



# 21 Days Training Program on "Agripreneurship for Atma Nirbhar Bharat"

Date : 06<sup>th</sup> to 26<sup>th</sup> October, 2023



**Organized by**

**Centre for Agricultural Market Intelligence under NAHEP – CAAST  
International Agri-Business Management Institute  
Anand Agricultural University, Anand**

**In Collaboration with**

**Department of Agril. Extension & Communication  
B A College of Agriculture  
Anand Agricultural University, Anand**

## Introduction

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India's economy is primarily dominated by agriculture, with over 54% of the population dependent on this sector. Agriculture accounts for approximately 16-17% of the country's Gross Domestic Product (GDP). While India's overall economic growth rate stands at 7-8%, the relatively modest growth rate in the agricultural sector poses challenges for rural development.

Agripreneurship is the entrepreneurial process applied to agriculture and its related sectors. It involves adopting new methods, processes, and techniques in agriculture to enhance output and economic earnings, effectively transforming agricultural activities into entrepreneurial ventures. Agripreneurs play a pivotal role in the agricultural value chain, contributing significantly to increasing agricultural GDP through value addition. There is a pressing need for farmers to embrace entrepreneurship and adopt agripreneurship models that facilitate the formation of local groups. These groups can collaborate to increase production, moving away from individual, isolated farming practices. Agripreneurship is poised to play a crucial role in the growth and development of the national economy, raising income levels and creating employment opportunities in both rural and urban areas.

Major Agripreneurship opportunities encompass agricultural inputs, farming processes, technology utilization, agricultural output processing, and other allied sectors such as dairy development, poultry, horticulture, and more. Activities like diversification, precision farming, high-tech agriculture, global marketing, and organic farming contribute to sustainable value addition. Agripreneurship has the potential to stimulate growth, diversify income streams, generate employment, and offer entrepreneurial prospects in rural regions.

## About Centre for Agricultural Market Intelligence, NAHEP- CAAST

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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 Institute of Rural Management (IRMA), Indian Space Research Organization (ISRO), National Cooperative Dairy Federation of India (NCDFI) and Western Sydney University, Australia are associated with the project. 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 students as well as faculties.

## Objectives

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- Gain insight into the role of entrepreneurs in a market economy in agricultural sector
- Understand the concept of Agripreneurship
- Identify and evaluate available Agripreneurial opportunities
- Develop key skills required to manage an agribusiness
- Explore the support ecosystem available for Agripreneurs
- Learn to identify markets, assess resources, and develop business plans
- Acquire basic principles of financial management, sales, and risk management
- Perform operational tasks and maintain financial records
- Develop a viable business plan that is suitable for financing

## Course Content

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- Agripreneurship and its Significance
- Agripreneurial Opportunities
- Motivation and Organizational Behavior Aspects
- Agri Startups
- Government Schemes & Support Ecosystem for Agripreneurs
- Agriculture Marketing
- Interface with Successful Agripreneurs
- Types of Agri-Enterprises
- Finance Management & Business Plan for Agripreneurs
- Agri Export
- Role of ICT in Agripreneurship Development
- Agri Export
- Role of ICT in Agripreneurship Development



## Learning Outcomes

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- Recognize how entrepreneurial skills can enhance their career and personal development
- Understand the enabling environment and institutional support for Agripreneurship
- Gain experiential knowledge in developing enterprises within the agriculture sector
- Learn to create favorable conditions for scaling up and involving Micro & Small Enterprises in agricultural management and development
- Effectively prepare and present business plans for their Agripreneurial initiatives

## Eligibility

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- Interested candidates : PG students (Masters and Doctoral) and faculties of concerned disciplines are requested to apply through online registration process.

## Selection Criteria

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- The selection of candidates will be based on the eligibility and availability of seats. The selected candidates will be inform through email.

## Course Fees

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- Free

## Important Instruction

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- This is an offline training programme and No TA/DA will be paid by the host institute.
- Attendance is mandatory.
- Certificate will be awarded to candidates after successful completion of the programme.
- Accommodation will be provided as per availability.
- All selected participants need to submit the hard copy of the NOC/Consent letter from competent authority of your department/institute/university.

## Registration Link

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<https://forms.gle/Zba2aukBeZbjgEDu9>

# Organizing Committee

## Patrons

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