

MANAGE Internship: Cultivating Experiences for Future Professionals



Growth through challenges — my MANAGE internship experience

Hello, my name is Sonam Chandrakar and I'm from Raipur, Chhattisgarh. I hold a Master's degree in Agri-Business Management from the College of Agriculture, Indira Gandhi Krishi Vishwavidyalaya (IGKV), Raipur, Chhattisgarh.

in Sonam Chandrakar

"Hurdles are not meant to stop you, but to teach you how to move forward."



"My nine-month internship at MANAGE-CIA has been a journey of exploration, learning, and transformation. What started with curiosity and the desire to understand how incubation centers nurture startups soon evolved into hands-on experiences in podcasting. social media management, program coordination, and direct interactions with inspiring entrepreneurs. Each new responsibility challenged me to step out of my comfort zone and gave me opportunities to discover my strengths while contributing meaningfully to the ecosystem."

Internship Experience

Discovering My Strengths: Podcasting Featuring the Journey of Startups

The beginning of my journey revolved around finding my footing and understanding the workflow of the incubation ecosystem. Gradually, I was trusted with responsibilities that pushed me out of my comfort zone and allowed me to take ownership of impactful tasks. One of the most rewarding experiences was leading podcasts with agri-startups. From ideation to scripting, hosting, editing, and publishing, I was actively involved in every stage.



MANAGE-CIA here: https://www.youtube.com/pl aylist?list=PLMo-iyYCszpvQMYL259QaEGl1aP0cFph



Initially, I doubted my ability to host podcasts, but positive feedback from startups, who felt valued and visible through these efforts, boosted my confidence. These interactions gave me a deeper understanding of how MANAGE-CIA supports entrepreneurs and introduced me to passionate individuals working for meaningful change.

I've conducted thirteen podcasts featuring various startups. These interactions gave me confidence, enhanced my communication skills, and introduced me to passionate entrepreneurs striving for meaningful change. Podcasting gave me a front-row seat to entrepreneurial resilience, and it continues to inspire me.

From Hesitation to Confidence: Social Media Management

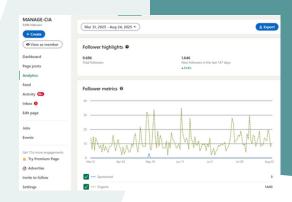
After 3 months of internship, I began handling MANAGE-CIA's social media across five platforms. I was initially nervous due to limited experience. However, I gradually embraced the role—experimenting, creating, and eventually managing over 150 posts, ranging from posters to reels. One notable highlight was co-creating a Ghibli-inspired promotional video for our

digital marketing program.

Our combined efforts brought more than 2,000 new followers on LinkedIn alone, and when some Agri-Eureka participants mentioned they learned about the event via our LinkedIn post, it reassured me that even digital work can have real-world impact.







This role also sharpened my video editing and visual content skills, allowing me to explore tools and trends that enhance our digital presence.



Follow MANAGE-CIA on different Social Media Platforms here: https://linktr.ee/managecia

Coordinating the Digital Marketing Program



I played a key role in promoting, designing, and coordinating the Digital Marketing Training Program. From promoting the program on social media, designing the session schedule, onboarding mentors, to engaging participants—my involvement was end-to-end. I also attended all sessions and learned how to use tools like ChatGPT, Freepik AI, and other creative platforms for content planning and branding.

This program taught me the fundamentals of digital marketing and how to tailor outreach strategies to startup needs. More importantly, it showed me how digital knowledge can empower agripreneurs to reach a wider audience and build stronger brands.



If you are interested to read the report you can consider this link: https://www.manage.gov.in/managecia/RKVY/CIADMP/DMS8.pdf

Expanding Horizons through Programs and Visits



As part of the National Faculty Development Program, I engaged with 21 professionals from various government institutions, which widened my network and professional understanding. I also got the opportunity to visit T-Hub—the world's largest innovation center—where I observed how they nurture startups through access to workspace, mentorship, and partnerships.

At ICRISAT, I explored the Agri-Innovation Centre, which works closely with tech-based agri-startups. I learned about their ecosystem, support mechanisms, and impact-driven initiatives that align with farmer-centric innovation.



One of the most rewarding moments was delivering a session on digital marketing, where the encouraging feedback gave me the confidence to pursue teaching and mentoring in the future.



Here the feedback video of the MANAGE-CIA Saturday webinar: https://shorturl.at/cW3vk

Additional Contributions:

I supported Cohort 5 startups with follow-ups, documentation, verification. site visit and coordination. while also assisting other cohorts occasionally. exposure helped me understand the startup journey better and strengthened my coordination and communication skills.

I also contributed to the video production of the MANAGE-CIA 3-month internship experience sharing with my fellow interns. Taking the initiative, I decided to approach it differently—rather than the usual interview style where one person asks and others respond, I prepared thoughtful questions and encouraged a group discussion format.

Saturday Webinar Engagement and Additional Contributions

Saturday Webinars: During my internship, I moderated over ten MANAGE-CIA webinars and was proud to be part of the team as the series continued its journey toward the 262nd milestone session. One of the most memorable moments for me was the 250th webinar, where we celebrated this milestone by inviting long-term participants to share their experiences. Listening to their heartfelt feedback made me feel proud to be part of a platform that truly creates a positive impact.



This gave the video a more engaging, conversational feel, making it less like a formal interview and more like a collaborative reflection.

You can watch the video here: https://youtu.be/tlXlgaGahYU? si=ncznal2smHskQqZX



Working Environment

Nine months into my internship at MANAGE-CIA, I continue to be inspired each day. Whether it's the peaceful campus or the collaborative work culture, this space has become a source of learning and growth. Being in an environment where creativity is welcomed and learning from mistakes is encouraged has helped me evolve personally and professionally. I started this journey with curiosity and uncertainty, and today, I feel more confident and capable—thanks to the consistent mentorship, team spirit, and real-world responsibilities entrusted to me. Working under the leadership of Dr. Saravanan Raj, who constantly inspires with his vision and innovative approach, was an invaluable experience. Guidance from Ms. Usha Sree (Manager) and Mr. Saurabh Kumar Tiwari (Business Executive), along with the support of fellow interns and the entire MANAGE-CIA Team, created a workplace where I felt motivated to do my best.

The internship gave me a chance to explore creativity, take on responsibilities, and grow into a role where I could contribute meaningfully. It was a journey of discovering hidden strengths, building resilience, and learning to embrace challenges as opportunities for growth.

You can read about my first three-month internship journey here: https://www.manage.gov.in/managecia/ManageCIAInternships/Note4_Inte

rnship_Experience.pdf



Cherishing Moments

Several moments stand out when I look back at my nine months. Hosting podcasts gave me a front-row seat to the resilience of entrepreneurs. Designing the Ghibli-inspired video with my team was a creative highlight that received appreciation from all. Delivering a session to NFDP participants was a turning point in my confidence.





Being part of the 250th Saturday Webinar celebration and hearing participants share how MANAGE-CIA had shaped their journeys filled me with pride. Each of these moments was not just about completing a task but about realizing the meaning and impact behind the work I was doing.



Takeaways and Action Plans



Skills and Knowledge Gained

Through this internship, I discovered my passion for podcasting and digital storytelling. I developed skills in social media management, content creation, and video editing, along with exposure to digital marketing tools and AI platforms. I also gained practical experience in program coordination and event management. Equally important were the soft skills—confidence in public speaking, adaptability in new situations, and the ability to collaborate in a team environment. These learnings have not only shaped my professional capabilities but also built a strong foundation for future endeavors.

Over the past nine months, my role has evolved from an eager learner to a confident contributor. This journey has been about discovering strengths, stepping out of comfort zones, and building confidence through real-world experiences.

Key takeaways:

- -Confidence-building through public interactions and speaking roles
- -Social media skills development through consistent content creation
- -Event management and program coordination from end to end
- -Technical learning via AI tools, digital platforms, and editing software
- -Exposure to startup ecosystems and agricultural innovations
- -Belief in growth through every hurdle and every new opportunity



"When you love what you do, success becomes a byproduct."

"As I reflect on this journey, I realize that these nine months were not just about tasks and projects, but about growth, resilience, and finding confidence in my abilities. The exposure to startups, mentorship from leaders, and a collaborative work environment shaped me both personally and professionally. I leave this internship with gratitude, stronger skills, and a renewed belief that every challenge is an opportunity to learn and create impact."

I am grateful to Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, Centre for Innovation and Agripreneurship, whose leadership and mentorship continue to shape this journey. His belief in young professionals like us is what sets this internship apart. I also thank Ms. Usha Sree (Manager), Mr. Saurabh Kumar Tiwari (Business Executive), my fellow interns, and the entire MANAGE-CIA team for their encouragement, collaboration, and support. The journey is still unfolding, and I'm excited to see where it leads next.

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