



Pre-Incubation Mentoring Program by MANAGE

Context-Need for the Program

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 having incubated 630 and mentored 1164 agripreneurs and startups from various focus areas of the Agri & Allied Sectors.

Having trained start-ups from agro-processing, post-harvest technologies, value addition, farm mechanization, animal husbandry, fisheries, dairy, commodity trading to supply chain management and Agri-Consultancy, the Centre has assisted and provided relentless support to Agripreneurs, helping them fine tune their ideas and upscale their operations.

With each graduating cohort, it came to the Centre's notice that though there are enthusiastic budding Agripreneurs willing to invest time and money, they lack apt mentoring platforms to sharpen/refine their ideas & provide necessary connectivity & guidance on various aspects of agribusiness. This gap was acting as a big chasm for people with business ideas to venture further into the Agri-ecosystem.

Taking cognizance of this gap and recounting all experiences/feedback from previous five cohorts MANAGE-CIA decided to come up with a one-of-its-kind Pre-Incubation training programs to assist anyone with a business idea interested to work in Agri-ecosystem, to guide them in idea generation, understanding the Agri startup ecosystem and setting up the business. With the boom in the Agri-tech sector and more agricultural professionals getting into entrepreneurship, foundation programs like pre-incubation programs will help to set them on the right path.

Objectives of the program

- To guide interested individuals in idea generation
- To assist individuals with business ideas in understanding the Agri-Startup Ecosystem
- To provide foundational support in their entrepreneurial journey

Benefits of the Training program for the participants

- Participants will gain insights into the Agri-startup ecosystem. They will gain understanding of the opportunities for Agripreneurs and Agri-Startups in the upcoming future
- Develop their products and services
- Channelize the probable investors and receive alerts from the MANAGE-CIA Team
- Develop technical understanding of the Business
- Get assistance in preparing business models



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- Learn modern marketing strategies
- Gain familiarity with fundraising strategies and government schemes for startups
- Learn effective ways of presenting to investors
- one-on-one experience-sharing sessions with existing startups
- Participants can use the facilities provided by MANAGE-CIA
- Mentor-Mentee Support Program from MANAGE-CIA

Eligible Participants

- Agri-Startups
- Idea Stage/Pre-Idea Stage Entrepreneurs
- Aspiring Entrepreneurs
- Students & Youth Interested in Agripreneurship
- Professionals in Agri-Startup Ecosystem
- Agricultural Extension Professionals

Structure of the program

The program is a 22-day capacity-building training program for aspiring Agripreneurs & Startups. The program consists of 30 hours of sessions spread across 15 days followed by one-on-one handholding sessions for a week. It is a one-of-its-kind paid program with application fee of ₹5,000 for Indian participants and USD 60 for international participants. The program enables agripreneurs to move from ideas to the MVP stage while developing a sound understanding of the business, its skills, challenges, and opportunities.

Registration Link: <https://forms.gle/YNi43dn4r2MmxKCZ8>