



सर्वोद्योग  
Ministry of Agriculture  
& Farmers Welfare



## National Institute of Agricultural Extension Management (MANAGE)

(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad-500030, Telagana, India

# 9th Pre-Incubation Mentoring Program Report

29th December 2025 - 22nd January 2026



### Program Director

**Dr. Saravanan Raj**

Director (Agricultural Extension) &

CEO, MANAGE-CIA

MANAGE, Hyderabad

### Program Coordinators

- **Ms. V. Usha Sree** (Manager)
- **Mr. Bharat Kumar Sirvi**  
(MANAGE Intern)
- **Ms. V. Subashini**  
(MANAGE Intern)



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## **INTRODUCTION**

The National Institute of Agricultural Extension Management (MANAGE) is an autonomous institution under the Ministry of Agriculture and Farmers Welfare, Government of India. Established in 1987, MANAGE functions as a premier national institute with the mandate to strengthen agricultural extension systems and enhance the effectiveness of agricultural development initiatives across the country.

MANAGE focuses on capacity building, research, policy support, and consultancy in the fields of agricultural extension, agribusiness management, and rural development. Through its training programs, academic initiatives, and strategic interventions, MANAGE contributes to promoting sustainable agriculture, improving farmers' livelihoods, and fostering a knowledge-driven and innovation-oriented agricultural ecosystem in India.

## **MANAGE CIA**

The Centre for Innovation and Agripreneurship (CIA) is a specialized centre of the National Institute of Agricultural Extension Management (MANAGE), established to promote agripreneurship and foster innovation in agriculture and allied sectors. MANAGE- Centre for Innovation and Agripreneurship (CIA) is a Centre of Excellence in Agribusiness Incubation hosted at the National Institute of Agricultural Extension Management (MANAGE). It is one of the leading Agribusiness Incubators in India with incubated 562 and mentored 1100 Agripreneurs & startups from various focus areas of the Agri & Allied Sectors.

## **NEED AND PURPOSE OF THE PROGRAM**

Aspiring entrepreneurs and early-stage innovators often face multiple challenges during the initial phases of venture development, including limited exposure to business planning, inadequate understanding of market dynamics, technical feasibility issues, and lack of access to experienced mentors. These constraints frequently hinder the transformation of innovative ideas into sustainable and scalable enterprises. The Pre-Incubation Mentoring Program was conceived to address these gaps by providing structured guidance, expert inputs, and a supportive ecosystem for early-stage entrepreneurs.



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The purpose of the program is to equip participants with essential entrepreneurial competencies through systematic mentoring and capacity-building interventions. By offering personalized mentoring, practical insights, and exposure to real-world entrepreneurial experiences, the program aims to strengthen participants' confidence, refine their business ideas, and enhance their readiness for incubation and future growth opportunities. Ultimately, the program seeks to foster innovation, promote entrepreneurship, and contribute to the development of a robust start-up ecosystem, particularly in agriculture and allied sectors.

## **PROGRAM OVERVIEW**

The program is a 22 Day capacity building training program. It consists of 30-hour sessions spread across 15 days followed by one-on-one hand holding sessions for a week. It's a paid program with applicant fees at ₹ 5000/- for Indian and \$ 60/- for international participants.

The program enables Agripreneurs to move from idea to MVP Stage while developing a sound understanding of the business, the skills, challenges, and opportunities

## **OBJECTIVES OF THE PROGRAM**

- To facilitate creative and strategic idea generation among aspiring agripreneurs, encouraging the development of impactful and sustainable solutions for the agricultural sector.
- To assist participants in refining their business ideas by providing expert insights, practical frameworks, and personalized feedback aligned with the unique dynamics of the agri-startup ecosystem.
- To equip participants with essential knowledge, skills, and resources to confidently navigate their entrepreneurial journey covering key aspects such as business model development, market validation, value proposition, and funding pathways.

## **TARGET PARTICIPANTS**

The programme was designed to engage a diverse group of individuals interested in agripreneurship. It aimed to bring together aspiring entrepreneurs, students, youth, and professionals working within the agricultural startup ecosystem. The target participants include:

- |  |   |
|--|---|
| ✓ <b>Agri-Startups</b>                           | ✓ <b>Agricultural Extension Professionals</b>                           |
| ✓ <b>Idea stage/Pre-Idea Stage Entrepreneurs</b> | ✓ <b>Professionals in Agri-Startup Ecosystem</b>                        |
| ✓ <b>Aspiring Entrepreneurs</b>                  | ✓ <b>Student, Youth or Individuals passionate about Agripreneurship</b> |

## **SALIENT FEATURES**

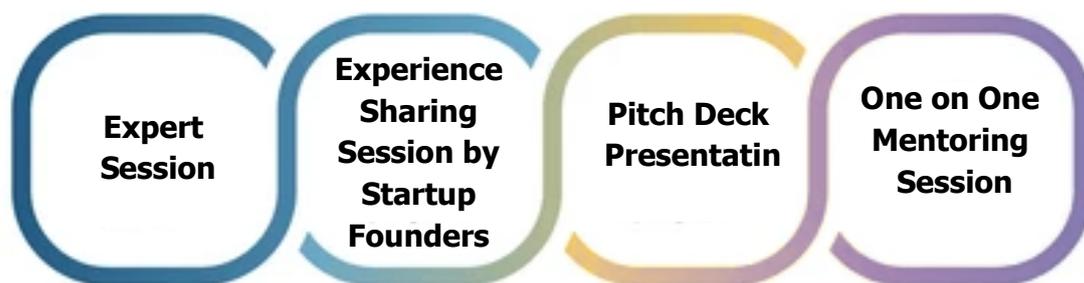
- 22 Days Online Mentoring Program.
- Individual Mentorship from Agricultural Experts, Incubation Team & Industry Professionals
- Dedicated One-on-One Mentoring Sessions for Startup Idea Refinement and Business Validation
- Gaining Insights from Successful Agri-Startups through Experience Sharing Sessions
- Structured Support for Business Model Development, Pitch Deck Preparation & Startup Growth

## **PROGRAM STRUCTURE**

The Pre-Incubation Mentoring Program was conducted from 29th December 2025 to 20th January 2026, with a total of 17 registered participants. The program was structured to provide a balanced combination of expert knowledge, practical exposure, and personalized mentoring support. The overall program structure comprised Expert Sessions, Experience Sharing Sessions by startup founders, Pitch Deck Presentations, and dedicated One-on-One Mentoring sessions.

The program comprised 14 Expert Sessions, delivered by 13 distinguished speakers, covering key areas such as startup trends and opportunities, incubation support, branding and marketing strategies, business model development, idea validation, government funding, financial planning, legal and IP compliance, investment pitching, and strategic networking. In addition, 12 Experience Sharing Sessions were conducted, where startup founders shared their entrepreneurial journeys, challenges, and best practices, providing participants with practical insights and real-world exposure.

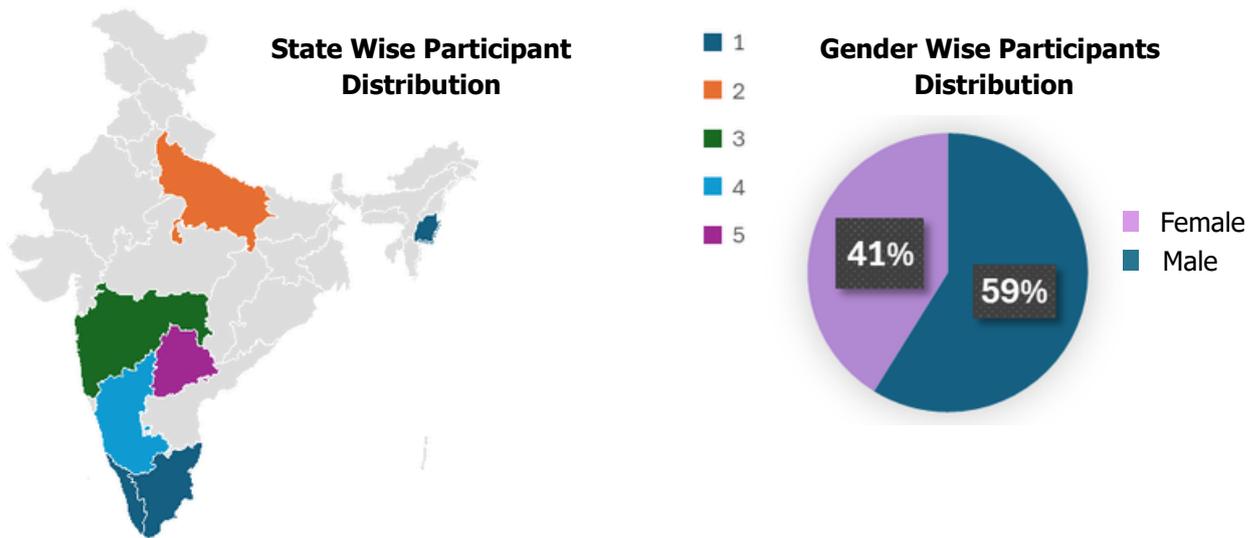
The program also included One-on-One Mentoring Sessions conducted over four days, where dedicated mentors provided 15-minute personalized guidance to 5–6 participants per session, based on mentor preferences collected through a Google Form. Furthermore, 7 startup ideas were presented during the Pitch Deck session, enabling participants to showcase their concepts and receive constructive feedback from experts and mentors.



## **PARTICIPANTS OVERVIEW**

A total of 17 participants enrolled in the Agri Pre-Incubation Programme. Telangana accounted for the highest participation. This diverse geographic representation reflects the growing interest in agri-entrepreneurship and innovation across different regions of the country. The participation from both southern and northern states indicates the expanding ecosystem for agri-startups nationwide. It also highlights the increasing awareness and motivation among young entrepreneurs to explore value addition and technology-driven solutions in agriculture.

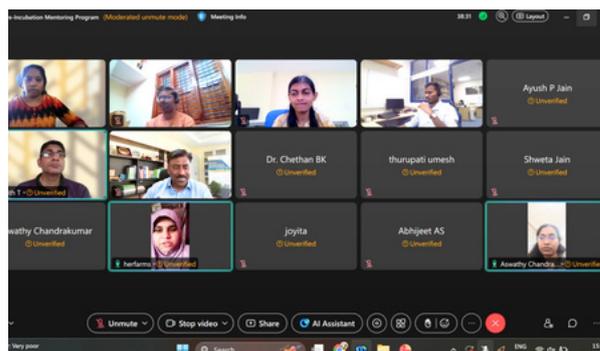
With respect to gender based distribution, 10 participants (59.00%) were male and 7 participants (41.00%) were female, indicating encouraging participation of women in agri-based entrepreneurial initiatives.



## **INAUGURAL SESSION**

The inaugural session of the 9th Pre-Incubation Mentoring Programme was held on 29 December 2025 and was graced by Dr. Saravanan Raj, Director (Agricultural Extension). He formally inaugurated the programme and delivered the inaugural address, warmly welcoming the participants and emphasizing the growing importance of innovation, entrepreneurship, and startup-led transformation in the agri sector.

In his address, he highlighted the need for structured mentoring, ecosystem support, and capacity building to strengthen idea-stage and early-stage startups, enabling them to translate innovative concepts into sustainable enterprises. The session also featured participant introductions, where attendees shared their professional backgrounds, startup ideas, areas of interest, and expectations from the programme. The interactive exchange created a collaborative atmosphere and initiated meaningful networking among participants, mentors, and the organising team.



**DAY 1**  
**December 29, 2025**

**Speaker 1 : Ms. Usha Sree V  
(Manager-MANAGE CIA)**

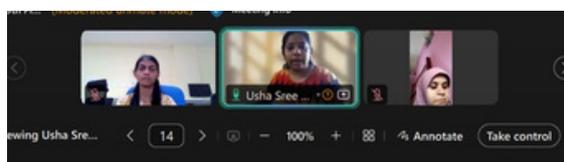
• **Title: The Role of Incubation support in Startup Growth**

Ms. Usha Sree provided insights into various government schemes supporting start-ups, including RKVY-RAFTAAR scheme, Agri-Clinics & Agri-Business Centres (AC&ABC), Agri Infrastructure Fund (AIF), and Pradhan Mantri Mudra Yojana (PMMY). She also highlighted opportunities available through institutions such as BIRAC, the Ministry of Science & Technology, the Entrepreneurship Development Institute of India (EDII), and the Atal Innovation Mission (AIM). The session concluded with an interactive discussion, where participants actively engaged with the speaker and received clear and practical responses to their queries, making the session informative, motivating, and impactful.

**Speaker 2 : Mr. Gaurav Kumar Choudhary  
(Founder- Gratize Venture Consulting Services Pvt. Ltd)**

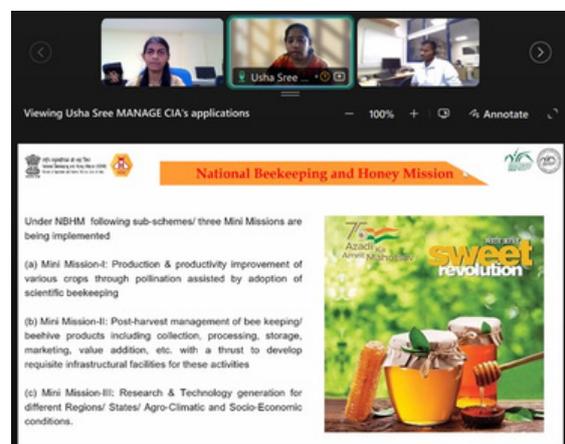
• **Title: Experience Sharing Session by Agri Startup under “ICT in Animal Husbandry” Theme**

Mr. Choudhary explained how Pashushala.com facilitates transparent and efficient livestock trading by connecting buyers and sellers through a digital marketplace. He highlighted the role of ICT in enhancing market access, reducing transaction costs, and supporting informed decision-making among livestock farmers and entrepreneurs. The experience-sharing session provided participants with practical exposure to start-up-driven innovations in animal husbandry and inspired them to explore technology-enabled solutions for strengthening the livestock value chain.



**ACABC- Eligible Candidates**

- Degree courses recognized by UGC having more than 60 percent of the course content in Agriculture and allied subjects.
- Diploma/Post-graduate Diploma courses with more than 60 percent of course content in Agriculture and allied subjects, after B.Sc. with Biological Sciences, from recognized colleges and universities.
- Candidates not be employed or retired as the scheme aims at providing gainful employment for the unemployed Agri graduates.



**DAY 2**  
**December 30, 2025**

**Speaker 1 : Dr. Prabodh halde**  
**(Technical head of regulatory affairs R&D, Marico Ltd)**

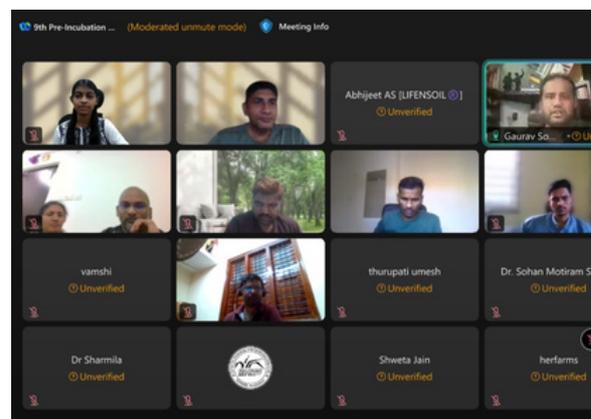
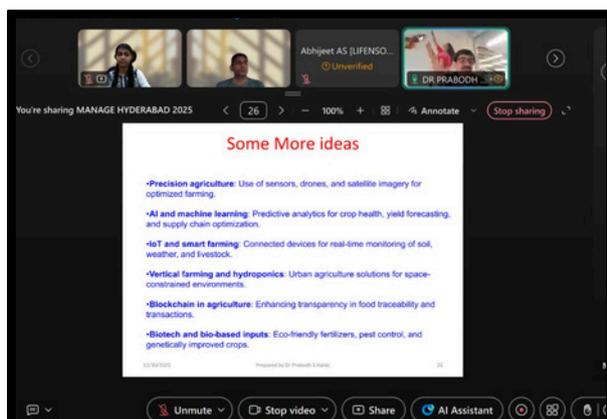
- **Title: The Future of Agriculture: Emerging Agri Startup Trends and Opportunities**

Dr. Prabodh delivered an insightful session providing a comprehensive overview of Indian agricultural entrepreneurship, with a focus on the fundamentals of building and sustaining start-ups in the agriculture sector. He explained the basic components of a start-up, the start-up life cycle, and highlighted emerging start-up trends in Indian agriculture. The session also addressed the key opportunities and challenges faced by agri-entrepreneurs, offering practical perspectives on innovation, scalability, and sustainability. Overall, the session enhanced participants' understanding of the agri-start-up ecosystem and motivated them to explore entrepreneurship as a viable career pathway in agriculture.

**Speaker 2 : Mr. Gaurav Somwanshi**  
**(CEO Emertech Innovations Pvt Ltd.)**

- **Title: Experience Sharing Session by Agri Startup under "Food Traceability & Transparency" Theme**

Mr. Gaurav Somwanshi, CEO of Emertech Innovations Pvt. Ltd., shared insights on technology-driven innovations and their applications in the agriculture and allied sectors. He highlighted how emerging technologies and digital solutions can address field-level challenges, improve operational efficiency, and support scalable agribusiness models. The session provided participants with practical exposure to innovation-led entrepreneurship and emphasized the importance of adopting technology for sustainable start-up growth.



**DAY 3**  
**December 31, 2025**

**Speaker 1 : Ms. Sowmya S**  
**(Digital Marketing Subject Matter Expert )**

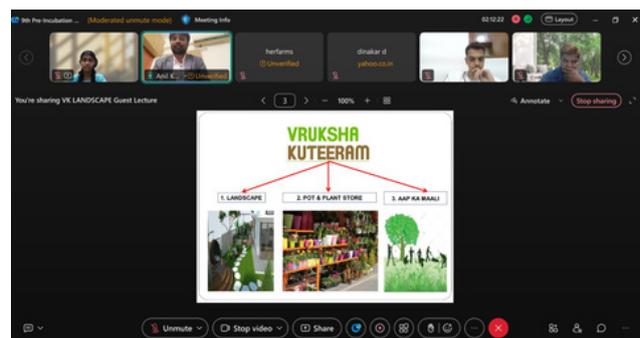
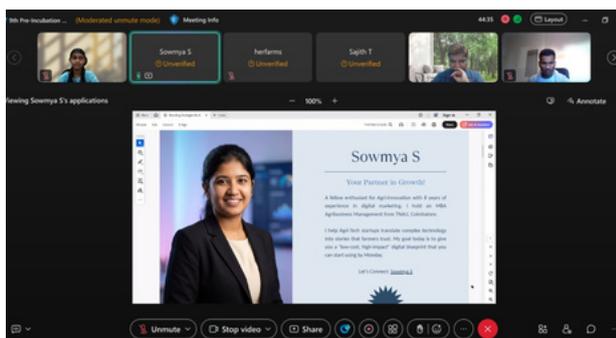
• **Title: Developing Branding Strategies for Innovative Products in Agri-Startups**

The session focused on equipping aspiring agripreneurs with effective branding strategies to position innovative agri-startup products and build a strong market identity. Key aspects such as the importance of brand identity, establishing a recognizable market presence, and creating a consistent brand image were discussed in detail. Participants were guided on practical components including logo and tagline creation, website development, and the use of AI-powered tools to support branding and digital marketing efforts. The session also covered methods to improve brand visibility on Google search, enabling startups to attract customers, build brand loyalty, and achieve a competitive market presence.

**Speaker 2 : Mr. Anil konduti**  
**(Founder- Vruksha Kuteeram)**

• **Title: Experience Sharing Session by Agri Startup under "Urban Farming" Theme**

The Experience Sharing Session under the theme "Urban Farming" explored innovative models of cultivating food within city environments to promote sustainability and self-reliance. The session highlighted techniques such as terrace gardening, vertical farming, hydroponics, and organic cultivation practices suited for limited urban spaces. Emphasis was placed on improving household nutrition, reducing carbon footprints, and creating entrepreneurial opportunities through urban agriculture. Practical insights from Anil konduti illustrated how urban farming can transform unused spaces into productive green areas while fostering environmental awareness and community engagement.



**DAY 4**  
**01 January , 2026**

**Speaker 1 : Mr. Abhinav Vivek**  
**(Sr. Manager, DeHaat)**

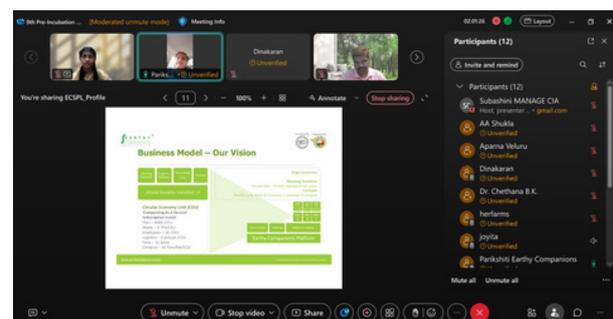
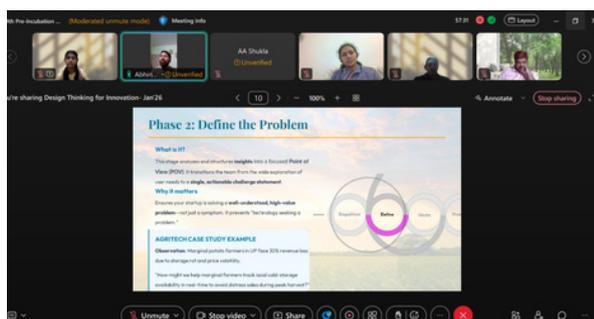
- **Title: Design Thinking for Innovation: Transforming Ideas into Market-Ready Products**

The session emphasized the application of design thinking as a structured approach to transform innovative ideas into market-ready agricultural products and services. Participants were introduced to the design thinking framework, with each stage explained using relevant case studies to highlight its practical relevance. The speaker discussed various ideation techniques, different levels of prototyping, and the importance of developing a Minimum Viable Product (MVP) for validating start-up ideas. Real-world examples from agri-startups such as Numer8-OFish, Stellapps, and Aquaconnect were used to demonstrate how user-centric innovation can be successfully implemented. The session enabled participants to refine their ideas through structured brainstorming and develop actionable prototypes for scalable agribusiness solutions.

**Speaker 2 : Mr. Abhijeet Wagh**  
**(Founder-Earthy Companions Services Pvt. Ltd)**

- **Title: Experience Sharing Session by Agri Startup under “Waste to Food” Theme**

The Experience Sharing Session under the theme “Waste to Food” by Mr Abhijeet Wagh highlighted innovative approaches of converting agricultural and food waste into valuable, sustainable products. The discussion focused on circular economy principles, resource efficiency, and environmentally responsible business practices within the agri-food sector. Participants learned how waste materials can be transformed into nutritious food products, organic inputs, or value-added commodities through scientific processing and strategic planning. Real-world insights from Earthy Companions Services Pvt. Ltd demonstrated how sustainable waste management models can create economic opportunities while addressing environmental challenges and promoting food security.



**DAY 5**  
**02 January , 2026**

**Speaker 1 : Mr. Ram Bende Founder  
(Founder-TDA)**

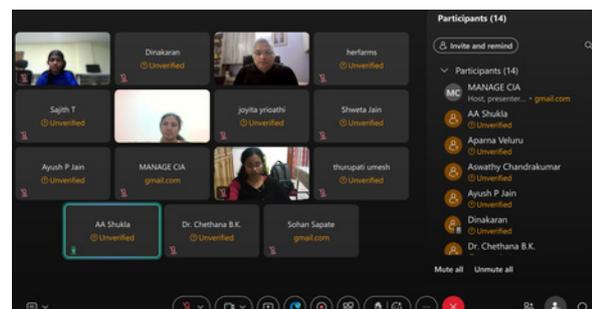
**• Title: Understanding and Developing an Effective Business Model Canvas**

The session on “Understanding and Developing an Effective Business Model Canvas” provided practical insights into structuring and visualizing a startup idea using the Business Model Canvas framework. The discussion covered key components such as value proposition, customer segments, revenue streams, cost structure, key resources, channels, and strategic partnerships. Participants were guided on how to systematically map their business ideas, identify gaps, and refine their models for better clarity and sustainability. The session emphasized that a well-designed business model canvas serves as a strategic blueprint for transforming innovative ideas into viable and scalable enterprises.

**Speaker 2 : Mr. Manish Anand  
(Founder-Mithila Naturals Pvt. Ltd.)**

**• Title: Experience Sharing Session by Agri Startup under “Food Processing & Value Addition” Theme**

The session provided insights into the establishment and functioning of Mithila Naturals, highlighting the range of value-added products offered and the innovations adopted in food processing. The speaker discussed the motivation behind starting the venture, the initial challenges faced during the early stages, and the strategies employed to overcome them. The session concluded with an interactive discussion in which participants’ questions were addressed in detail, making it informative and engaging.



**DAY 6**  
**03 January , 2026**

**Speaker 1 : Ms. Haritha Sivasubramaniam**  
**(Digital Marketing Trainer & Personal Branding Strategist)**

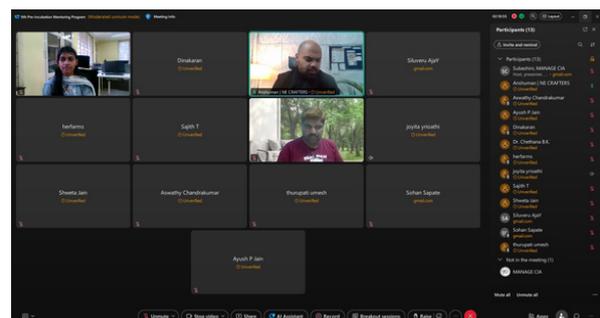
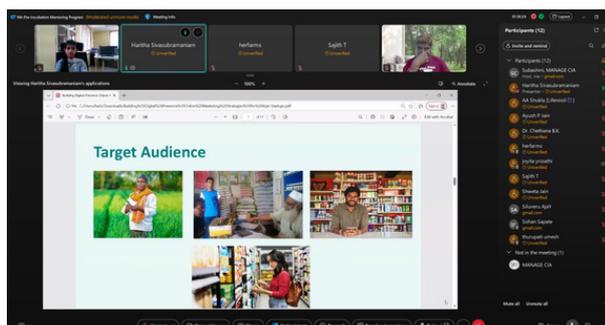
- **Title: Building Digital Presence: Online Marketing Strategies for Agri-Startups**

The speaker explained how branding, storytelling, and consistent online engagement help build trust among customers. She highlighted the effective use of social media platforms, content marketing, and search engine optimization to improve visibility and reach. Practical insights were shared on identifying target audiences and creating value-driven content. Real-time examples were provided to demonstrate successful online brand positioning. As a special support initiative, she generously offered one month of free online content assistance to the participants to help them strengthen their digital presence. The session concluded with an interactive discussion, motivating participants to strategically build and sustain their digital identity.

**Speaker 2 : Mr. Anshuman Goswami**  
**(Founder-NE Crafters Enterprise LLP)**

- **Title: Experience Sharing Session by Agri Startup under “Value Addition in Food Processing for Agri Startup Growth” Theme**

Mr Anshuman delivered an informative session on NE CRAFTERS, a food innovation startup that transforms unique agricultural produce from Northeast India into nutritious, ready-to-eat breakfast products. Under the theme “Value Addition in Food Processing for Agri Startup Growth,” he highlighted how processing, branding, and packaging increase the value of underutilized regional crops. The startup sources GI-tagged turmeric and Bhut Jolokia directly from farmers, ensuring authenticity and fair pricing. He also explained their preservative-free processing and emphasized how value addition and direct marketing drive income growth and sustainable expansion of agri-startups.



**DAY 7**  
**05 January , 2026**

**Speaker 1 : Dr. Radhika Meenakshi Shankar**  
**(Entrepreneurship Management Consultant-Wise Owl Consulting Services)**

- **Title: Ignition, Validation and Evaluation: Crafting and Assessing Breakthrough Startup Ideas**

The session focused on the systematic process of transforming ideas into viable startup opportunities, emphasizing idea ignition through problem identification and innovation, followed by validation using market research, customer discovery, and feasibility analysis. She highlighted the importance of evaluating startup ideas based on scalability, sustainability, financial viability, and risk assessment before commercialization. The speaker also shared practical frameworks and real-world examples to help participants critically assess their ideas, avoid common entrepreneurial pitfalls, and build strong foundations for successful startups.

**Speaker 2 : Mr. Senthil Kumar Babu**  
**(Founder-iYarKai Tech Lab Pvt. Ltd.)**

- **Title: Experience Sharing Session by Agri Startup under "Artificial Intelligence in Agriculture" Theme**

The Experience Sharing Session under the theme "Artificial Intelligence in Agriculture" focused on the practical application of AI-driven technologies in solving real-world agricultural challenges. The session highlighted how artificial intelligence can support precision farming, crop monitoring, pest and disease prediction, and data-driven decision-making for farmers. Emphasis was placed on the role of innovation, field-level validation, and user-friendly digital solutions in improving productivity and sustainability. Real-time experiences from an agri-tech startup, iYarKai Tech Lab Pvt. Ltd., illustrated how emerging technologies can bridge gaps between farmers and advanced scientific solutions, encouraging participants to explore AI-based entrepreneurship in agriculture.



**DAY 8**  
**06 January , 2026**

**Speaker 1 : Ms. Usha Sree V**  
**(Manager-MANAGE CIA)**

- **Title: Competition Analysis**

A session on "Competition Analysis" was conducted, emphasizing the importance of understanding the competitive environment for the sustainable growth of startups. The session highlighted how systematic competitor analysis helps startups identify market gaps, refine their value proposition, understand customer needs, and develop effective business strategies. Special emphasis was given to Porter's Five Forces Model, explaining the threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products, and the intensity of competitive rivalry. The session enabled participants to assess industry competitiveness and make informed strategic decisions for long-term startup success.

**Speaker 2 : Mr. Aditya Sai Swarup**  
**(Founder Prakruthika Herbals OPC Pvt. Ltd. )**

- **Title: Experience Sharing Session by Agri Startup under "Natural & Organic Products" Theme**

An experience-sharing session by an agri startup was conducted under the theme "Natural & Organic Products," focusing on Prakruthika, a startup offering chemical-free herbal hair dips as a natural alternative to conventional shampoos for healthy living. The session highlighted the startup's product portfolio, emphasizing the use of traditional herbal formulations, natural ingredients, and eco-friendly processing methods. Key aspects such as product testing, quality assurance, and compliance with the herbal and natural product regulatory environment in India were explained in detail. The speaker also discussed the business model, product ecosystem, and market positioning strategies, demonstrating how value addition, authenticity, and adherence to natural and organic principles contribute to consumer trust and sustainable growth in the natural products sector.



**DAY 9**  
**07 January , 2026**

**Speaker 1 : Mr. Emmanuel Murray**  
**(Investment Director-Caspian)**

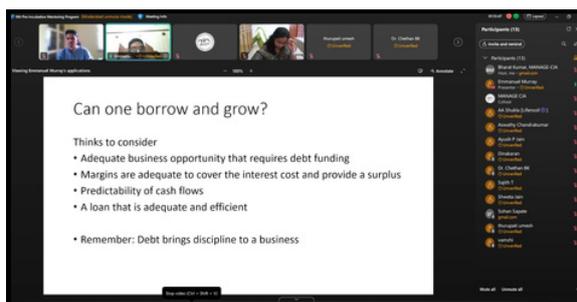
• **Title: Financial Planning and Cost Management for Early-Stage Startups**

The session covered key aspects of financial planning, including budgeting, cash flow management, cost control, break-even analysis, and efficient allocation of resources during the early stages of a startup. He emphasized the need for realistic financial projections, prudent spending, and monitoring operational costs to minimize risks and ensure financial stability. The session equipped participants with practical insights to make informed financial decisions and build a strong financial foundation for long-term startup success.

**Speaker 2 : Mr. Venkata Ramana**  
**(Founder- Blue Lotus Solutions Climate tech Pvt Ltd)**

• **Title: Experience Sharing Session by Agri Startup under "Sustainable Agriculture & Agriinputs" Theme**

An experience-sharing session by an agri startup was conducted under the theme "Natural & Organic Products," focusing on innovative solutions for sustainable agriculture. The speaker highlighted the startup's advanced technologies, including modular and tunable biochar reactors and biochar-based fertilizers, designed to promote soil health, improve nutrient efficiency, and enhance climate-resilient farming systems. The session emphasized how biochar-based agri inputs support organic and natural farming practices by improving carbon sequestration, reducing chemical dependency, and increasing long-term soil productivity. The discussion also linked innovation in agri inputs with sustainability goals, demonstrating the role of eco-friendly technologies in addressing climate change challenges and supporting sustainable agricultural growth.



**DAY 10**  
**08 January , 2026**

**Speaker 1 : Ms. Sampri Sridhar**  
**(Corporate Lawyer)**

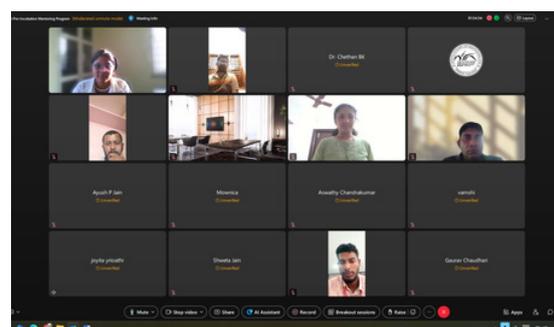
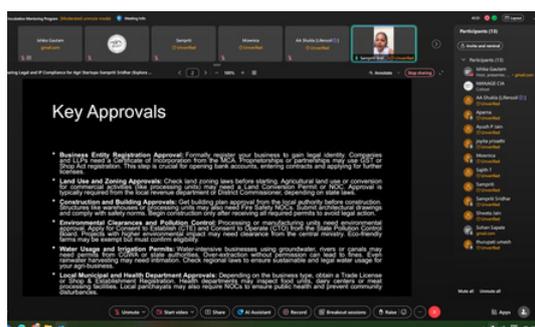
- **Title: Legal and IP Compliance: Navigating Regulatory Frameworks for Agri-Startups**

The session focused on creating awareness about the legal and intellectual property compliance requirements essential for agri-startups. Key aspects related to company registration, statutory compliances, contracts, and sector-specific regulations were explained to help startups operate within the legal framework. The discussion also emphasized the importance of protecting innovations through patents, trademarks, and other IP rights to minimize legal risks and support sustainable and scalable agri-startup growth. Additionally, the session highlighted common legal challenges faced by early-stage startups and the need for timely legal due diligence. Participants gained practical insights into aligning business operations with regulatory frameworks to build investor confidence and ensure long-term viability.

**Speaker 2 : Mr. Gaurav Choudhary**  
**(Founder-Camron Feeds Pvt. Ltd.)**

- **Title: Experience Sharing Session by Agri Startup under “Animal Husbandry & Livestock Management” Theme**

Mr. Gaurav Choudhary, Founder of Camron Feeds Pvt. Ltd., shared his entrepreneurial journey and provided insights into his startup, which focuses on developing research-based animal nutrition products aimed at improving animal health and productivity. He discussed the scientific approach adopted in product development, the importance of quality nutrition in enhancing livestock performance, and the role of innovation in the animal husbandry sector. The speaker also highlighted the challenges faced during the initial stages of the startup and the strategic measures taken to overcome them. Through interactive discussions, he motivated participants and offered practical guidance to aspiring agripreneurs interested in the animal nutrition and livestock management domain.



**DAY 11**  
**09 January , 2026**

**Speaker 1 : Mr. Pradeep Kulkarni**  
**Consultant Trainer & Banker Union Bank of India (Retd.)**

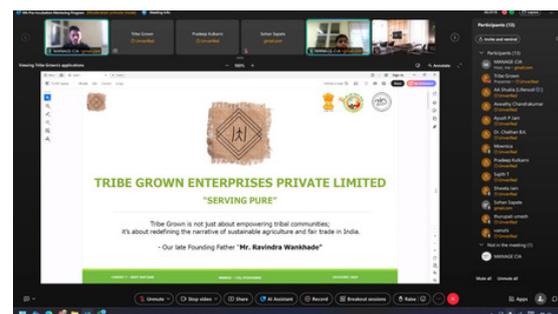
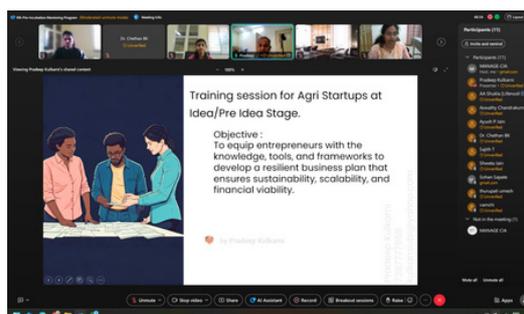
- **Title: Blueprinting Resilient Ventures: Developing a Robust Business Plan**

The session focused on the importance of creating a comprehensive and well-structured business plan as a foundation for startup success. Key components of a business plan, including market analysis, value proposition, operational strategy, financial projections, risk assessment, and scalability, were explained in detail. Emphasis was placed on aligning business objectives with practical strategies, anticipating challenges, and building flexibility to adapt to changing market conditions. Participants gained insights into crafting resilient business plans that not only attract investors but also provide a clear roadmap for sustainable growth and long-term viability of their ventures.

**Speaker 2 : Mr. Bhavesh Wankhade**  
**(Founder-Tribe Grown Enterprise)**

- **Title: Experience Sharing Session by Agri Startup under "Value Chain & Supply Chain Management" Theme**

He highlighted how his startup strengthens the agricultural value chain by connecting farmers directly with markets and consumers, ensuring fair pricing, traceability, and timely delivery. The session covered innovative supply chain strategies, including aggregation, quality control, storage, and distribution practices, aimed at reducing post-harvest losses and improving operational efficiency. He also shared insights on challenges faced in managing logistics, coordinating stakeholders, and maintaining product quality across the chain. The discussion emphasized the importance of an integrated and efficient value chain for enhancing farmer incomes, ensuring customer satisfaction, and promoting sustainable agri-business growth.



**DAY 12**  
**10 January , 2026**

**Speaker 1 : Mr. Amit Kale**  
**(Manager- IILM University)**

- **Title: The Investment Pitch: Strategy and Structure for Securing Startup Funding**

The session focused on strategies for effectively presenting startup ideas to investors and securing funding. Key aspects covered included structuring a compelling pitch, highlighting the value proposition, market potential, business model, financial projections, and growth strategy. Emphasis was placed on understanding investor expectations, addressing potential risks, and communicating the startup's unique strengths convincingly. Participants gained practical insights into creating persuasive investment pitches that increase the likelihood of attracting funding and building investor confidence for long-term business growth.



Particulars	Description	Investment from Seed round (INR Lacs)	Cash flow to the bank (INR)	Total Profit (INR Lacs)
Personnel	Personnel Cost of Personnel (e.g. Salaries, Bonuses, Medical, etc. for 12)			
Hardware	Hardware (e.g. Computers, Servers, etc.)			
Marketing	Marketing (e.g. Social media, Print, etc.)			
Working Capital	Working Capital (e.g. Rent, Utilities, Raw materials, etc.)			
Research	Research (e.g. Market research, Product development, etc.)			
Reserve	Reserve (e.g. Contingency fund, etc.)			
Total Investment		1.00		

**DAY 13**  
**12 January , 2026**

**Speaker 1 : Ms. Namita Pandey**  
**(Chief Human Resource Officer)**

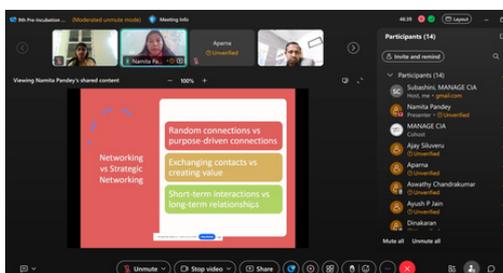
- **Title: Strategic Networking: Building Strong Partnerships for Agripreneurial Growth**

The session on "Strategic Networking: Building Strong Partnerships for Agripreneurial Growth" highlighted the critical role of professional relationships in expanding agribusiness opportunities. The discussion emphasized that effective networking goes beyond exchanging contacts and involves building trust, mutual value, and long-term collaboration. Participants gained insights into identifying key stakeholders, leveraging industry platforms, and maintaining meaningful professional connections. The session also underlined the importance of communication skills, credibility, and consistent engagement in forming strategic partnerships that support innovation, market access, and sustainable agripreneurial growth.

## Speaker 2 : Mr. Mahesh Londhe (Founder-Agrozee Organics Pvt Ltd)

- **Title: Experience Sharing Session by Agri Startup under “Value Chain & Supply Chain Management” Theme**

The session provided valuable insights into building an efficient and transparent agri-based business model. He elaborated on how streamlined value chain integration from sourcing quality produce directly from farmers to ensuring timely delivery to consumers enhances profitability and sustainability. He also highlighted the importance of trust, traceability, logistics management, and digital platforms in strengthening supply chain operations. Through real-time examples from his entrepreneurial journey, he encouraged aspiring agripreneurs to focus on quality assurance, farmer partnerships, and market linkage strategies to create long-term impact in the agricultural sector.

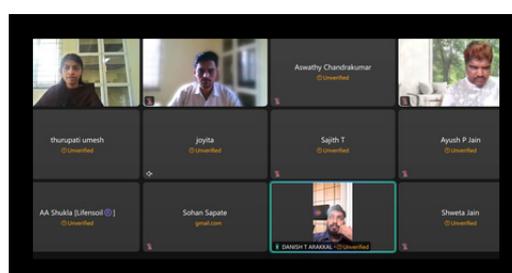


**DAY 14**  
**13 January , 2026**

## Speaker 1 : Mr. Mohammed Ikan (Director- Society for Training and Development)

- **Title: Building Self-Leadership and Entrepreneurial Personality**

The session on “Building Self-Leadership and Entrepreneurial Personality” focused on strengthening the inner capabilities required for entrepreneurial success. The discussion emphasized the importance of self-awareness, goal clarity, discipline, emotional intelligence, and resilience in shaping a strong leadership foundation. Participants were encouraged to develop a growth mindset, effective communication skills, and the ability to take calculated risks. The session also highlighted how confidence, adaptability, and continuous self-improvement play a crucial role in transforming ideas into sustainable ventures and leading teams with vision and integrity.

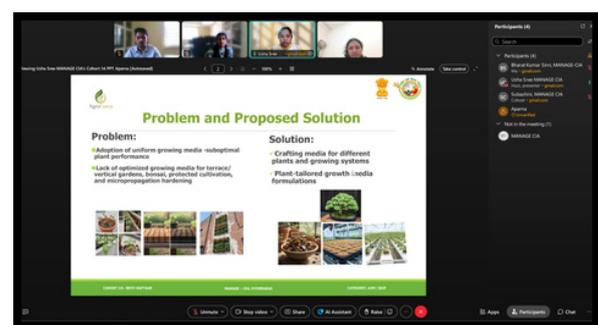
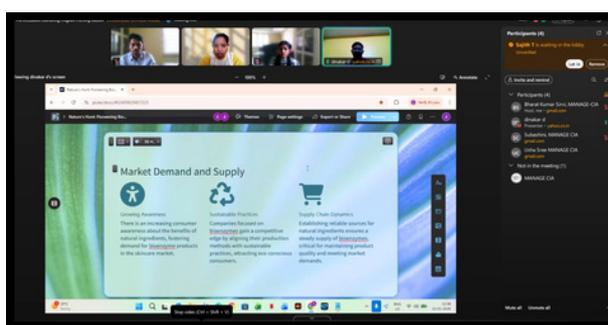


## PITCH DECK PRESENTATION

A significant highlight of the pre incubation programme was the Pitch Deck Presentation session, during which seven innovative startup ideas were presented before the MANAGE CIA team. The platform enabled participants to clearly articulate their business concepts, showcase feasibility, and receive constructive feedback from the team. The session aimed to strengthen entrepreneurial skills, enhance presentation abilities, and improve confidence in pitching ideas effectively. Each participant was allotted 15 minutes to present their ideas.

Prior to the commencement of the pitch deck session, participants were requested to fill a Google Form as part of a structured pre-mentoring assessment process. The form collected essential information including basic profile details, startup ideas or project concepts, the current stage of development (ideation, validation, or early-stage), specific areas requiring mentorship support, and their readiness to present their ideas. This systematic data collection helped the organizing team understand individual needs and streamline the pitch schedule efficiently.

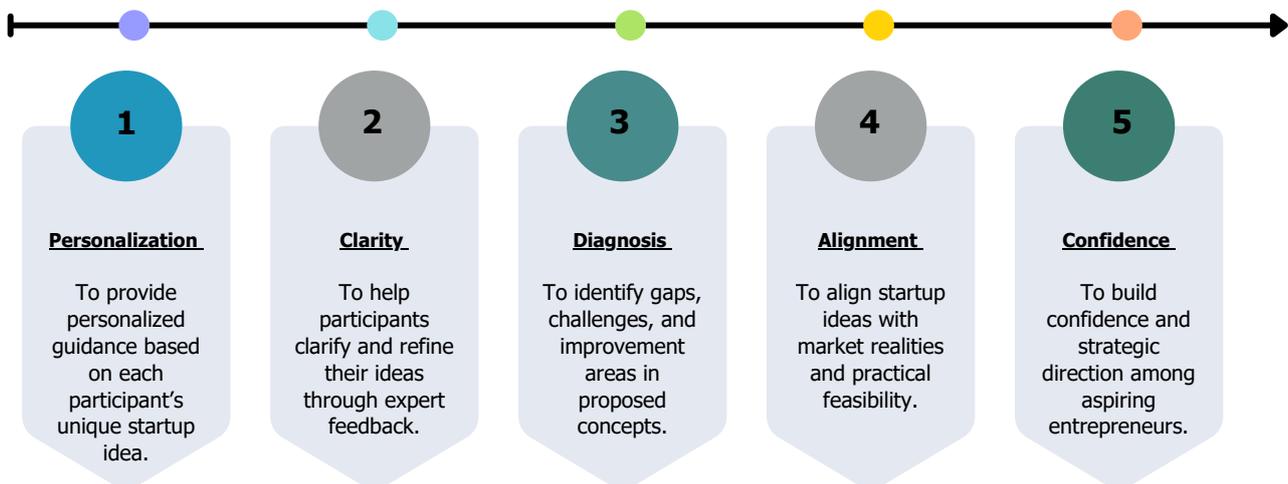
In addition, a sample pitch deck powerpoint template was shared in advance to guide participants in preparing their presentations in a structured and professional manner. The template provided clarity on key components such as problem statement, solution, target market, revenue model, and future plans. This preparatory support ensured uniformity, improved the overall quality of presentations, and helped participants confidently refine and present their innovative concepts.



## ONE ON ONE MENTORING SESSION

The One-on-One Mentoring Sessions were conducted with experienced experts to provide individualized guidance to the participants. During these sessions, each participant shared their startup idea directly with the mentor. The interactions helped in clarifying concepts and identifying strengths and gaps in the ideas. Mentors offered practical suggestions to improve feasibility and strategy. Overall, the sessions supported participants in refining their ideas and gaining confidence in their entrepreneurial journey.

### Need for the One on One Mentoring Session



### Pre-Mentoring Preparation (Participant Onboarding)

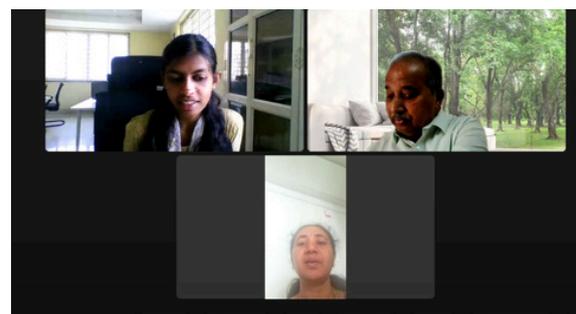
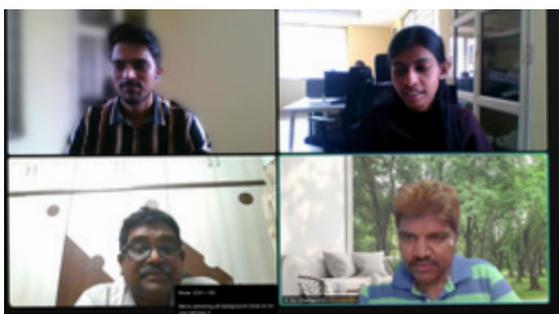
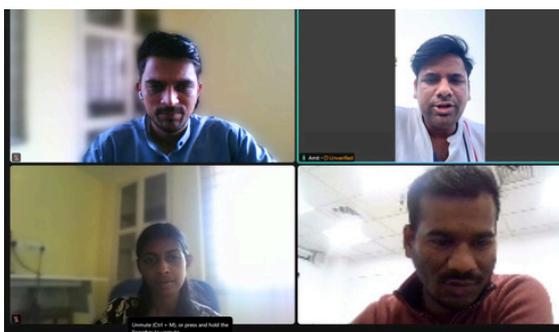
- Participants were asked to fill out a Google Form prior to the mentoring sessions
- Purpose of filling the Google Form:
  - Collection of basic participant profiles
  - Details of startup ideas/project concepts
  - Current stage of the idea (ideation, validation, early-stage, etc.)
  - Specific areas where mentoring support was required
  - Selection of preferred mentors based on domain relevance and expertise
- This pre-assessment ensured effective mentor-mentee matching and optimized session outcomes

## Session Details

One-on-One Mentoring Sessions were conducted over four days with four dedicated mentors, during which each participant was provided a 15-minute individual mentoring slot.

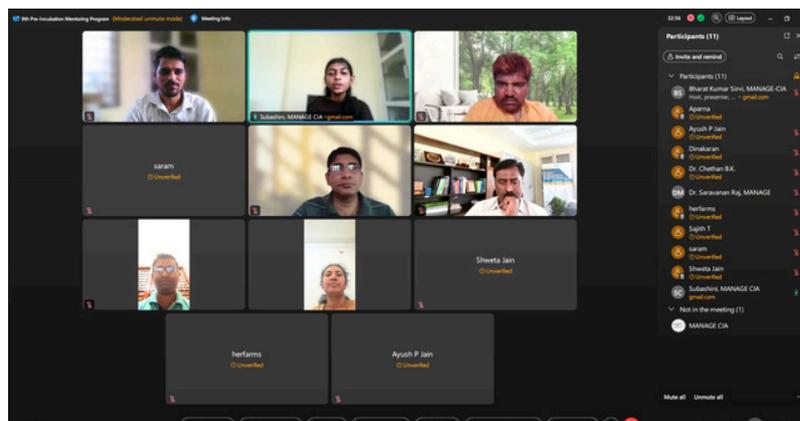
DATE	MENTORS
16/01/26	Mr. Amit Kale
17/01/26	Dr. Radhika Meenakshi Shankar
19/01/26	Mr. Emmanuel Murray
20/01/26	Mr. Pradeep Kulkarni

Each day, around five to six participants presented their ideas directly to the mentors during the One-on-One Mentoring Sessions. This provided an opportunity for participants to clearly explain their concepts and objectives. The mentors carefully reviewed each idea and offered constructive, idea-specific feedback. These interactions helped participants identify strengths, gaps, and areas for improvement. Overall, the sessions supported meaningful learning and practical refinement of startup ideas.



## VALEDICTORY SESSION

The Valedictory Session, held on 21 January 2026, marked the successful conclusion of the programme. It provided an opportunity to reflect on the learning experiences, key outcomes, and skills gained by the participants. The session commenced with a welcome address by Mr. Bharat Kumar Sirvi, formally opening the gathering. This was followed by the valedictory address delivered by Ms. Subashini V, who highlighted the programme's key achievements and the impact on participants. Participants then shared their feedback and suggestions, expressing how the programme had been beneficial to them. The session also emphasized the importance of continuous learning, mentorship, and networking in nurturing innovative ideas. Finally, Dr. Saravanan Raj, Director of Agricultural Extension, addressed the gathering and formally concluded the session, encouraging participants to implement their learnings in future initiatives.



**Report Prepared by,  
Subashini V  
(MANAGE-CIA Intern)**

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