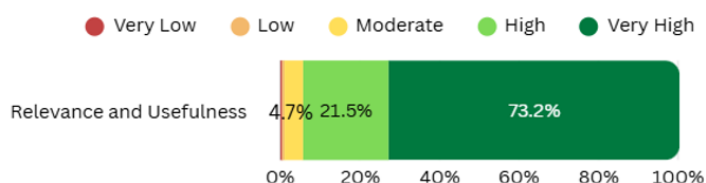
“None of us is as smart as all of us.” - Ken Blanchard

The value of the series lies not only in how regularly it is conducted but also in the range of voices it brings together. Nearly 94 per cent of the speakers contributed to the series only once, reflecting MANAGE–CIA’s continuous efforts to introduce fresh perspectives and different areas of expertise. This expanding pool of speakers helps keep the content current, diverse, and responsive to participants’ changing needs.



Startup founders share how they identified problems, developed products, entered markets, raised finance, built customer trust, and overcame setbacks. Investors explain what makes an enterprise investment ready. Policymakers introduce government schemes and institutional support, while researchers and sector specialists discuss emerging technologies, evidence, and new opportunities across agriculture and allied sectors.

Different participants derive different forms of value from these discussions. Aspiring agripreneurs gain direction for refining their ideas and accessing institutional support. Students discover entrepreneurial and professional pathways beyond conventional employment. Startup founders strengthen their understanding of finance, markets, branding, regulations, supply chains, and growth strategies. Researchers are exposed to practical challenges that require further investigation, while established entrepreneurs identify opportunities related to new technologies, partnerships, and markets.



Participants Feedback

Extending the Culture of Digital Learning to Fisheries

The influence of regular digital learning at MANAGE gradually extended beyond the Saturday Webinar Series. As the value of accessible and consistent knowledge-sharing became evident, similar platforms emerged to serve specialised areas within agriculture and allied sectors. Fisheries is one such area in which innovation, technology, and entrepreneurship require a dedicated space for continuous dialogue.

MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub), a national-level hub for promoting innovation, entrepreneurship, and technology-driven development in fisheries and aquaculture, was established at MANAGE in 2025 with support from the Department of Fisheries (DoF), Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD), Government of India.

<https://www.manage.gov.in/managefishub/Default.aspx>

In August 2025, MANAGE-FISHub launched the Fisheries Fortnightly Friday (F3) Webinar Series. Conducted every alternate Friday, it created a regular learning space for fishpreneurs, aquapreneurs, farmers, rural youth, students, professionals, and fisheries startup ecosystem enablers.

“No civilization ever flourished by keeping its knowledge to itself.” - Kofi Annan

The journey expanded further in January 2026 with the launch of the FISHTech Webinar Series. Fisheries universities, colleges, and research institutions across India develop many promising technologies, but these innovations do not always reach the entrepreneurs and end users who can take them forward. FISHTech seeks to bridge this gap by bringing technology developers and potential users onto a common platform. Faculty from Fisheries Universities, Scientists from ICAR institutes, and other research organisations present their innovations, while aspiring aquapreneurs explore their applications, commercial potential, and possibilities for enterprise development.

Together, F3 and FISHTech webinars demonstrate how a culture of regular online engagement can grow into specialised knowledge communities. They also show how a simple and adaptable digital model can bring technologies closer to users and create connections among researchers, entrepreneurs, students, and ecosystem enablers.

Explore the first FISHTech Webinar Series report, highlighting MANAGE-FISHub’s collaboration with the Kerala University of Fisheries and Ocean Studies (KUFOS).

https://www.manage.gov.in/managefishub/Webinarpdfs/FISHTech_Webinar_Report_S1.pdf



Explore our digital repository here.

MANAGE-CIA Saturday Webinars:

<https://www.youtube.com/@MANAGECIA/streams>

MANAGE FISHub F3 and FISHTech Webinars:

<https://www.youtube.com/@MANAGE-FISHub/streams>



Beyond the Milestone

The completion of 305 uninterrupted MANAGE-CIA Saturday Webinars is not the end of the journey. It is an opportunity to appreciate the progress made, recognise the people who contributed, and reflect on the lessons that can guide future digital knowledge initiatives in agriculture.

Agricultural extension has witnessed numerous digital innovations and pilot initiatives, yet relatively few have been effectively mainstreamed or sustained. The experience of the Saturday Webinar Series shows that success does not depend on scale or sophisticated technology alone. It depends on consistently delivering knowledge that is relevant, accessible, practical, and responsive to people's needs.

These experiences also highlight the need to strengthen the roles of research institutions, Krishi Vigyan Kendras (Farm Science Centres), developmental departments, and civil society organizations in digital agricultural extension. Greater emphasis is needed on decentralised and context-specific initiatives that address local priorities, respond to diverse user needs, and overcome language barriers. Such efforts need not begin as large-scale programmes; locally driven and regular initiatives can generate meaningful impact when they are aligned with the priorities of their intended users.

These institutions can help bring appropriate technologies closer to potential users and share knowledge with stakeholders through locally relevant content in regional languages. Collectively, these efforts can make agricultural knowledge more accessible, practical, and responsive to the diverse needs of farming communities.

The lesson from MANAGE-CIA Saturday Webinar Series is simple: institutions need not wait for a large platform, substantial resources, or sophisticated technology. They can begin with one local need, one relevant topic, one credible voice, and one dependable schedule. The most important step is to begin and then continue.

"Start where you are. Use what you have. Do what you can." - Arthur Ashe

Acknowledgement

The journey of the MANAGE-CIA Saturday Webinar Series continues to be strengthened by the sustained support of PM-RKVY, Ministry of Agriculture and Farmers Welfare, Government of India. We gratefully acknowledge every member of the MANAGE-CIA team whose dedication has contributed to the planning and delivery of the webinars since the series began in 2020.

We also extend our sincere appreciation to the expert speakers who generously share their knowledge and experiences, and to the participants whose curiosity, enthusiasm, and continued engagement have transformed a weekly webinar into a vibrant learning community. This journey belongs to everyone who joins, contributes, and helps carry it forward.

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<https://www.manage.gov.in/publications/extnnext/MANAGE%20Good%20Practice%20Note%20-%20brief.pdf>

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MANAGE Centre for Innovation and Agripreneurship (MANAGE-CIA)

MANAGE Centre for Innovation and Agripreneurship (MANAGE-CIA), hosted at the National Institute of Agricultural Extension Management, is a recognized Centre of Excellence in Agribusiness Incubation that provides a comprehensive platform for nurturing agri-startups from ideation to commercialization. It offers a robust ecosystem that supports innovation, incubation, mentorship, and capacity building, enabling entrepreneurs to develop sustainable and scalable ventures in agriculture and allied sectors. As a Knowledge Partner under the Pradhan Mantri Rashtriya Krishi Vikas Yojana programme, MANAGE-CIA plays a strategic role in strengthening agribusiness incubators across the country by sharing best practices, providing handholding support, and fostering ecosystem development. The centre focuses on promoting innovative solutions to critical challenges in agriculture, thereby generating employment opportunities, enhancing rural livelihoods, and contributing to inclusive economic growth. With a strong national presence, MANAGE-CIA has incubated over 734 agri-startups and mentored more than 1,293 agripreneurs across 26 states and Union Territories, reflecting its significant contribution to advancing India's agri-startup ecosystem.

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



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