



**“Imparting New Generation Entrepreneurial Skills”**

**for the students of**

**Acharya N. G. Ranga Agricultural University  
(ANGRAU), Guntur, Andhra Pradesh**

Sponsored by

NAHEP in collaboration with

**MANAGE**

**Centre for Innovation and Agripreneurship**

**December 9- 29, 2023**

**Imparting New Generation Entrepreneurial Skills for the students  
of Acharya N. G. Ranga Agricultural University (ANGRAU)**

**Sponsored by NAHEP**

The National Institute of Agricultural Extension Management (MANAGE) is conducting a 21 Day Training program on December 9- 29, 2023 for the students of the Acharya N. G. Ranga Agricultural University (ANGRAU), Guntur, Andhra Pradesh - aimed at imparting essential skills required for the new generation entrepreneurs. The program follows experience learning with activity-based sessions. The workshop will touch upon various important topics related to the Agri startup Ecosystem and covers various aspects of Business plan and converting an idea into a viable business followed by Pitch deck Presentations.

**Day 1: December 09, 2023 (Saturday)**

Time	Session	Recourse Person
9:30 – 10:00	Glance of MANAGE and MANAGE – CIA Activities Video	-
10:00 – 10:15	Introduction of Students	Students and MANAGE-CIA Team
10:15 - 10:45	Brief Overview of the EDP Training Program and Expectations from the program	Dr. Saravanan Raj Director (Agricultural Extension) MANAGE
10:45 - 10:55	Vote of Thanks	Team MANAGE-CIA
10:55 - 11:00	Group Photo	-
11:00 - 11:30	<b>Tea Break</b>	
11:30 - 13:00	MANAGE-CIA Experience sharing of students EDP training program	Dr. Saravanan Raj Director (Agricultural Extension) MANAGE
13:00 - 14:00	<b>Lunch Break</b>	
14:00 - 15:15	Building Entrepreneurial Traits for the Career – Immersion Session	Dr G. Jaya Director (Retd.) MANAGE
15:15 - 15:45	<b>Tea Break</b>	
15:45 - 17:00	Interaction with the Students- Card Exercise	Ms. Pragnya Mishra Business Executive RKVY-RAFTAAR

**Day 2: December 10, 2023 (Sunday)**

### Day 3: December 11, 2023 (Monday)

Time	Session	Recourse Person
9:30 - 10:00	Recap session	Team MANAGE-CIA
10:00 - 11:15	Back to the Basics of Agripreneurship	Mr. Amit Kale Manager Marketing & Communications RKVY – RAFTAAR
11:15 - 11:45	<b>Tea Break</b>	
11:45 - 13:00	Agri-Startups: Future of Agripreneurship in India and the Opportunities for Startups	Mr. Yuvaraju A Business Manager RKVY – RAFTAAR
13:00 - 14:00	<b>Lunch Break</b>	
14:00 – 15:15	Assessing the Competencies of Agricultural Students	Dr. Neethu B. Nair MANAGE Fellow
15:15 – 15:45	<b>Tea Break</b>	
15:45 – 17:00	Ice Breaking Session and Team Building Activity	Mr. Saurabh Kumar Business Executive RKVY-RAFTAAR

### Day 4: December 12, 2023 (Tuesday)

Time	Session	Recourse Person
9:30 - 10:00	Recap session	Team MANAGE-CIA
10:00 - 11:15	Ideation and Idea Generation	Dr. Regalla Ravikanth PCG-Group Head Psychologist’s Consulting Group
11:15 - 11:45	Tea Break	
11:45 - 13:00	Idea Evaluation, and Idea Validation	
13:00 - 14:00	Lunch Break	
14:00 - 15:15	Group Discussion Activity along with Idea generation	Mr. Siddharth Innovation Manager RKVY-RAFTAAR
15:15 – 15:45	Tea Break	
15:45 – 17:00	How to run a Bootstrapped startup?	Mr. Yuvaraju A Business Manager RKVY – RAFTAAR

### Day 5: December 13, 2023 (Wednesday)

Time	Session	Recourse Person
9:30 - 10:00	Recap Session	Team MANAGE-CIA
10:00 - 11:15	Design Thinking for product development	Mr. David Samuel Consultant Trainer Hyderabad
11:15 - 11:45	Tea Break	
11:45 - 13:00	Design Thinking for product development	
13:00 - 14:00	Lunch Break	
14:00 - 15:15	Activity on Design Thinking for product development	Mr. David Samuel Consultant Trainer Hyderabad
15:15 - 15:45	Tea Break	
15:45 - 17:00	Government schemes and support for Agri entrepreneurs	Mr. Siddhartha Agrawal Innovation Manager RKVY-RAFTAAR

### Day 6: December 14, 2023 (Thursday)

Time	Session	Recourse Person
9:30 - 10:00	Recap session	Team MANAGE-CIA
10:00 - 11:15	Marketing In a New Era – Go to market strategy for the startups	Mr. RVG Kulkarni Founder, Bliss Infiniti
11:15 - 11:45	Tea Break	
11:45 - 13:00	Marketing In a New Era – Go to market strategy for the startups	
13:00 - 14:00	Lunch Break	
14:00 - 15:15	Financial Management for Agri Startups	Mr. Raghunath Aakasam Aakasam Consulting Hyderabad 9849026444
15:15 - 15:45	Tea Break	
15:45 - 17:00	Financial Management for Agri Startups	

### Day 7: December 15, 2023 (Friday)

Time	Session	Recourse Person
9:30 - 10:00	Recap session	Team MANAGE-CIA
10:00 - 11:15	Understanding and Developing a Business Model Canvas	Mr. Ganesh Iyer Startup Trainer and Mentor 98495 60981
11:15 - 11:45	<b>Tea Break</b>	
11:45 - 12:30	Understanding and Developing a Business Model Canvas	
12:30 - 13:00	Experience Sharing Session by Startup	Mr. Satya Dev CEO and Founder ABY Farmers LLP
13:00 - 14:00	<b>Lunch Break</b>	
14:00 - 15:15	Business Model Canvas – activity	Mr. Ganesh Iyer Startup Trainer and Mentor 9494410831
15:15 - 15:45	<b>Tea Break</b>	
15:45 - 16:30	Business Model Canvas – activity	
16:30 – 17:00	Role of Digital Technology in Agriculture & Agri-business	Dr. Saravanan Raj Director (Agriculture Extension) & CEO MANAGE-CIA

### Day 8: December 16, 2023 (Saturday)

Time	Session	Recourse Person
9:30 - 10:00	Recap Sessions	MANAGE-CIA Team
10:00 - 11:15	Significance of Business Plan in business	Dr. Padmakumar A Founder Anmolspارش Consulting Hyderabad
11:15 - 11:45	Tea Break	
11:45 - 13:00	Significance of Business Plan in business	
13:00 - 14:00	Lunch Break	
14:00 - 15:15	Group activity for the participants on Business plan	Dr. Padmakumar A Founder Anmolspارش Consulting Hyderabad
15:15 - 15:45	Tea Break	
15:45 - 17:00	Significance of Networking for Agri-business- Building Networks for Business	Mr. Siddharth Innovation Manager RKVY-RAFTAAR

### Day 9: December 17, 2023 (Sunday)

**Day 10: December 18, 2023 (Monday)**

Time	Session	Recourse Person
9:30 - 17:00	Internship Program	<ul style="list-style-type: none"> <li>• Millenova Foods</li> <li>• Sid's Farm</li> <li>• L R Naturals</li> <li>• Parikshit Foods</li> </ul>

**Day 11: December 19, 2023 (Tuesday)**

Time	Session	Recourse Person
9:30 - 17:00	Internship Program	<ul style="list-style-type: none"> <li>• Millenova Foods</li> <li>• Sid's Farm</li> <li>• L R Naturals</li> <li>• Parikshit Foods</li> </ul>

**Day 12: December 20, 2023 (Wednesday)**

Time	Session	Recourse Person
9:30 - 17:00	Internship Program	<ul style="list-style-type: none"> <li>• Millenova Foods</li> <li>• Sid's Farm</li> <li>• L R Naturals</li> <li>• Parikshit Foods</li> </ul>

**Day 13: December 21, 2023 (Thursday)**

Time	Session	Recourse Person
9:30 - 10:00	Recap session	Team MANAGE-CIA
10:00 – 12:00	Visit at T-Hub	Konkamalla Vinay Team T-Hub events Mobile : 9912002012 Email : <a href="mailto:events@t-hub.co">events@t-hub.co</a> , <a href="mailto:contact@t-hub.co">contact@t-hub.co</a> , <a href="mailto:raghavendra.b@t-hub.co">raghavendra.b@t-hub.co</a>
12:00 – 13:00	Visit to ICRISAT	Dr. Arun Balamatti Senior Manager - Visitor Services and Protocol Management Communications ICRISAT Hyderabad Mobile No. : +91 - 96866 66490 <a href="mailto:arun.balamatti@icrisat.org">arun.balamatti@icrisat.org</a>
13:00 - 14:00	<b>Lunch Break</b>	
14:00 - 15:15	Digital Marketing – Building a Digital Footprint for lean startup	Ms. Pragnya Mishra Business Executive RKVY-RAFTAAR
15:15 - 15:45	<b>Tea Break</b>	
15:45 - 17:00	Group Activity	Team MANAGE-CIA

### Day 14: December 22, 2023 (Friday)

Time	Session	Recourse Person
9:30 - 10:00	Recap session	Team MANAGE-CIA
10:00 - 11:15	Overview on Fund Raising and Financial Budgeting for Start-ups	Mr. Pradeep Kulkarni Consultant Retired Banker Union Bank of India
11:15 - 11:45	Tea Break	
11:45 - 13:00	Fund Raising and Financial Budgeting Support for Agri Start-ups by Government and Corporates	
13:00 - 14:00	Lunch Break	
14:00 - 15:00	Building a Startup Brand	Mr. Amit Kale Manager Marketing & Communication RKVY – RAFTAAR
15:00 – 15:15	Tea Break	
15:15 – 16:15	Interaction with Students	Dr. P. Chandra Shekara Director General MANAGE
16:15 - 17:00	Group Activity	Team MANAGE-CIA

### Day 15: December 23, 2023 (Saturday)

Time	Session	Recourse Person
9:30 - 10:00	Recap session	MANAGE-CIA Team
10:00 - 11:15	Intellectual Property rights for Business	Mr. Ranjit Reddy Registered Patent Agent Hyderabad
11:15 - 11:45	Tea Break	
11:45 - 13:00	Legal Entities of startups	
13:00 - 14:00	Lunch Break	
14:00 - 17:00	Group Activity	Dr. Neethu B. Nair MANAGE Fellow & Ms. Pragnya Mishra Business Executive RKVY-RAFTAAR

### Day 16: December 24, 2023 (Sunday)

### Day 17: December 25, 2023 (Monday) Ramoji

### Day 18: December 26, 2023 (Tuesday)

Time	Session	Recourse Person
9:30 - 10:00	Recap session	Team MANAGE-CIA
10:00 - 11:15	Creativity and Innovation: Thinking Outside the Box	Team MANAGE-CIA
11:15 - 11:45	Tea Break	
11:45 - 13:00	Leadership Skills – The Art of Influencing Others	
13:00 - 14:00	Lunch Break	
14:00 - 17:00	Visit to ICAR-IIMR and Nutrihub-TBI	ICAR-IIMR Team

### Day 19: December 27, 2023 (Wednesday)

Time	Session	Recourse Person
9:30 - 10:00	Recap session	Team MANAGE-CIA
10:00 - 11:15	Leading yourself-Building a personal Brand	Mr. Vineet Bhatt Personal Growth Enabler and Professional Writer Hyderabad
11:15 - 11:45	Tea Break	
11:45 - 13:00	Leading yourself-Building a personal Brand	
13:00 - 14:00	Lunch Break	
14:00 - 15:15	Group activity for Pitch Deck	Team MANAGE-CIA
15:15 - 15:45	Tea Break	
15:45 - 17:00	Group Activity for Pitch Deck	

### Day 20: December 28, 2023 (Thursday)

Time	Session	Recourse Person
10:00 - 13:00	Visit at NFDB / NIRD / IKP	Team MANAGE-CIA
13:00 - 14:00	<b>Lunch Break</b>	
14:00 - 15:15	Review of Business Plan and Group presentations of Business Model Canvas	Team MANAGE-CIA
15:15 - 15:45	<b>Tea Break</b>	
14:00 - 17:00	Review of Business Plan and Group presentations of Business Model Canvas	



**Day 21: December 29, 2023 (Friday)**

Time	Session	Recourse Person
9:30 - 10:00:00	Recap session	MANAGE-CIA Team
10:00 - 11:15	Presentations	MANAGE-CIA Team
11:15 - 11:45	<b>Tea Break</b>	
11:45 - 13:00	Presentations	
13:00 - 14:00	<b>Lunch Break</b>	
14:00 - 15:15	Presentations	
15:15 - 15:45	<b>Tea Break</b>	
15:45 - 17:00	Valedictory Session with Feedback	Dr Saravanan Raj Director (Agricultural Extension) & CEO, Centre for Innovation and Agripreneurship MANAGE, Hyderabad

**Program Director**

**Dr. Saravanan Raj**

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