



# **Online Training Programme on Agripreneurship Development**

**30 November 2021 – 02 December 2021**



**The National Institute for Entrepreneurship & Small Business Development  
(NIESBUD)**

**Ministry of Skill Development and Entrepreneurship, Govt. of India**

**A-23, Sector-62, Noida**

**Dr Poonam Sinha  
Director-Entrepreneurship Education,  
NIESBUD**

**Mr P K Arora  
Programme Director**

## 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 12,37,307 persons till date through 46,837 different training programmes since inception. This includes 5,011 international participants hailing from more than 145 countries throughout the globe.

## Agripreneurship Development Program

India's Economy is principally dominated by Agriculture with more than 60% population dependent on agriculture. It accounts for about 14 % of Gross Domestic Products (GDP) of the country. India being predominantly agricultural, agripreneurs play very vital and important role in the agricultural value chain. They contribute significantly to increase the agricultural GDP by the process of their value addition. An overall growth rate of 7-8% may be contributing for the overall development of economy, but the very meager growth rate in agricultural sector is challenge for rural development in India. Significant growth in manufacturing and service sectors is contributing for the better living conditions and lifestyle of urban population whereas agriculture and allied sectors are still in back foot in providing the better living



conditions in rural India. As compared to urban area majority of people living in rural area are unable to reap the benefits of the developmental schemes happening in India. In keeping these imbalances in mind and to achieve balanced economic development, it becomes inevitable to promote agripreneurship for the development of rural area. In order to tap the untapped potential rich and unexplored rural resources, agripreneurship has a huge scope. Though it is sounding very promising and attractive, it is not easy path to walk because of the problems like lack of awareness among the people, lack of entrepreneurial culture, poor infrastructural development, lack of adequate institutional support and government policy. Despite these constraints there are so many avenues for Agripreneurship development. The major opportunities are in agricultural inputs, farming processes and technology, agriculture output processing and other agriculture allied sectors like dairy development, poultry, horticulture, sericulture and so on. Sustainable value addition is happening through the activities like diversification, value addition, precision farming, high-tech agriculture, global marketing, organic farming etc.

Keeping in mind the opportunities in the Agricultural sector NIESBUD has designed 3 Days AGRIPRENEURSHIP DEVELOPMENT PROGRAM to empower and sensitize the participants on Agripreneurship for self-employment, with following main objectives: -

- Capacity building and empowerment of participants for efficient management of agriculture sector, and
- Providing a complete value chain for Agripreneurs.

## **Aims & Objectives of the Course**

The course is designed to enable participants to:

- expose to the importance and role of the entrepreneur in a market economy in general and agricultural sector in particular;
- Understand the concept of agripreneurship;
- Understand the available agripreneurial opportunities;
- evaluate the key skills involved in running an agribusiness;
- Understand the support ecosystem available for agripreneurs;
- Identify markets, map resources and conduct business planning in agriculture sector ;
- Understand the basic principles of financial management, sales and risk management;
- Perform operations and financial record keeping; and
- Build a bankable business plan.

## Learning Outcomes

The programme will help building the capabilities in trainees so as to understand how entrepreneurial skills can foster their career and personal development. Trainees will also comprehend the enabling environment & institutional support for Agripreneurship which will enable them to understand and appreciate the total spectrum of entrepreneurship development process in the area of agriculture. Through the training participants will acquire experiential learning of development of enterprises in agriculture sector, and how to create favorable condition for scaling up and involvement of Micro & Small Enterprises in agricultural management and development. Trainees will also be able to effectively prepare and present business plan for their new initiative.

## Course Content

Entrepreneurship in Agriculture sector	Agripreneurial Opportunities	Agri Start Up
Government Schemes & Support Ecosystem for Agripreneurs	Agriculture Marketing	Interface with Successful Entrepreneur
Types of Enterprises	Procedure and Formalities for Bank Finance & Business plan	Agri Export

<b>ONLINE TRAINING PROGRAMME ON AGRIPRENEURSHIP DEVELOPMENT</b>			
<b>PROGRAMME SCHEDULE</b>			
<b>Date</b>	<b>Session</b>	<b>Time</b>	<b>Topic</b>
30.11.2021		11.00 AM – 11.15 AM	<b>Program Inauguration</b>
	I, II	11.15 AM – 12.45 PM	<b>Entrepreneurship in Agriculture Sector</b>
	III, IV	12.45 PM – 02.15 PM	<b>Agripreneurial Opportunities Identification</b>
		02.15 PM – 03.00 PM	<b>Lunch</b>
	V, VI	3.00 PM – 4.30 PM	<b>Agri Start Ups</b>
01.12.2021	I, II	11.00 AM – 12.30 PM	<b>Government Schemes &amp; Support Ecosystem for Agripreneurs</b>
	III	12.30 PM – 1.30 PM	<b>Agriculture Marketing</b>
		1.30 PM – 2.30 PM	<b>Lunch</b>
	IV	2.30 PM – 3.30 PM	<b>Type of Enterprises</b>
02.12.2021	I	11.00 AM – 12.00 PM	<b>Procedure and Formalities for Bank Finance</b>
	II	12.00 PM – 1.00 PM	<b>Interface with successful entrepreneur</b>
		1.00 PM – 2.00 PM	<b>Lunch</b>
	III,IV	2.00 PM – 3.30 PM	<b>Agriculture Export</b>
		3.30 PM – 4.00 PM	<b>Valedictory &amp; Feedback</b>

## Programme Fee

The Programme Fee is Rs. 3540/- Per Participant (Inclusive GST). Trainees can pay online during the registration through payment gateway.

## For Details Contact

<p><b>Dr Poonam Sinha</b>  <b>Director - Entrepreneurship Education,</b>  <b>NIESBUD</b>  <b>Email : director-ee@niesbud.gov.in</b></p>	<p><b>Mr P K Arora</b>  <b>Programme Director &amp; Senior Advisor,</b>  <b>NIESBUD</b>  <b>Ph No 9720447744</b>  <b>Email: pk.arora@niesbud.gov.in</b></p>
<p><b>Dr Saurabh Chandrashekharan</b>  <b>Consultant, NIESBUD</b>  <b>Ph No 9643865772</b>  <b>Email: saurabh.c@niesbud.gov.in</b></p>	<p><b>Mr. Vinay Verma</b>  <b>Research Associates, NIESBUD</b>  <b>Ph No 9425020783</b>  <b>Email: vinaybhopal@gmail.com</b></p>
<p><b>Mr Rudra Pratap Singh</b>  <b>Programme Coordinator, NIESBUD</b>  <b>Ph No 9457284506</b>  <b>Email: rudrasingh@niesbud.gov.in</b></p>	