



National Institute of Agricultural Extension Management MANAGE Agri-startup Accelerator Program

- A Companion to Accomplish Business Excellence

MANAGE : National Institute of Agricultural Extension Management (MANAGE), Apex body for Agricultural Extension in India working under MoA & FW, Government of India has been instrumental in shaping up Agriculture ecosystem in the country. MANAGE-CIA has is one of the leading Agribusiness Incubators in the country, incubated more than 300 startups in the last 3 years and trained and mentored many more. MANAGE have extended funding support to 59 startups with a total grant-in-aid of Rs. 614 lakhs through RKVY RAFTAAR scheme operating at MANAGE, Hyderabad.

Brief about the MANAGE Agri-Startup Accelerator Program:

A startup accelerator, sometimes referred to as a seed accelerator, is a business program that supports early-stage, growth-driven companies through mentorship and extending scaling-up opportunities. The accelerator experience is a process of intense, rapid, and immersive education aimed at accelerating the life cycle of young innovative companies, compressing years' worth of learning-by-doing into just a few months. Accelerator programs can provide beneficial resources to organizations at all stages of development, most focus on those that are pre-revenue. Through accelerator program, MANAGE-CIA propose to support early stage agri-startups through dedicated mentoring, by connect with network of founders, angel investors, venture capitalist, other experts & administrators, and also supporting them for achieving key milestones like branding, funding, product-market fit etc. The core aim of the accelerator program is to catalyst and support the growth phase of an Agri-startup. The major focus of the program is to give startups platform where they are given dedicated support with focus on growth. The duration of the MANAGE Accelerator program is 12 weeks, and the program will be conducted through online using Webex video conferencing application.

Startups eligibility Criteria (eligibility criteria for the startups):

- Startup should be from Agricultural & allied sectors
- Early-stage startup (1-5 years)
- The solution of the startup should impacts India's economically disadvantaged or solves a problem in the nonprofit ecosystem
- Registered as Partnership Company, Private Limited Company, Limited Liability Partnership or One person Company
- Startup should have launch the product and already in the market
- Gained initial traction for their local market & seek to expand to other areas
- Startup should have already raised money through investment/debt/Grant/Bank loan/Self
- Startup should have core team working full time across all functions of the company
- The startup should have a considerable addressable market size

The following are the core focus areas of agri-business venture are supported through MANAGE Agri-startup Accelerator program

- Farm service centre and consultancy service
- Post-Harvest, Value addition & Food Processing Technologies
- ICT/IOT/AI in Agriculture
- Waste to wealth management
- Farm Mechanization
- Warehouse and Supply chain Management
- Agri-clinics and farm health services
- Agri Input
- Agricultural commodity trading
- Nutrition and Health
- Precision/organic Farming
- Sustainable/Secondary Agriculture
- Animal Husbandry
- Dairy, meat, fisheries and poultry
- Agri social enterprises
- Natural resource management.

Components of Accelerator program

- Dedicated mentoring with industrialist, business tycoons, scientists and trainers
- Extending opportunities for scaling-up & Technology for growth
- Strategic partnerships and funding opportunities
- Support for brand building and promotional activities
- Support for networking, market outreach and market linkages
- Expert training to understand the practical aspects of business
- Sessions for knowledge and managerial skill development
- Expert support for pitch desk presentation
- Demo day and investors meet
- E-launch of startups
- Opportunities for collaborations
- Mentor meetings, seminars, workshop time and individual work time
- Support for preparing effective detail project report and business canvas
- Guidance and support to expand the business

Proposed Outcome from the accelerator program for startups:

- Expert mentorship support
- Funding opportunities
- Accelerate the growth of the startup companies
- Well refined long term business road map
- Action plan to achieve success in business
- Investment and funding opportunities
- Collaboration for expanding the business

- Knowledge and managerial skill development
- Developing Detail Project Report
- Refined marketing strategy for better sales and revenue generation
- Promotion & popularizing the brand of startup to stakeholders and potential customers
- Access to venture capitalist and angel investors
- Increased visibility in online platforms dedicated launch campaigns supported by MANAGE
- Mentorship from a network of a highly qualified group of mentors

Selection Process:

There will be a screening process for shortlisting and selection of startups applied for the program, only those startups who qualifies the screening process based on our mandates, will only be selected for participating for the accelerator program.

How to apply for the MANAGE Agri-startups Accelerator Program

Startups can apply for the MANAGE Accelerator Program only through online. If you are interested to be a part of MANAGE Accelerator program to catalyst the grown of your agri-startups then you may **apply for the program using the below link.**

The duration of the program is 12 weeks, attentively the program will be commenced from the last week of December 2021. The program will be conducted through online using the Webex platform (Video conferencing app)

Application Link - <https://forms.gle/TKFhamtSbq2J7iX7A>

Last date for accepting application – 8th December 2021