



**15th
Cohort**

2026

**June 02 - July 31, 2026
PM-RKVY Program**

MANAGE- Centre for Innovation and Agripreneurship (MANAGE-CIA)
National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad - 500030, India
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MANAGE-Centre for Innovation and Agripreneurship (MANAGE-CIA)

PM-RKVY Program

Cohort- 15

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MANAGE–Centre for Innovation and Agripreneurship (MANAGE-CIA)

(Centre of Excellence in Agribusiness Incubation and Knowledge Partner for the Pradhan Mantri-Rashtriya Krishi Vikas Yojana (PM-RKVY) Program)

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Govt. of India)
Rajendranagar, Hyderabad – 500 030, Telangana State, India

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About the Publication

This publication presents a concise account of the MANAGE-CIA Cohort-15 PM-RKVY Agri Incubation Program, capturing the key learning, mentoring, evaluation and incubation experiences of participating startups. It highlights the program's focus on innovation development, business model strengthening, market validation, product development, funding readiness, networking and commercialisation, while documenting the structured support provided to startups across different stages of their entrepreneurial journey.

Disclaimer

This report is based on the sessions, discussions, activities, visits, and interactions conducted during the Cohort-15 Program. The views expressed are those of the respective resource persons and contributors and do not necessarily represent the official views of MANAGE. The publication may be reproduced for non-commercial purposes with due acknowledgement to MANAGE.

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Contents

Particulars	Page No.
Background	1
Cohort-15: PM-RKVY Agri Incubation Program	3
Preliminary Evaluation of Applications	4
Online Mentoring Program – Phase I	5
Objectives and Methodology of the Mentoring Program	6
Online Mentoring Sessions & Key Learnings	7
Strategic Collaborations & Partnerships	27
Pitch Readiness and Mock Presentation	28
MANAGE Programs Spotlight	29
Founder-to-Founder Experience Sharing	30
Physical Mentoring Program – Phase II	31
Institutional Exposure and Ecosystem Learning Visits	35
CIC & SIC Evaluation Meetings	36
Valedictory Session	38
Startup Testimonials	39
Program Summary	43
Cohort-15 Incubatees	45

Background

The National Institute of Agricultural Extension Management (MANAGE), established in 1987 under the Ministry of Agriculture & Farmers Welfare, Government of India, and accorded National Institute status in 1992, with the launch of RKVY-RAFTAAR in 2017–18, the Government of India strengthened its focus on promoting innovation and agripreneurship through incubation and financial support to agri-startups. hosts the MANAGE-Centre for Innovation and Agripreneurship (MANAGE-CIA) at Hyderabad. MANAGE-CIA functions as a Centre of Excellence in Agribusiness Incubation, providing structured incubation, mentoring, capacity building and handholding support to ventures in agriculture and allied sectors, with the objective of facilitating their progression from innovation and ideation towards market readiness and commercialisation.

MANAGE-CIA was subsequently recognised as a Centre of Excellence and Knowledge Partner for RKVY-RAFTAAR, contributing to the implementation of agri-incubation initiatives, mentoring and handholding of startups, and strengthening the R-ABI ecosystem. Through these initiatives, MANAGE-CIA has developed a structured platform for nurturing innovative ventures and facilitating linkages with the wider agricultural entrepreneurship ecosystem.





MANAGE-CIA: Objectives and Key Functions

- To promote innovation and entrepreneurship in agriculture and allied sectors.
- To nurture innovative ideas and transform them from ideation to prototype and commercialisation.
- To provide incubation and mentoring support for developing viable and scalable agri-business ventures.
- To facilitate the transition of MVPs into market-ready products, services and business models.
- To support startups in addressing critical and emerging challenges in the agricultural ecosystem through innovative solutions.
- To strengthen the entrepreneurial capabilities of agripreneurs, innovators and agri-startups.
- To facilitate access to funding, markets, technology, industry networks and institutional partnerships.
- To contribute to employment generation, enterprise development and sustainable growth in the agriculture and allied sectors.



MANAGE-CIA: Incubation Services

- **Technical Mentoring** – Expert guidance for product, technology and solution development.
- **Business Mentoring** – Support in business models, strategy, market development and growth planning.
- **Capacity Building** – Training and programmes covering entrepreneurship, business development and agri-startup management.
- **Funding Facilitation** – Support and access to eligible grant and seed-support opportunities based on programme guidelines and evaluation.
- **Market & Investment Linkages** – Networking with potential customers, investors, strategic partners and ecosystem stakeholders.
- **IPR Facilitation** – Guidance related to intellectual property and technology licensing.
- **Networking & Ecosystem Connect** – Linkages with mentors, academia, research institutions, incubators, industry and other support organisations.
- **Product Development Support** – Assistance in product refinement, testing, trials, validation and market launch.
- **Business & Commercialisation Support** – Handholding to strengthen business viability, scale operations and move towards commercialisation.

Cohort-15: PM-RKVY Agri Incubation Program

The cohort was designed to strengthen entrepreneurial capabilities, refine innovative solutions, facilitate business development and connect promising ventures with the wider agri-startup ecosystem, thereby supporting the transition of ideas and innovations towards sustainable and market-oriented enterprises. The program offered comprehensive mentoring, technical and business guidance, incubation support, networking and market linkages tailored to the respective stages of the participants.

The cohort was implemented under three program categories —Student Orientation Program (SOP), Agripreneurship Orientation Program (AOP), and Startup Agribusiness Incubation Program (SAIP)—covering student innovators, pre-seed ventures and seed-stage startups respectively. Under the program framework, grant-in-aid support was allocated to eligible participants based on their respective program categories and subject to program guidelines, evaluation and sanction. The maximum permissible grant support was up to ₹4 lakh under SOP, up to ₹5 lakh under AOP, and up to ₹25 lakh under SAIP, as applicable.

The 15th Cohort of the PM-RKVY Agri Incubation Program was launched by MANAGE-Centre for Innovation and Agripreneurship (MANAGE-CIA) to invite applications from students, agripreneurs and startups across India. The application process commenced on 15 February 2026 and remained open until 15 April 2026, providing innovators in agriculture and allied sectors an opportunity to access structured incubation, mentoring and ecosystem support. Ultimately, the program aimed to promote innovations that address field-level challenges and create meaningful solutions, products and services for the benefit of the farming community.

MANAGE-CIA
Inviting applications from
Students, Agripreneurs & Startups
across India

RKVY-RAFTAAR Programs "Cohort-15"

Student Orientation Program (SOP)	Agripreneurship Orientation Program (AOP)	Startup Agribusiness Incubation Program (SAIP)
Grant in Aid up to ₹4 lakh	Grant in Aid up to ₹5 lakh	Grant in Aid up to ₹25 lakh
One-Month Comprehensive Mentoring	One-Month Comprehensive Mentoring	One-month Comprehensive Mentoring
Technical and Business Mentoring	Technical and business Mentoring	Technical and Business Mentoring
15 days incubation Workshop.	15 days incubation Workshop.	Networking and Market Linkages

Last date for registration
April 15 2026

Link to apply >
<https://www.manage.gov.in/>
<https://www.manage.gov.in/managecia>

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National Institute of Agricultural Extension Management (MANAGE)
(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)
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Preliminary Assessment of Startup Applications

MANAGE-CIA conducted the Preliminary Evaluation of Cohort-15 applications under PM-RKVY from 02 to 06 June, 2026, following the initial screening process. The preliminary evaluation served as an important screening and assessment stage for identifying promising innovations and determining the appropriate program pathway for further mentoring and development. The evaluation covered startups/applicants under the Startup Agribusiness Incubation Program (SAIP–Seed Stage), Agripreneurship Orientation Program (AOP–Pre-Seed Stage), and Student Orientation Program (SOP–Student Pre-Seed Stage). The presentations provided an opportunity to assess the applicants' innovations, problem–solution fit, business potential, relevance to agriculture, and readiness for the subsequent mentoring stage. The evaluation was conducted over five days, with presentations scheduled across the respective program categories.

The Preliminary Evaluation was conducted by a six-member evaluation committee. The committee reviewed the presentations and assessed the applicants based on innovation, problem–solution fit, business potential, agricultural relevance, scalability and overall readiness for further incubation and mentoring.

Based on the evaluation, 103 SAIP applicants were considered for presentation, of whom 33 were selected for Seed Stage mentoring and 16 were moved to the Pre-Seed Stage. In AOP, 64 applicants were evaluated, with 26 selected for Pre-Seed Stage mentoring. In SOP, 34 applicants were evaluated, of whom 10 were selected for Student Pre-Seed Stage mentoring and 2 were moved to the Pre-Seed Stage (AOP) category. The detailed startup-wise evaluation outcomes and deliberations were maintained as part of the program proceedings.



PHASE-I

Online Mentoring Program Cohort-15



Objectives of the Mentoring Program

- Validate and refine startup ideas, products and business propositions.
- Strengthen Business Model Canvas and business planning capabilities.
- Develop understanding of market research, competitor analysis and market positioning.
- Enhance knowledge of IPR, legal structures, GST and regulatory compliance.
- Facilitate awareness of government schemes, grants and funding avenues.
- Strengthen capabilities in product development, validation and commercialisation.
- Develop competencies in financial statements, financial ratios and bankable project proposals.
- Build capabilities in pricing, revenue generation, marketing and product portfolio development.
- Facilitate networking, collaborations and strategic partnerships.
- Develop entrepreneurial mindset, leadership and team-building capabilities.
- Prepare startups for structured pitching, evaluation and investment/funding readiness.



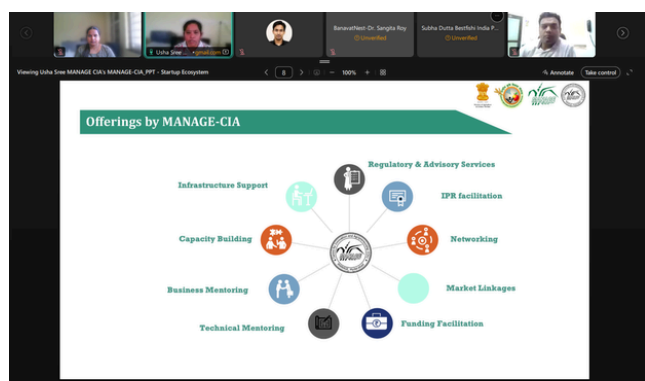
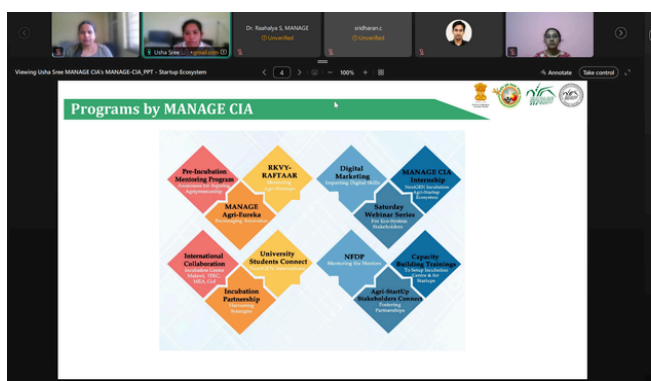
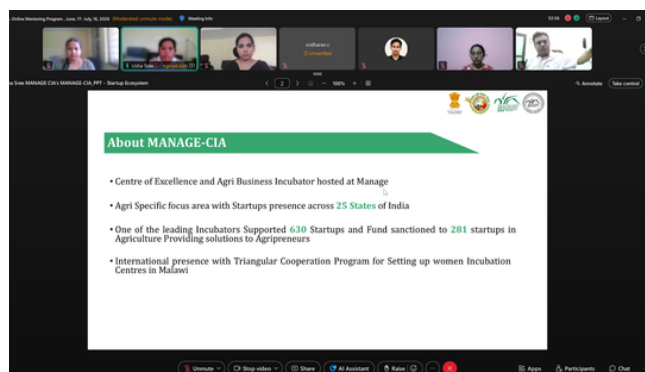
Mentoring Program Methodologies

- Expert-led technical sessions
- Interactive workshops
- Case-based learning
- Startup experience sharing
- Government scheme awareness
- Ecosystem and networking sessions
- Product/business validation
- Financial and market-readiness inputs
- Mock presentations
- Strategic mentoring

Inauguration, Program Orientation & Entrepreneurial Opportunity Discovery

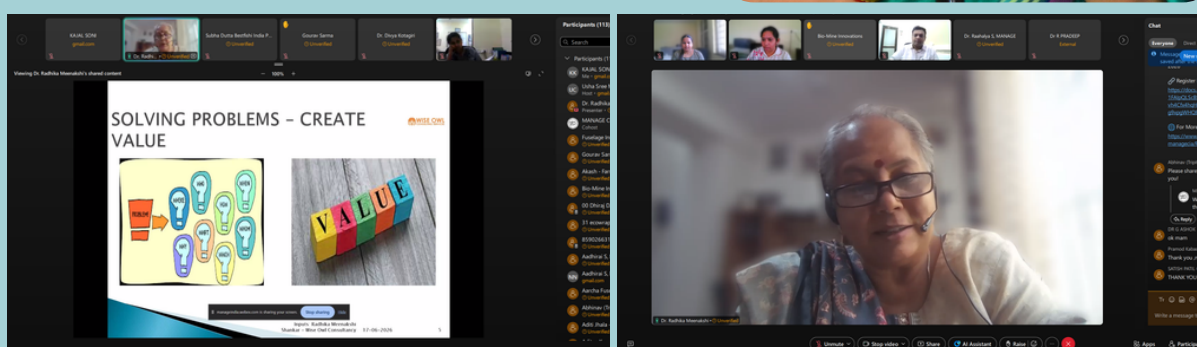
The Cohort-15 Online Mentoring Program commenced with inaugural remarks by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, MANAGE-CIA and MANAGE-FISHub, He outlined the purpose of the mentoring journey and the role of MANAGE-CIA in facilitating agri-startup development. He highlighted that startups should focus on clearly communicating the uniqueness and innovativeness of their solutions and their practical relevance to farmers, consumers and the wider agricultural ecosystem. He also underlined that funding is only one form of support and encouraged participants to make effective use of mentoring, institutional linkages, validation opportunities, incubation support and the wider ecosystem available through MANAGE-CIA.

The inaugural session also conveyed the importance of business progress, market validation, professional conduct, compliance and preparedness for evaluation. Startups were encouraged to remain receptive to mentors' suggestions, differentiate their solutions from existing alternatives, maintain proper documentation and fulfil the requirements associated with government-supported programs. The mentoring program was positioned as an opportunity for founders to refine their ideas, strengthen their business propositions, build meaningful networks and prepare for the independent CIC evaluation, with continued emphasis on developing innovations that create tangible value for agriculture and society.



Idea evaluation and Validation for Agriculture and Fisheries startups

Dr. Radhika Meenakshi Shankar
Entrepreneurship Management Consultant
WiseOwl Consulting Services



Dr. Radhika Meenakshi Shankar, Entrepreneurship Management Consultant, WiseOwl Consulting Services, highlighted that successful entrepreneurship begins with understanding the problem and customer need, rather than focusing only on product development. The learning component moved beyond simply developing a product and focused on understanding the problem, identifying the right customer and creating meaningful value. The discussion introduced the changing VUCA world that is; Volatile, Uncertain, Complex and Ambiguous, highlighting how emerging technologies such as AI, AR, VR, Blockchain and IoT, along with aggregators, global trade and customer-centric models, are reshaping tomorrow's businesses. The Startups were encouraged to examine problems from multiple dimensions—What is the core issue? Who is affected? Why does it matter? What social and cultural factors influence it? Can the problem be reframed?

Before jumping to a solution. The value-creation framework further reinforced that successful innovations should progress from functional benefits to emotional, life-changing and social impact, while opportunity evaluation should be grounded in five essential questions:

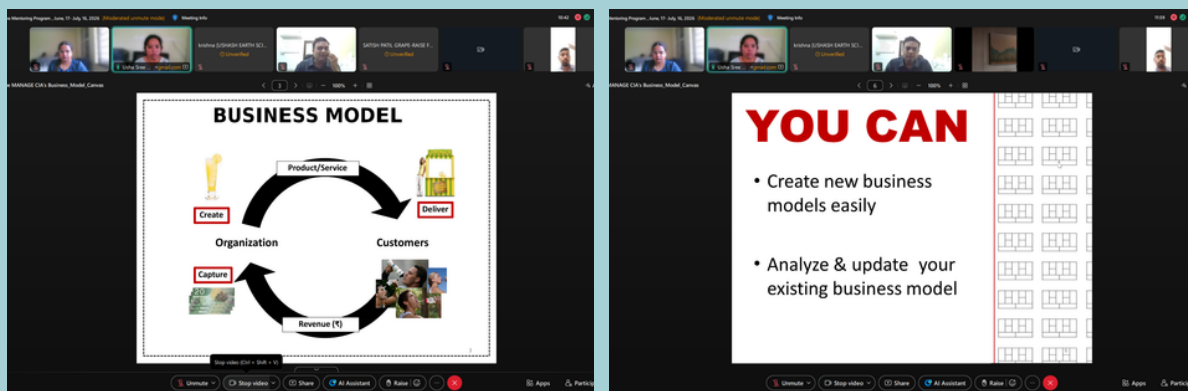
What is the problem? Who has the problem? What is the unique solution? How can it be defended against competition? What is required to build the business?

Core Takeaway

Strong startups do not begin with technology, it's begin with a meaningful problem. Understanding the customer, validating the need, defining a strong value proposition and identifying an underserved opportunity creates the foundation for a sustainable and competitive agribusiness.

Comprehending and Creating a Business Model Canvas

Ms. V. Usha Sree
Manager, MANAGE-CIA



Ms. V. Usha Sree conducted a focused session on Business Model Canvas (BMC), explaining its role in systematically representing and analysing a startup's business model. The session covered the nine key components of the BMC including customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structure and demonstrated how these elements are interconnected in building a viable business model.

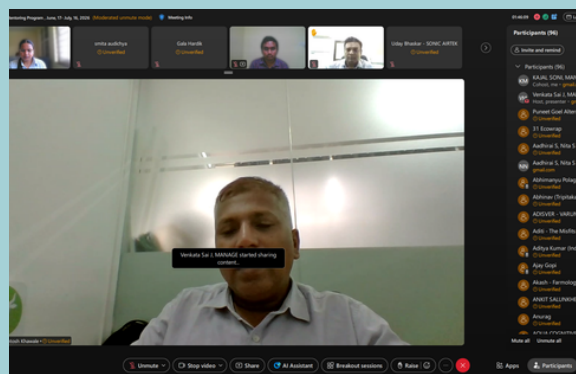
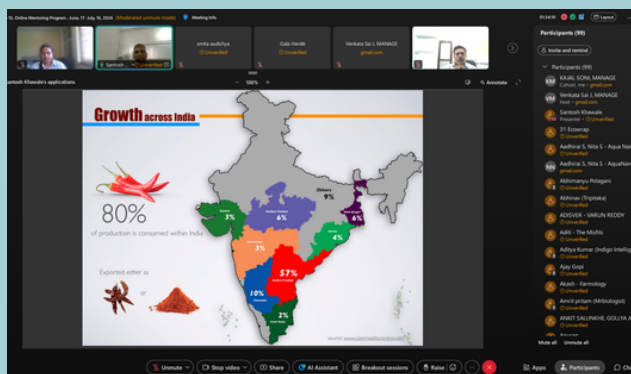
The session enabled startups to examine their existing business models in a structured manner and identify gaps, dependencies and areas requiring refinement. Practical discussion around customer needs, value delivery, revenue generation, partnerships and cost considerations helped participants understand how the BMC can be used to assess business feasibility and improve strategic decision-making. The session encouraged startups to continuously review and refine their business model in response to market conditions and evolving business requirements.

Core Takeaway

Startups were encouraged to use the Business Model Canvas as a dynamic strategic framework rather than a one-time planning tool, enabling them to continuously validate customer needs, refine their value proposition, optimise revenue and cost structures, and adapt their business models for sustainable growth and future market opportunities.

Design Thinking: Transforming Ideas into Product and Activity based workshop

Mr. Santhosh Kawale
Founder
Desi Colab



Mr. Santosh Khawale, Founder, Desi Colab, delivered a practical session on Design Thinking as a human-centred and iterative approach to innovation, with applications relevant to agriculture and allied sectors. The session covered the five stages, Empathize, Define, Ideate, Prototype and Test and highlighted the importance of understanding users, accurately defining the core problem, generating diverse solutions, developing early prototypes and validating them through real-user feedback. Practical cases, including irrigation scheduling and solar dehydration, demonstrated how user insights can guide the development of relevant and implementable solutions.

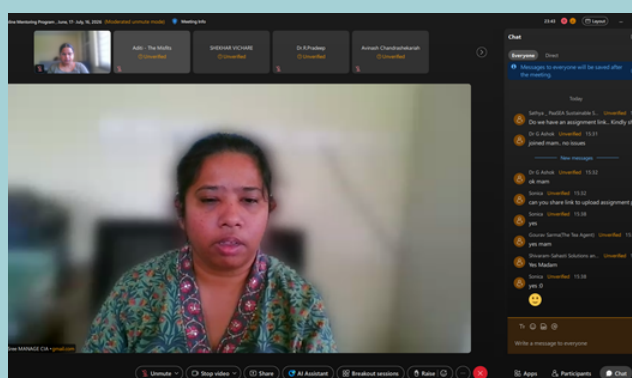
Key points included understanding user needs, user research, iterative validation, MVP development, and balancing desirability, feasibility and viability. Participants were introduced to tools such as interviews, observation, empathy mapping, brainstorming and SCAMPER, with emphasis on affordability, willingness to pay, adoption barriers, and involving end users in testing and validation to develop practical and market-relevant solutions.

Core Takeaway

Startups were encouraged to adopt a customer-centric and iterative approach to innovation by continuously understanding user needs, testing solutions, incorporating market feedback and refining their products, thereby enabling them to build relevant, scalable and market-ready solutions for future growth.

Competitor Mapping in Agri and Fisheries sector

Ms. V. Usha Sree
Manager, MANAGE-CIA



Ms. Usha Sree, Manager, MANAGE-CIA, conducted a session on Competitive Mapping and Market Analysis, focusing on different types of competition and market structures in the agriculture and aquaculture sectors. She introduced participants to Porter's Five Forces framework to understand competitive rivalry, barriers to entry, buyer and supplier power, and the threat of substitute products.

The session also covered practical aspects of market positioning, pricing strategies, brand loyalty, distribution and logistics, and the influence of government policies on startups. Through relevant market examples and a competitive analysis exercise, participants were guided to assess their ventures against competitors based on product, price, quality and service, helping them strengthen their market positioning and strategic planning. A competitive analysis exercise was also assigned, requiring participants to compare their ventures with competitors based on product features, pricing, quality and services, thereby strengthening their understanding of market differentiation and strategic planning.

Core Takeaway

Startups need to continuously map their competitive environment, identify emerging threats and market gaps, and use competitor intelligence to strengthen differentiation, pricing, customer value and market positioning. A systematic understanding of competition will enable them to anticipate changes in policy, technology, consumer behaviour and market dynamics while building sustainable and scalable business strategies.

Blueprinting Resilient Ventures: Crafting a Robust Business Plan

Mr. Amit Kale Manager
IILM University



The screenshot shows a Zoom meeting interface. On the left, a presentation slide titled 'Investment Breakup- AOP' is displayed. The slide contains a table with the following data:

Particulars	Description	Investment Form Grant (A)	Microsoft Grant (B)	Balance Investment (C)	Total Project Cost (D=A+B+C)
Manpower	Developers, Business Analyst, Interns	1	0	7.50	8.50
Product Development	Laptop & UPS, Frontend integration with meta (JMLUG), Backend (Azure Cloud), Database (Mongo DB, Air table), Module Dev etc.	2	4.15	8.85	15.00
Working Capital	Rent, Electricity, Internet, Office, Admin Subscriptions etc.	0.25	0	2.75	3.00
Marketing Expenses	Collaterals, Printing, Digital Marketing, Exhibitions & Events, Outreach Team, WA Cost	1.5	0	10.50	12.00
Misc. & Contingencies	Lodging, Boarding, compliances, Travel, WA Cost & Contingencies	0.25	0	1.25	1.50
Total		5	4.15	30.85	40.00

On the right side of the Zoom interface, there is a video feed of Mr. Amit Kale, who is speaking. The Zoom chat window is also visible, showing a message from 'Pranav'.

Mr. Amit conducted a practical session on Startup Formation, Business Planning and Funding Preparation, guiding participants on selecting an appropriate legal structure, building a capable team, developing a strong business model, and defining target markets. The session also covered intellectual property protection, competitor analysis, marketing strategies and pricing models, with emphasis on building sustainable and investment-ready ventures.

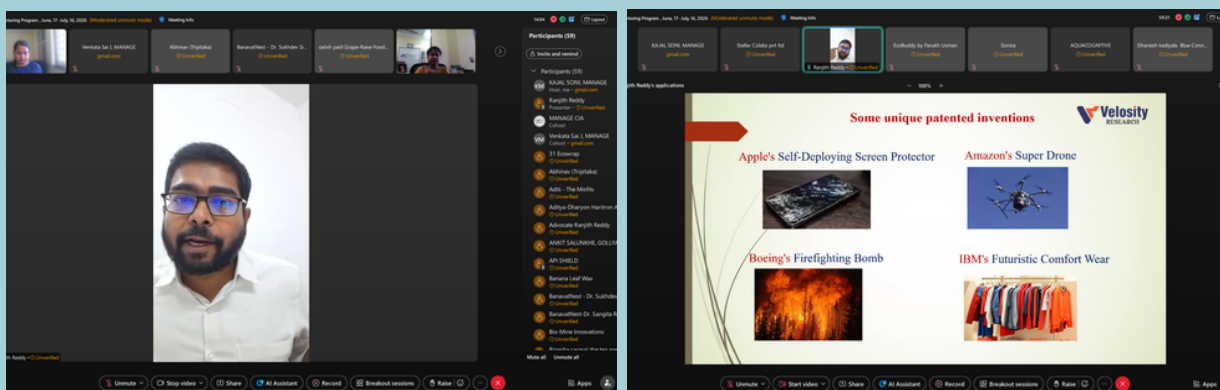
The session further focused on financial planning, pitch deck preparation and investor expectations. Participants were guided on preparing cost structures, cash-flow projections, investment breakups and key financial indicators, while understanding the importance of traction, innovation, business viability, team capability and social impact in attracting investors. Practical guidance on using visuals, data and AI tools for business and presentation development was also provided.

Core Takeaway

Startups should progressively build themselves as investment-ready and market-oriented enterprises by strengthening their legal and organisational foundation, protecting intellectual assets, validating market demand, maintaining disciplined financial management and demonstrating measurable traction. Integrating data-driven decision-making, appropriate technology and strategic manufacturing partnerships can further accelerate the transition from prototype development to commercial scale.

Innovation Protection: Intellectual Property Rights and Company Formation for Startups

Mr. Ranjith Reddy
Legal Consultant



Mr. Ranjith Reddy, Advocate and Patent Agent, conducted an interactive session on Intellectual Property Rights (IPR) and their Role in Entrepreneurship. The session covered major forms of intellectual property, including patents, trademarks, copyrights, industrial designs, trade secrets, plant varieties and geographical indications. Participants gained an understanding of patentability, trademark protection and the importance of safeguarding innovations and intangible business assets.

The session also focused on practical aspects of IP protection, including patent filing, trademark usage, confidentiality, co-founder IP ownership and common infringement issues. Through practical examples, Mr. Ranjith Reddy highlighted the importance of identifying and protecting relevant IP at an early stage, along with key considerations related to trademark variations and AI-generated logos, enabling participants to better protect their innovations and brands.

Core Takeaway

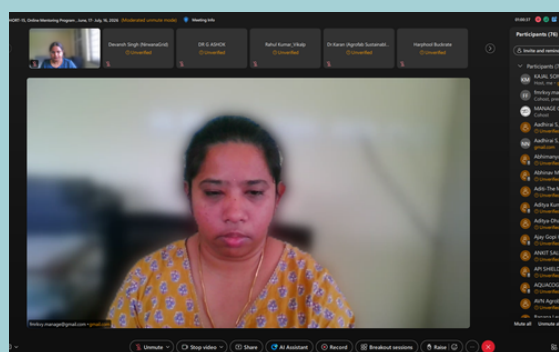
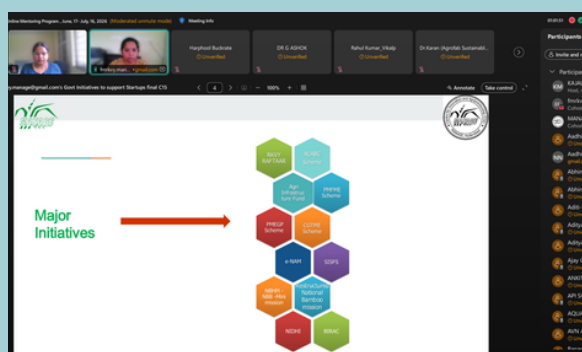
Startups should treat intellectual property as a strategic component of business growth rather than merely a legal requirement. Early identification, appropriate protection and systematic ownership of IP can safeguard innovation, strengthen competitive advantage, improve investor confidence and create long-term commercial value as the venture scales.

WEEK-II

Government Schemes, Legal Forms, Product Development, and Revenue Generation

Unlocking Government Support and Funding Avenues

Ms. V. Usha Sree
Manager, MANAGE-CIA



Ms. V. Usha Sree, Manager, MANAGE-CIA, conducted a session on Government Initiatives and Funding Opportunities for Agri-Startups. The session provided a structured overview of government schemes and institutional funding avenues available to agriculture and allied-sector startups, covering RKVY, ACABC, Agriculture Infrastructure Fund (AIF), PMFME, PMEGP, MSME Hackathon, e-NAM initiatives and the Startup India Seed Fund Scheme. The discussion focused on understanding scheme-specific eligibility, funding nature, application pathways, subsidy/loan components and the compatibility of different funding sources. Participants also received guidance on aligning their business requirements with appropriate government support mechanisms rather than approaching funding schemes in isolation.

Through the session participants sought clarification on applying for multiple schemes, the distinction between loan and grant support, eligibility across different funding sources, and the role of incubators and knowledge partners in accessing opportunities.

Core Takeaway

Startups should develop a strategic funding roadmap by identifying the schemes most aligned with their stage, sector, infrastructure and growth requirements, while maintaining clear documentation and compliance with eligibility conditions. Effective utilisation of government support, incubation networks and institutional opportunities can reduce funding constraints, strengthen business readiness and create a pathway towards sustainable scale and market expansion.

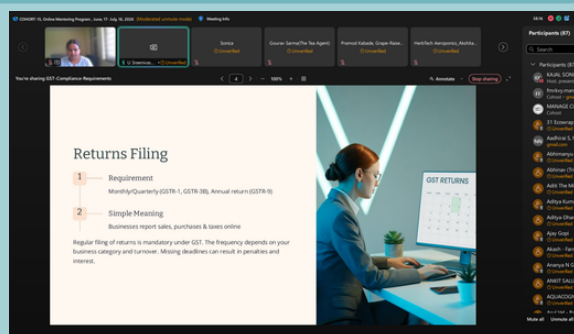
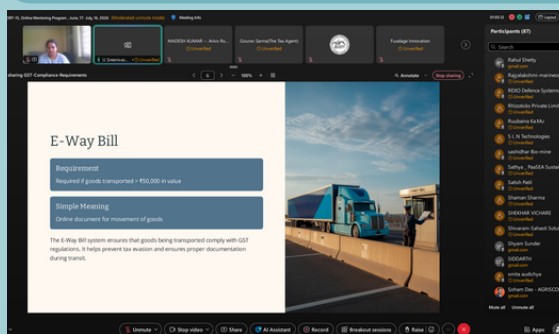


Mr. Srinivasulu
Ex-commissioner, GST



Ms. Anuradha
Ex-commissioner, GST

Legal forms of the business, GST and Regulatory, Compliance, Essential for Agri and Fisheries Startups



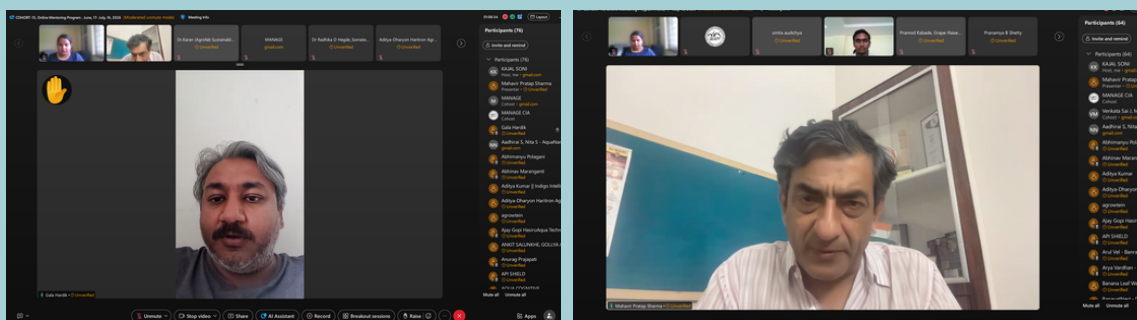
Mr. U. Sreenivasulu, an expert in agriculture, finance and GST, conducted an interactive session on GST and Regulatory Compliance for Agri-Startups. Regulatory readiness was addressed through a practical discussion on GST applicability, registration, compliance and tax management for agriculture and allied-sector startups. The session covered GST structure and registration thresholds, GSTIN interpretation, multi-state operations, return filing, e-way bills, input tax credit, reverse charge mechanism, TDS/TCS and record maintenance. Sector-specific situations including agricultural and food products, agricultural services, exports, transportation, goods fixed to earth, composite supplies and prototype/research-stage operations were also discussed, helping startups understand the tax implications of different business transactions. The interaction further clarified the importance of maintaining accurate financial and GST records, timely filing of returns and appropriate documentation as startups transition from product development to commercial operations.

Core Takeaway

Startups should build regulatory compliance into their business systems from the early stage by understanding GST obligations, maintaining transaction-level records and planning tax and input-credit requirements alongside business growth. Strong compliance practices will support smoother commercialisation, reduce regulatory risks and strengthen the startup's financial credibility as it expands across markets and business locations.

Cultivating Success: Product Development and Validation for Agri and Fisheries Startups

Mr. Mahaveer Sharma P
Chairman, TIA India



Mr. Mahavir Pratap Sharma discussed the key transition points from idea validation to market entry and scalable growth for agri-tech and allied-sector startups. Emphasis was placed on developing simple, problem-driven solutions suited to India's diverse agricultural markets; validating products through customer feedback; using strategic partnerships for market access; and building growth around customer retention, profitability and loyalty. Marketing strategies focused on balancing customer acquisition cost with customer lifetime value, while organic digital outreach and local ambassadors were highlighted for strengthening trust and adoption.

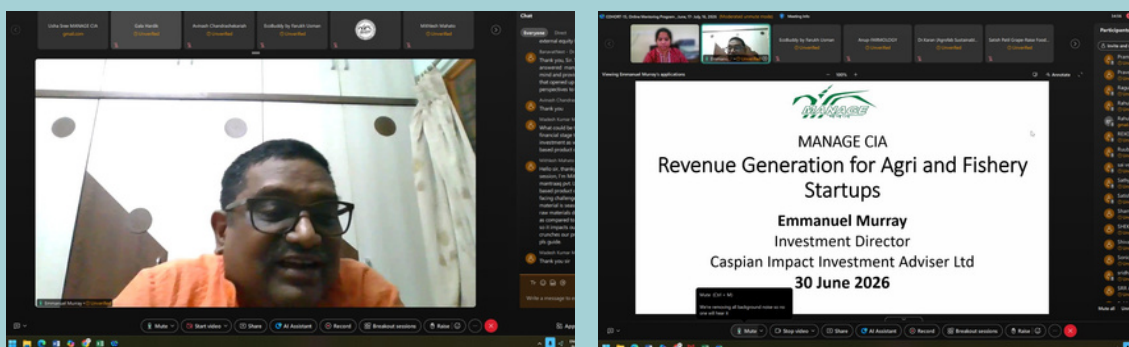
Funding readiness was addressed through instruments such as convertible notes, SAFE notes, CCPS and venture debt, with particular emphasis on appropriate valuation, avoiding excessive dilution and maintaining legal documentation and compliance. Startup-specific challenges around integrated farming technologies, spice quality assessment, sustainable products and partnership structures were also discussed, providing practical direction for product simplification, quality assurance and scalable business models.

Core Takeaway

Startups should progress towards scale by continuously validating market needs, simplifying solutions for adoption, building trusted customer relationships and using partnerships to expand market access. Sustainable growth will depend on achieving a balance between customer acquisition, profitability, product quality and capital efficiency, supported by sound valuation, legal structures and disciplined fundraising practices.

Revenue Generation for Agri and Fisheries Startups

Mr. Emmanuel Murray
Investment Director Caspian



Mr. Emmanuel Murray, Investment Director, Caspian, focusing on preparing startups for the Startup India pitching and evaluation process. The session guided participants on developing a clear, credible and evidence-based presentation. Participants were guided on structuring a concise 10-slide pitch deck, beginning with a sharply defined problem and innovative solution, followed by current validation status, business model, market opportunity, revenue projections, funding requirements and team capabilities.

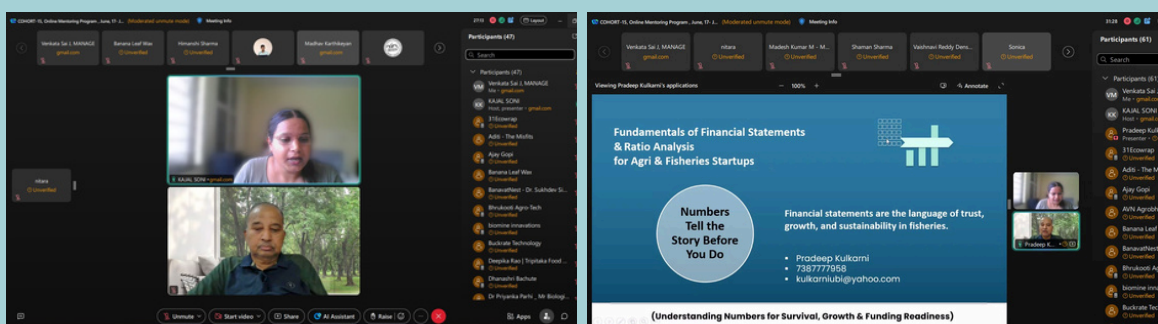
Particular emphasis was placed on using authentic product, prototype and field images, avoiding misleading or AI-generated visuals, and presenting only verified achievements, funding, collaborations and customer information. Startups were encouraged to build realistic assumptions around market size, pricing, revenue growth and fund utilization, while clearly defining active team members and their responsibilities. The guidance also highlighted the importance of aligning funding requests with programme norms, keeping manpower expenditure within permissible limits and using the pitch deck as a strategic tool to communicate innovation, market potential, execution capability and funding readiness rather than simply presenting information.

Core Takeaway

A strong pitch is not about presenting more information—it is about presenting the right information with clarity, evidence and credibility. A concise problem statement, validated solution, realistic market and revenue assumptions, transparent funding requirements and clearly defined team roles can significantly strengthen a startup's readiness for evaluation and funding.

Fundamentals of Financial statements and ratio analysis for the Agri and Fisheries Startups and Preparing Bankable Project Proposal

Mr. Pradeep Kulkarni
Consultant Trainer & Banker Union
Bank of India (Retd.)



Mr. Pradeep Kulkarni, Consultant Trainer & Banker, Union Bank of India (Retd.), led the interaction, which moved beyond basic financial literacy to focus on financial analysis and the preparation of bankable Detailed Project Reports (DPRs) for agribusiness startups. Financial ratios were positioned as quick diagnostic tools for assessing business health from the perspectives of entrepreneurs, bankers and investors, covering liquidity, solvency, profitability, activity, DSCR and debt-equity ratios. Particular attention was given to identifying financial red flags such as declining cash despite increasing sales, rising inventory and receivables, negative operating cash flow and excessive short-term borrowing.

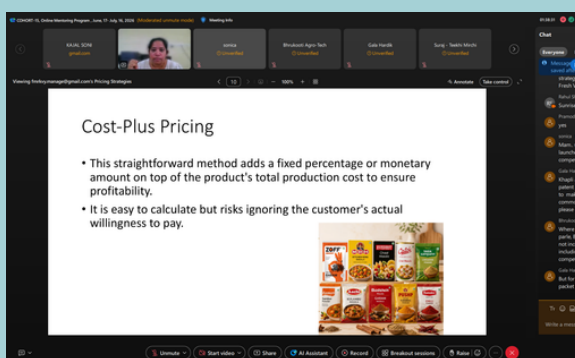
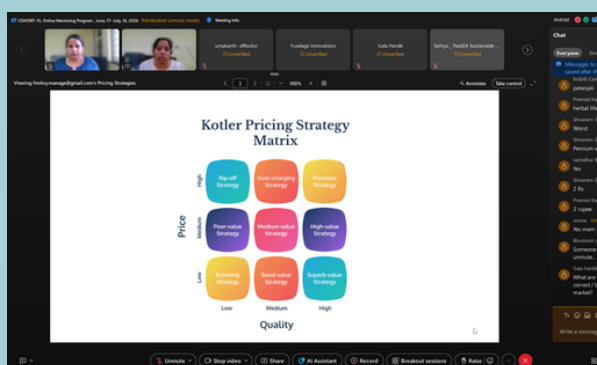
The DPR component addressed the conversion of a business idea into a fundable and implementable business plan, covering promoter profile, market opportunity, product and process, technical feasibility, funding requirements, financial projections, break-even analysis and risk mitigation. Startups were encouraged to substantiate TAM–SAM–SOM estimates with reliable data and primary validation, while scenario and sensitivity analysis were highlighted for assessing the impact of sales fluctuations, cost increases and supply-chain risks.

Core Takeaway

Startups should develop DPRs as dynamic financial and strategic roadmaps rather than funding documents alone. Strong financial projections, realistic market assumptions, working-capital discipline, appropriate financial ratios and risk-based scenario planning will strengthen creditworthiness, investor confidence and the ability to make informed growth decisions.

Pricing Strategies for Agri Startups

Ms. V. Usha Sree
Manager, MANAGE-CIA



Ms. V. Usha Sree, Manager, MANAGE-CIA, conducted the discussion, which provided startups with a practical framework for designing sustainable pricing strategies in dynamic agricultural and food markets. The discussion provided startups with a practical framework for designing sustainable pricing strategies in dynamic agricultural and food markets. Different approaches including premium, skimming, penetration, value-based, competitive and cost-plus pricing were explained with relevant market examples, highlighting that pricing must reflect product quality, customer value, competition and cost structures.

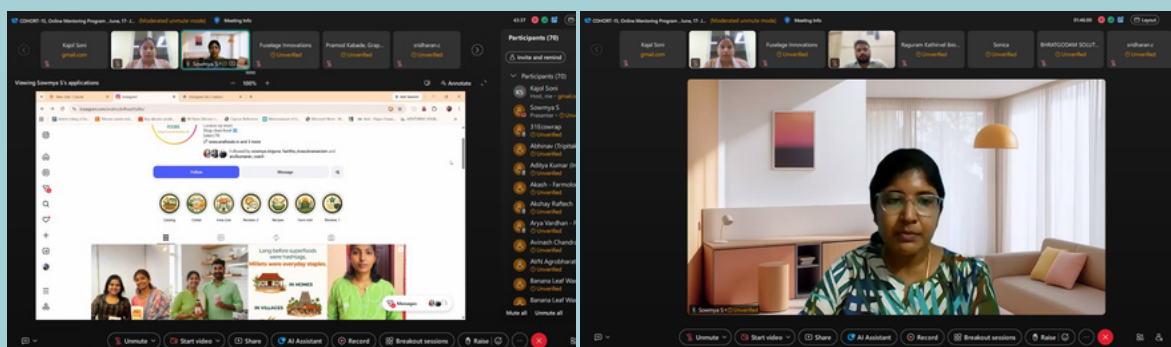
Particular attention was given to the complexities of agricultural pricing, where climate variability, market conditions, credit cycles and limited price control can significantly affect profitability. Participants were encouraged to understand their target market, protect differentiated products, account for delayed institutional payments and maintain adequate financial buffers while determining prices.

Core Takeaway

Effective pricing is not simply about being cheaper or more expensive it is about aligning product value, quality, market demand and cost realities to achieve sustainable profitability. For agri-startups, understanding market dynamics and choosing the right pricing model can strengthen competitiveness while protecting long-term business viability.

Cultivating Digital Dominance: Online Marketing Strategies for Agri and Fisheries Startups

Ms. Sowmya M.
Digital Marketing Experts



Ms. Sowmya M., Digital Marketing Experts, Digital growth strategies were addressed with a focus on helping startups build a credible online presence, reach the right customer segments and convert digital engagement into sustained business growth. Ms. Sowmya covered platform-specific strategies for Instagram, YouTube, Facebook, LinkedIn and WhatsApp, with emphasis on professional branding, consistent business information, content planning, SEO-oriented keyword research and audience-focused communication. Startups were introduced to AI-assisted content creation, social media analytics, referral and community marketing, micro-influencer collaborations, customer retention and marketing automation as cost-effective approaches to strengthening visibility and customer relationships.

Practical guidance was also provided on using Meta Business Suite, WhatsApp Business and CRM tools, while distinguishing digital strategies for B2C and B2B markets. Participants were encouraged to monitor metrics such as click-through rate and watch time and use performance data to refine their content and campaigns rather than relying on unmeasured promotional activity

Core Takeaway

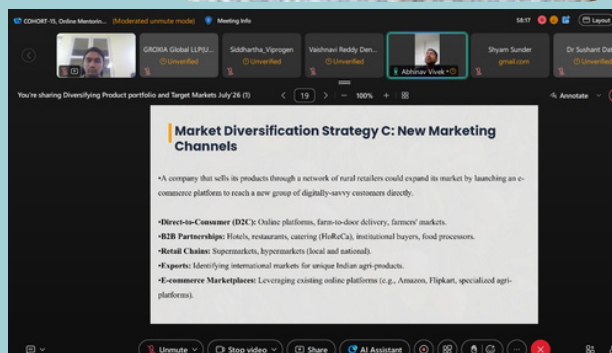
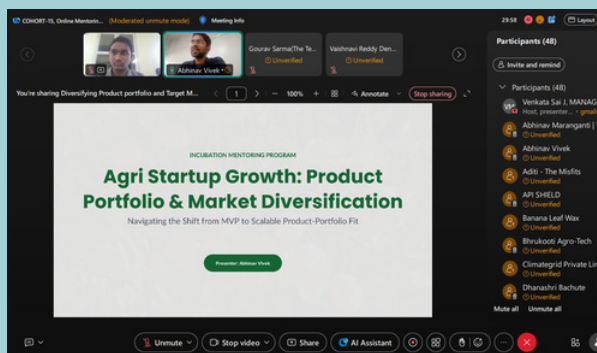
Startups should build digital marketing as a measurable business function rather than merely a promotional activity. A consistent brand identity, audience-specific content, data-driven marketing and technology-enabled customer engagement can strengthen market reach and retention, while integrated ecosystem partnerships can accelerate adoption, scalability and long-term impact in agriculture.

WEEK-III

Market Research, Market Strategies, Product Portfolio and Financial Analysis

Diversifying Product portfolio and Target Markets

Mr. Abhinav Vivek
Sr. Manager, Dehaat



Mr. Abhinav Vivek focused on strategic approaches for diversifying startup products and markets without weakening the existing business. Startups were guided to first identify their core strength or “superpower”, ensure that the core offering is profitable and operationally stable, and then evaluate expansion opportunities using the Ansoff Matrix. Different pathways—including product development, geographic expansion, customer-segment diversification, vertical integration and channel expansion—were discussed with emphasis on understanding risk before committing resources.

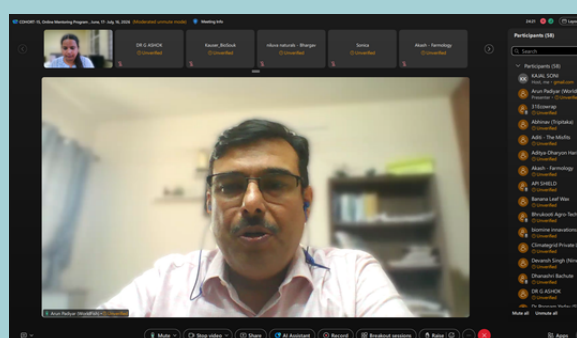
The discussion introduced Customer Lifetime Value (LTV), Customer Acquisition Cost (CAC), cohort retention, geographic ROI and supply fill rate as metrics for evaluating diversification decisions. Case examples demonstrated how startups can leverage existing data, technology, customer relationships and ecosystem partnerships to create adjacent revenue streams. A practical 90-day diversification roadmap, including small-scale pilot validation, supply-chain readiness and phased rollout, was proposed. The 70-20-10 resource allocation approach was highlighted to maintain focus on the profitable core while allocating controlled resources to expansion and experimentation.

Core Takeaway

Diversification should be a calculated growth strategy, not a response to stagnation. Startups should strengthen their profitable core, validate adjacent opportunities through controlled pilots and data-driven metrics, and scale only after establishing product–market fit, operational readiness and customer trust. In India's fragmented agricultural ecosystem, local presence, partnerships and ecosystem value will remain critical to sustainable expansion.

Scaling for Impact in Fisheries Sector

Dr. Arun Padiyar
Country Representative
World Fish, India



Dr. Arun Padiyar, WorldFish, delivered an expert session on “Scaling for Impact in Fisheries Sector,” providing practical insights into the transition of fisheries innovations from pilot-level interventions to wider market adoption. The discussion centred on the importance of understanding target users, market potential, local operating conditions, customer behaviour, and the broader ecosystem before attempting to scale a technology or business model.

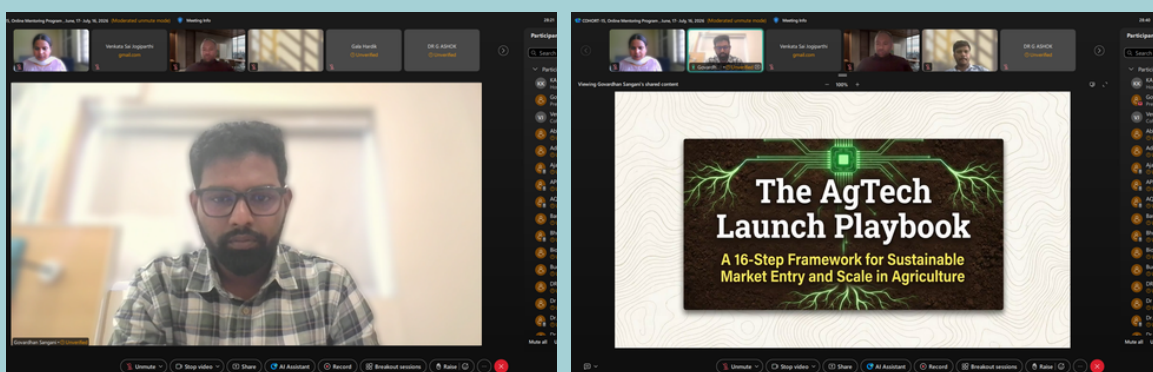
Using fisheries technology examples, including GIFT Tilapia, Dr. Padiyar demonstrated how the adoption and impact of an innovation can vary significantly across countries and regions despite similar technical potential. The discussion highlighted that successful scaling depends not only on technological performance but also on local suitability, customer acceptance, stakeholder participation, market readiness, and financial viability.

Core Takeaways

Successful diversification and scaling in agri-startups require a strong, profitable core business, careful risk assessment, and a deep understanding of customer and market needs. Startups should identify their core strength before entering new products or markets, use data and financial metrics to guide decisions, and validate new ideas through small pilots before scaling. The discussion also emphasized that local trust, physical presence, strong partnerships, digital adoption, and disciplined resource allocation are critical for sustainable growth in India’s complex agricultural ecosystem.

From Launch to Success: Marketing Strategies for New Products/Services

Mr. Govardhan S.
Category Head
Shriram Bioseed Genetics



Mr. Govardhan Sangani provided a practical framework for taking agricultural products from development to successful market launch, highlighting that a launch is a continuous process of risk reduction, market testing and customer validation rather than a one-time event. Startups were guided to begin with an MVP (Minimum Viable Product) and identify an MVS (Minimum Viable Segment) before attempting large-scale commercialization. Particular emphasis was placed on testing products in real field conditions, collecting customer feedback, refining the offering and avoiding premature scaling in the high-risk agricultural environment. The discussion further addressed customer personas, product positioning, pricing, communication and internal coordination. Startups were advised to differentiate between users, buyers, influencers and channels, communicate product benefits in simple and localized formats, and clearly position dissatisfiers, satisfiers and delighters. Pricing should balance customer value, competition and production costs, while maintaining healthy margins and improving unit economics through approaches such as localized manufacturing and packaging optimization. The importance of coordinated efforts across finance, logistics, sales and marketing was also highlighted for ensuring a smooth product launch and sustained customer adoption.

Core Takeaway

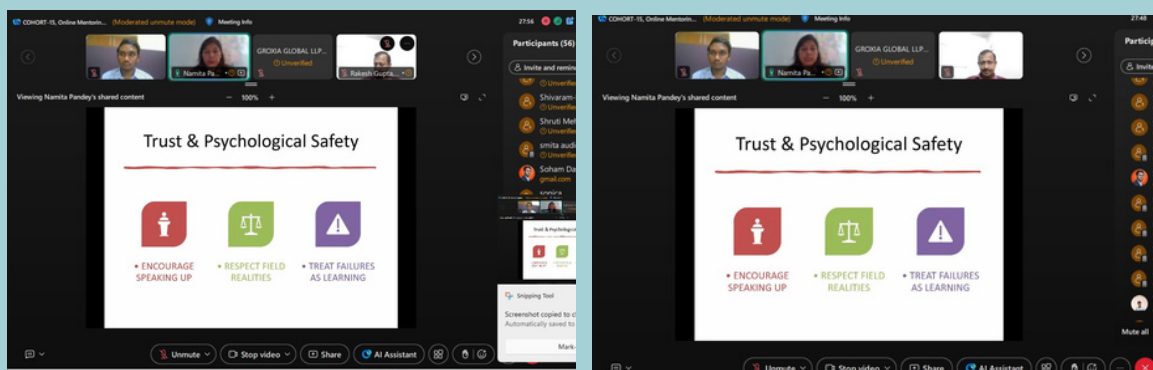
A product becomes successful not when it is technically complete, but when customers understand its value, trust it and are willing to pay for it. Startups should validate through focused pilots, launch before over-perfecting, continuously improve through feedback, maintain healthy unit economics and communicate differently to each customer segment.

WEEK-IV

Experience Sharing, Entrepreneurial Mindset, DPIIT Recognition and Team Building

Sowing Success Together: The Power of a Strong Team for Agri and Fisheries Startups

Ms. Namita Pandey
Chief Human Resources Officer
SRIJAN



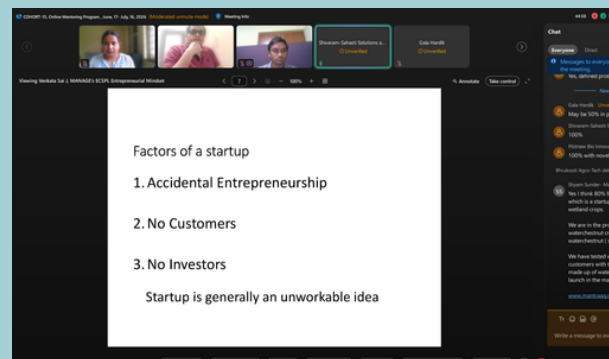
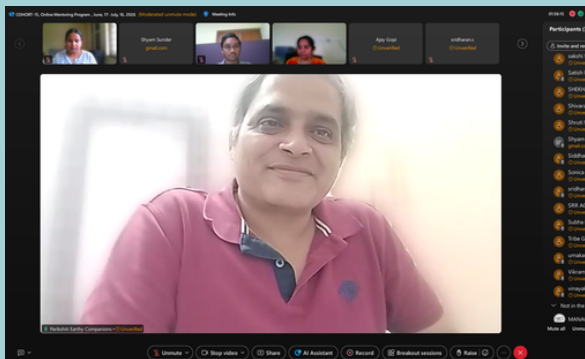
Ms. Namita Pandey, Chief HR Officer, Srizon, provided a practical framework for building teams that can execute, adapt and scale in the demanding startup environment. The discussion moved beyond conventional hiring practices to focus on the importance of the first hire in shaping organizational culture, shared purpose, complementary skills, trust, psychological safety and clear accountability. Startups were introduced to the RACI matrix for defining responsibilities and decision ownership, while the Skill-Will Matrix was positioned as a practical tool for deciding when to coach, delegate, engage or supervise team members. Particular emphasis was placed on hiring for attitude, ownership and cultural fit, especially for early-stage ventures, while growth-stage startups were encouraged to gradually bring in specialists and structured processes. The FARM framework—Find the right people, Align them, Respect contributions and Move together—brought together the session's core philosophy of collaborative leadership. Challenges such as talent retention in tier-2 and non-metro locations were addressed through stronger culture, realistic role expectations and field exposure during recruitment.

Core Takeaway

A startup's ability to scale depends as much on the strength of its people as on its product or technology. Founders should build teams around shared purpose, complementary capabilities, trust and accountability, while using structured tools such as RACI and Skill-Will to create ownership, develop talent and prevent role ambiguity.

Entrepreneurial Mindset

Mr. Parikshiti Dulugude
Founder
Earthy Companions



Mr. Parikshiti, Co-founder, Earthy Companions, shared a practical entrepreneurial perspective built around problem validation, customer identification, adaptability and continuous business-model refinement. His journey demonstrated how an initial idea can evolve through repeated market feedback. Earthy Companions developed a circular economy model that collects urban kitchen waste, converts it into nutrient-rich compost and integrates it with farm-based soil management, creating a link between urban waste and agricultural productivity.

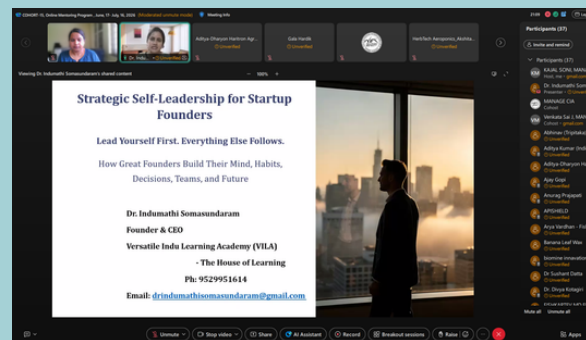
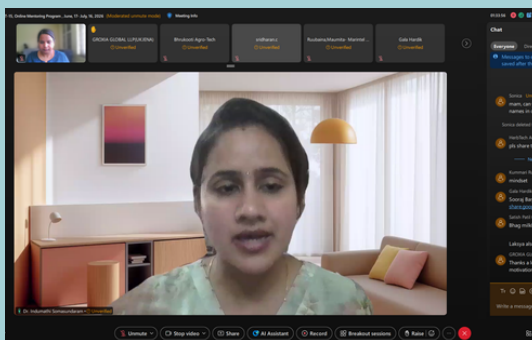
A key learning was the need to identify not only the end user but also the actual paying customer or decision-maker. The discussion also highlighted the importance of periodically challenging assumptions and being willing to “kill” or redefine an idea when market realities demand a change. Scaling opportunities through replicable circular economy units, carbon credits and potential municipal partnerships were also explored.

Core Takeaway

Entrepreneurship is a continuous cycle of defining the right problem, identifying the real paying customer, testing assumptions and adapting the business model based on evidence. Startups should remain flexible enough to reshape their original idea while building a commercially viable solution with clear pathways for scale.

Strategic Self-Leadership for Startup Founders

Dr. Indumathi Somasundaram
Stem Cell Researcher
Founder and CEO
Indu's Academy of Brilliant Minds



Dr. Indumathi highlighted that sustainable business growth begins with the ability to lead oneself effectively. The discussion explored how fear, comparison, perfectionism, emotional reactions and inconsistent execution can become greater barriers than external competition. Through frameworks such as the Founder Pyramid, Circle of Influence, 1% Improvement principle, Fast and Slow Thinking, Daily Operating System and the five founder assets—Silence, Mindset, System, Patience and Trust, founders were encouraged to develop disciplined habits, pause before critical decisions and focus their energy on factors within their control. The session included interactive reflection-based activities that encouraged participants to examine their own circle of influence, identify personal barriers, assess their daily habits and reflect on areas where small, consistent improvements could strengthen their effectiveness as founders.

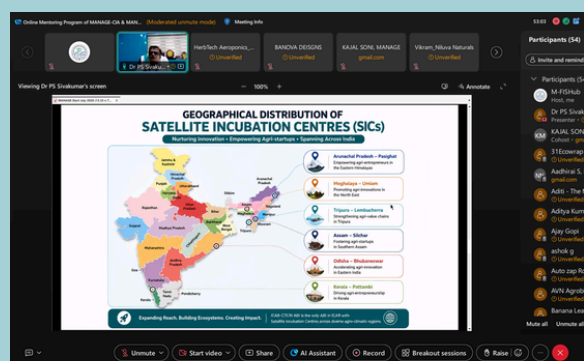
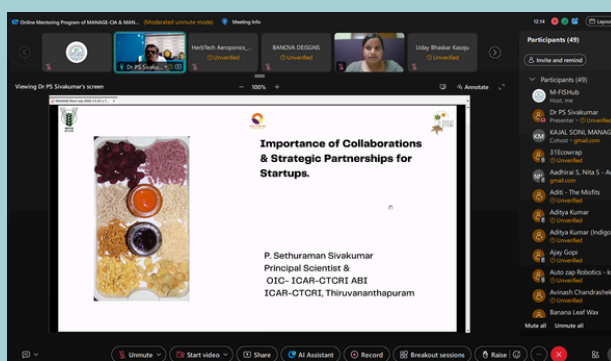
Strong emphasis was also placed on communication, emotional intelligence, trust-building and the Six Cs—*Character, Courage, Compassion, Competence, Communication and Consistency*, as essential leadership capabilities. The concept of maintaining financial, relationship and personal balance sheets further reinforced that entrepreneurial success should not come at the cost of personal well-being, relationships or long-term resilience.

Core Takeaway

Before building a high-performing company, founders must build a high-performing version of themselves. Self-awareness, disciplined systems, emotional intelligence, clear communication and the ability to remain patient and resilient under pressure enable founders to make better decisions, earn trust and lead sustainable growth.

Importance of Collaborations and Strategic Partnerships for Startups

Dr. P. Sethuraman Sivakumar
Principal Scientist &
OIC- ICAR-CTCRI ABI
ICAR-CTCRI, Thiruvananthapura



Dr. P. Sethuraman Sivakumar, Principal Scientist & OIC-ICAR-CTCRI ABI, ICAR-CTCRI, Thiruvananthapuram, conducted a session on “Importance of Collaborations and Strategic Partnerships for Startups.” Building a successful agribusiness startup requires more than a strong product or technology; it also depends on the ability to identify, build and manage the right collaborations and strategic partnerships. The discussion focused on how startups can leverage partnerships with research institutions, incubation centres, industry players, government agencies, market stakeholders and other ecosystem partners to access technical expertise, infrastructure, validation, market opportunities and institutional support.

Strategic collaborations can help startups reduce resource constraints, strengthen credibility, accelerate technology development and create pathways for commercialization and scale. Rather than trying to build every capability internally, entrepreneurs were encouraged to identify their core strengths, recognize capability gaps and strategically partner with organizations that can complement those gaps.

Core Takeaway

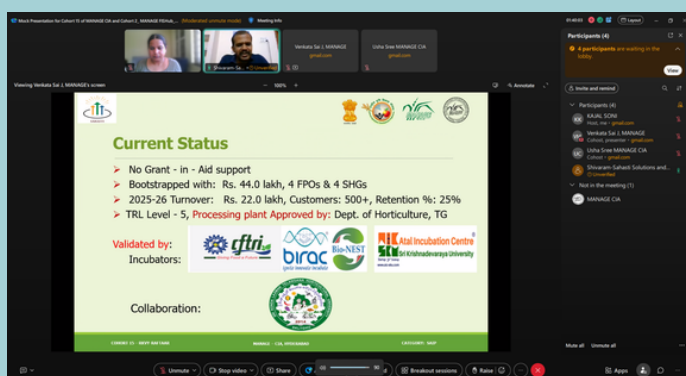
Strong partnerships can turn startup limitations into growth opportunities. Strategic collaboration with the right institutions, experts, industry and ecosystem stakeholders can accelerate innovation, strengthen credibility, reduce risks and create stronger pathways from technology development to market adoption and scalable agribusiness.

WEEK-V

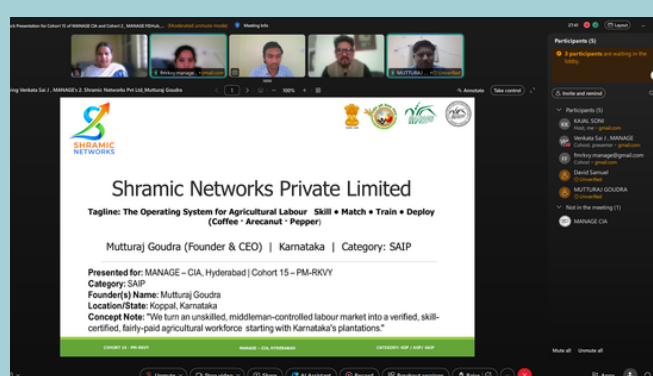
Pitch Readiness and Mock Presentation

The Mock Presentation Phase of Cohort-15 was conducted from 13th to 16th July, 2026 as a preparatory exercise for the upcoming Centre of Excellence Incubation Committee (CIC) evaluation. The objective was to provide startups with an evaluation-oriented platform to rehearse their pitches, identify gaps, and strengthen key areas such as problem–solution articulation, market potential, business model, financial requirements, and commercialization strategy. The sessions were facilitated by Mr. David Samuel, Startup Coach, and Ms. V. Usha Sree, Manager, MANAGE-CIA with coordination by Ms. Kajal Soni, MANAGE-CIA Intern.

The sessions were interactive and feedback-driven, with startups presenting their innovations across agriculture, aquaculture, food technology, AI, and sustainability. The resource persons provided focused inputs on presentation structure, product/prototype evidence, market validation, pricing, investment breakup, and compliance with funding guidelines. The startups incorporated the feedback to refine their pitch decks, strengthen supporting evidence, and improve presentation clarity. Overall, the mock presentation served as an effective pitch-readiness exercise, enabling startups to approach the final CIC evaluation with greater preparedness and confidence.

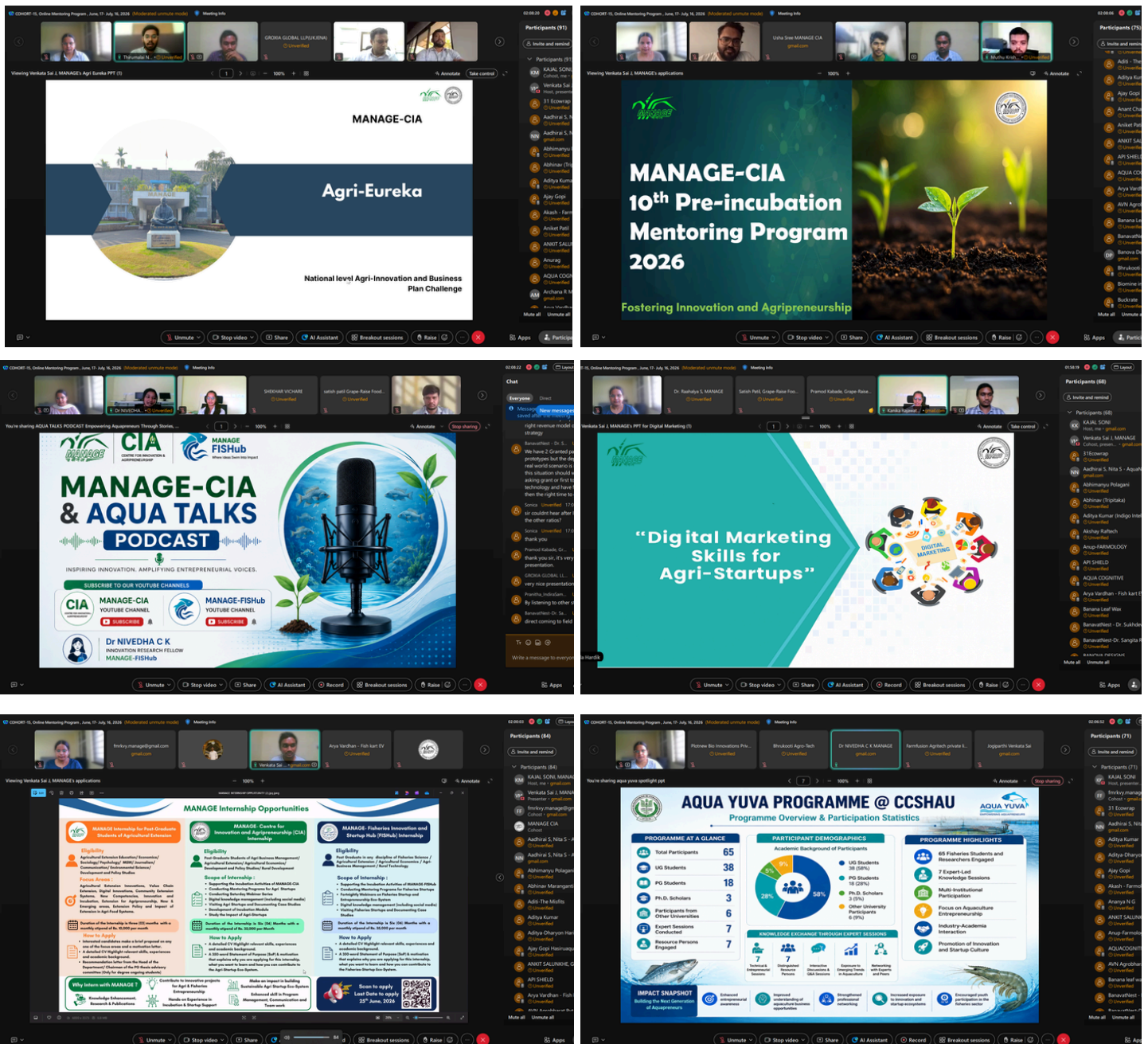


DAY- 01



MANAGE- Programs Spotlight

The MANAGE Program Spotlight sessions provided participants with an overview of key programs and support initiatives implemented by MANAGE for promoting entrepreneurship, innovation and capacity building in agriculture and allied sectors. The session familiarised startups with relevant opportunities, institutional support mechanisms and program pathways that could complement their entrepreneurial journey and enable them to explore further mentoring, networking, incubation and ecosystem linkages through MANAGE.



Founder-to-Founder Learning and Experience Sharing

The program incorporated a Founder-to-Founder Experience-Sharing Component to provide participants with practical insights into the entrepreneurial journey beyond classroom-based learning. Founders and representatives from Gratize Ventures, Jaljeevika Infotech, Aqua Doctor Solutions, Krishitek Industries, Marsco Nutraceuticals, Tribe Grown Enterprise, IIFSA, and other MANAGE-supported startups shared their experiences, challenges, and key milestones. The sessions offered participants an opportunity to understand real-world aspects of building and scaling an agri-business, including identifying market opportunities, developing solutions, managing operational challenges, building customer relationships, and navigating the startup ecosystem.

The interactive sessions encouraged peer learning, open discussion, and practical knowledge exchange between emerging entrepreneurs and experienced founders. Participants gained valuable perspectives on overcoming early-stage challenges, adapting to market requirements, leveraging institutional support, and sustaining business growth. The candid sharing of both successes and setbacks helped participants develop a more realistic understanding of entrepreneurship and motivated them to approach their own ventures with greater clarity, confidence, resilience, and a problem-solving mindset.



Mr. Gaurav Chaudhary
Founder & CEO

Gratize Venture Consulting
Services Pvt. Ltd. (Pashushala)



Ms. Archana Patel
MD & Founder

Krishitek Industries Pvt Ltd



Mr. Neelkanth Mishra
Founder

Jaljeevika Infotech



Dr. Debtanu Barman
Founder

Aqua Doctor Solutions



Dr. Mahidhar Bollem
Founder

Marsco Nutraceuticals



Mr. Bhavesh Wankhade
Director

Tribe Grown Enterprise



Mr. Shaik Akbar Ali
Founder

Information and Inputs for
Sustainable Aquaculture
(IIFSA)

PHASE-II

Physical Mentoring Program Startup Agribusiness Incubation Program (SAIP) Cohort-15



15th
Cohort

**Startup Agribusiness
Incubation Program (SAIP)**

July 27-31, 2026

MANAGE-Centre for Innovation and Agripreneurship (CIA)

Inaugral Remarks

Unlocking Agricultural Potential: PM-RKVY Program Experience Sharing



“True innovation lies in being different, solving real problems, and creating meaningful value for the farming community.”

Dr. Saravanan Raj

Director (Agricultural Extension) &
CEO, MANAGE-CIA & MANAGE-FISHub

Dr. Saravanan Raj highlighted the importance of clearly communicating the uniqueness, innovativeness, and practical utility of each startup's solution, particularly its contribution to farmers, consumers, and the broader agricultural ecosystem. Startups were encouraged to understand how their solutions differ from existing products or services and to present credible evidence of market validation, business progress, and impact. The online mentoring period was presented as an opportunity to interact directly with experts, refine ideas, strengthen business propositions, and prepare effectively for the independent CIC evaluation. Startups were also advised to remain open to expert suggestions, use the available institutional and incubation ecosystem, and explore opportunities for validation, certification, partnerships, and other forms of support beyond funding.

He also highlighted the importance of understanding the processes and responsibilities associated with government-supported funding. Startups were advised to maintain proper documentation, comply with the terms of the MoU, use the designated bank account for grant-related transactions, and respond promptly to requests for information and supporting documents. Progress and genuine business activity were considered important, particularly for revenue-stage startups. The startups were encouraged to approach the evaluation constructively, avoid taking feedback or decisions personally, and treat suggestions as opportunities for improvement. Even when funding is not secured, startups were encouraged to continue developing their innovations, address identified gaps, and reapply with stronger evidence and propositions. Overall, the message was to make effective use of the mentoring and institutional network, remain professional and positive, and continue working towards innovations that create meaningful value for agriculture and society.

Networking and Ice-Breaking Activity “Find the Founder”



*“Networking Today,
Collaboration
Tomorrow.”*

Dr. Nivedha Ck
Innovation Research Fellow
MANAGE-FISHub

Dr. Nivedha C.K., Innovation Research Fellow, conducted an interactive networking activity titled “Find the Founder” to facilitate participant interaction and strengthen familiarity among cohort members. Each participant wrote their name and company name on a folded paper, which was exchanged among participants. Participants were then asked to identify the founder and briefly understand the nature of the startup associated with the name they received. The activity encouraged participants to learn about one another’s ventures in an engaging and informal manner.

Following the activity, participants engaged in partner-based discussions to exchange brief insights about their startups, areas of work, and potential opportunities for collaboration. Dr. Nivedha C.K. also introduced participants to key initiatives under MANAGE-FISHub, including Aqua Yuva, Aqua Udyami, and Aqua Reach, providing an overview of these programs and their relevance to the fisheries and aquaculture entrepreneurship ecosystem. The session created an interactive platform for networking, peer learning, and greater awareness of available institutional support.



Do's and Don'ts of Grant-in-Aid



“Use the grant with purpose, maintain compliance, and convert every rupee into measurable progress.”

Ms. V. Usha Sree
Manager, MANAGE-CIA

The session on “Do's and Don'ts of Grant-in-Aid”, delivered by Ms. V. Usha Sree, Manager, MANAGE-CIA, provided startups with practical guidance on the key procedures, compliance requirements, and responsible utilization of grant funds. The session covered important aspects such as defined milestones, fund disbursement, Memorandum of Agreement (MoA), statutory registrations, regulatory approvals, IPR, and maintenance of proper financial and banking records. Startups were also oriented on the instalment structure applicable to different stages and the importance of meeting prescribed milestones and conditions.

The session further highlighted the importance of transparent and purpose-specific utilization of grant funds, timely submission of monthly and quarterly progress reports, and proper documentation for fund utilization. Startups were advised to maintain compliance with funding guidelines and submit the required Utilization Certificate, ensuring that the grant is used for the approved project objectives. The session helped participants understand their financial and procedural responsibilities associated with government-supported funding and the importance of maintaining proper records throughout the project implementation period.



Institutional Exposure and Ecosystem Learning Visits

As part of the Cohort-15 physical mentoring program, participants visited Nutrihub, ICAR–IIMR and a-IDEA, ICAR–NAARM, gaining first-hand exposure to the institutional ecosystem supporting agricultural innovation and entrepreneurship. The visits provided insights into research and technology development, technical expertise, validation facilities, capacity-building initiatives, and opportunities for collaboration with agricultural research and knowledge institutions.

The visit to t-hub further exposed startups to a dynamic innovation and entrepreneurship ecosystem, with insights into incubation, startup acceleration, industry engagement, market linkages, and scaling opportunities. Collectively, these institutional visits enabled participants to explore potential avenues for technical validation, institutional collaboration, networking, market access, and business growth, while strengthening their understanding of how ecosystem partnerships can contribute to the development and commercialization of their innovations.



Nutrihub, ICAR-IIMR



a-IDEA, NAARM

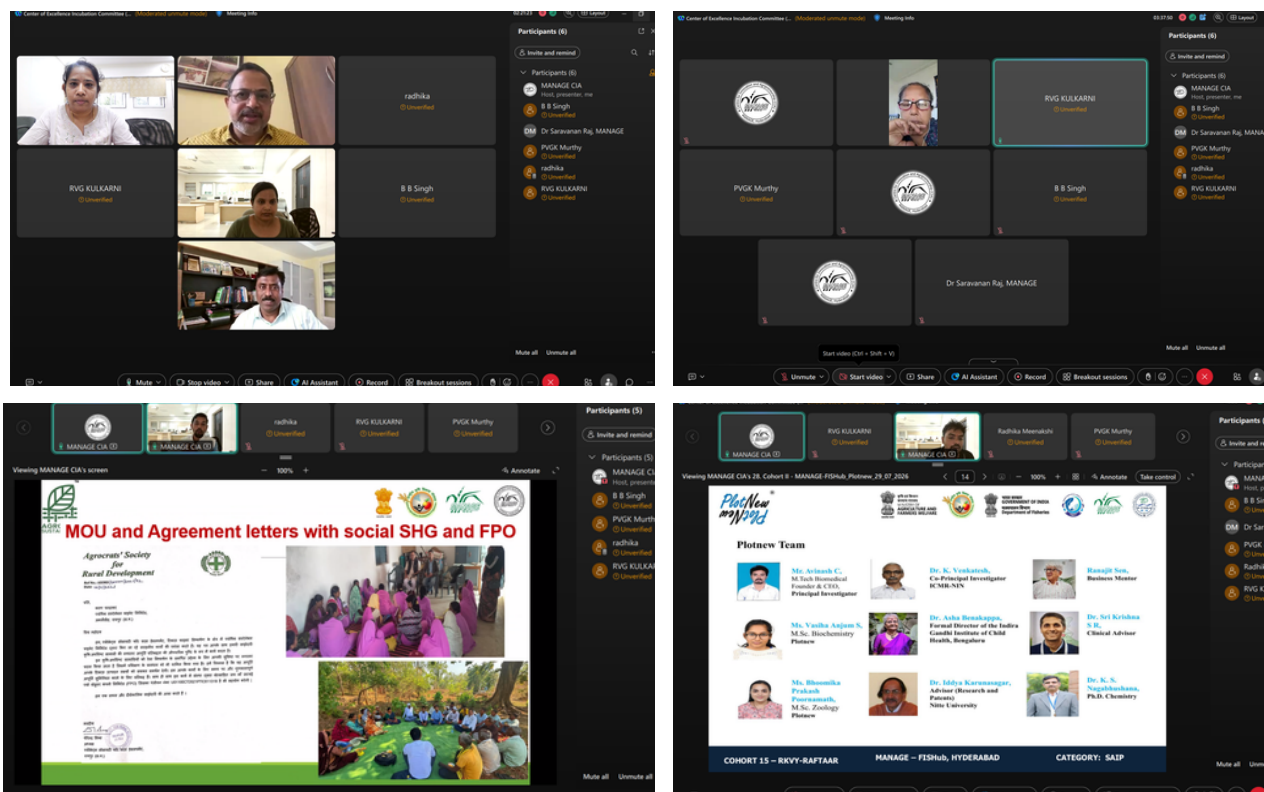


T-Hub

Centre of Excellence Incubation Committee (CIC) Evaluation Meeting

The Centre of Excellence Incubation Committee (CIC) meeting constituted an important stage in the evaluation process, providing startups with an opportunity to present their innovations and business progress before an independent evaluation panel. The presentations were assessed with regard to innovation and uniqueness, problem–solution fit, market potential, business model, product or prototype development, validation, revenue or business progress, and the potential contribution to agriculture and allied sectors. The committee also examined how effectively startups could communicate the distinctiveness of their solutions in comparison with existing products or services and how clearly they demonstrated the practical relevance and potential impact of their innovations. The committee evaluated startup presentations with emphasis on innovation, uniqueness, technical and market validation, business viability, scalability, farmer relevance, and alignment with program guidelines.

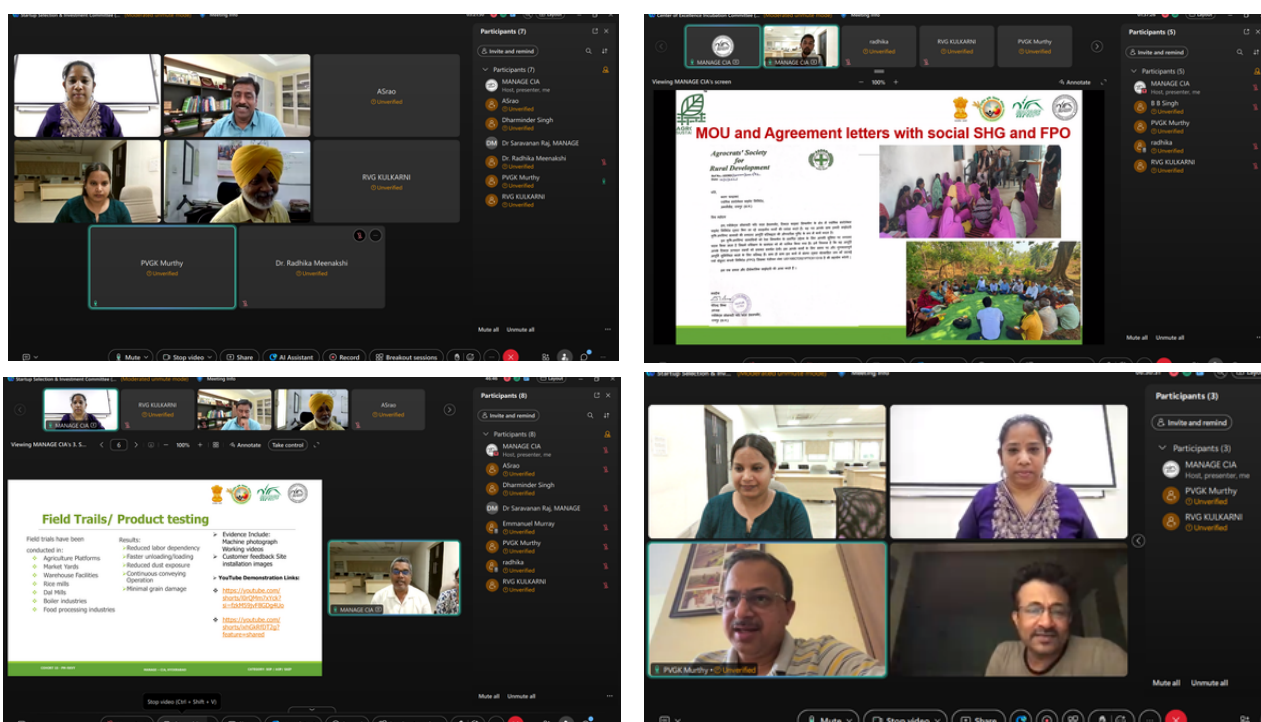
The deliberations provided startups with constructive observations and recommendations to further strengthen their business propositions and overall investment readiness. Key aspects included market validation, product readiness, scalability, pricing, financial requirements, proposed utilisation of support, supporting evidence, regulatory considerations, and alignment with programme objectives and guidelines. The CIC process therefore served as a structured evaluation and refinement stage, helping startups identify gaps, strengthen their presentations and supporting documentation, and improve their preparedness for the subsequent stages of evaluation. Startup-specific discussions and outcomes were kept confidential, while the overall process followed a systematic and objective approach to assessment.



Startup Selection and Investment Committee (SIC) Evaluation Meeting

The Startup Selection and Investment Committee (SIC) Meeting served as a key stage in the evaluation and due-diligence process, wherein the participating startups were assessed for their readiness to receive investment support and their potential for sustainable business development. The evaluation considered multiple dimensions, including the strength and uniqueness of the innovation, market potential, scalability, business viability, progress achieved during the mentoring period, and the relevance of the proposed funding requirement. Through their presentations, startups were provided an opportunity to demonstrate the development of their solutions, existing market traction, customer validation, business model, revenue potential, and the practical relevance of their innovations to agriculture and allied sectors. The process enabled a comprehensive understanding of each startup's current stage of development and its preparedness to progress towards commercialisation and scale.

The committee's deliberations further examined the justification and proposed utilisation of investment support, including the breakup of funds, alignment with program objectives, regulatory and statutory compliance, availability of supporting documentation, and the overall feasibility of the proposed growth plan. Particular attention was given to the credibility of the evidence presented, the ability of the startup to effectively utilise the proposed support, and the potential of the innovation to generate meaningful agricultural, economic, and societal impact. The meeting therefore provided a structured platform for critical assessment, clarification, and informed decision-making in accordance with the prescribed program guidelines. The startup-wise discussions, evaluation details, and final outcomes were maintained as part of the formal evaluation process.



Valedictory Session

Dr. Saravanan Raj appreciated the active participation and commitment demonstrated by the entrepreneurs throughout the program and emphasized that incubation should be viewed as a continuous process of learning, refinement and enterprise development rather than being limited to financial support. He highlighted the importance of innovation, market validation, customer understanding and demonstrable impact on the farming community as critical factors for building sustainable agri-enterprises. He also encouraged participants to carefully consider the feedback received during the evaluation process, rework their business propositions where required, and strengthen the evidence supporting the uniqueness and relevance of their innovations. He further assured that MANAGE-CIA would continue to facilitate suitable ecosystem linkages, institutional connections, validation support and future opportunities for deserving startups.

Participants expressed their appreciation for the mentoring programme, describing the expert sessions, individual guidance and feedback as valuable for improving their entrepreneurial and business understanding. Many participants stated that the program helped them move beyond technical aspects of their products and develop a better understanding of business models, market identification, customer discovery, product validation, funding opportunities and strategies for market expansion. First-generation entrepreneurs particularly valued the practical guidance received on developing market-oriented businesses and strengthening their business models.

Participants also appreciated the hospitality, campus environment and overall learning experience, with several describing the MANAGE campus as a welcoming and supportive space. The session concluded with encouragement to participants to incorporate the feedback received, continue refining their innovations and remain actively engaged with the MANAGE-CIA ecosystem for future mentoring, networking and institutional support.



Startups Testimonials

“I have had a wonderful experience with MANAGE and the opportunity to reconnect with the ecosystem has been very valuable. The program provides a great platform to meet entrepreneurs, make new friends and develop meaningful professional networks. My previous experience with MANAGE and the support received through its network have been extremely useful, and I am looking forward to building on those relationships and making the most of the opportunities during this program.”



Ms. Shruti Mehata
Startup Founder
Bharatgodam Solutions LLP
Maharashtra



Dr. Karan Chandrakar
Startup Founder
Agrofab Sustainable Private Limited
Chhattisgarh

“I sincerely thank MANAGE for providing us with the opportunity to participate in both the physical and online mentoring programmes. As a first-generation entrepreneur, I initially had limited understanding of important aspects such as market strategy, the Business Model Canvas and effective approaches to building and growing a business. The guidance provided by experienced mentors and experts, including Mahavir Pratap Sharma, helped us gain practical insights and a clearer understanding of these areas. I sincerely appreciate the support and mentorship provided by MANAGE and request that such mentoring and guidance continue in the future. We look forward to staying connected with MANAGE and seeking further guidance and support as we progress in our entrepreneurial journey.”

Startups Testimonials

“Coming to MANAGE as a startup founder after being rejected twice for pursuing management education here has made this journey very special for me. I have experienced many campuses, but the environment, hospitality and overall atmosphere at MANAGE have been exceptional. The peaceful campus, interaction with people and opportunities to participate in activities have made the experience memorable. I would strongly recommend participants to make full use of the learning and networking opportunities available in MANAGE.”



Mr. Shivam Satyawar Madrewar
Startup Founder
Taginus Innovations (Opc) Pvt. Ltd.
Maharashtra



Mr. Anshuman Sharma
Startup Founder
Zyfer Nutraware Pvt Ltd
Madhya Pradesh

“I feel the program has given me a completely new and valuable experience, especially as a startup founder from Madhya Pradesh. The facilities, network, people and innovations available here have exposed me to opportunities that are not easily accessible in my state. The supportive and cooperative environment has helped me build meaningful connections with founders and experts. The network created here is something I believe will remain valuable for a lifetime, and the interactions have also opened possibilities for future collaboration and customer relationships.”

Startups Testimonials

“I would like to thank the entire MANAGE team for organising the program so effectively. The campus, hospitality, food and overall arrangements have created a very comfortable environment for learning and interaction. Bringing entrepreneurs from different states onto one platform provides a strong opportunity for networking, knowledge exchange and collaboration. I believe these connections and interactions will create significant value for our startups even beyond the program.”



Mr. Satish Patil
Startup Co-Founder
Grape-Raise Foods Pvt. Ltd.
Maharashtra



Dr. R. Pradeep
Startup Founder
PY Innovations
Tamil Nadu

“The mentoring and evaluation process has been a highly engaging experience, with startups receiving continuous guidance and feedback from experts. The interactions have become increasingly meaningful through active discussions and continuous engagement among startups and mentors. The opportunity to receive inputs, discuss ideas and learn through practical interactions has made the mentoring experience valuable and contributed significantly to strengthening the startups’ understanding and preparedness.”

Startups Testimonials



I have had a long and meaningful association with MANAGE. I first came here as a student and participated in the programme twice, and today I am happy to return as an entrepreneur. This journey has made my association with MANAGE very special. Through the programme, I gained valuable insights into product development, business modelling, market identification and customer identification. Earlier, our product was mainly focused on the Tamil Nadu market, but through interactions with fellow entrepreneurs and experts, I came to understand the opportunities available in other regions as well. Coming from an agricultural background and having validated our product in the organic farming space, the programme has encouraged us to explore new markets and expand our reach. The learning and networking opportunities provided through MANAGE have been highly valuable for our entrepreneurial journey. I sincerely thank MANAGE for this enriching experience and continued support.



Dr. Sangavi
Startup Co-Founder
Rhizoticks Private Limited
Tamil Nadu



Program Summary

MANAGE-CIA Cohort-15 was implemented as a structured agri-entrepreneurship incubation and mentoring initiative aimed at identifying, nurturing and strengthening promising agri-startups and aspiring entrepreneurs across different stages of enterprise development. The cohort received 619 applications, comprising 354 SAIP applications (57.19%), 150 AOP applications (24.23%), and 115 SOP applications (18.58%). Following the evaluation process, 199 applicants (32.15%) were initially shortlisted for the Preliminary Evaluation conducted during 02nd to 06th June 2026, of which 103 applicants from SAIP, 64 from AOP and 34 from SOP were called for presentation. Subsequently, 86 participants were selected for the mentoring program, including 33 SAIP participants (38.37%), 41 AOP participants (47.67%), and 12 SOP participants (13.95%). The online mentoring program was conducted from 17th June to 17th July 2026, providing stage-specific guidance on entrepreneurship development, business model refinement, product and technology development, market validation, intellectual property and legal compliance, financial planning, funding opportunities, digital marketing, branding, regulatory requirements, pitch preparation, business scaling and market linkages.

Following the mentoring program, SAIP (Seed Stage) startups were invited to participate in the Physical Mentoring Program, through which selected startups received intensive, stage-specific guidance and expert mentoring to further strengthen their business models, product development, market readiness and scalability. Subsequently, 23 SAIP startups participated in the CIC and SIC evaluation round, providing an opportunity to assess their progress and further refine their innovations for sustainable, market-oriented growth and impact on the farming community and wider agri-value chain.



Cohort-15 SAIP Incubatees



Cohort-15 AOP Incubatees



Cohort-15 SOP Incubatees





PM-RKVY Program

15th
Cohort



Program Director

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