

ITEC Training Programme on “New Generation Competencies for Agripreneurs”

Rationale and justification for the ITEC programme at MANAGE, Hyderabad

Agripreneurs play a crucial role in the development and sustainability of the agriculture sector for any nation. As agriculture continues to evolve with advancements in technology, market dynamics, and environmental considerations, new-generation competencies for agripreneurs are also essential.

Agripreneurs in the new generation must cultivate a diverse set of competencies to thrive in the evolving agricultural landscape. Technological literacy is crucial, embracing innovations like precision farming and data analytics. Market intelligence and financial acumen are essential for navigating global markets and securing funding.

An entrepreneurial mindset, adaptability, and effective communication are vital for success. Agripreneurs should stay informed about regulatory compliance and prioritize continuous learning to navigate challenges and contribute to the sustainable growth of the agricultural sector.

We stand to benefit from mutual cooperation with other nations in terms of cross-learning and goodwill, in addition to sharing India's experiences, competencies, and success stories of the Agri-startups and Agripreneurs through the ITEC programme, on Work of startups in the sector application of various advanced technologies, and in the Indian Agri startup ecosystem.

Aims and Learning Objectives of the program

- To know the Indian Startup Ecosystem and Agri-startup Ecosystem
- To Understand the Agri Business Trends and Innovations
- To understand various opportunities in Agripreneurship
- To learn the Financial Management for Agribusiness and sustainable practices
- To learn different sets of skills required to run an enterprise successfully
- To adopt the skill in Risk Management in Agripreneurship and Agri-Entrepreneurial Leadership

- To Familiarize with revenue generation models for agri-business
- To develop competencies for building strong networks for Agripreneurs
- To take out learnings from the various case studies of Agripreneurs

Tentative Programme Schedule

Day - 1	
9.30 – 10:30 am	Registration
10.30 am – 11:15	Inauguration of the Program
11.15 am	Tea Break
11.30 am	Interactive Session with participants
	Entry level test - Understanding the background and experience of the participants
	Introduction to the program & overview of learning objectives of the program
01.00 pm	Lunch
02.00 pm	Agri-Startups: Future of Agripreneurship in India and the Opportunities for Startups
03.30 pm	Tea Break
03.45 pm	Agri Business Incubators - A bird eye view MANAGE-Centre for Innovation and Agripreneurship - Journey of Agri Business Incubator by MANAGE
05:15 pm	Close
Day- 2	
09:30 – 11:15 am	Startup Ecosystem – Role of Startups in New Age World
11.15 am	Tea Break
11.30 am	Startup Ecosystem – Role of Startups in New Age World
01.00 pm	Lunch
02.00 pm	Team building – Role of team for the success of Agri Business – Activity and team formation
03.30 pm	Tea Break
03.45 pm	Team building – Role of team for the success of Agri Business – Activity and team formation
05:15 pm	Close
Day -3	
09:30 – 11:15 am	Activity based session on Ideation and Idea Generation
11.15 am	Tea Break
11.30 am	Idea Evaluation, and Idea Validation
01.00 pm	Lunch
02.00 pm	Group Discussion Activity along with Idea generation Lab

03.30 pm	Tea Break
03.45 pm	Group Discussion Activity along with Idea generation Lab
05:15 pm	Close
Day - 4	
09:30 – 11:15 am	Design Thinking Workshop – Role in product development
11.15 am	Tea Break
11.30 am	Design Thinking Workshop – Role in product development
01.00 pm	Lunch
02.00 pm	Design Thinking Workshop – Role in product development
03.30 pm	Tea Break
03.45 pm	Design Thinking Workshop – Activity Based
05:15 pm	Close
Day - 5	
09:30 – 11:15 am	Introduction to Business Model Canvas
11.15 am	Tea Break
11.30 am	Introduction to Business Model Canvas
01.00 pm	Lunch
02.00 pm	Understanding and Developing a Business Model Canvas - Activity Based
03.30 pm	Tea Break
03.45 pm	Understanding and Developing a Business Model Canvas - Activity Based
05:15 pm	Close
Day-6	
09:30 – 11:15 am	Interaction with Agripreneurs , Mentors associated with MANAGE and other incubators
11.15 am	Tea Break
11.30 am	Interaction with Agripreneurs , Mentors associated with MANAGE and other incubators
01.00 pm	Lunch
02.00 pm	Government Schemes and Support for Agri Entrepreneurs
03.30 pm	Tea Break
05:15 pm	Role of communication for the startups – Building Communication Strategies
Day-7	
09:30 – 11:15 am	Significance of Infrastructure for the Agri Business
11.15 am	Tea Break

11.30 am	Significance of Infrastructure for the Agri Business
01.00 pm	Lunch
02.00 pm	Interaction with Agri-startups at TIE - IIIT Hyderabad
03.30 pm	Tea Break
05:15 pm	Close
	Day - 8
09:30 – 11:15 am	Financial Management - Role of Funding for Agri startups
11.15 am	Tea Break
11.30 am	Financial Management - Role of Funding for Agri startups
01.00 pm	Lunch
02.00 pm	Fund Raising and Financial Budgeting for Agri-startups
03.30 pm	Tea Break
03.45 pm	Fund Raising and Financial Budgeting for Agri-startups
05:15 pm	Close
	Day - 9
09:30 – 11:15 am	Drafting proposals to raise the funds for a Agri-startups
11.15 am	Tea Break
11.30 am	Drafting proposals to raise the funds for a Agri-startups
01.00 pm	Lunch
02.00 pm	Preparing an Effective Business Plan and Detailed Project Report (DPR)
03.30 pm	Tea Break
03.45 pm	Preparing an Effective Business Plan and Detailed Project Report (DPR)
05:15 pm	Close
	Day - 10
09:30 – 11:15 am	Market Research and Market Survey for Customer Identification
11.15 am	Tea Break
11.30 am	Market Research and Market Survey for Customer Identification
01.00 pm	Lunch
02.00 pm	Digital Marketing – Building a Digital Footprint for lean Agri-startup
03.30 pm	Tea Break
03.45 pm	Digital Marketing – Building a Digital Footprint for lean Agri-startup
05:15 pm	Close

Day - 10	
09:30 – 11:15 am	Designing Go to Market strategy for Agri Business
11.15 am	Tea Break
11.30 am	Case study discussion on Market Strategy
01.00 pm	Lunch
02.00 pm	Financial Management for Agri Startups
03.30 pm	Tea Break
03.45 pm	Intellectual Property rights for Business
05:15 pm	Close
Day - 11	
09:30 – 11:15 am	Visit to T-Hub, A Govt. of Telangana initiative to Nurture Startups
11.15 am	Tea Break
11.30 am	Interaction with Incubated Agri-startups in T-Hub
01.00 pm	Lunch
02.00 pm	Visit to WE (Women Entrepreneurship) Hub - A Startup Incubator exclusively for Women Entrepreneurs
03.30 pm	Tea Break
03.45 pm	Interaction with Women Entrepreneurs associated with WE Hub
05:15 pm	Close
Day - 12	
09:30 – 11:15 am	Agri Business Incubation Services by of ICRISAT – Visit to ICRISAT
11.15 am	Tea Break
11.30 am	Agri Business Incubation Services by of ICRISAT – Visit to ICRISAT
01.00 pm	Lunch
02.00 pm	Interaction with Startups Incubated at ICRISAT
03.30 pm	Tea Break
03.45 pm	Interaction with Incubation Center team at ICRISAT
05:15 pm	Close

Day - 13	
09:30 – 11:15 am	Visit to Ag-Hub, Hyderabad
11.15 am	Tea Break

11.30 am	Interaction with Startups Incubated at Ag-Hub, Hyderabad
01.00 pm	Lunch
02.00 pm	Visit to a-IDEA, Technology Business Incubator of NAARM, Hyderabad
03.30 pm	Tea Break
03.45 pm	Interaction with Startups Incubated at a-IDEA, Technology Business Incubator of NAARM, Hyderabad
05:15 pm	Close
Day - 14	
09:30 – 11:15 am	Reflection paper
11.15 am	Tea Break
11.30 am	Presentation by Participants
01.00 pm	Lunch
02.00 pm	Presentation by Participants
03.30 pm	Tea Break
03.45 pm	Feedback and Certificate Distribution
05:15 pm	Close

Expected learning outcomes from the course

- Enhanced knowledge and understanding of participants about India's Agripreneurs
- The Participants will acquire a comprehensive understanding of current trends, innovations, and technological advancements in the agricultural sector
- Participants will be able to conduct thorough market research, identifying opportunities and challenges in the agricultural domain.
- The trainees will develop the ability to create budgets, interpret financial statements, and utilize key performance indicators for effective financial management in agribusiness.
- The Attendees will develop strong leadership skills tailored to the agricultural sector, fostering innovation and creativity within their enterprises.
- The Participants will identify and adopt relevant technologies for improved efficiency, successfully integrating technology into various aspects of agribusiness operations.

- Trainees will develop the ability to adapt to changing circumstances in the agricultural sector and build resilience in the face of challenges and uncertainties.

Eligibility Conditions of the participants

1. Firsthand experience in Agri Business/ Agriculture - Reasonable level of experience in Public/ Private/ Civil Societies in Agriculture and allied sectors in the training theme area.
2. Applicants shall possess physical and mental skills and abilities for successfully completing the program.
3. Working knowledge of English is mandatory to understand the training content

Additional details for uploading on ITEC portal:

Educational qualifications of candidates	Graduation with Agriculture/Business Management/Agri Business/Rural Development equivalent degree
Work experience (required) if any	Working experience in the field of agriculture / rural development /technology Management / technology companies /Food Technology for 3 years
Minimum age	25 years
Maximum age	55 years
Target Group (level of participants, target ministries or deptt., etc.)	Junior / Middle level Officers from Department of Agriculture, Small and Medium scale industries, Non-Governmental Organizations, Universities, Agri Startup founders and other Agri & allied ecosystem partners
Number of days of local trips	4 (Tentative)
Number of days for outstation trips	0
Number of nights for outstation trips	0
Places to be visited	Hyderabad, Golkonda,

Mode of transport	AC Bus/ AC Train
Transportation charges (approx.)	50,000/- per batch
Accommodation charges, if hotel is required to be hired	NA
Entry ticket charges	4500 per candidate

Course Director Details**Dr. Saravanan Raj**

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