Extension NEXT

Agri- Startup Ecosystem
Webinars for Multi-Stakeholders

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About the Publication

Extension NEXT Good practices bulletin series is aimed at imparting better understanding about recent developments in agricultural extension and advisory services and start a dialogue on how to make agricultural extension efforts to contribute for better impact. The target audience for the bulletin series are extensionists, researchers, administrators, agricultural development practitioners and policy makers.

Authors

Dr. Saravanan Raj
Director (Agricultural Extension)
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad-500 030, Telangana, India
e-mail: saravanan.raj@manage.gov.in/sarvananraj@hotmail.com

Dr. Raahalya Sandipamu
MANAGE Fellow at Centre for Agricultural Extension Innovations, Reforms and Agripreneurship
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad, Telangana, India
e-mail: sandipamuraahalya@gmail.com

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The views expressed in the document are not necessarily those of MANAGE but are of the authors own.

Agri- Startup Ecosystem

Webinars for Multi-Stakeholders

Message

Dr. Yogita Rana, IAS
Director General, MANAGE

The National Institute of Agricultural Extension Management (MANAGE) has consistently served as a beacon for advancing agricultural extension services through its innovative approaches and commitment to fostering knowledge sharing. The emergence of agri-startup webinars stands as a testament to this mission, bridging gaps between academic research, policy implementation, and practical entrepreneurship.

This bulletin, "Agri-Startup Ecosystem Webinars for Multi-Stakeholders," provides a comprehensive exploration of the multifaceted ecosystem that empowers agricultural entrepreneurs. Amidst rapid technological advancements and growing global challenges, particularly the COVID-19 pandemic, the role of digital platforms in disseminating critical knowledge has never been more prominent. MANAGE has effectively harnessed the power of webinars to enable stakeholders—entrepreneurs, policymakers, and researchers—to collaborate and thrive in the digital space.

This publication offers readers actionable insights and best practices derived from a well-structured webinar series, strategically designed to meet the needs of diverse participants. Through the lenses of planning, promotion, delivery, and follow-up, this document not only outlines the mechanics of successful webinar management but also reflects on the broader policy implications for agricultural education.

The bulletin highlights the importance of incorporating sustainable practices and emphasizes the need for policy frameworks that support the scaling of digital knowledge initiatives. As we move forward, these agri-startup webinars will continue to play a vital role in shaping future agricultural innovation, helping stakeholders navigate an evolving ecosystem while staying connected to the grassroots of rural development.

(Yogita Rana)

Author's Note

Dr. Saravanan Raj
Director (Agricultural Extension)

The Agri-Startup Ecosystem Webinars for Multi-Stakeholders have been pivotal in shaping a new paradigm in agricultural entrepreneurship. Over the last four years, the National Institute of Agricultural Extension Management (MANAGE) has demonstrated its leadership in agri-startup ecosystem by leveraging digital platforms to connect multi-stakeholders and foster innovation. This bulletin serves as a compendium of insights gained through organising these webinars, which have evolved into a critical knowledge-sharing mechanism in India's agri-startup ecosystem.

This publication reflects the essence of a series designed to empower aspiring agricultural entrepreneurs, development professionals, policymakers, and researchers alike. The webinars were not just about delivering content but about building a platform where knowledge, experience, and innovative thinking converge. The topics covered—ranging from sustainable agriculture practices to market access and digital transformation—are highly relevant in today's context, where the agricultural sector is rapidly transforming. The practical relevance of these webinars is underscored by the real-world challenges they address, providing solutions that are both scalable and sustainable.

The synthesis of diverse perspectives presented in this bulletin offers valuable lessons for development professionals, policymakers and practitioners seeking to enhance the agri-startup ecosystem. The methodologies and practices outlined here are the result of meticulous planning, continuous engagement with participants, and the incorporation of feedback to ensure maximum impact. We believe that this document will serve as a useful guide for stakeholders looking to replicate or scale similar initiatives in other regions.

I deeply appreciative of the contributions made by the speakers, participants, and the MANAGE-CIA team. I hope this bulletin encourages more collaborative efforts to support the growth of the agricultural sector through innovation and knowledge dissemination.

(Saravanan Raj)

In this issue

List of Acronyms

CIA	Centre for Innovation and Agripreneurship
CoE	Centre of Excellence
IoT	Internet of Things
KPMG	Klynveld Peat Marwick Goerdeler
LMS	Learning Management System
MANAGE	National Institute of Agricultural Extension Management
MoA & FW	Ministry of Agriculture and Farmers' Welfare
MOOCs	Massive Open Online Courses
OECD	Organisation for Economic Co-operation and Development
Q&A	Question and Answer
R-ABIs	RKVY-RAFTAAR Agri-Business Incubators
RKVY-RAFTAAR	Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation
SEM	Structural Equation Modelling
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations Children's Fund

Abstract

The MANAGE-CIA Saturday Webinar Series, launched in October 2020 by the National Institute of Agricultural Extension Management (MANAGE), represents a pioneering approach to agricultural entrepreneurship education through digital platforms. This initiative was developed in response to the educational challenges posed by the COVID-19 pandemic, which necessitated a swift transition to online learning. The webinar series focuses on various critical aspects of the agri-startup ecosystem, including growth strategies, digital marketing, sustainability, and funding opportunities. Over 200 webinars have been conducted, attracting diverse participants such as agri-entrepreneurs, students, researchers, and policymakers.

The series is structured into four key stages: planning, promoting, hosting, and follow-up, ensuring a comprehensive and engaging learning experience. The planning phase involves meticulous topic selection and speaker recruitment, while promotion leverages social media and other digital channels to maximize participation. Webinars are hosted on the Webex platform, offering interactive features like Q&A sessions and post-webinar follow-ups, including access to recordings and presentation materials.

Evaluation of the series has shown a preference for practical, experience-based content over theoretical discussions, highlighting the importance of applied learning in the agri-startup context. The series has been successful in building a dynamic learning community, fostering real-time interaction, and maintaining long-term engagement. Despite challenges such as language barriers and scheduling constraints, the webinar series has demonstrated remarkable resilience and scalability, emerging as a model for digital agricultural education. The research conducted on the series offers valuable insights into the effectiveness of e-learning within the agricultural sector, with implications for future educational initiatives and policies.

» Introduction

Context

The COVID-19 pandemic has triggered profound transformations across industries worldwide, compelling organizations to innovate and swiftly adapt to unprecedented challenges. The education sector, in particular, has experienced significant impacts. According to a UNESCO report, over 1.6 billion learners across more than 190 countries were affected by school closures at the height of the pandemic (UNESCO, 2020). The World Bank further estimated a potential global loss of 0.6 years of quality-adjusted schooling due to these disruptions (World Bank, 2020). UNICEF highlighted that approximately 463 million children worldwide were unable to access remote learning during this period (UNICEF, 2020).

In response, educational institutions rapidly adopted digital solutions. A survey by KPMG revealed that 78% of institutions swiftly transitioned to online learning platforms (KPMG, 2020). The World Economic Forum (2020) reported that the pandemic significantly accelerated the adoption of digital learning technologies, with a 400% increase in the number of people seeking online learning opportunities during the initial lockdown.

This digital shift facilitated the rise of various tools and platforms, including Learning Management System (LMS) such as Moodle and Canvas, video conferencing tools like Zoom and Microsoft Teams, Massive Open Online Courses (MOOCs) on platforms like Coursera and edX, interactive learning apps like Kahoot!, and webinar platforms such as WebEx and GoToWebinar. Coursera reported a staggering 644% increase in course enrollments between March and April 2020, compared to the same period in 2019 (Coursera, 2020).

In the agricultural sector, where traditional practices intersect with cutting-edge technology, the pandemic catalyzed the emergence of agri-startup webinars. These webinars have become essential channels for knowledge dissemination, networking, and collaboration, providing dynamic forums where entrepreneurs, stakeholders, experts, and enthusiasts converge to explore emerging trends, share best practices, and navigate the rapidly evolving landscape of agricultural entrepreneurship.

Leading this transformative movement is MANAGE - Centre for Innovation and Agripreneurship (CIA), which has been recognized as a Center of Excellence (CoE) in Agribusiness Incubation. As a Knowledge Partner, MANAGE-CIA plays a pivotal role in strengthening and guiding the RKVY-RAFTAAR Agri-Business Incubators (R-ABIs), demonstrating best practices and offering strategic support. Unfazed by the challenges posed by the pandemic, MANAGE-CIA seamlessly transitioned its operations to the digital arena, spearheading online training and mentoring initiatives under the Rashtriya Krishi Vikas Yojana (RKVY-RAFTAAR).

To broaden its reach and impact, MANAGE-CIA launched an open webinar series in October 2020, covering a diverse range of topics within the agri-startup ecosystem and catering to a wide audience of aspiring entrepreneurs and stakeholders. This initiative not only addressed the immediate challenges posed by the pandemic but also established MANAGE-CIA as a pioneer in digital agricultural education. A report by the European Commission (July 2020) highlighted that 95% of higher education institutions in Europe transitioned to emergency remote teaching during the pandemic, with 83% anticipating an acceleration in their digital transformation efforts.

Between October 2020 and 2024, MANAGE-CIA conducted a total of 213 webinars, each featuring esteemed resource persons from various domains within the agri-startup ecosystem. These webinars covered an extensive range of topics essential for agri-startups, including innovative farming techniques, sustainable agricultural practices, agri-tech solutions, market access strategies, and funding opportunities for agricultural entrepreneurs.

The success of this webinar series underscores MANAGE-CIA's commitment to fostering innovation, collaboration, and sustainable growth within the agricultural sector, even amidst global challenges. MANAGE-CIA has not only maintained its educational mission but has also expanded its impact by reaching a broader audience and significantly contributing to the resilience and adaptability of India's agricultural sector. This aligns with findings from an OECD study, which noted that countries with well-established online learning platforms were better equipped to minimize learning disruptions during the pandemic (OECD, 2020).

1.2 Philosophy of Agri-Startup Webinars

The Agri-Startup Saturday Webinars are guided by a philosophy grounded in the belief that knowledge, collaboration, and innovation are the essential pillars of progress in the agricultural sector.

1.3 Principles in Agri-Startup Webinars

- **Accessibility for All**
  Ensure that webinars are accessible to all aspiring participants, regardless of geographical location, socioeconomic background, or level of experience.
- **Relevance and Timeliness**
  Focus on topics that are timely and relevant, addressing current trends, challenges, and opportunities within the agri-startup ecosystem.
- **Expert Engagement**
  Engage knowledgeable and experienced speakers who can offer valuable insights and practical advice.
- **Flexibility and Responsiveness**
  Remain flexible and responsive to the evolving needs and feedback of the agri-startup community, adapting content and approach as required.
- **Commitment to Continuous Learning**
  Commit to ongoing learning and improvement for both organizers and participants, ensuring they stay ahead in the rapidly changing landscape of agricultural entrepreneurship.

1.4 Objectives of Agri-Startup Webinars

1. **Awareness Creation**
   To enhance awareness of the latest developments, opportunities, and challenges within the agri-startup ecosystem.

2. **Motivation and Inspiration**
   To ignite passion and provide inspiration to aspiring agri-entrepreneurs through success stories and expert insights.

3. **Knowledge Management**
   To establish a comprehensive digital knowledge repository that offers participants cutting-edge insights, practical skills, and innovative approaches in the agri-startup ecosystem.

4. **Networking and Collaboration**
   To create a dynamic platform that facilitates connections and collaboration among entrepreneurs, investors, researchers, policymakers, and other stakeholders.

5. **Capacity Building**
   To equip participants with practical strategies, tools, and resources necessary for overcoming the challenges of agricultural entrepreneurship.

6. **Promotion of Best Practices**
   To showcase successful case studies and best practices within the agri-startup ecosystem, serving as models for others to follow.

7. **Increased Accessibility**
   To ensure access to valuable content and expert insights, regardless of participants' geographical locations.

8. **Support for Sustainable Development**
   To promote sustainable agricultural practices and innovations that contribute to environmental and social well-being.

Designing Saturday Webinars

"The most important principle for designing lively eLearning is to see eLearning design not as information design but as designing an experience"- Cathy Moore

The implementation of the Agri Startup Saturday Webinar Series by MANAGE-CIA involves a meticulous process aimed at delivering high-quality, engaging, and informative sessions to a diverse audience within the agricultural entrepreneurship sector. This process consists of four key stages:

1. **Planning the Agri Startup Webinar:** This initial stage involves the strategic organization and preparation required to ensure a successful webinar. It includes defining objectives, selecting relevant topics, and assembling a team of experts.

2. **Promoting the Webinar:** Effective promotion is crucial for reaching the target audience and maximizing attendance. This stage includes developing and executing a marketing strategy, utilizing various channels to create awareness, and encouraging registrations.

3. **Hosting the Webinar:** During this phase, the focus shifts to the actual delivery of the webinar. It involves managing technical aspects, ensuring smooth communication, and engaging participants through interactive content and discussions.

4. **Follow-Up after the Webinar:** The final stage is dedicated to evaluating the success of the webinar and gathering feedback. This includes sending thank-you notes, distributing session recordings, analyzing participant feedback, and identifying areas for improvement in future webinars.
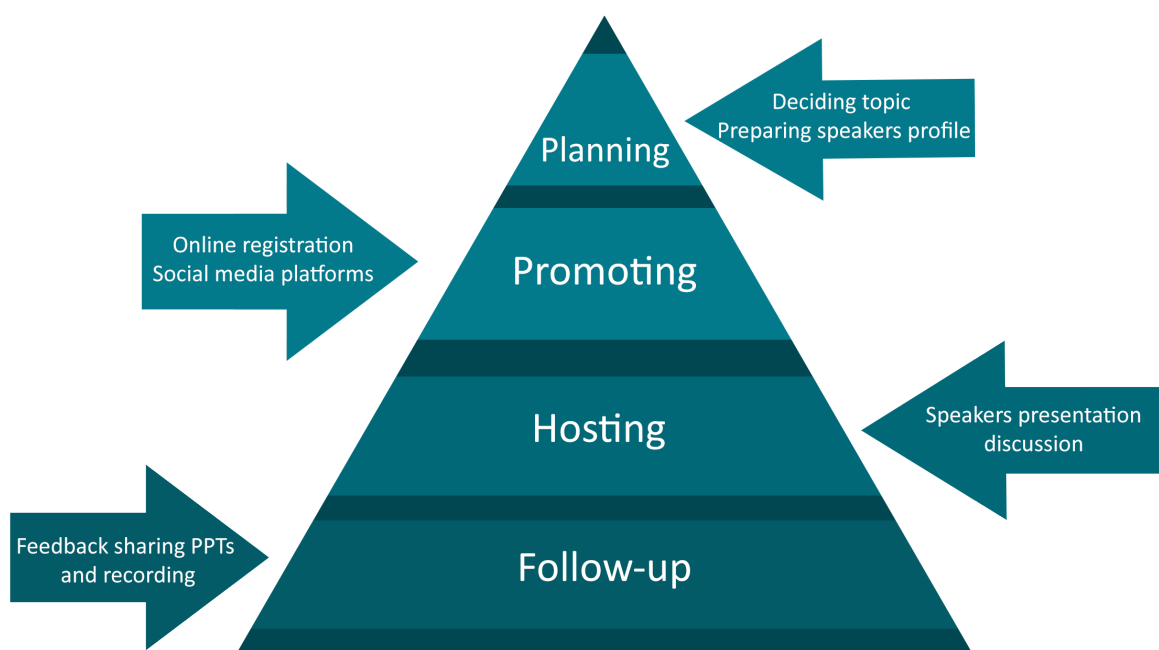
Implementation of a Agri-Startup Saturday Webinar Series

2.1. Planning Agri-Startup Webinars

The planning process for each Agri-Startup Saturday webinar begins three months in advance to ensure a well-organized and impactful event. This lead time allows the organizing team to address essential elements such as topic selection, speaker recruitment, and promotional strategies, laying a solid foundation for a successful webinar.

- **Topic Selection:** A critical component of the planning phase is selecting diverse and relevant topics. To reflect the complexity of the agri-startup ecosystem, the team aims to cover a wide range of subjects, including growth strategies, government schemes, marketing tactics, and technological innovations. This diversity ensures that the webinars address various interests and needs, creating a rich and engaging learning environment.

- **Speaker Recruitment:** Once the topics are finalized, the team focuses on securing expert speakers. They seek out successful entrepreneurs, industry mentors, investors, researchers, academicians, and public sector representatives to provide varied perspectives and valuable insights. The goal is to assemble a panel of experts who can offer a well-rounded understanding of the subject matter, enhancing the overall learning experience for participants.

- **Speaker Preparation:** Speakers are briefed well in advance through online discussions, phone calls, emails, and WhatsApp messages. This communication clarifies the webinar structure, including presentation duration, discussion time, and logistical details. By preparing speakers thoroughly, the team ensures that presentations are tailored to meet audience expectations. Additionally, collecting speaker profiles ahead of time allows participants to familiarize themselves with the experts' backgrounds, fostering anticipation and engagement.

2.2 Promoting Agri-Startup Webinars

Effective promotion is crucial for the success of agri-startup webinars, bridging the gap between organizers and potential participants. The promotion strategy includes several key components designed to maximize visibility, generate interest, and drive registrations.

- **Social Media Advertising:** Upcoming webinars are promoted across various social media platforms such as LinkedIn, Twitter, Facebook, and Instagram. By leveraging these channels, organizers reach a broad audience and enhance webinar visibility.

- **Online Registration:** A user-friendly registration process is available on the official MANAGE-CIA website, serving as a centralized hub for attendees to secure their spots. This approach encourages participation and allows individuals to plan for the event.

- **Reminder Communications:** Registered participants receive reminder emails on the Wednesday, Thursday, and Friday preceding the webinar. These reminders include the Webex link and essential details, ensuring participants are well-prepared and committed to attending.

- **Attendance Metrics:** These promotional efforts typically result in a substantial turnout, with each webinar attracting an average of 241 participants from a pool of 200 webinars. This high level of engagement reflects the effectiveness of the promotional strategy.

- **Coordination with Speakers:** The organizing team maintains close communication with speakers to confirm their availability and streamline logistics. Providing speakers with a panelist Webex link ensures a smooth integration into the webinar and enhances the event's overall execution.

2.3. Hosting the Webinar on Saturday

The successful hosting of an Agri-Startup webinar relies on thorough planning, effective logistics, and engaging content delivery. On the day of the event, the organizing team ensures a seamless and interactive experience for both participants and speakers.

Pre-Session Preparation: To prevent technical issues, the team and speakers join a pre-session meeting 15 minutes before the scheduled start time. This allows for troubleshooting, familiarization with

the webinar platform, and verification of audiovisual equipment.

Webinar Execution: The webinar begins promptly at 11 AM, with an introduction to MANAGE-CIA followed by presentations from two speakers. Each speaker is allocated a 20-minute time slot to deliver their insights with clarity and expertise. This format ensures a balanced and comprehensive exploration of key topics within the agri-startup ecosystem.
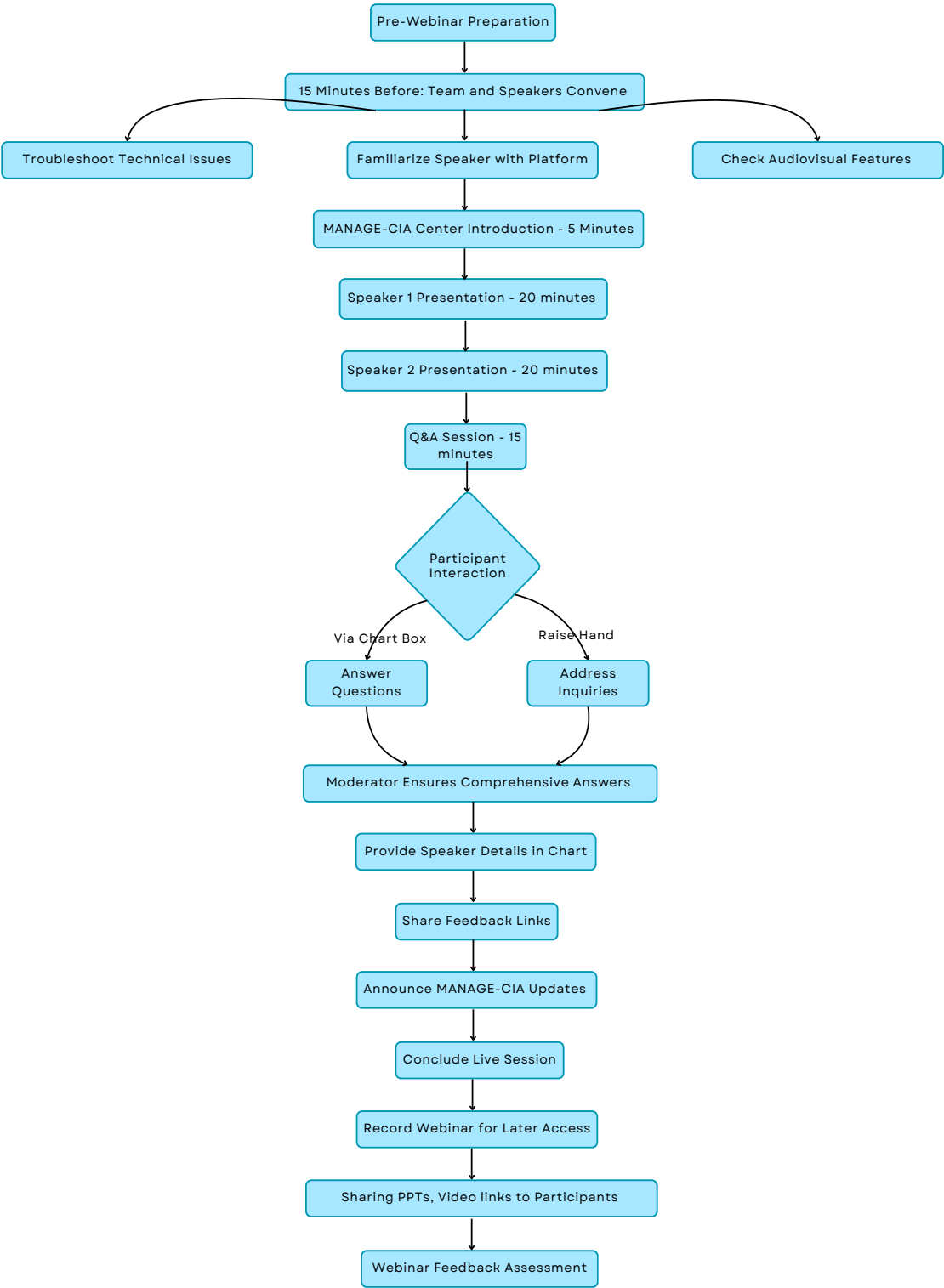
Flowchart of Webinar Execution

Following the presentations, participants are encouraged to participate in a dynamic and interactive Q&A session. This segment allows attendees to pose questions, seek clarification, and share their insights with the speakers. Participants can submit their questions through the chat box or by raising their hands, which ensures a wide variety of perspectives and inquiries are considered.

The team meticulously moderates the Q&A session to address all questions comprehensively and keep the discussion focused and productive. This approach ensures that the session remains engaging and valuable for all participants.

> "Learning is MORE effective when it is ACTIVE rather than a passive process"
>
> -Kurt Lewin

Throughout the webinar, detailed information about the speakers is made readily available in the chat box. This feature allows participants to connect with the experts and explore specific topics or areas of interest in greater depth. Additionally, feedback links are provided to participants, enabling them to share their experiences, insights, and suggestions for future improvements. This feedback mechanism supports a culture of continuous learning and refinement, helping organizers enhance the effectiveness of future webinars.

Updates on MANAGE-CIA's activities and initiatives are also shared during the webinar. These announcements offer participants valuable insights into ongoing projects, partnerships, and opportunities within the agri-startup ecosystem. This integration of organizational updates enhances participant engagement and underscores the webinar's relevance.

Furthermore, the entire webinar session is recorded and made available for later viewing. This archival feature ensures that participants who could not attend the live event can access the content at their convenience. By extending the reach and impact of the webinar, this recording facilitates broader dissemination of knowledge and insights within the agri-startup community.

2. 4. Follow-Up after the Webinar

The conclusion of an Agri-Startup webinar marks the initiation of the post-webinar follow-up phase, which aims to maximize the impact of the event, gather valuable feedback, and provide ongoing support to participants and speakers.

- Access to Webinar Recordings: Shortly after the webinar, the session recording is uploaded to YouTube (MANAGE-CIA YouTube Channel). This ensures that participants who wish to revisit key insights or share the content with colleagues have easy access. Links to these recordings are then distributed via email to all registered participants, broadening the reach and impact of the webinar beyond its live audience.
- Distribution of Presentation Materials: Alongside the recordings, the speakers' PowerPoint presentations are shared with participants. This allows attendees to review and explore the content covered during the webinar in more detail, enhancing their understanding and reinforcing key takeaways.
- Feedback Collection: To evaluate the effectiveness of the webinar and identify areas for improvement, feedback is actively solicited from attendees. Participants are encouraged to provide their thoughts, suggestions, and constructive criticism through feedback forms or surveys. This input is crucial for refining future webinars and ensuring they meet the needs and expectations of the audience.
- Acknowledgment of Speakers: As a gesture of appreciation for their contributions, speakers receive honorariums. This recognizes their expertise, time, and effort invested in delivering valuable insights and fosters continued engagement and participation in future webinars.
- Archiving and Accessibility: To support ongoing learning and knowledge sharing, all webinar recordings are archived and made available on the MANAGE-CIA website. This centralized online repository serves as a valuable resource hub for aspiring entrepreneurs, startups, students, faculty, stakeholders, and industry professionals, facilitating continued education and collaboration within the agri-startup community.

Outreach Digital Collaterals

"Marketing & Branding for Agri-Startups"

Saturday 08th June, 2024
11.00 am to 12.00 nn

Centre for Innovation and Agripreneurship (CIA)
National Institute of Agricultural Extension Management (MANAGE)
(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad-500030, Telangana, India
https://www.manage.gov.in/ https://www.manage.gov.in/managecia/

MANAGE-CIA
Saturday Webinar Series for Agri-Startup Ecosystem
192nd Webinar

MANAGECIA   MANAGE-CIA   CIAMANAGE   MANAGE INCUBATION   MANAGE CIA

Speakers

Ms. Komal Ramani-Makhija
Founder & Principal Designer
Projekt

Ms. Aarushi
Co-Founder and COO
Scaler Bee

A Session with Experts

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 425 and mentored 847 Agripreneurs & startups from various focus areas of the Agri & Allied Sectors.

Marketing and Branding for Agricultural Startups require a strategic approach to establish a strong market presence and build trust. It begins with thorough market research and competitive analysis to understand the target audience and landscape. Developing a compelling brand identity with a memorable name, consistent visual elements, and a meaningful brand story is crucial. Ensuring a robust digital presence with an SEO-optimized, user-friendly website and active, engaging social media profiles is essential.

Utilizing Content marketing through informative Blogs, Videos, and Webinars helps establish authority and attract organic traffic. Showcasing sustainable Methodologies and cutting-edge technologies resonates with contemporary, environmentally-conscious consumers, while ongoing monitoring of performance metrics aids in refining approaches.

Are you interested in knowing how to do Marketing and Branding effectively for your Agri-Startup?

This Saturday MANAGE-CIA calls Startups, Aspiring Agripreneurs, and others to join and discuss a Webinar on "**Marketing & Branding for Agri-Startups**'' We invite you to take part in this insightful session where the speakers share their experiences and get a chance to interact with them.

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Highlights
Saturday, 8th June, 2024

"Building a strong brand and effective marketing strategies
are ongoing processes that require dedication and creativity"

Centre for innovation and Agripreneurship (CIA)
National Institute of Agricultural Extension Management (MANAGE

But how do we do Branding?

Introduction to Marketing and Branding

Marketing
Communicating the value of your product or service.

Branding
Creating a unique identity and emotional connection.

- Understand customer needs and preferences
- Develop product or services that meet those needs
- Promote and distribute them to target markets

- Creating a unique name, design, or image i.e. Logo, identify & differentiates your product amongst other.
- Choosing a catchy Tagline, makes brand memorable & emotionally connect you with your consumers.
- Effective branding fosters loyalty, trust, and the preference for the brand.

Marketing & Branding for Agri-Startups
Highlights
Saturday, 8th June, 2024

Ms. Komal Ramani-Makhija
Founder & Principal Designer
Projekt

"All the activities aimed at building trust in customers constitute your brand. To build a brand, the focus should be on both business development and brand building. This long-term effort supports business growth at every step. Defining brand assets such as the brand name, logo, colors, fonts, and story tone is essential. These tools create a roadmap for applying your company's visual elements to your business and marketing strategies."

Ms. Aarushi
Co-Founder and COO
Scaler Bee

"Building a strong brand and effective marketing strategies requires dedication and creativity. Understand your market through research and focus on your unique value proposition. Create a brand identity with a distinct voice and personality, using storytelling. Employ effective marketing strategies like organic promotion, digital marketing, partnerships, and buzz-building. Leverage technology such as CRM systems, marketing automation, data analytics, digital platforms, and IoT devices."

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MANAGECIA   MANAGE-CIA   CIAMANAGE   MANAGE INCUBATION   MANAGE CIA

https://www.youtube.com/@MANAGECIA/streams

≫ Facilitating Activities

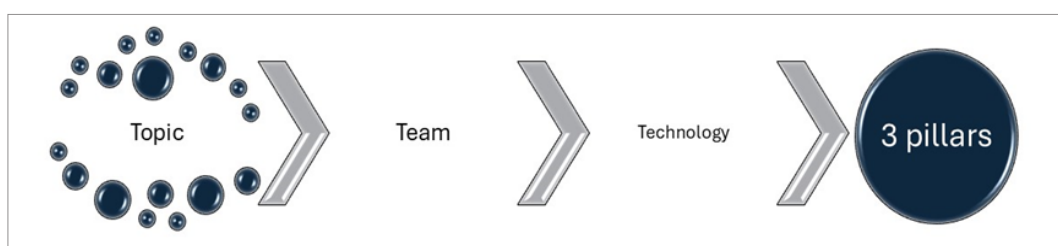**The Three Pillars of Agri-Startup Webinars:** Topic, Team, and Technology

3.1 Topic

The success of an agri-startup webinar largely hinges on the selection of its topic. A carefully chosen topic not only draws a diverse audience but also ensures that the content remains relevant, engaging, and valuable to participants.

The Saturday webinars are designed to cover a wide range of subjects critical to the agri-startup ecosystem. For example, some sample topics include:

- **Growth Strategies:** Exploring methods and best practices for scaling agri-startups.
- **Digital Marketing Strategies and Branding:** Examining effective online marketing techniques and brand-building strategies.
- **Sustainability:** Addressing practices and innovations that promote environmental and economic sustainability.
- **Fintech Startups:** Investigating the role of financial technology in enhancing agricultural businesses.
- **Supply Chain Management:** Understanding strategies for optimizing supply chain operations in the agriculture sector.
- **Internet of Things (IoT):** Discussing the impact of IoT technologies on agriculture and their potential for improving efficiency and productivity.

By addressing these diverse and pertinent topics, the webinars aim to provide comprehensive insights and practical knowledge to support the growth and success of participants in the agri-startup community.

Three Pillars of Agri-Startup Webinars

The 200 webinars hosted by MANAGE-CIA covered a broad and diverse range of topics, each critical to the success and sustainability of agri-startups. These webinars provided participants with valuable insights, practical strategies, and actionable advice across various domains within the startup landscape:

1. **Growth Strategies**
   - Awareness Creation: Creating awareness among the participants about the latest trends and challenges in scaling agri-startups.
   - Motivation and Inspiration: Highlighted success stories of startups that have effectively scaled, offering practical examples.

- Capacity Building: Provided tools and strategies for sustainable growth and maximizing impact.
- Support for Sustainable Development: Incorporated sustainable growth practices specific to agriculture.

2. **Government Schemes**
   - Awareness Creation: Informed participants about new policies and support systems available for agri-startups.
   - Knowledge Management: Created a repository of information on government support programs.
   - Networking and Collaboration: Connected entrepreneurs with scheme implementers, government bodies, private organizations, potential consumers, financial institutions, NGOs, marketing networks, and social associations.
   - Increased Accessibility: Made information about the agri-startup ecosystem more accessible to entrepreneurs.

3. **Funding Strategies**
   - Capacity Building: Equipped participants with the knowledge needed to secure funding.
   - Networking and Collaboration: Facilitated connections between entrepreneurs and potential investors.
   - Knowledge Management: Developed a comprehensive understanding of various funding options available.
   - Motivation and Inspiration: Showcased successful funding stories to inspire new entrepreneurs.

4. **Marketing and Branding**
   - Capacity Building: Helped participants develop skills in creating strong agricultural brands.
   - Promotion of Best Practices: Highlighted effective marketing strategies within the agriculture sector.
   - Motivation and Inspiration: Demonstrated the potential for innovation in agricultural marketing.
   - Knowledge Management: Provided insights into cutting-edge digital marketing techniques for agriculture.

5. **Go-to-Market Strategies**
   - Capacity Building: Offered practical guidance on product launches and market penetration.
   - Awareness Creation: Discussed current market trends and consumer preferences.
   - Promotion of Best Practices: Showcased successful case studies of product launches.
   - Support for Sustainable Development: Incorporated sustainable practices into product development and distribution strategies.

These webinars collectively aimed to enhance the knowledge, skills, and networks of participants, fostering a more informed and connected agri-startup community.
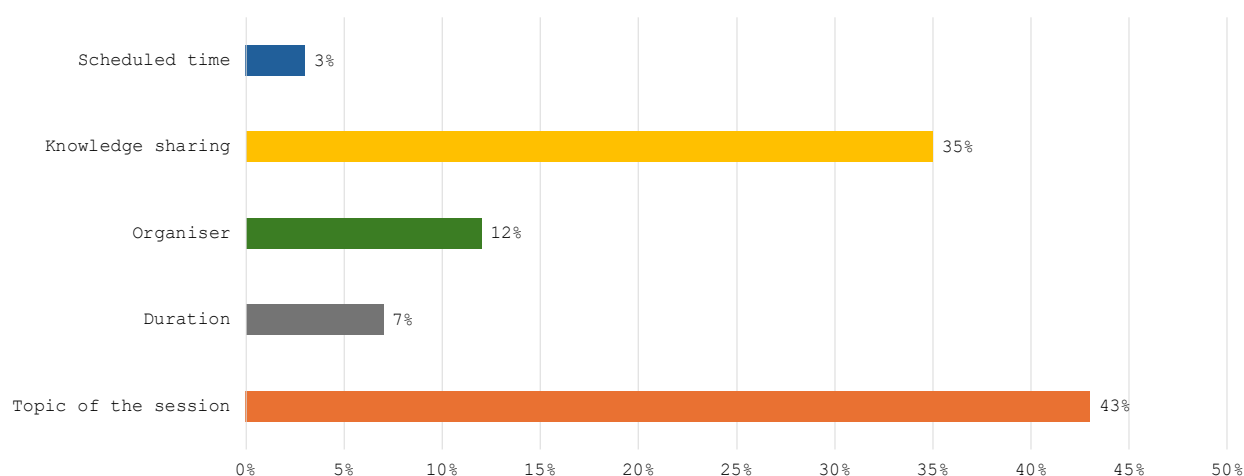
Motivation for Accepting the Invitation

3.2 Team

Facilitation Team

The success of the MANAGE-CIA Saturday webinar series is driven by a well-coordinated team of professionals, each contributing unique skills to ensure the program's effectiveness. The team is structured as follows:

CEO: Oversees the entire webinar series, guiding strategic planning, topic selection, speaker engagement, and quality assurance. The CEO ensures the alignment of the webinars with organizational goals and maintains high standards throughout the series.

Program Manager: Ensures smooth operation of each webinar. This role involves coordinating logistics, managing schedules, and ensuring the overall execution of the program runs seamlessly.

Business Executives: Two executives manage the live aspects of the webinars, including chat moderation, YouTube streaming, and real-time participant engagement. Their responsibilities are crucial for maintaining an interactive and engaging experience for attendees.

Content Developer: Responsible for content creation, including crafting promotional materials, designing social media content, and collaborating with speakers to develop compelling presentations. This role ensures that all content is engaging and effectively communicated.

Program Executive: Program executive handle essential behind-the-scenes tasks, such as preparing social media posters, managing participant data, and assisting with post-webinar analysis. Their work is vital for the logistical and data management aspects of the webinars.

This diverse team structure allows for a clear division of responsibilities, specialized focus on different aspects of webinar organization, and efficient workflow. The collective efforts of these team members ensure that each webinar is meticulously planned, promoted, executed, and analyzed. Together, they deliver a high-quality learning experience for participants in the agricultural entrepreneurship sector. The collaborative expertise of the team enables MANAGE-CIA to consistently produce valuable, engaging, and well-organized webinars that meet the evolving needs of their audience, fostering innovation and knowledge sharing within the agri-startup ecosystem.
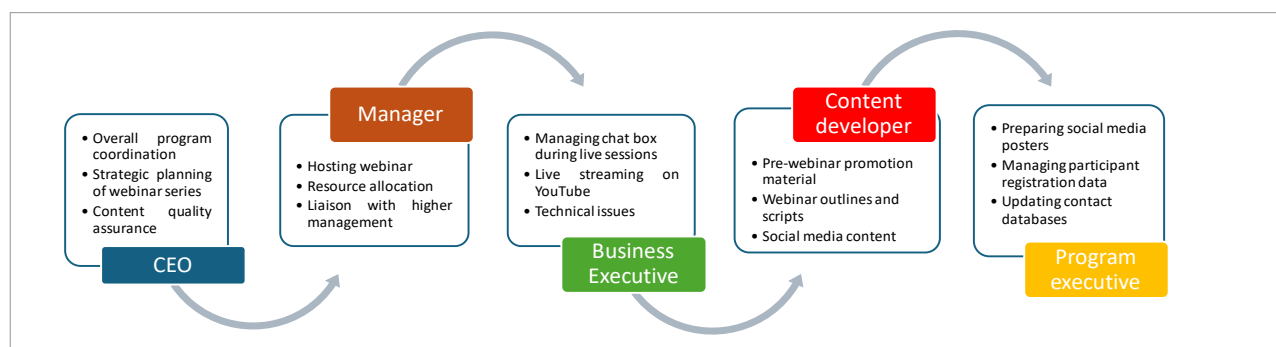
Roles of Facilitating Team

3.3 Technology

The MANAGE-CIA Saturday webinar series utilizes advanced technology to deliver an immersive and effective learning experience. While platforms like Zoom, Microsoft Teams, and Google Meet are commonly available, Webex was selected as the official platform due to its provision by the MANAGE institute. This institutional requirement means that Webex is the designated platform, and there is no option to use alternative platforms.

Despite this constraint, participants have found Webex's technological features to be well-suited for the webinar series. Webex offers a range of tools that enhance the webinar experience, including:

- **High-Quality Video and Audio:** Ensures clear communication and effective interaction between speakers and participants.
- **Interactive Features:** Includes chat, Q&A, and polling options that facilitate engagement and real-time feedback.
- **Screen Sharing and Presentation Tools:** Allows speakers to present their content seamlessly, enhancing the delivery of information.
- **Recording Capabilities:** Provides the ability to record sessions for later viewing, ensuring that content is accessible to participants who may have missed the live event.
- **Breakout Rooms:** Enables smaller group discussions or workshops, fostering more interactive and focused sessions.

Overall, Webex's robust features have proven effective in supporting the needs of the MANAGE-CIA webinar series, ensuring a smooth and productive learning environment for all participants

Legend: ■ Ease of screen sharing ■ User friendly ■ Scalability ■ Recording options
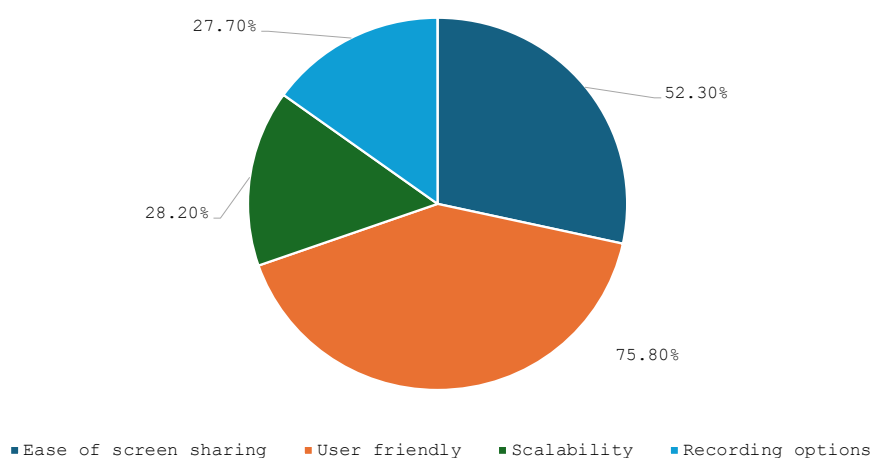
Technology

Key technological features and benefits include:

- **Institutional Integration:** Ensure that the platform integrates smoothly with MANAGE-CIA's current IT systems and infrastructure. This would involve compatibility with existing software and protocols to streamline adoption and use.

- **Reliability:** The platform should maintain a stable connection with minimal technical issues, ensuring smooth and uninterrupted sessions.

- **User-Friendly Interface:** Both presenters and participants should find the platform intuitive and easy to navigate, which is crucial for effective communication and engagement.

- **Scalability:** The platform should be able to handle large numbers of participants without affecting the quality of the experience, allowing for growth and larger events.

- **Security:** Implement strong security measures to protect participant data and session content from unauthorized access or breaches.

- **Cross-Platform Compatibility:** Ensure that the platform is accessible from various devices (e.g., desktops, tablets, smartphones) to enhance flexibility and accommodate different user preferences.

Saturday Webinar Series

National Institute of Agricultural Extension Management (MANAGE) - Centre for Innovation and Agripreneurship (CIA), has launched "Saturday Webinar Series" to address various important topics relevant to Agri-Startup Eco-System and to create awareness among the Agri-Startups, Agri Entrepreneurs, Faculties, Scholars and Students, across India. Webinars are being conducted every Saturday 11 AM – 1 PM IST.

https://www.manage.gov.in/managecia/Webinars.aspx

Delivering the Content

Webinar Organization Timeline

Deciding the topic — •Three months before webinar

Online Registration — •Three months before webinar

Gathering speaker's profile — •Two weeks before webinar

Promotion through SM handles — •One week before webinar

Sending invitation link to speaker & participant — •Three days before webinar

Feedback forms — •Immediately after the webinar

Recording & sharing resource material — •Immediately after the webinar

Who are the participants? → What is their educational background? → What are the learning needs?

4.1 Learners Profile

Factors considered	Details	Importance
Participants	Agri-Startups, Aspiring Entrepreneurs, Agri Graduates, Academicians, Scientists, and Agri Startup Ecosystem Partners	Ensures diverse perspectives and addresses needs across the entire agricultural entrepreneurship ecosystem. Facilitates rich interactions and networking.
Previous knowledge	Webinar is open to all	Establishes a baseline of knowledge and analytical skills. Allows for appropriately pitched content and advanced discussions.
Amount of time available for attending webinar	One hour	Respects time constraints, allows focused content delivery, maintains engagement, and provides a consistent format.
Kind of organization	Any organization	Enables diverse organizational perspectives, cross-pollination of ideas, broader networking, and comprehensive understanding of the ecosystem.

Agri-Startup Ecosystem Stakeholders Needs

- **Practical Skills:** Includes competencies in business planning, financial management, and digital marketing, among others.
- **Technical Knowledge:** Encompasses expertise in agricultural technologies and sustainable practices, among other areas.
- **Entrepreneurial Mind-set:** Involves skills such as design thinking, core competencies, risk management, and innovation.
- **Regulatory and Policy Understanding:** Covers knowledge of trade licensing, validation, and certification processes.
- **Market Insights:** Pertains to marketing strategies and branding techniques.
- **Networking and Collaboration Skills:** Includes the ability to build and maintain professional relationships and collaborate effectively.

4.2 Best Fit Considerations

Aspect	Description	Benefit
Participant Interaction	Every participant has the opportunity to talk and discuss with the speaker directly if they have any doubts.	Ensures active engagement and personalized learning experience for all attendees.
Topic Diversity	Diverse topic will be useful to Multi stakeholders.	Maintains freshness and diversity of content, covering a wide range of relevant subjects over time.
Consistent Timing	Webinars are organized regularly between 11am-12 noon.	Provides a predictable schedule for participants, facilitating regular attendance and time management.
Speaker Diversity	Speakers are called from different domain areas.	Ensures a variety of perspectives and expertise, enriching the learning experience.
Continuous Expert Pool Expansion	40% of respondents have been invited as a resource person only once. MANAGE CIA continually expands its pool of experts.	Brings new perspectives and diverse expertise to the webinar series, keeping content current, relevant and varied.
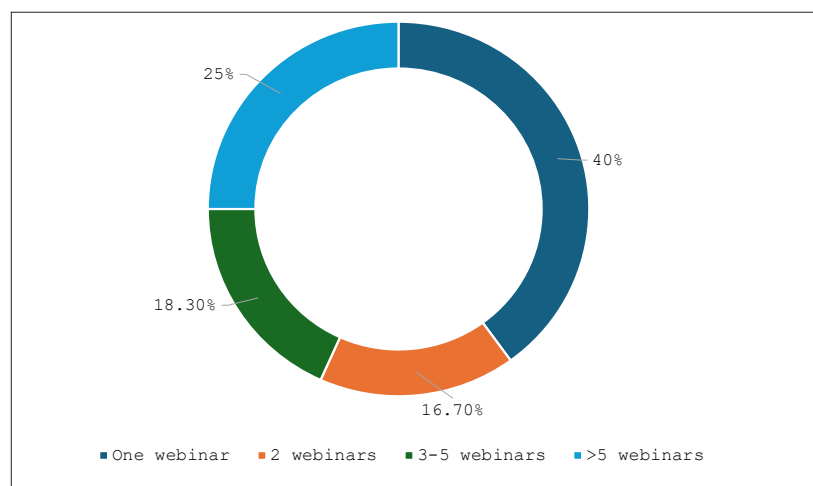
Number of Times Sessions Handled

5.1 Key Research Findings

This study was conducted by analysing data from 745 participants and 67 resource persons who engaged in various agri-startup ecosystem webinars organized by MANAGE-Center for Innovation and Agripreneurship (MANAGE-CIA) between 2020 and 2023. The research identified critical factors influencing learning outcomes in agri-startup webinars, specifically platform usability, participant satisfaction, and follow-up support, using Structural Equation Modeling (SEM). This highlights the importance of a comprehensive approach to online education that extends beyond mere content delivery.

Integrated Evaluation Model

Researchers developed an innovative integrated model that combines the Technology Acceptance Model (Davis, 1989) with Kirkpatrick's Training Evaluation Model (Kirkpatrick, 1994). This customized approach offers a more thorough framework for evaluating the effectiveness of webinars focused on the agri-startup ecosystem.

Time Management Insights

Contrary to expectations, time management was found to be statistically insignificant with respect to learning outcomes. This suggests that agri-entrepreneurs may prefer flexibility in their learning experiences, a finding that could inform future program design. Initially, the duration for the first 64 webinars was set at two hours. However, beginning with the 65th webinar, the duration was reduced to one hour per session. This change was implemented in response to participant feedback indicating dissatisfaction with the longer duration. This modification may have impacted the overall effectiveness of time management strategies employed during the webinars and could have influenced the observed relationship between time management and learning outcomes.

Content Preference

The research revealed a strong preference among participants for practical, experience-based content and methods (49.6%) over theoretical discussions alone. This preference aligns with the hands-on nature of agricultural entrepreneurship and underscores the need for applied learning approaches.
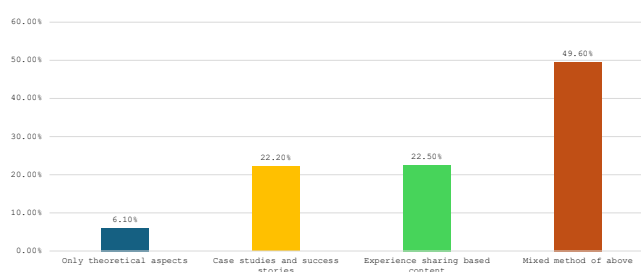
Mode of Subject

Mobile Device Usage

High mobile device (58.2%) usage among participants was uncovered, highlighting the need for mobile-optimized learning platforms to ensure accessibility and engagement.

Device Used
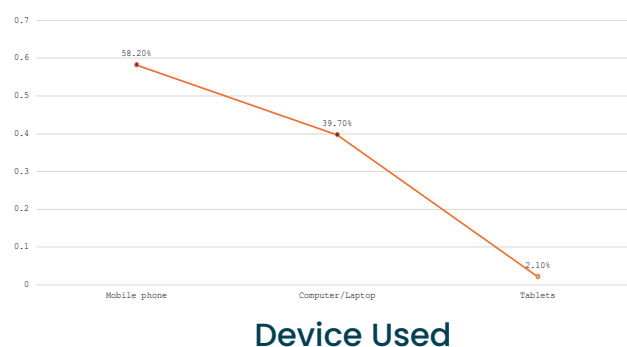
Evidence-Based Recommendations

The study offers empirically grounded recommendations for enhancing online training design within the agricultural sector, providing valuable insights for program developers and educators.

Specialized Evaluation Framework

A novel evaluation framework was developed using Structural Equation Modeling (SEM) to assess webinar effectiveness in specialized entrepreneurial contexts. This framework contributes to the broader field of online education research.

Policy Implications

The findings offer actionable insights for policymakers and educators aimed at improving digital learning platforms in agriculture, potentially influencing future educational initiatives and policies. Recommendations include:

- **User-Friendly Interfaces:** E-learning platform developers should prioritize creating user-friendly interfaces that accommodate varying levels of digital literacy among agri-entrepreneurs.
- **Presenter Training:** Organizations conducting agri-startup webinars should invest in training their presenters not only in content expertise but also in effective online engagement techniques.
- **Post-Webinar Support:** Implementing robust post-webinar support mechanisms, such as online forums, mentorship programs, or follow-up sessions, could significantly enhance the long-term impact of webinars on agri-startup success.
- **Flexible Formats:** Given the non-significant impact of strict time management, webinar organizers might consider adopting more flexible formats, such as on-demand content or modular approaches, allowing participants to engage with material at their own pace.
- **Guidelines for Online Learning:** Policymakers in agricultural education and entrepreneurship support should consider integrating guidelines for effective online learning into their programs.

Future Research Directions

The study paves the way for future research into personalized learning strategies for agri-startups, opening new avenues for exploration and advancement. Suggested directions include:

- **Longitudinal Research:** Future studies should employ longitudinal designs to track the long-term impact of webinar participation on agri-startup success.
- **Cross-Cultural Comparisons:** Investigating how factors influencing webinar effectiveness vary across different cultural and agricultural contexts could provide valuable insights for global agricultural development initiatives.
- **Comparative Studies:** Conducting comparative analyses between webinar-based learning and other forms of agricultural extension education could identify the most effective approaches for different types of content and learner groups.

Sustainability and Scaling Up

The MANAGE CIA Saturday webinar series, launched on October 10, 2020, has emerged as a model of innovation and resilience in agricultural education and entrepreneurship. Initiated amidst global uncertainty due to the COVID-19 pandemic, the series has not only survived but thrived, demonstrating exceptional sustainability and scalability.

Initially, the series faced considerable challenges, including concerns about its ability to effectively reach and engage its intended audience through an online platform. The team grappled with replicating the interactivity and depth of in-person sessions in a virtual environment. Additionally, pandemic-induced resource constraints presented further hurdles, necessitating creativity and efficiency in the organizers' approach.

Despite these early obstacles, the webinar series has exceeded expectations. It now enjoys impressive engagement from a diverse audience, including students interested in agricultural innovations, startup founders seeking business growth insights, and established entrepreneurs aiming to stay current with the latest trends and technologies in the sector.

The remarkable growth of the series, particularly given the challenging conditions of its inception, highlights the program's resilience and adaptability. It reflects the team's ability to swiftly pivot, learn from feedback, and continuously refine the offering to meet the evolving needs of its audience.

A key factor contributing to the series' success has been its capacity to facilitate real-time interaction between speakers and participants. Unlike one-way webinars or pre-recorded sessions, the MANAGE-CIA Saturday webinar series emphasizes active engagement. Participants are encouraged to ask questions, seek clarifications, and participate in discussions, thereby ensuring a comprehensive and dynamic learning experience. This interactive approach not only enhances participants' understanding but also fosters a sense of community among them.

The series has also excelled in maintaining consistency and fostering long-term engagement. The organizers have effectively tracked participation, tailored content to audience interests, and built a community of learners by creating and maintaining a database of regular attendees. The implementation of doubt-clearing sessions has been particularly effective, allowing participants to explore complex topics in greater depth and ensuring that no participant leaves a session with unresolved questions.

These efforts have contributed to the creation of a vibrant learning community. Participants not only gain knowledge from the speakers but also benefit from each other's questions and experiences. This sense of community has been crucial in sustaining interest and attendance over time, even as pandemic restrictions have eased in many regions.

The success of the MANAGE CIA Saturday webinar series serves as a compelling endorsement of the effectiveness of online platforms for knowledge dissemination. It demonstrates that, when executed thoughtfully, virtual learning can be as effective—and in some cases, more accessible—than traditional in-person formats. This example sets a precedent for overcoming communication barriers, not only during challenging times such as a pandemic but also as a sustainable model for future educational initiatives.

6.1 Critical Issues

Duration Adjustment

Initially, the MANAGE CIA Saturday webinar series allocated two hours for each session, a duration that was maintained for the first 64 webinars. However, beginning with the 65th webinar, the duration was reduced to one hour per session. This adjustment was a direct response to participant feedback, which indicated dissatisfaction with the longer format and difficulties in maintaining focus and engagement for an extended period. The decision to shorten the session duration reflects MANAGE-CIA's responsiveness to participant needs and their commitment to optimizing the learning experience.

- Duration adjustment
- Language barriers
- E- Certificate Policy
- Scheduling constraints
- Balancing content and Time
- Technological adaptation
- Feedback integration
- Maintaining Quality and Quantity

Language Barriers

The webinar series faces an ongoing challenge concerning language diversity. While the organizers strive to accommodate a broad audience, delivering sessions in multiple languages, particularly Hindi as requested by some participants, remains a challenge. English has been established as the primary language of communication for all sessions to maintain consistency and attract an international audience. However, this decision may limit engagement for participants who are more comfortable in regional languages. Balancing linguistic inclusivity with operational feasibility continues to be a delicate issue that MANAGE-CIA must navigate.

E-Certificate Policy

MANAGE-CIA has adopted a firm policy of not providing e-certificates to webinar participants. This decision aligns with the core objective of the webinar series: to enhance awareness and knowledge about the agri-startup ecosystem. The organization believes that the intrinsic value of the knowledge gained should be the primary motivator for attendance, rather than external incentives such as certificates. This approach aims to attract participants who are genuinely interested in learning and growing within the field. However, this policy may deter potential attendees who seek formal recognition of their participation, particularly those who might use certificates for professional development or academic purposes.

Scheduling Constraints

The timing of the webinars presents another critical issue. Currently held on Saturdays, the sessions face challenges in reaching working professionals who may have prior commitments on this day. Although some participants have requested that the webinars be rescheduled to Sundays, MANAGE-CIA has maintained the Saturday schedule. This decision reflects a balancing act between maximizing accessibility and respecting participants' personal time, as Sundays are often the only day when most participants can complete their week's work. While this schedule accommodates the majority, it inevitably excludes some potential attendees.

Balancing Content and Time

With the reduction in webinar duration to one hour, there is an inherent challenge in covering complex topics comprehensively within this timeframe. This necessitates careful planning and efficient content delivery by speakers to ensure that key points are addressed without overwhelming participants with information.

Technological Adaptation

Although not explicitly mentioned, the shift to a shorter format likely required adjustments in the technological approach, including the management of Q&A sessions and the distribution of supplementary materials. These adjustments are essential to ensure a complete learning experience despite the reduced time available.

Feedback Integration

The adjustments made, particularly the reduction in session duration, underscore MANAGE-CIA's commitment to continual improvement based on participant feedback. This responsive approach is crucial for the long-term success and relevance of the webinar series, although it also presents the ongoing challenge of balancing diverse participant preferences.

Maintaining Quality with Quantity

As the series has grown to reach an average of 241 participants across 200 webinars, maintaining the quality of interaction and personalized attention becomes increasingly challenging. Ensuring that the shorter, more focused format does not compromise the depth of learning remains a critical consideration.

6.2 Success Factors

The MANAGE CIA Saturday webinar series has established itself as a cornerstone of agricultural education and entrepreneurship development, driven by a unique combination of factors that contribute to its ongoing success and impact.

Guiding Questions

- » How our audience engagement is truly inclusive?
- » What strategies used to leverage expert knowledge in content creation?
- » How can we incorporate real-world experiences into our content more effectively?
- » What methods employed for collaborative topic curation with our audience?
- » How can we implement a system for continuous evolution of our content based on feedback?
- » What approaches has been to build resilience and adaptability into our content strategy?
- » How can we better bridge the gap between theoretical concepts and practical applications in our content?

Inclusive Audience Engagement

A core factor in the series' success is its ability to attract a diverse range of participants. The webinars cater to budding entrepreneurs, established business leaders, government officials shaping policy, and students with innovative ideas. This diversity fosters a dynamic learning environment where knowledge flows not only from speakers to participants but also among attendees. This collaborative atmosphere enhances learning and stimulates innovation, creating a vibrant community of practice.

Expert-Driven, Experience-Based Content

MANAGE CIA's approach to content delivery transcends traditional academic boundaries by incorporating real-world experiences. The series features speakers from various professional backgrounds, including successful entrepreneurs, policymakers, and innovators. These experts share their practical experiences, including both successes and challenges, providing participants with actionable insights grounded in real-world contexts. This approach ensures that the content is relevant and immediately applicable.

Collaborative Topic Curation

The series is distinguished by its democratic approach to content selection. MANAGE CIA actively seeks input from both speakers and participants to ensure the webinars address the evolving needs of the agricultural sector. This two-way communication helps keep the content fresh, engaging, and aligned with current industry trends and challenges.

Continuous Evolution through Feedback

Central to the series' sustained relevance is its robust feedback mechanism. By treating participant opinions as critical inputs for improvement rather than mere accolades, MANAGE CIA has created a self-improving system. This iterative approach allows the series to address shortcomings, build on successes, and ensure that each session benefits from previous experiences.

Resilience and Adaptability

The webinar series, initiated during the pandemic, has demonstrated remarkable sustainability and adaptability. Its ability to not only survive but thrive post-pandemic underscores its intrinsic value to the community. This adaptability highlights the series' relevance and its capacity to meet the ongoing educational needs of the agricultural sector, regardless of external circumstances.

Championing Lifelong Learning

The Saturday webinar series exemplifies the principle of lifelong learning by providing a consistent platform for knowledge exchange. It acknowledges that in the rapidly evolving fields of agriculture and entrepreneurship, learning is an ongoing journey. This commitment to continuous education ensures that participants, at any career stage, have access to cutting-edge information and insights.

Bridging Theory and Practice

The webinars excels in bridging the gap between theoretical knowledge and practical application. By facilitating discussions that integrate academic insights with real-world experiences, the series helps participants translate concepts into actionable strategies—an essential skill in the dynamic field of agri-entrepreneurship.

Empowering Diverse Voices

One of the series' most significant contributions is its role in amplifying diverse voices, particularly those of students and early-stage entrepreneurs. By providing a platform for fresh perspectives and innovative ideas, the webinars foster innovation and ensure that the future of agriculture is shaped by a wide range of insights and experiences.

Building a Knowledge Ecosystem

Beyond individual sessions, the webinar series has evolved into a comprehensive knowledge ecosystem. It serves as a nexus for idea exchange, collaboration, and innovation, extending the impact of the webinars beyond their scheduled hours and creating lasting connections and developments in the field.

Accessibility and Consistency

The series' regular Saturday schedule and online format have made quality education accessible to a broad audience, overcoming geographical and socio-economic barriers. This consistency and accessibility have been key in building a loyal community of learners who view the webinars as integral to their professional development.

Five Years of Online Excellence

The MANAGE-CIA Saturday webinar series has undergone significant evolution, yielding valuable lessons:

Transition to Interactive Format

Initially conceived as a platform for information dissemination, the series evolved based on participant feedback to a more interactive format. This transition allowed participants to voice queries and concerns, significantly enhancing the learning experience by addressing specific audience needs.

Expanding Target Audience

Originally aimed at Agri-startups, MANAGE-CIA recognized a broader demand for information. The series expanded its focus to include budding entrepreneurs and students, whose ideas might otherwise go unheard. This expansion democratized access to valuable insights and fostered a more inclusive entrepreneurial ecosystem.

Empowering Diverse Aspirations

The series has instilled confidence in young participants, encouraging them to pursue entrepreneurial careers. By reaching a wider student audience, it has helped bridge the gap between academic knowledge and practical entrepreneurial skills.

Shift from Information Provision to Outcome-Focused Learning

The series' objectives evolved from merely providing information to ensuring tangible learning outcomes. MANAGE-CIA recognized that the true value of the webinars lies in the practical impact on participants' knowledge and skills, rather than the volume of information shared.

Implementation of Outcome Assessment

To measure impact effectively, MANAGE-CIA initiated data collection on participant opinions and learning outcomes. This strategic move allowed for a systematic evaluation of the series' effectiveness and provided insights for continuous improvement.

Research-Driven Approach

MANAGE-CIA began exploring how to leverage participant feedback and learning outcome data for research purposes. This approach not only aids in refining the webinar series but also contributes to a broader understanding of effective online learning in the agricultural and entrepreneurial sectors.

The research conducted on the MANAGE-CIA Saturday webinar series has provided significant insights into the effectiveness of online learning within the agricultural entrepreneurship sector. These findings validate aspects of the program and offer direction for future improvements and innovations.

Conclusion

The MANAGE CIA Saturday Webinar Series exemplifies the power of innovation, adaptability, and dedication in advancing agricultural education and entrepreneurship. Launched in October 2020 amid the global pandemic, this initiative has not only surmounted initial challenges but has also evolved into a pivotal component of knowledge management within the agri-startup ecosystem. Despite encountering issues such as language barriers and scheduling constraints, the series has demonstrated exceptional resilience and adaptability. The research conducted on the series has yielded valuable insights into the effectiveness of e-learning in agricultural entrepreneurship, thereby contributing meaningfully to the broader field of online education.

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MANAGE-CIA Social Media Handles

LinkedIn: MANAGE-CIA

Facebook: MANAGECIA

Twitter: CIAMANAGE

Instagram: MANAGE INCUBATION

YouTube: MANAGE CIA

MANAGE-CIA Web page:

https://www.manage.gov.in/managecia/

Webinar page: https://www.manage.gov.in/managecia/Webinars.aspx

National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)
MANAGE-Centre for Agricultural Extension Innovations, Reforms and Agripreneurship (CAEIRA)
Rajendranagar, Hyderabad-500 030, Telangana, India
www.manage.gov.in

About the issue

This bulletin highlights the MANAGE-CIA Saturday Webinar Series, a salient initiative by the National Institute of Agricultural Extension Management (MANAGE) aimed at transforming agricultural entrepreneurship through digital education. Launched in October 2020, amidst the global pandemic, this series addresses the urgent need for accessible, high-quality knowledge dissemination within the agri-startup ecosystem.

The webinars, meticulously organized across four phases—planning, promotion, hosting, and follow-up—have become a vital platform for knowledge exchange, featuring diverse topics such as sustainable agriculture, digital marketing, and funding strategies. Each session engages a broad audience, including aspiring entrepreneurs, students, researchers, and policymakers, fostering a vibrant learning community.

The series has been instrumental in bridging the gap between theoretical concepts and practical applications, with a strong emphasis on experience-based learning. Despite challenges like language diversity and scheduling conflicts, the series has shown exceptional resilience, continuously adapting to meet the evolving needs of its participants. The use of the Webex platform ensures a seamless, interactive experience, allowing for real-time engagement and extensive follow-up.

This bulletin not only outlines the operational aspects of the webinar series but also delves into its impact and scalability, providing valuable insights for future educational initiatives. As a model of innovation in agricultural education, the MANAGE-CIA Saturday Webinar Series stands as a testament to the power of digital learning in fostering entrepreneurship and sustainable development in the agricultural sector.

(https://www.manage.gov.in/managecia/Webinars.aspx/)