

“Imparting New Age Entrepreneurial Skills”

for the students of

**Keladi Shivappa Nayaka University of
Agricultural and
Horticultural Sciences, Shivamogga**

Sponsored by

NAHEP In collaboration with

MANAGE
**Centre for Innovation and
Agripreneurship**

October 30 – November 08, 2023

**Imparting New Age Entrepreneurial Skills for the students of
Keladi Shivappa Nayaka University of Agricultural and
Horticultural Sciences, Shivamogga
Sponsored by NAHEP**

The National Institute of Agricultural Extension Management (MANAGE) is conducting a 10 Day Training program on October 30 – November 08, 2023 for the students of the Keladi Shivappa Nayaka University of Agricultural and Horticultural Sciences , Shivamogga - 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.

Training Program Day 1: October 30, 2023

Time	Session	Recourse Person
9:00 - 10:00	Inaugural Session	MANAGE-CIA Team
10:00 - 11:30	Overview of Agri-startups	Mr. Rakesh Totakar, Head Students Pre-Incubation Deshpande Startups
11:30 - 11:45	Tea Break	
11:45 - 13:00	Agri-Startups: Future of Agripreneurship in India and the Opportunities for Startups	Mr. Nandish S. Harti Product Design Engineer Deshpande Startups
13:00 - 14:00	Lunch Break	
14:00 - 15:30	Team building for the startups	Mr. Rakesh Totakar, Head Students Pre-Incubation Deshpande Startups
15:30 - 15:45	Tea Break	
15:45 - 17:00	Team building for the startups	Mr. Nandish S. Harti Product Design Engineer Deshpande Startups

Training Program Day 2: October 31, 2023

Time	Session	Recourse Person
9:30 - 10:00	Recap session	MANAGE-CIA Team
10:00 - 11:30	Ideation and Idea Generation	Mr. Rohit R V Managing Partner Innovascope LLP
11:30 - 11:45	Tea Break	
11:45 - 13:00	Idea Evaluation, and Idea Validation	
13:00 - 14:00	Lunch Break	
14:00 – 17:00	Group Discussion Activity along with Idea generation Lab	Ms. Supriya N Vaidya Partner Innovascope LLP
17:00 – 17:30	MANAGE-Centre for Innovation and Agripreneurship – Activities for the startups	Mr Saurabh Kumar Business Executive RKVY-RAFTAAR

Training Program Day 3: November 1, 2023

Time	Session	Recourse Person
9:30 - 10:00	Recap session	MANAGE-CIA Team
10:00 - 11:15	Marketing In New Era (Branding, Promotion, etc.) – Go to market strategy	Prof. Dr. Anilkumar R. Visiting Professor
11:15 - 11:30	Tea Break	
11:30 - 13:00	Digital Marketing – Building a Digital Footprint for lean startup	Mr. Girish Bhushan Founder and Director Vruksh Innovations Pvt. Ltd. Mysore
13:00 - 14:00	Lunch Break	
14:00 – 17:30	Group activity for the students	Mr. Girish Bhushan Founder and Director Vruksh Innovations Pvt. Ltd. Mysore & Prof. Dr. Anilkumar R. Visiting Professor

Training Program Day 4: November 2, 2023

Time	Session	Recourse Person
9:30 - 10:00	Recap session	MANAGE-CIA Team
10:00 - 11:30	Understanding and Developing a Business Model Canvas	Mr. Rohit R V Managing Partner Innovascope LLP
11:30 - 11:45	Tea Break	
11:45 - 13:00	Understanding and Developing a Business Model Canvas	
13:00 - 14:00	Lunch Break	
14:00 - 15:30	Business Model Canvas – activity	Ms. Supriya N Vaidya Partner Innovascope LLP
15:30 - 15:45	Tea Break	
15:45 - 17:00	Business Model Canvas – activity	
17:00 – 17:30	RKVY-RAFTAAR for Agri startups	Mr Saurabh Kumar Business Executive RKVY-RAFTAAR

Training Program Day 5: November 3, 2023

Time	Session	Recourse Person
9:30 - 10:00	Recap session	MANAGE-CIA Team
10:00 - 11:30	Experience sharing session Agri startup	Mr. Sherwin K Maben Founder and CEO Mabens Engineering Solution
11:30 - 11:45	Tea Break	Prof. Dr. Anilkumar R. Visiting Professor Bengaluru
11:45 - 13:00	Design Thinking Workshop – Role in product development	
13:00 - 14:00	Lunch Break	
14:00 - 15:30	Design Thinking Workshop – Role in product development	
15:30 - 15:45	Tea Break	
15:45 - 17:30	Design Thinking Workshop – Activity	

Training Program Day 6: November 4, 2023

Time	Session	Recourse Person
9:30 - 10:00	Recap session	MANAGE-CIA Team
10:00 - 13:00	Government schemes and support for Agri Entrepreneurs	Mr. Girish Bhushan Founder and Director Vruksh Innovations Pvt. Ltd. Mysore
	Tea Break	
	Government schemes and support for Agri Entrepreneurs	
13:00 - 14:00	Lunch Break	
14:00 - 15:15	Role of communication for the startups – building communication strategies	Dr. Padmakumar A. Founder Anmolparsh Consulting Hyderabad
15:15 - 15:30	Tea Break	
15:30 - 17:30	Role of communication for the startups – building communication strategies	

Training Program Day 7: November 5, 2023

Time	Session	Recourse Person
9:30 - 10:45	Incubation support for the Agri startups	Prof. Dr. Anilkumar R. Visiting Professor Bengaluru
10:45 - 11:00	Tea Break	Mr. Hanumanth G C Co-founder Healthywood pvt ltd Bangalore
11:00 - 12:15	Experience sharing session Agri startup	
12:15 - 13:30	Design Thinking for the product development	Mr David Samuel Consultant Trainer Hyderabad
13:30 - 14:00	Lunch Break	
14:00 - 15:30	Design Thinking for the product development	
15:30 - 15:45	Tea Break	
15:45 - 17:30	Preparing an Effective Business Plan and Preparation of Detailed Project Report	

Training Program Day 8: November 6, 2023

Time	Session	Recourse Person
9:30 - 10:00	Recap Sessions	MANAGE-CIA Team
10:00 - 11:30	Effective Pitch Deck of Start-ups	Dr. Padmakumar A. Founder Anmolparsh Consulting Hyderabad
11:30 - 11:45	Tea Break	
11:45 - 13:00	Effective Pitch Deck of Start-ups	
13:00 - 14:00	Lunch Break	
14:00 - 15:30	Fund Raising and Financial Budgeting for Start-ups Support for Agri Start-ups by Government and Corporates	Dr. Padmakumar A. Founder Anmolparsh Consulting Hyderabad & Mr. Amit Kale Manager-Marketing & Communication (RKVY – RAFTAAR)
15:30 - 15:45	Tea Break	
15:45 - 17:00	Effective Pitch Deck of Start-ups for the grants with focus on RKVY- RAFTAAR	

Training Program Day 9: November 7, 2023

Time	Session	Recourse Person
9:30 - 10:00	Recap session	
10:00 - 11:30	Group activity for the participants on One page business plan	Dr. Padmakumar A. Founder Anmolparsh Consulting Hyderabad & Mr. Amit Kale Manager-Marketing & Communication (RKVY – RAFTAAR)
11:30 - 11:45	Tea Break	
11:45 - 13:00	Group activity for the participants on One page business plan	
13:00 - 14:00	Lunch Break	
14:00 - 15:30	Presentations	
15:30 - 15:45	Tea Break	
15:45 - 17:00	Presentations	

Training Program Day 10: November 8, 2023

Time	Session	Recourse Person
9:30 - 10:30	Valedictory Session with Feedback	MANAGE-CIA Team
10:30 - 11:30	Presentations	Mr David Samuel Consultant Trainer Hyderabad & Mr. Sherwin K Maben Founder and CEO Mabens Engineering Solution
11:30 - 11:45	Tea Break	
11:45 - 13:00	Presentations	
13:00 - 14:00	Lunch Break	
14:00 - 15:30	Presentations	
15:30 - 15:45	Tea Break	
15:45 - 17:00	Presentations	

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