



MANAGE Internship: The Symphony of Creativity, Innovation, and Professional Excellence



From Possibilities to Purpose: My Three-Month Journey at MANAGE-CIA

Hello, I am Kanika Rajawat from Rajasthan. I have completed my Master of Science (M.Sc.) in Rural Technology from Hemvati Nandan Bahuguna Garhwal University (A Central University), Uttarakhand.

 **Kanika Rajawat**

"Innovation fuels possibilities, rural technology bridges the gap, and entrepreneurship transforms solutions into sustainable impact at the grassroots."

PRE-INTERNSHIP EXPECTATIONS

A Question That Shaped My Journey

Throughout my journey as a student of Rural Technology, one question continued to inspire my curiosity: How do innovative ideas travel beyond research and classrooms to create meaningful change in Agricultural communities? While academics gave me the knowledge to understand Agricultural transformation, I was eager to witness how innovation, entrepreneurship, and institutional support come together to solve real-world challenges.



Before joining MANAGE-CIA, my understanding of incubation centres came largely from academic case studies and secondary research I knew the theory of how startups are screened, mentored, and supported, but had never seen this process unfold from the inside. Coming from a Agricultural background rather than a conventional agribusiness or management stream, I wasn't sure I'd keep pace with an institution working so closely with entrepreneurs, policymakers, and funding bodies. I walked in with modest expectations, prepared for the usual share of administrative work, and I did not fully know what a day-to-day here would even look like.

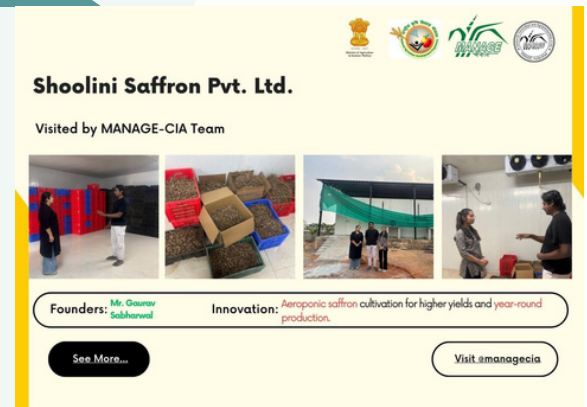
Finding My Footing

Instead, I found an environment that encouraged me to learn quickly and take ownership of meaningful responsibilities. From creating content and documentation to engaging with startups and stakeholders across India's agripreneurship ecosystem, every experience strengthened my skills in communication, storytelling, and professional growth.

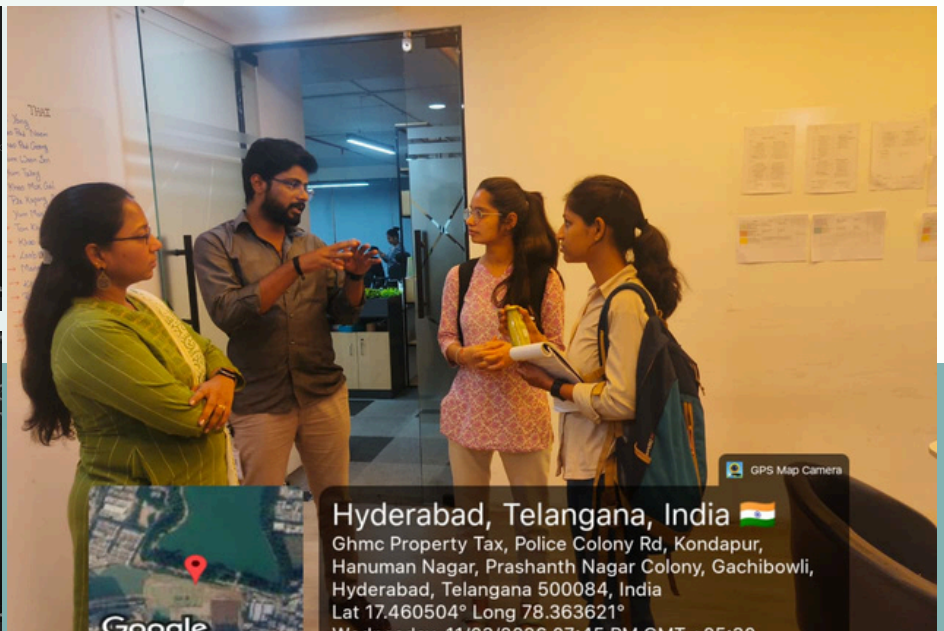
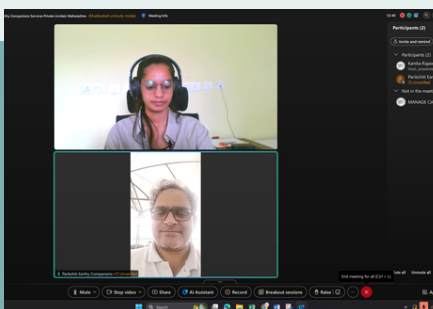
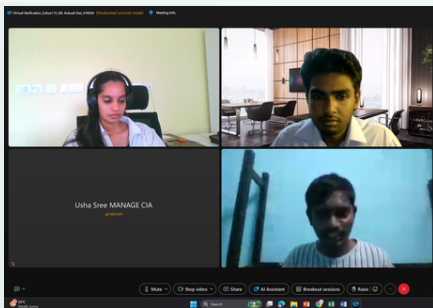


Exploring the Startup Ecosystem: From Visits to Verification

One of the most rewarding aspects of my internship was the opportunity to work closely with agri-startups and gain firsthand exposure to the agripreneurship ecosystem. Through both virtual and physical startup visits, I interacted with entrepreneurs, understood their business models, and observed how innovative ideas evolve into sustainable enterprises.



Beyond startup visits, one of my primary responsibilities was conducting on-site verification of startups to assess the actual progress and authenticity of their operations. This involved travelling to startup locations, physically inspecting infrastructure, equipment, and business activities, and verifying whether the progress reported in official documents matched the ground reality. Based on these observations, I prepared comprehensive site verification reports that formed an important part of the evaluation process.



This part of my work taught me a great deal about how an institution like MANAGE actually disburses funds to a startup the criteria a venture has to meet, the documents that are checked at each stage, and the process a grant goes through before it is released.

I was also responsible for reviewing startup documents, identifying pending compliance requirements, coordinating with founders to obtain the necessary information, and ensuring that all records were complete and accurate. Following site verification, I compiled and submitted the verified files, supporting documents, and detailed site reports for further evaluation and grant-processing. This responsibility provided me with hands-on exposure to due diligence, compliance verification, and the grant-monitoring process while strengthening my skills in field assessment, documentation, and professional reporting.

These experiences gave me a deeper appreciation of the effort, coordination, and institutional mechanisms involved in nurturing innovation. Every interaction with a startup whether a conversation with a founder or a hard look at their site and paperwork offered new insights into entrepreneurship, problem-solving, and the role incubation centres play in deciding which ideas get the support to grow into impactful ventures.



Content That Connects, Design That Inspires

One of the most engaging and rewarding aspects of my internship was contributing to the communication and outreach of MANAGE-CIA through content development, creative design, and institutional branding. I had the opportunity to conceptualize and design promotional materials for several flagship programmes, including Aqua Udyami, Agri Stakeholder Connect Programmes (Haryana and West Bengal), MANAGE Dialogue, National Workshop on “Reimagining India’s Agri-Incubation Ecosystem, and the Fisheries Startup and Aquapreneurship Stakeholders Meet, along with speaker posters, identity cards, certificates, and various official communication materials.



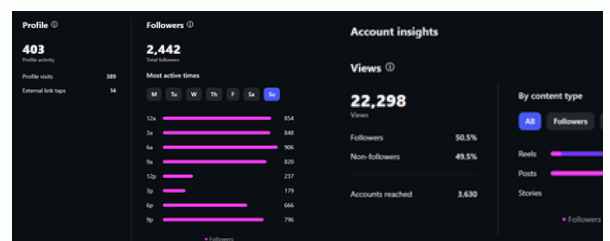
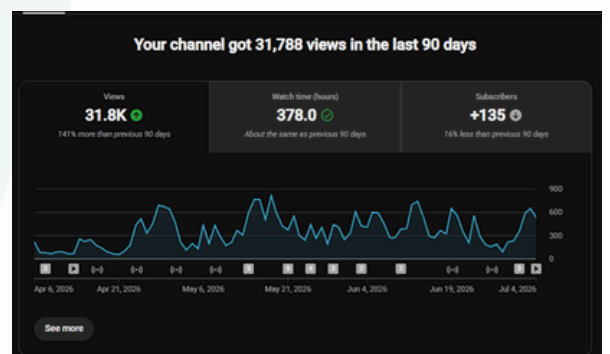
Every creative assignment was far more than a design exercise. It began with understanding the purpose and objectives of each programme, researching the speakers and their professional contributions, gathering relevant information, and identifying the key messages that needed to be communicated. This process not only strengthened my research and communication skills but also broadened my understanding of agripreneurship, startup incubation, agricultural innovation, fisheries, and the diverse initiatives undertaken by MANAGE-CIA. My goal was always to transform detailed information into visually compelling and meaningful communication that effectively connected with the intended audience.

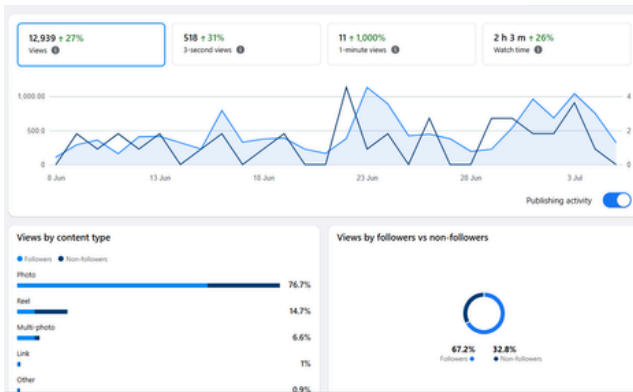
Content creation and poster designing gradually became the core of my day-to-day responsibilities. Almost every institutional activity a webinar, workshop, startup grant announcement, stakeholder programme, awareness campaign, or official event needed a creative identity that could communicate its purpose instantly and professionally. Every design demanded a different approach, pushing me to experiment with layouts, typography, colour, and visual storytelling while keeping each creative true to the institution's identity.

Building MANAGE-CIA's Voice on Social Media

Managing MANAGE-CIA's digital presence across Facebook, LinkedIn, Instagram, X, and YouTube was one of the most enriching aspects of my internship. From creating engaging content and designing creatives to showcasing startup success stories and programme highlights, I helped strengthen the institute's online outreach. I also monitored analytics, maintained content records, and engaged with stakeholders through timely communication. These efforts contributed to the consistent growth of MANAGE-CIA's digital presence, with LinkedIn surpassing 13,000 followers and YouTube reaching over 6.41K subscribers.

while strengthening engagement across all social media platforms. This experience sharpened my skills in content strategy, digital storytelling, social media management, and audience engagement.

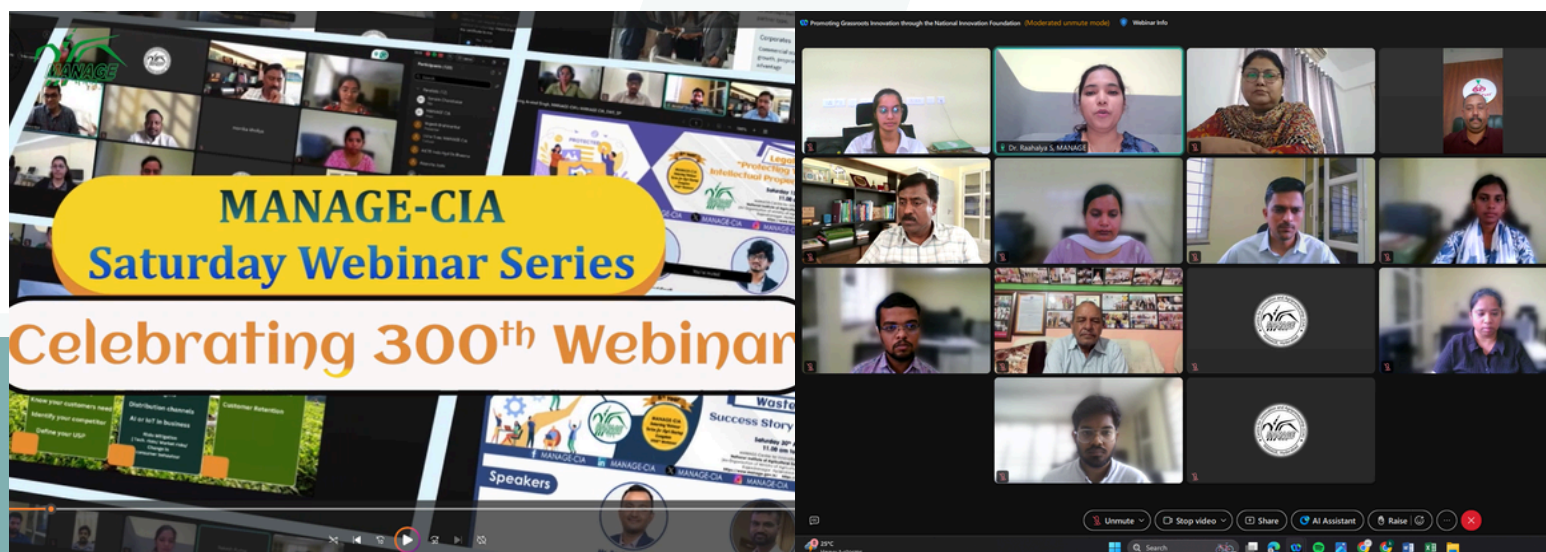




One of the most valuable lessons I learned during my internship was that professional growth comes from continuously upgrading your skills. While working on content creation, institutional communication, and managing MANAGE-CIA's digital platforms, I realized the importance of understanding the strategy behind effective communication. Motivated by this realization, I took the initiative to complete a Digital Marketing course alongside my internship.

The course broadened my understanding of content planning, audience engagement, and digital communication. It helped me see content as a tool for strengthening an institution's identity and outreach, while reinforcing the importance of continuous learning and skill development for professional growth.

During my internship, I introduced guest speakers at the MANAGE-CIA Saturday Webinar Series by presenting their profiles to the audience. I also supported state-wise outreach by identifying institutions for outreach sessions. Additionally, I designed promotional posters for each completed webinar and created milestone creatives, including those for the 300th Saturday Webinar, to enhance the series' visibility.



Finding My Voice Through Podcasting

One of the most memorable parts of my internship was hosting and producing podcasts both online and in-person featuring startup founders and entrepreneurs associated with MANAGE-CIA and MANAGE-FishHub . I was involved in end-to-end coordinating with guests, researching their journey, shaping the conversation flow, recording, editing, and publishing across MANAGE-CIA's platforms.



Interviewing accomplished entrepreneurs felt daunting at first, but with every episode I grew more confident asking sharper questions, listening actively, and guiding conversations naturally. Beyond communication and public speaking, these interactions gave me a real understanding of what it takes to build a startup and the determination behind every innovation.

From coordinating with guests and sharing interview links to collecting startup visuals, gathering relevant information, creating engaging thumbnails, and editing podcast videos, I contributed to every stage of the podcast production process. I also worked on organizing content elements and ensuring that each episode effectively showcased the entrepreneur's journey, startup vision, and achievements.

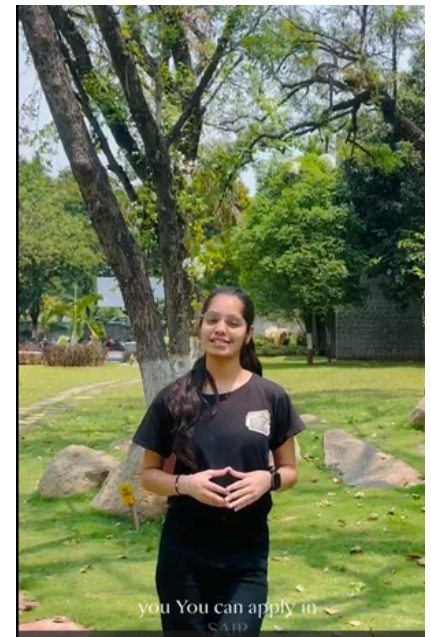
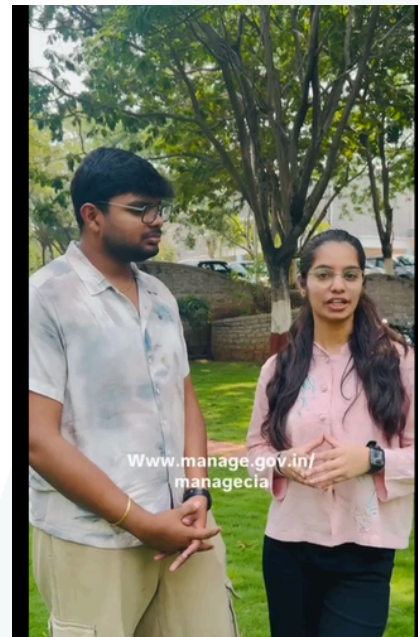
These interactions enhanced my communication, content creation, and editing skills while helping me understand the entrepreneurial mindset, the challenges involved in building a startup, and the passion, persistence, and innovation behind every successful venture.



Editing podcast episodes and creating short video clips for YouTube and social media helped me refine my storytelling skills by focusing on clarity, pacing, and audience engagement. I worked on transforming meaningful conversations into impactful content that highlighted entrepreneurs' journeys and connected their innovations with a wider audience.

Learning the Power of Digital Storytelling

One of the most exciting and creative aspects of my internship was producing promotional and documentary-style videos for various flagship programmes and initiatives of MANAGE-CIA. I conceptualized, edited, and finalized promotional videos for Cohort-15, the Pre-Incubation Mentoring Programme, AquaReach, the Digital Marketing Programme, Saturday Webinars, and several other institutional activities.



**"Every frame carried a purpose.
Every creation made an impact."**

For more videos and updates, visit our official platforms:

<https://www.linkedin.com/company/74297913/>

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

Contributing to Programme Coordination and Institutional Activities

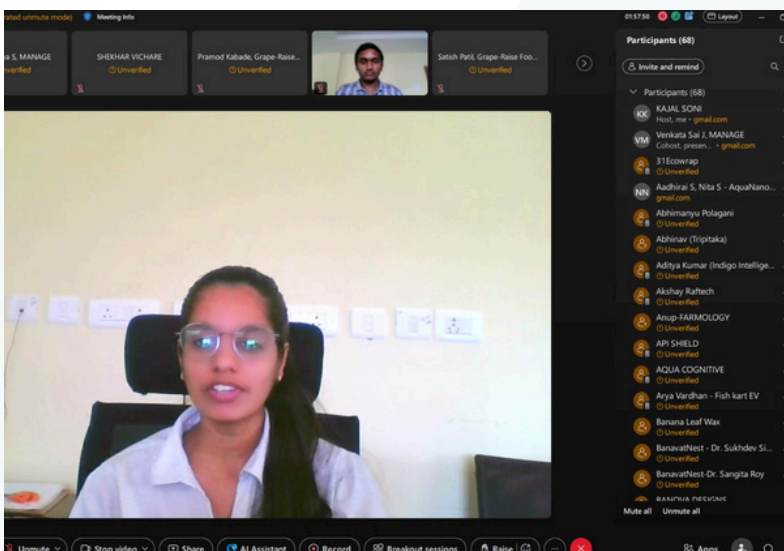
One of the most significant responsibilities entrusted to me during my internship was coordinating the Cohort-15 Startup Training Programme from its preliminary evaluation stage. The programme involved the coordination of 199 startup applications, comprising 101 SAIP (Startup Agribusiness Incubation Programme) startups, 64 AOP (Agripreneurship Orientation Programme) startups, and 34 SOP (Student Orientation Programme) startups, making it one of the largest programme coordination experiences of my internship.

I was also involved in documenting the evaluation proceedings of the selection committee, capturing detailed observations and recommendations for each startup. The proceedings included the committee's remarks, reasons for acceptance or rejection, and key points discussed during the evaluation process. This responsibility provided me with deeper insights into the startup assessment framework, evaluation criteria, and decision-making process involved in selecting promising agripreneurs.

Following the preliminary evaluation, I supported startups during the mentoring phase by conducting orientation sessions and creating awareness about MANAGE-CIA initiatives, including the Digital Marketing Programme and Podcast initiative. I also created and circulated a Google Form for podcast participation, coordinated with startups, and addressed their queries.



Being involved throughout the Cohort-15 journey from preliminary evaluation to mentoring gave me first-hand exposure to the operational framework of a startup incubation programme. It strengthened my skills in stakeholder engagement, professional communication, and awareness-building, while enabling me to contribute meaningfully to the successful execution of one of MANAGE-CIA's flagship startup programmes.



Building Knowledge Through Documentation

A significant part of my internship was contributing to the development of the Cohort-15 Startup Compendium, one of MANAGE-CIA's key institutional publications. I was responsible for collecting and verifying startup information, coordinating with founders, curating detailed enterprise profiles, gathering photographs, editing content, and designing the complete compendium. I worked closely on transforming raw startup data into a structured, professional, and visually engaging publication that highlights the innovation, achievements, and diverse entrepreneurial journeys of the cohort. This experience strengthened my skills in content development, research, coordination, and publication design while contributing to the creation of a valuable knowledge resource for the startup ecosystem.

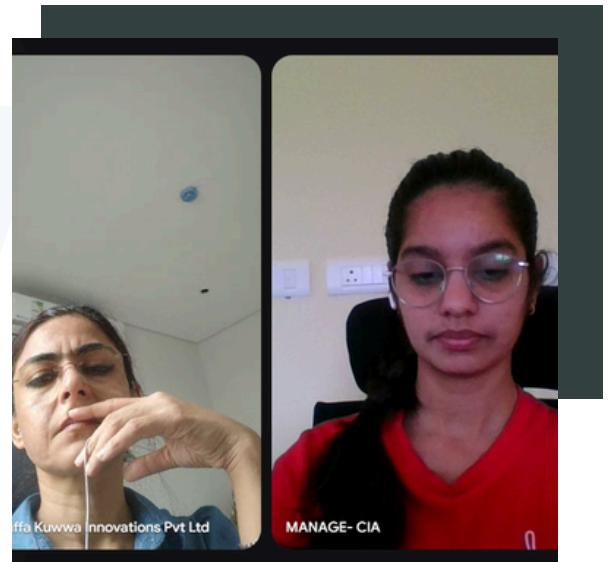
Along with compendium development, I contributed to preparing honorarium bills and supporting documents, ensuring smooth programme documentation and coordination.



I also contributed to strengthening MANAGE-CIA's institutional database by updating the Master Database covering startups from Cohort-1 to Cohort-14. I was involved in filling and organizing details of more than 600 startups, ensuring that records were accurate, complete, and systematically maintained. This work supported effective programme documentation, monitoring, reporting, and future planning.



As my responsibilities grew, I was given charge of Cohort 4, 5, 6, and 7 startups a role that required me to stay closely engaged with each startup's progress, follow up on pending requirements, verify bills and documentation, and act as a point of contact between the startups and the MANAGE-CIA team. Being accountable for four cohorts at once taught me how to prioritise, track multiple timelines simultaneously, and communicate clearly with founders at very different stages of their journey.



Ministry-level monitoring and documentation. This involved compiling and verifying information received from multiple RKVY-RAFTAAR Agri-Business Incubators (R-ABIs), including startup-wise funding details, grant disbursements, programme statistics, and other key institutional data whenever required. Working with large volumes of information strengthened my analytical and organizational skills while giving me valuable exposure to the data management practices that support Government-funded incubation programmes.

I was assigned Rajasthan for a startup research initiative, where I connected with shortlisted startups and founders to coordinate upcoming beneficiary survey activities and facilitate communication.



Learning Through National-Level Exposure

My internship also provided me with the opportunity to participate in national-level workshops and knowledge-sharing events, including the National Workshop on “Reimagining India’s Agri-Incubation Ecosystem: Innovations, Good Practices and Future Pathways.” These platforms brought together incubation professionals, providing me with deeper insights into the evolving agripreneurship ecosystem and emerging opportunities in agri-incubation.



During the workshop, I actively participated in group discussions and collaborative activities that focused on identifying the challenges faced by agri-incubation centres and exploring practical solutions. These sessions gave me valuable insights into various aspects of the incubation ecosystem, including startup support, mentoring, resource management, and the need for sustainable growth.



The workshop also provided an opportunity to interact with participants from diverse academic and professional backgrounds, exchange ideas, and present my observations during group discussions. This experience enhanced my critical thinking, communication, and teamwork skills while deepening my understanding of the role incubation centres play in fostering innovation and entrepreneurship. The knowledge and perspectives I gained also helped me create more meaningful and informed content for MANAGE-CIA's communication initiatives.

MANAGE



Sharing My Journey



One memorable milestone during my internship was completing three months at MANAGE-CIA and getting the opportunity to share my learning journey at the National Young Professionals Development Programme (NYPDP). It was the first time I had presented my experience in front of such an audience, and it felt genuinely rewarding reflecting on everything I had done over three months and putting it into words for others helped me recognise how much I had actually grown, both professionally and personally.

This programme also gave me the chance to interact with a large group of young extension professionals from different backgrounds and states, each bringing their own perspective on agricultural extension and rural development. Talking with them, exchanging experiences, and hearing about the different paths that had brought them to MANAGE was one of the most enriching parts of the experience, and it left me with a much wider network and a deeper appreciation for how many people are working towards the same goal in different ways.



What This
Internship
Really
Gave Me?



A Journey of Learning and Growth

This internship provided me with hands-on experience that went far beyond content creation. Managing MANAGE-CIA's digital presence strengthened my skills in social media management, content planning, graphic design, promotional video production, digital marketing, and institutional communication. Through hosting podcasts, introducing speakers during the Saturday Webinar Series, and interacting with startups, experts, and stakeholders, I developed greater confidence in public speaking and professional communication.

Working on startup documentation, verification, beneficiary surveys, cohort coordination, annual reports, and institutional publications gave me valuable exposure to India's agripreneurship and incubation ecosystem. I also gained practical experience in programme planning, event coordination, stakeholder engagement, and outreach activities, while learning to manage multiple responsibilities effectively. Above all, this internship taught me the importance of taking ownership, adapting to new challenges, and approaching every opportunity with a willingness to learn, contribute, and grow.

Key Takeaways

- Strengthened my creativity and communication through social media management, content creation, and promotional video production.
- Built confidence by hosting podcasts, introducing speakers, and engaging with startups and industry experts.
- Gained hands-on experience in startup documentation, verification, cohort coordination, programme management and publication-related activities.
- Learned to take ownership, adapt to new challenges, and continuously grow through real-world responsibilities.

"Some journeys do not just shape our careers; they shape who we become."



Reflecting on my internship at MANAGE-CIA, I realize it offered far more than professional exposure it transformed the way I approach responsibility, learning, and collaboration. What began as an opportunity to understand the functioning of an agribusiness incubation centre evolved into a journey of meaningful contributions across content creation, social media management, promotional video production, podcast hosting, startup documentation, programme coordination, and institutional outreach. These experiences strengthened my confidence, creativity, and professional outlook.

I extend my heartfelt gratitude to Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, MANAGE-CIA, for his inspiring leadership, constant guidance, and trust throughout my internship.



I am sincerely thankful to Ms. Usha Sree for her invaluable mentorship and continuous support. I also express my appreciation to Ms. Priyanka, Mr. Srinivas, Mr. Karunakar, my fellow interns, and the entire MANAGE-CIA team for their encouragement and cooperation, which made this journey truly enriching and memorable.

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