



**Four Day's Online EDP on
Comprehensive Agribusiness Training
09-10 January, 16-17 January 2021 (Two Weekends)**



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**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP
AND SMALL BUSINESS DEVELOPMENT (NIESBUD)**

**Ministry of Skill Development and Entrepreneurship, Govt. of India,
www.niesbud.nic.in**



ABOUT NIESBUD

The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention.

NIESBUD has provided training to 12, 24,433 persons as of March 31, 2020 through 46,438 different training programmes since inception. This includes 5,011 international participants hailing from more than 141 countries throughout the globe.

Online EDP on Comprehensive Agribusiness Training



The Agribusiness model is changing, demanding new thinking from industry leaders.

Agribusinesses are being challenged to meet the globally increasing demand for food, fuel, and fiber, while balancing economic and environmental realities. Agribusiness is evolving from a local and regional model to a global structure, making this sector of increasing interest to corporations, public agencies, and society at large.

New technologies are helping agribusiness increase

efficiency and cut costs. But government regulation, historical practices, and poor training can slow technology adoption. Agribusiness leaders must find new answers to challenges such as:

1. How to attain or improve access to markets
2. How to secure reliable commodity supplies
3. How to adjust to megatrends and manage uncertainty
4. Where to play along the value chain
5. How to build organization and operational capabilities to support new strategies
6. How to diversify or specialize along commodities and activities

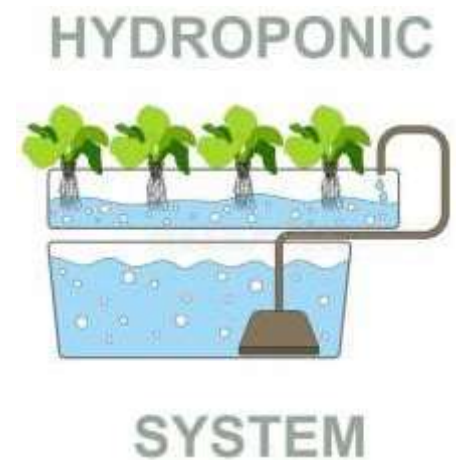
The agribusiness industry as a whole came through the Great Recession with strong total shareholder returns at just over 13%. The gains were spread across all five of the subsectors that make up the bulk of the sector, led by fertilizer producers.

Many agribusinesses benefited from a substantial rise in commodities prices. But higher prices don't explain the results for all these companies. Some companies executed shrewd acquisitions that reshaped the competitive landscape of their sector. Others pursued promising R&D investments while their rivals were retrenching. Still others made a science of reducing their expenses.

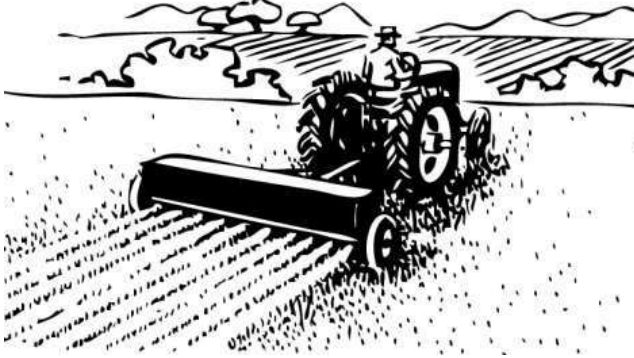
Where Can Agribusiness Go from Here?

Three practices are critical:

1. Forecast the future. Do scenario planning to get a good understanding of how each issue may impact not only your business and operating models but your competitors' as well.
2. Keep contingencies in mind. Develop detailed operational plans for every scenario that could have major ramifications for your business.



3. Regularly revisit your scenarios. Actively monitor the status of each policy and adjust your scenarios as needed.



Keeping in view the immense opportunities available in Agriculture Business in India & outside India and due to lack of trained Agri-Entrepreneurs in this field, NIESBUD has designed special Four-days Online EDP on Comprehensive Agribusiness Training covering the entire landscape of Agriculture.

The Entrepreneurship Development Programme deals with the various aspects of Setting up an Agribusiness unit and economic parameters connected with them.

Objective of Online Training on Agribusiness

The Core Objective of this Training program is to create more Entrepreneurs in the various domain of Agriculture like:

1. Organic Farming
2. Horticulture – Vegetable Farms, Fruit Orchards.
3. Dairy Farming & Processed Milk Products
4. Medicinal Plantations and allied business
5. Essential Oils Business
6. Nursery Business – Seed Inputs, Saplings & Fertilizers
7. Protected Cultivation – Greenhouse Farming
8. Food Processing
9. Soil-Less Farming – Hydroponics & Aquaponics
10. Agriculture Marketing & Exports
11. Cold Storage Business Opportunities
12. Bee Keeping & Honey Business

So as to equip them with sufficient knowledge and get them ready to launch their own Agriculture Business in the domain of their choice. Thereby sizable amount of Employment can be generated by each Entrepreneur.

Program Methodology

The Training shall be imparted through Online Platform, for which the Participants can logon onto the designated NIESBUD e-Learning Portal, Register their participation by paying the relevant fees and participate in the Training program through their Laptop/Desktop/Mobile.

Agriculture Business has ample avenues for growth. In India there are close to 49 Crore individuals who are working in this sector (highest compared to any other sector) and there is a tremendous scope to generate employment through Agriculture. This sector has great potential for Technology and the complete landscape of country can change when Entrepreneurs adopt Agriculture as sector for Investment of Time, Energy and Ideas. For Indian Economy to achieve the Five Trillion Dollar Status, Agriculture has to play a Lead role. With this context, thought-process and potential this 4-Days Training Program **Comprehensive Training in Agriculture Business** has been designed and the Expert Agribusiness Coach shall train Agripreneurs on the methodology to follow to start and scale up faster in any of the Agriculture domains they chose to enter.

Session Plan

Four Day's Online EDP on Comprehensive Agribusiness Training

09-10 January, 16-17 January 2021 (Two Weekends), Saturday & Sunday

1st Day (Sat, 09th Jan 2021)

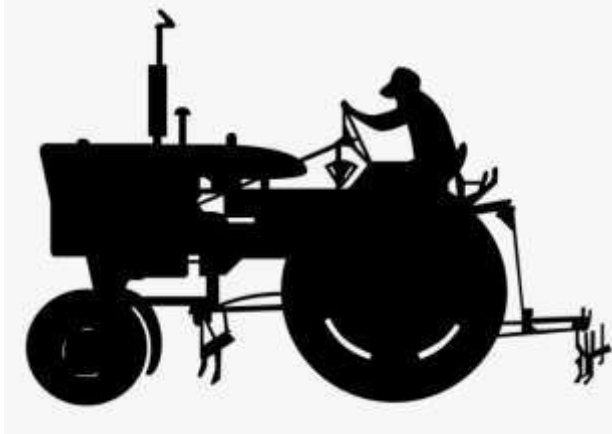
10:30 am to 11:30 am	<ul style="list-style-type: none"> • Programme Overview • Characteristics of An Entrepreneur
11:30AM to 11:45 AM	Break
11:45 am to 1:15 pm	Organic Farming <ul style="list-style-type: none"> • How to approach Organic Farming practically? • Infrastructure required for following Organic Farming practice. • Cost Involved in various equipment for Organic Farming activities. • How to implement a small to medium size Organic Farm. • Emerging Allied activities & revenue generation at Organic Farm.
01:15 pm to 02:15 pm	Break
2:15 pm to 03:45 pm	Horticulture – Vegetable Farms, Fruit Orchards:- <ul style="list-style-type: none"> • Vegetable Farms & Fruit Orchards' planning • Infrastructure required to start Horticulture farm • Cost Involved in various equipment for Vegetable Farms, Orchards. • How to implement a Vegetable Farm & Fruit Orchard. • Challenges in Horticulture & their remedies.
03:45 pm to 04:00 pm	Break
04:00 pm to 05:00 pm	Dairy Farming & Processed Milk products:- <ul style="list-style-type: none"> • Cow & Cow Sheds • Establishing a Dairy Plant • Sales Strategy in Milk Business. • Tie-up with Govt. Institutions for value-added Milk Products.

2nd Day (Sun, 10th Jan 2021)

10:30 am to 11:30 am	Essential Oils' Business:- <ul style="list-style-type: none"> • Essential Oils product planning • Infrastructure required to implement an Essential Oil's unit • Cost Involved in various equipment for Essential Oils' Unit. • How to implement an Essential Oils' Business • Challenges in Essential Oil Business & their remedies.
11:30 am to 11:45 am	Break
11:45am to 01:15 pm	Medicinal Plantations & Allied Business:- <ul style="list-style-type: none"> • Medicinal Plantations planning in the Farm • Infrastructure required to implement a Medicinal Farm • Cost Involved in various equipment for Medicinal Plantation farm. • How to implement a Medicinal Plantations' Business • Challenges in Medicinal Plantations' & their remedies.
01:15 pm to 02:15 pm	Break

2:15 pm to 03:45 pm	Nursery Business – Seed Inputs, Saplings & Fertilizers:- <ul style="list-style-type: none"> • Constituents of Nursery Business – Seeds, Saplings, Fertilizers et al. • Infrastructure required to implement a Nursery Business • Cost Involved in various equipment for the Nursery Business. • How to implement a successful Nursery Business • Challenges in Nursery Business& their remedies.
03:45 pm to 04:00 pm	Break
04:00 pm to 05:00 pm	Mushroom Farming <ul style="list-style-type: none"> • Mushroom Farming – A very healthy Agri-produce • Infrastructure required to implement a Mushroom Farm Business • Cost Involved in various equipment for Mushroom Farming. • How to implement a successful Mushroom Farm. • Challenges in Mushroom Farming& their remedies.
3rd Day (Sat, 16th Jan 2021)	
10:30 am to 11:30 am	Protected Cultivation – Greenhouse Farming <ul style="list-style-type: none"> • What is Greenhouse Farming • Infrastructure required to implement a Polyhouse Farming unit. • Cost Involved in various equipment for Polyhouse Farming. • How to implement a Protected Cultivation Business • Challenges in Protected Cultivation Business & their remedies.
11:30 am to 11:45 am	Break
11:45am to 01:15 pm	Food Processing <ul style="list-style-type: none"> • Why the need to Food Process? Is it Profitable? • Infrastructure required to implement a Food Processing Unit • Cost Involved in various equipment for a Food Processing Unit. • How to implement a Food Processing Business • Challenges in Food Processing Business & their remedies.
01:15 pm to 02:15 pm	Break
2:15 pm to 03:45 pm	Soil-less Farming :- Aquaponics & Hydroponics <ul style="list-style-type: none"> • How to approach Hydroponics& Aquaponics? • Infrastructure required to start Hydroponics& Aquaponics • Cost Involved in various equipment for Hydroponics& Aquaponics. • How to implement Hydroponics& Aquaponics? • Challenges and Benefits of Hydroponics& Aquaponics.
03:45 pm to 04:00 pm	Break
04:00 pm to 05:00 pm	Learning from Real-Life Agri-Entrepreneurs <ul style="list-style-type: none"> • How did they start in Agriculture Business? • What were the initial challenges that they faced? • How did they achieve success? • Learnings for new Entrepreneurs in Agriculture
4thDay (Sun, 17th Jan 2021)	

10:30 am to 11:30 am	Agriculture Marketing & Exports <ul style="list-style-type: none"> • How to generate demand for your Agriculture Products? • How to tap New Buyers? • Role of Digital Marketing in an Agriculture Marketing success. • Planning an Export oriented Agriculture Business • Challenges in Agriculture Marketing & Exports & their remedies.
11:30 am to 11:45 am	Break
11:45am to 01:15 pm	Cold Storage Business Opportunities <ul style="list-style-type: none"> • How to approach the Cold Storage Business? • Infrastructure required to start a Cold Storage Business • Cost Involved in various equipment for Cold Storage Business. • How to turn a Cold Storage Business successful? • Challenges involved in a Cold Storage Business & their remedies
01:15 pm to 02:15 pm	Break
2:15 pm to 03:45 pm	Bee-keeping & Honey Business <ul style="list-style-type: none"> • How to approach the Honey Business? • Infrastructure required to start a Honey Business • Cost Involved in various equipment for Honey Business. • How to turn a Bee-keeping Business successful? • Challenges involved in a Bee-keeping Business & their remedies
03:45 pm to 04:00 pm	Break
04:00 pm to 05:00 pm	<ul style="list-style-type: none"> • Entrepreneurship Support Eco System



Faculty Profile

Ms. NeelamShami Rao, IAS	Ms. NeelamShami Rao, IAS Officer, Madhya Pradesh Cadre of 1992 batch, is the Academic and Administrative Head of the Institute.
Dr. Poonam Sinha Director Entrepreneurship Education	A dynamic professional with a career spanning over 25 years, she has done her Doctorate in Psychology from BHU. Has been known and regarded as an Expert in Entrepreneurship Development, Women Empowerment and Advocacy for promoting Entrepreneurship across the nation.
Mr. D.K Singh Chief Consultant	With work experience of over 25 years in the field of Training and development, he is recognized for entrepreneurship training and enterprise management.
Mr. B S. Sajwan Chief Consultant	Has a total work experience of over 15 years in the field of Entrepreneurship Development, has worked exhaustively in promoting entrepreneurship. Is widely known for counseling, mentoring and handholding Budding Entrepreneurs.
Mr. Hardik Ravat Agribusiness Expert	Hardik has 17 Years of diverse experience in Skill Gap Analysis & Enhancement through Training, Entrepreneurship Development in Agriculture & allied Rural Sectors, ERP, CRM & Role of IT in Govt, Corporate & Rural India, Digital Brand Management, Growth Through Innovation.

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PROGRAMME SCHEDULE

ACADEMIC SESSIONS – 09-10 January, 16-17 January, 2021

Date	Session	Timing	Topic	Faculty
09 th Jan, 2021	I	10:30AM - 11:30 AM	Programme Overview Characteristics of an Entrepreneur	Sh. D.K Singh Dr. Poonam Sinha
		11:30 AM -11:45 AM	Break	
	II	11:45AM – 1:15 PM	Organic Farming	Expert Faculty
		1:15 PM – 2:15 PM	Break	
	III	2:15 PM - 03:45PM	Horticulture – Vegetable Farms, Fruit Orchards	Expert Faculty
		03:45 PM - 04:00PM	Break	
	IV	04:00 PM- 5:00 PM	Dairy Farming & Processed Milk products	Expert Faculty
10 th Jan, 2021	I	10:30AM - 11:30 AM	Essential Oils' Business	Expert Faculty
		11:30 AM -11:45 AM	Break	
	II	11:45AM – 1:15 PM	Medicinal Plantations & Allied Business	Expert Faculty
		1:15 PM – 2:15 PM	Break	
	III	2:15 PM - 03:45PM	Nursery Business – Seed Inputs, Saplings & Fertilizers	Expert Faculty
		03:45 PM - 04:00PM	Break	
	IV	04:00 PM- 5:00 PM	Mushroom Farming	Expert Faculty
16 th Jan, 2021	I	10:30AM - 11:30 AM	Protected Cultivation – Greenhouse Farming	Expert Faculty
		11:30 AM -11:45 AM	Break	
	II	11:45AM – 1:15 PM	Food Processing	Expert Faculty
		1:15 PM – 2:15 PM	Break	

	III	2:15 PM - 03:45PM	Soil-less Farming :- Aquaponics & Hydroponics	Expert Faculty
		03:45 PM - 04:00PM	Break	
	IV	04:00 PM- 5:00 PM	Learning from Real-Life Agri-Entrepreneurs	Expert Faculty
17 th Jan, 2021	I	10:30AM - 11:30 AM	Agriculture Marketing & Exports	Expert Faculty
		11:30 AM -11:45 AM	Break	
	II	11:45AM – 1:15 PM	Cold Storage Business Opportunities	Expert Faculty
		1:15 PM – 2:15 PM	Break	
	III	2:15 PM - 03:45PM	Bee-keeping & Honey Business	Expert Faculty
		03:45 PM - 04:00PM	Break	
	IV	04:00 PM- 5:00 PM	Entrepreneurship Support Eco System	Mr. B.S Sajwan
		05:00PM – 05:15PM	Feedback	Mr. Prakash Chandra
		05:15PM – 05:50PM	Assessment	Mr. Happy Chaudhary

Program Timings & Details

Dates & Duration:-

Date: 09-10 January, 16-17 January 2021 (Saturday & Sunday) Time:
10.30 AM to 05:15 PM

Fee: - 5000 + 18% GST = 5900 only

Mode of Fee Payment Options:

Online Bank Transfer, as per details below:-

PAYMENT GATE WAY

<http://niesbudtraining.org/Programs/directpayment.aspx>

E-Certificate shall be provided by Institute

Contact Persons:

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