Indian Council of Agricultural Research (ICAR)  
National Agricultural Higher Education Project (NAHEP)  
Centre for Advanced Agricultural Science and Technology (CAAST)

Five Days Online Training  
On  
“Value-Addition in Milk, Fruits & Vegetables: A Success Mantra for Agripreneurs”

18th to 22nd January, 2021

Convener  
Dr. R. S. Pundir  
Professor & PI  
NAHEP-CAAST, AAU, Anand

Organizing Secretary  
Dr. Samit Dutta  
Associate Professor & CCPI  
NAHEP-CAAST, AAU, Anand

Centre for Agricultural Market Intelligence under NAHEP – CAAST  
International Agri-Business Management Institute  
Anand Agricultural University, Anand
Background:
Anand Agricultural University has been awarded an ICAR- World bank funded project to establish Centre for Agricultural Market Intelligence. The major objectives of this project include price forecasting and behavior, export competitiveness, evaluation of e-NAM, market institutions and capacity building of faculty, students, farmers and other stakeholders. Experts from country’s premium institutes including IIM- Ahmedabad, Institute of Rural Management (IRMA), Indian Space Research Organization (ISRO), Junagadh Agricultural University, National Cooperative Dairy Federation of India (NCDFI) apart from three foreign universities namely Australia’s Western Sydney University, The Papua New Guinea University of Technology, and The US Texas Tech University are associated with the project.

About NAHEP- CAAST:
Centre for Advanced Agricultural Science and Technology (CAAST) is a student centric subcomponent of the World Bank sponsored National Agricultural Higher Education Project (NAHEP) granted to AAU, Anand to provide a platform for strengthening educational and research activities of post graduate and doctoral students.

About the Training:
The green revolution has improved the agricultural production in the country to a massive extent. But higher production and growth, and the lack of proper handling methods and infrastructure, have led to huge losses and waste of these important food commodities. A strong and dynamic food processing sector plays a vital role in reduction in the wastage of perishable agricultural produce, enhancing shelf life of food products, ensuring value addition to agricultural produce, commercialization, and creating surplus for the export of agro & processed foods. Entrepreneurship development in the field of agriculture and allied sectors is a key factor in preventing post-harvest losses, ensuring efficient processing & supply chain. Entrepreneurship is a broad term which includes Idea Generation, Costing, Supply Chain Management, Feasibility study, Marketing and Regulatory requirements of products and project. A feasibility study is one of the key mechanisms that enable individual to align strategy and operations in achieving and sustaining superior performance. A responsible regulatory system is the first foundation pillar of ensuring food safety and nutrition for the nation. This includes not only setting globally benchmarked standards for food but also food production processes so that food safety is ensured across the food supply chain. In addition, ensuring compliance by food businesses through consistency in enforcement of these standards is also required. Since the next wave of economic growth globally will be led by innovation and entrepreneurship, this would a key economic driver for our nation. Thus, it is the need of the hour to develop youth with adequate skills, knowledge and information in the area of agripreneurship for developing a vibrant entrepreneurial ecosystem nationwide. The program is designed to train the youth on agripreneurship so that, they can steer the growth of food & dairy processing industry. The program also aims to update the recent developments in supply chain management, storage and value-addition of milk, fruits and vegetables and their trade. The experts from academia and industry will discuss the latest trends with focus on entrepreneurship aspect and management of these perishable commodities.

Purpose and Objective:
This training aims to provide in-depth coverage of various aspects of entrepreneurship development, branding, and marketing to participants. It also intends to provide inputs about the necessity of post-harvest management in processing sector and will also give insights on the Government initiatives to promote Agripreneurship and agricultural export, which will encourage the participants to establish their own enterprise.

Topics to Be Covered
- Entrepreneurship development
- Prevention of post-harvest losses
- Government initiatives
- Marketing & branding
- Startup Opportunities
- Enhancing exports

Eligibility:
Interested candidates preferably; Masters - Doctoral students and faculties of concerned disciplines are requested to apply through online registration process.

Registration:
No fee is to be paid for registration.

Registration Link: https://forms.gle/YtsMgMwk4qOnZrs9
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<tr>
<th>Sr. No.</th>
<th>Date &amp; Session</th>
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<th>Resource Person</th>
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<td>1.</td>
<td>Session – 1</td>
<td>10.00 – 12.00</td>
<td>Inaugural session</td>
<td>Inaugural session Chief Guest and Keynote Speaker: Mr. R. S. Sodhi Managing Director, GCMMF Ltd. (AMUL), Anand</td>
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<td>2.</td>
<td>Session – 2</td>
<td>14.00 -15.30</td>
<td>Opportunities of value addition in food processing sector</td>
<td>Mr. Alok De Chief Executive Officer Foundation for Development of Rural Value Chain, New Delhi</td>
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<td>3.</td>
<td>Session – 3</td>
<td>15.30-17.00</td>
<td>Opportunities of value addition in dairy processing sector</td>
<td>Dr. J. V. Parekh Senior Dairy Consultant, Parekh Technical Consultancy Services Andheri (E), Mumbai</td>
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<td>4.</td>
<td>Session – 4</td>
<td>10.00 – 11.30</td>
<td>Entrepreneurial opportunities in traditional Indian dairy products</td>
<td>Dr. J. P. Prajapati Professor Emeritus SMC College, AAU, Anand</td>
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<td>5.</td>
<td>Session – 5</td>
<td>14.00 -15.30</td>
<td>Entrepreneurship opportunities in functional &amp; health foods</td>
<td>Dr. Sunil Patel Professor, SMC College AAU, Anand</td>
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<td>6.</td>
<td>Session – 6</td>
<td>15.30-17.00</td>
<td>Managing small dairy enterprises</td>
<td>Mr. Bhavesh Chelani MD &amp; CEO Santushti Shakes Pvt. Ltd., Vadodara</td>
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<td>7.</td>
<td>Session – 7</td>
<td>10.00 – 11.30</td>
<td>Post-harvest management of fruits &amp; vegetables</td>
<td>Dr. Neeraj Associate Professor, NIFTEM Sonipot</td>
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<td>8.</td>
<td>Session – 8</td>
<td>14.00 -15.30</td>
<td>Supply chain challenges for agri-entrepreneurs in fruits &amp; vegetables sector</td>
<td>Mr. Mihir Mohanta General Manager, F&amp;V Supply Chain Mother Dairy, New Delhi</td>
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<td>9.</td>
<td>Session – 9</td>
<td>15.30-17.00</td>
<td>Value addition in fruits : a pathway to success for small entrepreneurs</td>
<td>Mr. Suraj Savaluya Chairman &amp; MD Patson Foods, Navsari</td>
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<td>10.</td>
<td>Session – 10</td>
<td>10.00 – 11.30</td>
<td>Managing startups</td>
<td>Ms. Tonisha Dixit Consultant – PMFME IIFPT, Thanjavur</td>
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<td>11.</td>
<td>Session – 11</td>
<td>14.00 -15.30</td>
<td>Startup &amp; innovation in fruits &amp; vegetables processing sector</td>
<td>Dr. R. F. Sutar Principal &amp; Dean, College of FPT-BE AAU, Anand</td>
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<td>12.</td>
<td>Session – 12</td>
<td>15.30-17.00</td>
<td>Startup in dairy by value addition</td>
<td>Mr. Suman Kumar Category Manager Adishwar India Ltd., Bangalore</td>
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<td>13.</td>
<td>Session – 13</td>
<td>10.00 – 11.30</td>
<td>Schemes for promoting entrepreneurship in food processing sector</td>
<td>Dr. Ashutosh Upadhyay Dean, Academics NIFTEM, Sonipat</td>
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<td>15.</td>
<td>Session – 15</td>
<td>15.30-16.00</td>
<td>Plenary session</td>
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Organizing Committee

Patrons

Dr. R. V. Vyas, Hon’ble Vice Chancellor, AAU, Anand
Dr. R. C. Agarwal, DDG (Education) & National Director (NAHEP), ICAR, New Delhi

Programme Advisors

Dr. Prabhat Kumar, National Coordinator- NAHEP-CAAST, ICAR, New Delhi
Dr. Y. C. Zala, Principal and Dean, IABMI, AAU

Convener

Dr. R. S. Pundir, Professor & PI, NAHEP-CAAST, IABMI, AAU

Organizing Secretary

Dr. Samit Dutta, Associate Professor, FBM, College of FPT & BE, AAU

Joint Organizing Secretaries

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Dr. M. D. Gurjar, Assistant Professor, DBM, SMC College of Dairy Science, AAU
Ms. Vishita Khanna, Assistant Professor, IABMI, AAU

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Dr. C. R. Dudhagara, Assistant Professor, IABMI, AAU
Dr. Vinaya Kumar H. M., Assistant Professor, BACA, AAU

Programme Coordinators

Dr. D. K. Jayswal, Research Associate, PIU- NAHEP, ICAR, New Delhi
Mr. Divyang M Prajapati, Research Associate, NAHEP – CAAST
Mr. Bhavik Patel, Research Associate, NAHEP – CAAST
Mr. Nirav Prajapati, Research Associate, NAHEP – CAAST
Ms. Kripali D. Dave, Senior Research Fellow, NAHEP - CAAST
Ms. Ayushee Darji, Senior Research Fellow, NAHEP - CAAST
Mr. Apurva Bhoi, Project Assistant, NAHEP - CAAST
Mr. Smit S. Bhavsar, Project Assistant, NAHEP - CAAST

: Organized by :
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