

Agripreneurship Essentials Webinar Series

As a part of the “Azadi Ka Amrit Mahotsav” celebrations, with an objective to promote entrepreneurship spirit among youth, A Webinar Series on “ **Agripreneurship Essentials**” was organized by the **Agri. & Food Business Incubator**, College of Food Processing Technology & Bio-energy, AAU, Anand from 13th to 17th June 2022.



AGRIPRENEURSHIP ESSENTIALS
WEBINAR SERIES

3:00 PM ONWARD
13-16 JUNE

Agripreneurship Essentials series will introduce you to the entrepreneurial journey in the #Agrifood sector, from finding an Idea to Validation, Building MVP, and Achieving Product-Market Fit.

 DR. DINESH JAIN Faculty, Entrepreneurship Development Institute of India	 DR. KAVITA SAXENA Visiting Faculty, Entrepreneurship Development Institute of India	 MS. NIDHI MEHTA Founder, SelfAchievers
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INSIGHTS

- #Agrifood Entrepreneurship
- #Idea Validation
- #Minimum Viable Product (MVP)
- #Product-Market Fit
- #Problem-Solution Fit

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The series was organized under the guidance and support of **Dr. Samit Dutta**, Dean, College of FPT&BE & **Dr.H. Pandey**, Co-PI, RKVY R-ABI, AAU.

The program was initiated with the welcome address by **Mr.Nikunj Soni**, Asstt. Manager, Agri. & Food Business incubator, he briefed the entrepreneurs on the various start-up support schemes and incubation facilities available at the Anand Agricultural University.

3 distinguished expert speakers delivered talks on the various aspect of entrepreneurship and essential skills in the #Agrifood sector.

Dr. Dinesh Jain, Faculty at Entrepreneurship Development Institute of India, Guided participants on “How to Become an Agrifood Entrepreneur and available market opportunities.”

Dr. Kavita Saxena, Visiting Faculty at Entrepreneurship Development Institute of India, Deliver a talk on ‘Design Thinking and also guided entrepreneurs on how to build a Minimum Viable Product.’

Ms. Nidhi Mehta, Founder of SelfAchievers., Conducted an interactive workshop on ‘Utilizing Lean Canvas to put ideas into perspective and achieve Product-Market-Fit.

All distinguished expert speakers touched upon the various essential aspect of starting and building an #AgriFood Start-up and encouraged participants to be an Agri-Entrepreneur.

Total 100+ budding entrepreneurs and early-stage start-ups from agriculture & allied sectors attended the webinar series. A vote of thanks was expressed by Mr. Harsh Zalavadiya, Business Executive, Agri. & Food Business Incubator, AAU.

Here are some glimpses of the webinar series;

Glimpses of Agripreneurship Essentials Webinar Series

Entrepreneurship Projects operating at AAU

- Agripreneurship Orientation Program (₹5 Lakh)
- Startup Agri-business Incubation Program (₹25 Lakh)
- SSIP (₹25 Lakh)
- StartUp (₹30 Lakh)
- MSME
- State Level Technical Institute

BECOMING AN AGRI-FOOD ENTREPRENEUR: CHALLENGES AND MARKET OPPORTUNITIES

What is Design Thinking?

- Explore (Identify)**: Learn about the audience for whom you are designing, by observation and interview. Who is my user? What matters to this person?
- DEFINE**: Create a point of view that is based on user needs and insights. What are their needs?
- Thinking**: Brainstorm and come up with as many creative solutions as possible. Wild ideas encouraged!
- PROTOTYPING**: Build a representation of one or more of your ideas to show to others. How can I show my idea? Remember, A prototype is just a rough draft!
- TEST**: Share your prototyped idea with your original user for feedback. What worked? What didn't?

ACHIEVING A PRODUCT MARKET FIT

GROWTH IN AGRICULTURE Market Overview