

## MANAGE Internship: Cultivating Experiences for Future Professionals



The Second Phase of Internship: When Challenges Meet Confidence

I am Arvind Singh Rao from Chittaurgarh, Rajasthan. I have completed my Master's in Agricultural Extension from the College of Post Graduate Studies in Agricultural Sciences, Central Agricultural University (CAU, Imphal)

Umiam, Meghalaya.



After completing my master's degree, I was selected for a six-month work internship at the Centre for Innovation and Agripreneurship (CIA), hosted at MANAGE, Hyderabad.

During the first phase of my internship (the initial three months), I focused on familiarizing myself with the working environment, organizational culture, and understanding my roles and responsibilities within the incubation centre.

[You can read my first 3 months experience here: https://www.manage.gov.in/managecia/CiaInternships.aspx]. This write-up reflects my experience during the second phase of the internship, where I was actively involved in various tasks and projects, taking on greater responsibilities and contributing more meaningfully to the centre's activities.

## Internship Experience

After familiarizing myself with MANAGE-CIA Incubation Centre during the first phase of my internship, the second phase brought with it a new wave of challenges and opportunities. However, this time, I was more confident, better prepared, and eager to learn beyond my comfort zone. Each task was novel, yet I accepted every challenge with determination and a belief that hard work combined with smart execution could overcome any obstacle.





During the second phase of my internship at MANAGE-CIA, my most significant and challenging assignment was to update the official website of MANAGE-CIA. The center has initiated numerous impactful programs since its inception, and my role allowed me to highlight these achievements by ensuring the information was up to date and well presented.

Under the direct guidance of Dr. Saravanan Raj, Director (Agricultural Extension) and CEO, MANAGE-CIA, I took this challenge head-on. Initially, I was apprehensive—working on an institutional website is a big responsibility. However, after thoroughly reviewing internal documents and reports, and with the support of the team, I successfully curated and updated content for all programs, ensuring the website now reflects the true essence and achievements of MANAGE-CIA.

Check out our MANAGE-CIA website for updates on the programs, events and more information about our incubation center startups and incubation support offered: <a href="https://www.manage.gov.in/managecia/">https://www.manage.gov.in/managecia/</a>

As part of website development I had the opportunity to update information about all the programs of MANAGE -CIA such as:

Pre-Incubation Mentoring Program:

https://www.manage.gov.in/managecia/PreIncProg.aspx

Digital Marketing Skills for Agri-Startups: https://www.manage.gov.in/managecia/DigitalMarketingSkills.aspx

I had the opportunity to compile the 3-year report of the MANAGE Agri-Eureka Program. You can check out the details and the report at this link: https://www.manage.gov.in/managecia/AgriEureka.aspx



And majorly I had the opportunity to compile all the reports of Stakeholders connect organised by MANAGE-CIA in Himachal Pradesh, Chattisgarh, Uttar Pradesh, Tripura, Tamil Nadu, Maharashtra, and Rajasthan: You can check out more information about Agri-Startup Stakeholders Connect Program and their reports here: <a href="https://www.manage.gov.in/managecia/AgriStartupSH.aspx">https://www.manage.gov.in/managecia/AgriStartupSH.aspx</a>



Another major assignment was assisting Ms. V. Usha Sree, Manager, in updating the Master Data of MANAGE-CIA. This involved verifying the focus areas, grantee status, and impact-related information for each supported agri-startup. This exercise gave me a clear view of how diverse startups are contributing to the agri-business ecosystem and the real-world outcomes they're creating.

Additionally, I was given the responsibility to update the "Book of Startups", which documents the journey and impact of supported ventures. I revised content post-cohort 8 and drafted success stories of selected startups, highlighting their innovation and field-level impact.

In terms of outreach, I collected and compiled contact details of national agricultural universities, incubation centres, and international agricultural universities from assigned ITEC countries to support the promotion of key programs like the National Faculty Development Program (NFDP) and the ITEC–International Young Professional Development Program. This research-intensive task helped me understand the wider academic and entrepreneurial ecosystem, both nationally and globally.

Additionally, I got the opportunity to attend 9th batch of MANAGE NYPDP Program and also got chance to deliver interactive sessions on the Pre-Incubation Mentoring Program during events like NFDP and Agri Eureka. Though I was initially hesitant about public speaking, these sessions helped me gain confidence and sharpen my communication skills. I was also involved in the preliminary screening and scoring of applications for Cohort 13, where I worked alongside Ms. Maithri K., under the guidance of Mr. Saurabh Kumar (Business Executive). We evaluated applications and identified some of the most promising and innovative startup ideas, contributing to the selection process of the next cohort.

During the final phase of my internship, I was privileged to receive a challenging yet exciting opportunity from Dr. Saravanan Raj, Director (Agricultural Extension), to coordinate the Cohort 13 Incubation Program under the RKVY-RAFTAAR Project. I worked closely with the cohort in-charges, Ms. Usha Sree (Manager) and Mr. Saurabh Kumar (Business Executive).

At the beginning, it was quite challenging—I had to identify and invite resource persons, prepare the training schedule, and coordinate with all participants. However, once the online training program began, the journey became truly engaging. Each day brought new learning experiences, insightful sessions, and inspiring interactions. With constant guidance and support from my mentors, we successfully completed the month-long online training program. After its completion, we planned the physical training, which included the CIC and SIC presentations. The physical phase was even more demanding, as it required managing accommodation, food arrangements, and the overall coordination of participants, sessions, and presentations. Despite the challenges, every task added a new dimension to my learning experience. Having interacted with all participants during the online phase, I had already built a rapport with them, which greatly helped in ensuring the smooth execution of the physical training.



During the CIC and SIC presentations, startups showcased their innovative and impactful ideas. Observing the evaluation process by the committee felt like watching a live episode of Shark Tank India! It was an enriching experience to witness such creativity and entrepreneurial energy firsthand.

Overall, coordinating the Cohort 13 Incubation Program was a transformative experience. It not only enhanced my event management and communication skills, but also deepened my understanding of startup incubation and innovation ecosystems. This journey will always remain one of the most rewarding and inspiring chapters of my internship at MANAGE.

## Skills and Knowledge Gained

During this phase of my internship, I gained a wide range of skills that strengthened both my technical and professional capabilities. I learned how to compile, edit, and structure content effectively for digital platforms while working on the MANAGE-CIA website, which enhanced my content development and web management skills. While assisting in updating the Master Data, I developed an understanding of data handling and analysis, particularly in verifying large sets of information with precision.



My involvement in drafting success stories of startups helped me sharpen my storytelling and documentation abilities. Through outreach tasks, I explored numerous incubation centres and agricultural universities across India and internationally, which broadened my knowledge of the global agri-startup ecosystem. Most importantly, by delivering sessions during key programs, I overcame my initial hesitation and significantly improved my public speaking and communication skills, becoming more confident in addressing diverse audiences.



Takeaways and Action Plans



This phase of my internship taught me the importance of adaptability, precision, and confidence in handling new responsibilities. I realized that stepping out of my comfort zone and embracing challenges leads to meaningful growth. Moving forward, I aim to further strengthen my digital and documentation skills, continue engaging with the startup ecosystem, and actively participate in initiatives that promote innovation in agriculture. I also plan to mentor aspiring agripreneurs by sharing my experiences and contributing to building stronger networks between academic institutions and incubation platforms.



## MANAGE Internship Journey so far



My internship at MANAGE-CIA has been nothing short of transformative. From learning the foundational aspects in Phase 1 to confidently handling critical tasks in Phase 2, this journey has shaped my professional outlook, improved my leadership potential, and given me a real taste of India's evolving agristartup ecosystem. I am grateful to my mentor, Dr. Saravanan Raj, Director (Agricultural Extension) and CEO, MANAGE-CIA, for believing in my abilities and providing me with valuable guidance throughout the internship. I would also like to express my sincere thanks to Ms. V. Usha Sree (Manager), Mr. Saurabh Kumar (Business Executive), my co-interns Jeena, Maithri, and Sonam, as well as other team members, Mr. Srinivas, Mr. Karunakar, and Ms. Priyanka, for their constant support, encouragement, and cooperation during this journey.

Mr. Arvind Singh Rao MANAGE Intern & Former Student of M.Sc. (Agricultural Extension) School of Social Sciences College of Post Graduate Studies in Agricultural Sciences Central Agricultural University (CAU, Imphal) Umiam, Meghalaya e-mail: arao4130@gmail.com

MANAGE-Centre for Innovation and Agripreneurship

National Institute of Agricultural Extension Management (MANAGE)

Rajendranagar, Hyderabad- 500 030, INDIA

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









