

## **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 with incubated 310 and mentored 503 Agripreneurs & 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 center's notice that though there are enthusiastic budding Agripreneurs willing to invest time and money, yet 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 any further into the Agri-ecosystem.

Taking cognizance of this gap and recounting all experiences/feedback from previous five cohort's 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 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 people in Idea Generation
- To assist people with Business idea in the Agri-Startup Ecosystem
- To provide them with the foundational support in their entrepreneurial journey

### **Benefits of the Training program for the participants**

- Participants will gain information about 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 model

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

### **Eligible Participants**

- Agri-Startups
- Idea stage/Pre-Idea Stage Entrepreneurs
- Aspiring Entrepreneurs
- Student & 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-hour sessions spread across 15 days followed by one-on-one hand holding sessions for a week. It's one of its kind paid programs with applicant fees at ₹ 2500/-.

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

**Application Link:** <https://www.manage.gov.in/managecia/RecentUpdates.aspx>