

**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”**

**18<sup>th</sup> to 22<sup>nd</sup> 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/YtsMgMwk4qQonZrs9>





## :: Schedule ::

Sr. No.	Date & Session	Time	Topic	Resource Person
<b>Day- 1 : Value addition through processing</b>				
1.	Session – 1 18/01/2021	10.00 – 12.00	<b>Inaugural session</b> Chief Guest and Keynote Speaker: Mr. R. S. Sodhi Managing Director, GCMMF Ltd. (AMUL), Anand	
2.	Session – 2 18/01/2021	14.00 -15.30	Opportunities of value addition in food processing sector	<b>Mr. Alok De</b> Chief Executive Officer Foundation for Development of Rural Value Chain, New Delhi
3.	Session – 3 18/01/2021	15.30-17.00	Opportunities of value addition in dairy processing sector	<b>Dr. J. V. Parekh</b> Senior Dairy Consultant, Parekh Technical Consultancy Services Andheri (E), Mumbai
<b>Day – 2 : Success mantra for dairy entrepreneurs</b>				
4.	Session – 4 19/01/2021	10.00 – 11.30	Entrepreneurial opportunities in traditional Indian dairy products	<b>Dr. J. P. Prajapati</b> Professor Emeritus SMC College, AAU, Anand
5.	Session – 5 19/01/2021	14.00 -15.30	Entrepreneurship opportunities in functional & health foods	<b>Dr. Sunil Patel</b> Professor, SMC College AAU, Anand
6.	Session – 6 19/01/2021	15.30-17.00	Managing small dairy enterprises	<b>Mr. Bhavesh Chelani</b> MD & CEO Santushti Shakes Pvt. Ltd., Vadodara
<b>Day – 3 : Success mantra for food entrepreneurs</b>				
7.	Session – 7 20/01/2021	10.00 – 11.30	Post-harvest management of fruits & vegetables	<b>Dr. Neeraj</b> Associate Professor, NIFTEM Sonipat
8.	Session – 8 20/01/2021	14.00 -15.30	Supply chain challenges for agri-entrepreneurs in fruits & vegetables sector	<b>Mr. Mihir Mohanta</b> General Manager, F&V Supply Chain Mother Dairy, New Delhi
9.	Session – 9 20/01/2021	15.30-17.00	Value addition in fruits : a pathway to success for small entrepreneurs	<b>Mr. Suraj Savaliya</b> Chairman & MD Patson Foods, Navsari
<b>Day – 4 : Startup &amp; innovations</b>				
10	Session – 10 21/01/2021	10.00 – 11.30	Managing startups	<b>Ms. Tonisha Dixit</b> Consultant – PMFME IIFPT, Thanjavur
11.	Session – 11 21/01/2021	14.00 -15.30	Startup & innovation in fruits & vegetables processing sector	<b>Dr. R. F. Sutar</b> Principal & Dean, College of FPT-BE AAU, Anand
12.	Session – 12 21/01/2021	15.30-17.00	Startup in dairy by value addition	<b>Mr. Suman Kumar</b> Category Manager Adishwar India Ltd., Bangalore
<b>Day – 5 : Entrepreneurial schemes</b>				
13	Session – 13 22/01/2021	10.00 – 11.30	Schemes for promoting entrepreneurship in food processing sector	<b>Dr. Ashutosh Upadhyay</b> Dean, Academics NIFTEM, Sonipat
14.	Session – 14 22/01/2021	14.00 -15.30	Schemes and initiatives for promoting entrepreneurship in dairy processing sector	<b>Dr. M. D. Gurjar</b> Asst. Prof., SMC college AAU, Anand
15.	Session – 15 22/01/2021	15.30-16.00	Plenary session	-

## 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

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**Dr. Y. C. Zala**, Principal and Dean, IABMI, AAU

### Convener

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### Organizing Secretary

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

### Joint Organizing Secretaries

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**Dr. A. K. Makwana**, Professor, SMC College of Dairy Science, AAU

**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

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**Mr. Divyang M Prajapati**, Research Associate, NAHEP – CAAST

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**Ms. Kripali D. Dave**, Senior Research Fellow, NAHEP - CAAST

**Ms. Ayushee Darji**, Senior Research Fellow, NAHEP - CAAST

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**: Organized by :**

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Anand Agricultural University, Anand**