

# MANAGE Agri-Eureka 2023

National level Agri-Innovation and  
Business Plan Challenge 2023



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



## MANAGE Agri-Eureka 2023

MANAGE Agri-Eureka 2023 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 2023 aims at 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

- ◆ Natural/ Organic Farming
- ◆ Precision Farming
- ◆ Agricultural Supply Chain
- ◆ Agricultural Biotechnology
- ◆ Post-Harvest and Food Technology
- ◆ Food Processing
- ◆ IoT, ICT and AI in Agriculture
- ◆ Natural Resource Management
- ◆ Animal Husbandry and Dairying
- ◆ Agri-Input Tools and Technologies
- ◆ Farm Mechanization
- ◆ Waste to Wealth, Secondary Agriculture
- ◆ Agri-Clinics and Farm Health Services
- ◆ Aqua-Culture-Fisheries
- ◆ Any Other Relevant Areas

### Rewards

#### Incubation Support

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

#### Field Trial & Validation

The winning teams will have the opportunity of field trial and also access technology validation from our partner R&D institutions.

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## Preliminary Round

- All participants are required to submit their applications by April 30, 2023 (Sunday), 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 on or before April 30 2023 (Sunday) by using the link below <https://www.manage.gov.in/managecia/>
- 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.
- 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.

## Activity (Timelines) of MANAGE Agri-Eureka 2023

<b>Launch &amp; Call for Applications</b> The call for applications will be launched on	02 Jan 2023
<b>Application Deadline</b> 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.	30 Apr 2023
<b>Preliminary Round Result Announcement</b> This is the first round of selection from the pool of bold, innovative, and frugal ideas by the applicants.	06 May 2023
<b>Online Presentations by Shortlisted teams in Preliminary Round</b> This is the second round of selection from the teams shortlisted in Preliminary Round	11 & 12 May 2023
<b>Mentoring Sessions</b> 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.	7 & 8 Jun 2023
<b>Semi Final Round</b> 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.	9 Jun 2023
<b>Grand Finale</b> 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.	10 Jun 2023

**The Winners of Agri Eureka 2023 will be announced during Foundation Day  
Celebration of MANAGE (11 Jun 2023)**

### For Registration Details:

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

### Organising Team@MANAGE-CIA

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