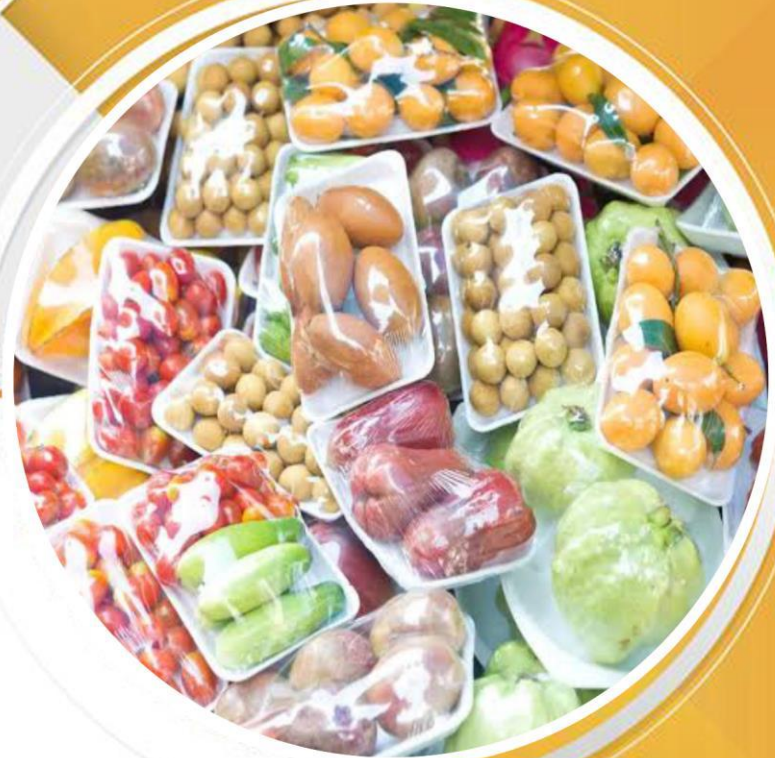




# Ten Days Training Programme on

## Managing Dairy and Food Business: Challenges and Prospects in 21<sup>st</sup> Century

25<sup>th</sup> October to 3<sup>rd</sup> November, 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

Anand Agricultural University has been awarded an ICAR- World bank funded project to establish Centre for Agricultural Market Intelligence. 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. 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 Anand (IRMA), Indian Space Research Organization (ISRO), National Cooperative Dairy Federation of India (NCDFI) and Western Sydney University, Australia are associated with the project.



## About the Training Programme

Dairy and Food sectors are very crucial for Indian economy. They are essential in attaining the Country's SDGs by improving food security, reducing global poverty, generating employment opportunities for women and providing regular income for rural households. According to the Ministry of Food Processing Industries (MoFPI), the sector employs around 1.93 million people, accounting for 12.38 percentage of employment in the registered factory sector. Additionally, the unregistered food processing sector provides employment opportunities to around 5.1 million workers.

However, there are many challenges faced by these sectors such as limited awareness among farmers about necessary quality certifications, lack of adequate facilities for quality testing, limited brand strength of Indian products in overseas markets, lack of infrastructure for processing, storage, and logistics, and limited compliance with sustainability and ethical requirements. These issues need to be understood and the strategies need to be learnt directly from the experts from industry and academics.

This training intends to cover almost all the aspects of food and dairy processing like ingredient business, flavor business, functional food, packaging material, HoReCa business and will explain the different strategies taken up by startups as well multinational companies to survive the fierce competition.

## Objectives

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- To learn about the strategies used by businesses in the food and dairy industries to endure in a cutthroat competitive market
- To integrate the numerous business departments' contributions to the food and dairy industry's success
- To assess the role of digital marketing in the 21<sup>st</sup>-century food and dairy industries

## Eligibility:

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Interested candidates : PG students (Masters and Doctoral) and faculty members are requested to apply through online registration process.

## Important Instruction

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- This is an offline training programme and No TA/DA will be paid by the host institute.
- 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 their Guide/HoD/Principal/DoR with Sign at the time of joining the training programme.

## Selection Criteria

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The selected candidates will be informed through email. The selection of candidates will be based on their eligibility and availability of seats.

## No. of Seats

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50-70 Seats

## Registration Link

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<https://forms.gle/XMy5tgQRSSMqHqM9>

## Highlights of the programme

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The programme broadly includes the following themes.

- Food Ingredients
- Dairy Cooperatives
- Digital Tools for Business
- Changing Consumer Preference
- Packaging
- HR
- New Product Development
- Food Safety from Farm to Fork



# Organizing Committee

## Patrons

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