



# ► One-week training programme on “Entrepreneurship Development Opportunities in the Livestock and Poultry Sector”

16<sup>th</sup> October, 2023 to 21<sup>st</sup> October, 2023



:: Organized by ::

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





## 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.



## About the Training Program

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In terms of rural livelihood, employment, and income generation, the livestock and poultry sector is crucial. Major livestock products like milk and dairy products, meat and eggs make up around one-third of the proteins and about one-sixth of the calories in the world's per capita food supply. In rural India, raising animals is the second-largest economic activity. Animal husbandry is a driver of growth with an annual growth rate of 5% in dairy sector and 8-10% in poultry sector, which will reduce rural poverty and benefit rural farmers. Strengthening the livestock industry is necessary for the nation to become economically self-sufficient. Availability of animal protein per person is 10.8 g, whereas 25 g is needed on average for the world. According to a national sample survey, milk and milk products account for 70–75 percent of people's food budgets. An increase in output, productivity, and marketing channel enhancement are urgently required.

Over the course of four decades, India's backyard chicken industry has evolved into a highly structured commercial enterprise. Production of eggs and broilers is rising throughout the nation at a pace of 8–10% annually. India is the second largest producer of eggs in the world and producing 129.60 billion eggs and fourth largest producer of chicken meat i.e., 3.8 million MT per year. Eggs and poultry meats are the cheap sources of protein especially in emerging nations where there are a variety of socioeconomic strata. Advancements in fundamental infrastructure, effective advice services, and cutting-edge R&D may aid in advancing the commercial poultry industry. The Indian poultry industry is being innovated by the government and private businesses, who also make it feasible to form partnerships and collaborations for the sharing of knowledge, technology, procedures, and markets.

This training program focuses on the different aspects of management, marketing, economics, package of practices, and value delivery systems for the development of entrepreneurial opportunities in the poultry and livestock sectors.





## ► Objectives

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- To impart knowledge on management, feeding and breeding, and health care of livestock and poultry
- To train on marketing, economics, supply chain and value delivery systems of livestock and poultry products
- To provide knowledge on pricing, a package of practices, financing, and IPR in business
- To provide opportunities to discuss and exchange ideas/knowledge/experiences with the experts/resource persons

## ► Content

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- Scenario of Livestock and Poultry sectors
- Marketing practices for livestock, poultry and its products
- Role of Government and other Marketing agencies
- Entrepreneurship Development opportunities in livestock and poultry

## ► Eligibility

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- Eligible candidates : Faculties and PG students (Masters and Doctoral) of Agri Business Management, Agri. Economics, Agri. Extension Education, Agronomy, Poultry Science, Livestock Production and Management, Animal Nutrition, Livestock Products Technology, Vet. Extension Education and Food Business Management 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 informed through email.

## ► Programme Fees

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- Free

## ► Important Instructions

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- This is an offline training programme and TA/DA will not be paid by the host institute.
- Attendance is mandatory.
- Certificate will be awarded to candidates after successful completion of the training 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/JoPEVHrfm5aZwitp7>



# Organizing Committee

## Patrons

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