

Advanced Entrepreneurship and Skill Development Programme

on

Agripreneurship



सत्यमेव जयते
Sponsored by

**Ministry of Micro, Small & Medium
Enterprises (MSME)**

Organized by:



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

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Introduction:

Agripreneurship, a portmanteau of “agriculture” and “entrepreneurship” refers to the entrepreneurial activities and initiatives within the agricultural sector. Agripreneurs are individuals or groups who apply innovative, business-minded approaches to agriculture, aiming to generate profits while addressing various challenges and opportunities within the agricultural activities. Agripreneurship plays a vital role in transforming traditional farming practices into modern, sustainable and profitable agricultural activities. Agripreneurship involves the application of entrepreneurial skills and principles to the agricultural sector. It involves identifying opportunities, creating innovative solutions, and developing sustainable businesses in the agricultural value chain. Agripreneurs diversify their activities to reduce risk and create multiple income streams. They may engage in crop production, animal husbandry, agri-processing or agri-tourism, among other ventures. They treat their agricultural activities as businesses, emphasizing financial planning, budgeting, marketing and profit generation. They may adopt modern farming techniques, leverage technology, or develop unique products or services to enhance productivity profitability.

Agripreneurs in India are increasingly adopting technology, including precision farming, drones and mobile applications to improve productivity, manage resources efficiently and access market information. They are leveraging e-commerce platforms, direct-to-consumer sales, and farmer producer organizations to establish better market linkages, reduce intermediaries and obtain fair prices for their produce. The agri-tech startup ecosystem in India has been flourishing, with companies developing innovative solutions in areas such as farm management, agri-financing and supply chain optimization. These startups are attracting investments and creating employment opportunities. There is a growing emphasis on sustainable agricultural practices including organic farming, crop diversification and water-efficient techniques as consumers showed an increasing preference for eco-friendly and chemical-free products.

The Indian Government had launched several initiatives to promote agripreneurship, such as the Pradhan Mantri Kisan SAMPADA Yojana, the National Mission on Agricultural Extension and Technology, and Rashtriya Krishi Vikas Yojana. These programs aimed to provide financial support, infrastructure development and training to Agripreneurs.

Agripreneurs often seek training and knowledge in modern agricultural techniques, business management, and marketing. This helps them make informed decisions and stay competitive. Keeping the above facts in mind, the Institute is organizing 05 days Advanced E-SDP on Agripreneurship from 18th of December to 22nd December, 2023.

Objectives:

The overall objective of the programme is to impart Comprehensive knowledge of Agriculture sector combined with Entrepreneurship Education among the participants to further utilize the knowledge in setting up venture and run successfully in the sector.

The broad objectives of the Programme cover the followings:

- To upgrade skills and knowledge of Participants on agripreneurship.
- To orient the Participants on entrepreneurial opportunities in Agriculture Sector.
- To orient the participants to provide proper guidance and counseling in the field.
- To impart knowledge on market survey and research.
- To provide awareness on Agripreneurship support ecosystem, Govt. Schemes and handholding support in setting up the enterprises.
- Knowledge enhancement on project report preparation and how to access the credit facilities from Financial Institutions.
- Orientation on product marketing, digital/ social media marketing.

Course Contents:

The course contents for the programme are:



Training Methodology:

The programme will be conducted through:

- Lecture, group discussions, presentations, case studies.
- Audio-visual led teaching
- Self-instructional study material
- Assignments & Assessment



The training methodology will employ a Facilitated Learning Approach. It will be a mix of facilitator led courses which will have in-house and practical activities along with self-learning sessions.

Target Beneficiaries & Batch Size:

The target beneficiaries will be Professionals from Agriculture sector, Science & Technology background, Engineers, MBAs etc. interested in setting up enterprise in agriculture sector in a batch size of 20 Participants.

Duration & Programme Schedule:

The duration of Training programme will be five (05) Days with residential facility (Free of cost)

Day	Session	Topic
01		Programme Inauguration, Welcome of Participants and Sharing Overview of Programme Outline
	I	Entrepreneurship Education
	II	Organic Farming, Cow-based Integrated Farming & Bio-Energy
	III	Horticulture – Organic Vegetable Farms, Fruit Orchards, Farm Stays, Farm Tourism & Nursery Business
	IV	Soil-Less Farming – Hydroponics, Aeroponics & Aquaponics.
02	I	Legal Entities
	II	Protected Cultivation – Greenhouse Farming, Dehydrated Vegetables & Fruits
	III	Medicinal Plantations and allied business, Food Processing Techniques, Cloud Kitchen Techniques
	IV	Millets – Cultivation, Processing & Millet-based food products.
03	I	Business Plan Preparation
	II	Dairy Farming, Processed Milk Products; Farmer Producing Organizations & Cluster Based Business Organizations.

	III	Agriculture Marketing & Exports
	IV	Essential Oils Business
04	I	Support Ecosystem; Govt. Schemes
	II	Bee Keeping & Honey Business
	III	Exposure Visit
	IV	Cont....
05	I	Statutory compliances
	II	Marketing/Digital Marketing and creating Market for Agri-produce
	III	Cold Storage Business Opportunities, Ship-Container Farming Techniques(growing Saffron in plain areas)
	IV	Open house discussion, Feedback & Assessment

Session Plan:

The course module on agripreneurship would typically cover the following topics:

Course Module	
Entrepreneurship Education	The session objective is to upgrade the knowledge of the participants on Entrepreneurship Education and Entrepreneurial Motivation. It will help the participants to understand the process of how a seemingly ordinary individual can transform into a powerful businessman, who can create opportunities for themselves and help in maximizing wealth and economic development by enhancing their entrepreneurial spirit.
Organic Farming, Cow-based Integrated Farming & Bio-Energy	The session objective is to learn the Organic farming methods where Cow is central to the farm's activities. An integrated cow-based farming complex is the future of farming where Vegetables, fruits, Poultry, Fisheries and Bio-Energy is produced together, thereby increasing the farm income by 5 times.
Horticulture – Organic Vegetable Farms, Fruit Orchards, Farm Stays, Farm Tourism & Nursery Business.	This session's objective is to impart knowledge on how to run an Organic Vegetable farm, Organic Fruit Orchard and also how to create smaller Farm Stays to generate Farm income.
Soil-Less Farming – Hydroponics, Aeroponics & Aquaponics	The session objective is to learn the alternate methods of farming without soil. Water based farming techniques like Hydroponics, Aquaponics are fast catching up and competing with soil-based

	farming. Further Aeroponics too that joined the list to provide new techniques of low-resource based high-output farming methods
Legal Entities	The session objective is to impart knowledge on how legal entities like Farmer procuring organizations can operate in a contract farming mode and market development mode to generate revenue for its shareholders (essentially farmers themselves).
Protected Cultivation– Greenhouse Farming, Dehydrated Vegetables & Fruits	The session objective is to learn the Technology-based farming method like a Polyhouse and how you can achieve higher yield in limited areas. Quality too is export-oriented. The session also imparts knowledge about the export market potential and domestic potential about Dehydrated Vegetables and Fruits.
Medicinal Plantations and allied business, Food Processing Techniques, Cloud Kitchen Techniques	The session objective is to learn about Medicinal Herb's plantation techniques and how to generate higher margins by creating its market. The session also deals with new Food Processing techniques that focus on healthy food options. Cloud Kitchens are fast becoming the back-end of Restaurants and Food Courts, this session explains you the opportunity and the process of launching a Cloud Kitchen.
Millets – Cultivation, Processing & Millets-based food products	Currently the International Year of Millets (IYOM) is active. This session is aimed at providing the cultivation method of varieties of Millets, their processing and the Millets-based food products that are generating good demand and interest in India.
Business Plan Preparation	The session aimed to help participants to understand different components of business plan and the methodology for its preparation.
Dairy Farming, Processed Milk Products; Farmer Producing Organizations & Cluster Based Business Organizations.	The session objective is to learn how the new Desi Cow breed's Gaushala and Dairy can operate a profitable model. New age Milk based products can break the profit frontiers that were never discovered earlier. The session also deals with FPO formation and CBBO formation knowledge to operate an Agri-produce firm with profit generation for its shareholders (that is farmers)
Agriculture Marketing & Exports	The session objective is to learn Agriculture Marketing new techniques to create market on Domestic and International front. Exports of Organic Agriculture produce is on a rise from India.

Essential Oils Business	The session objective is to learn the methods to extract Essential oils like Ginger, Marigold flower oil, Lavender, Orange, Herb's oil etc for flavouring and medicinal purpose. Essential Oils is one of India's strongest pillars of exports.
Support Ecosystem; Govt. Schemes	The session objective was to upgrade the knowledge and skills of the participants on entrepreneurship support eco system. The session aimed to help the participants to understand the role of entrepreneurship support and enabling eco system for promoting Entrepreneurship in the country. It will also help the trainee to get Financial, Skill Development, Marketing and Mentoring & Handholding support assistance from the Department.
Bee Keeping & Honey Business	The session objective is to uncover the importance of Bees for Agriculture and Forest culture as a whole. Honey in its purest form is fast becoming a dining-table breakfast item and its demand is growing day-by-day.
Statutory compliances	This session imparts knowledge on the various Govt. Schemes that have been launched by Govt. of India to support Agripreneurs and what compliances Agripreneurs need to adhere to benefit out of them.
Marketing/Digital Marketing and creating Market for Agri-produce	The session objective is the underline the importance of how Digital Marketing has become the back-bone of marketing the Agri-produce to a large consumer base. E-Commerce is the way forward for Agripreneurs to grow their firm.
Cold Storage Business Opportunities, Ship-Container Farming Techniques	The session objective is to provide the outline on how a Cold-Storage business can be launched on a limited or large-scale. Startups in this field are generating excellent revenue. As a new-age farming technique a Ship-container is used as a Farm and Saffron is grown inside a Ship-container.

Overall, a course module on agripreneurship would provide learners with a comprehensive understanding of the principles, techniques, and applications of agripreneurship, including identifying opportunities, creating innovative solutions, and developing sustainable businesses in the agricultural value chain.

FACULTY PROFILE

Ms. Hena Usman Director General, NIESBUD	<i>IPoS officer- 1999 Batch</i>
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.
Sh. P. K. Arora Senior Advisor	A Banking Professional with a vast experience of over 30 years highly recognized for his deep understanding of banking procedures, financial understanding and guidance. Has been a member of various expert panels and committees of nationalized banks.
Sh. D K. Singh Chief Consultant	Has a total work experience of over 25 years in the field of Training and development. He is recognized as an expert in Training and Cluster Development Management.
Sh. 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. Sanjay Bartwal Chief Consultant	Working in NIESBUD as a Chief Consultant for the last 12 years, as a senior faculty, the incumbent has been involved in delivering sessions in various offline and online programs delivered by the Institute both by HO/RO. Also involved in organizing, coordinating and monitoring the EAC, EDP, ESDP MDP, FDP, TOT Programs, fees-based training programs at Pan India level. The incumbent has been actively engaged in organizing management development programmes, leadership & team building, and other such new initiatives that require innovative thinking and approach.
Ms Divya Aggarwal Consultant	12 Years' experience in the field of Entrepreneurship. Involved in organizing, Coordinating and Monitoring the Entrepreneurship Development Programme, ESDP programmes and other training programmes.
Mr. Manish Kumar Consultant	Over 13 Years of experience in the field of training and development in the area of entrepreneurship based skill development programmes. Engaged in delivering sessions in entrepreneurship training programmes.
Mr Sumit Sharma Consultant	Over 10 Years of experience in the field of training and development in the area of entrepreneurship based skill development programmes. Engaged in delivering sessions in entrepreneurship training programmes.

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 13,43,426 persons till date through 50,719 different training programmes since inception. This includes 5,317 international participants hailing from more than 145 countries throughout the globe.



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