

## Feed The Future India Triangular Training (FTF ITT) Program

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1. International Training Program on "Agri-business Startup to Scale Up" scheduled during 10-24 July, 2019 at National Institute of Agricultural Extension Management (MANAGE), Hyderabad, Telangana, India

### I. The Inaugural Ceremony

36<sup>th</sup> FTF ITT Program on "Agri-business Startup to Scale Up" was inaugurated on 11<sup>th</sup> June, 2019 at National Institute of Agricultural Extension Management (MANAGE) Hyderabad, India. A total of 26 participants (9 female and 17 male executives), from seven Asian and African countries namely Malawi, Mongolia, Nepal, Liberia, Sri Lanka, Tanzania, and Uganda joined to participate in this program.

The program was inaugurated by Dr. Vilas A. Tonapi, Director, ICAR- Indian Institute of Millets Research (IIMR), Rajendranagar, Hyderabad and Smt. V. Usha Rani, IAS, Director General, MANAGE. The event began with the lighting of ceremonial lamp. Dr. Saravanan Raj, Director (Agricultural Extension), Dr. Mahantesh Shirur, Deputy Director, Dr. Sagar Surendra Deshmukh, Training Associate, the FTF ITT



36<sup>th</sup> FTF ITT Training Program on "Agri-business Startup to Scale Up" inaugurated by Dr. Vilas A. Tonapi, Director, ICAR- Indian Institute of Millets Research (IIMR), Rajendranagar, Hyderabad and Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad

participants, faculty from MANAGE and the members of Program Management Unit (PMU) were present during the event. The participants after being welcomed introduced themselves to the dignitaries and the audience.

**Smt. V. Usha Rani** welcomed all the executives to the program and appreciated the diversity of the nationalities and culture of the participants. In her welcome address, she briefed the audience about the background of the program and stressed on few emergent challenges viz. climate change, food security in the field of agriculture. She described how the program has shaped itself with time to address various agricultural issues of the world. In her address, she also briefed about various centers and initiatives of MANAGE in this field. She emphasized that, labor, technology, marketing, climate change are the eminent problem faced by all the developing countries. To tackle these problems, one should innovate the disruptive yet constructive ideas. In her concluding remarks she mentioned, “This program has brought the commitment of human being into picture and no technology and idea can be executed without that”.



Smt. V. Usha Rani, IAS, Director General,  
MANAGE, Hyderabad addressing the participants

**Dr. Vilas A. Tonapi** welcomed all the executives to the program. In his inaugural address he raised the concern on how the farmers are not making enough money. He shared his experiences of conducting a FTF-ITT program at IIMR, Hyderabad. He mentioned that, three major issues related to almost every agro based economy of the world are; farmers don't have bargaining power, the policies and solutions are not supportive, and ministries across the country have different training program planned but the farmer linkage is missing. The most pressing questions of today are:



Dr. Vilas A. Tonapi, Director, ICAR- Indian Institute of Millets  
Research (IIMR), Rajendranagar, Hyderabad addressing the  
participants

“are we prepared to address this scenario? Can we frame policies and programs that encourages start-ups? Are we linking these start-ups to the production system?”

He emphasized that, the main role of the FTF ITT program is to connect and bring together all the stakeholders viz. Government, Production system, Start-ups and Market to a common platforms. The success of the training program is reflected only when concrete solutions come out from these programs. At the end, he suggested two prepositions regarding the last phase of the FTF ITT program; Firstly, extending the program to countries where the programs have not been covered and secondly, ensuring that the past trainees are actually practicing what they learnt. Dr. Vilas concluded his speech with the hope that even the successful implementation of various Back At Work Projects by 10-20% of the FTF ITT participants will make this program a big success.

**Dr. Saravanan Raj** discussed about the module development on agribusiness: startup to scale up and the issues addressed from the ecosystem creation for agribusiness startups to technology commercialization to IPR issues. He mentioned, how the success stories, case studies and field visits are planned to enhance the effectiveness of training content.

The FTF ITT program Director, **Dr. Mahantesh Shirur** thanked the dignitaries, faculty, participants and the USAID for their concerted efforts to deliver and help the FTF ITT programme to achieve its ambitious targets and objectives.



Group Photo of 36<sup>th</sup> FTF ITT Program during the Inaugural Ceremony



## II. Brief Summary of the Program

The training program is designed with the following objectives:

- To orient the participants about the present status of Agribusiness in India
- To orient the participants about entrepreneurial initiatives in agribusiness in India
- To make participants aware about “Startups” and “Startup Ecosystem”
- Experiential learning about innovative Agri-tech startups in India
- Understanding the journey of the entrepreneurs and their business ventures
- To understand process of technology innovation and commercialization
- To understand process of strengthening the startups through better Business modelling, planning, Strategizing, Marketing and IPR for scaling up

The training program was participatory in nature, which included lectures, group discussions, case studies and field visits. During the program, executives visited Rural Technology Park at National Institute of Rural Development and Panchayat Raj (RTP-NIRD), T-Hub, IIIT, Hyderabad, Indian Institute of Millets Research (IIMR), Hyderabad, Centre for Entrepreneurship Development (CED), ALEAP Industrial Park (CED-ALEAP). Agribusiness and Innovation Platform, International Crops Research Institute for the Semi-Arid Tropics (AIP-ICRISAT), T-Hub at ICRISAT, Centre hosted at Centre for Cellular and Molecular Biology (CCMB) and Lesparanza Unit.



In RTP-NIRD participants learnt about preparation of natural dye, honey making, pearl making, food-processing, different types of houses and housing materials, brick making unit. In T-Hub they were exposed to technologies like IOT based Tuberculosis diagnosis tool, wrist watch with gesture and safety controls, and gadget for visually affected people with braille.

In IIMR, participants were briefed about different activities of the center which includes, exposure to different types of millets, PHT techniques, processing of value added food products and startups working on Millets based products.

In CED-ALEAP, participants visited food processing unit, jute bag manufacturing unit, textile unit, manufacturing of sanitary napkins. In AIP-ICRISAT Participants were briefed about the initiatives of the center like: establishing and supporting the Farmer Producer Organizations, supporting establishment of Business Planning and Development Units at ICAR Institutions, supporting startups, etc. Participants were taken for farms (production plots) and food processing unit for demonstrations. In CCMB, participants interacted with the startups working in the area of Biotechnology and Life Sciences. They were taken to different biotech laboratories to understand the facilities created to support the startups for doing the research and development.



Participants were taken to nursery of fruits and vegetables, organic farms and orchards. Participants were given demonstration of seed treatment, seedling preparation, organic manure preparation, and plantation and cultivation methods. Participants also visited production unit of Medicinal and Aromatic plants and processing it to make essential oils and perfumes.

### III. Valedictory Ceremony

The 36<sup>th</sup> FTF ITT Program culminated on 24<sup>th</sup> July, 2019 in the presence of Honorable Chief Guest, Dr. Peter Carberry, Director General, International Crops Research Institute for the Semi-Arid Tropics (ICRISAT); and Mrs. V. Usha Rani, IAS, Director General, National Institute of Agricultural Extension Management (MANAGE). Along with them, the dignitaries; Dr. Saravanan Raj, Director (Agricultural Extension); Dr. Mahantesh Shirur, Dy. Director, (Agricultural Extension), MANAGE; and Mr. Vamshidhar Reddy T.S, Development Assistance Specialist (Agriculture) USAID/India graced the dais. The faculty and staff of MANAGE were also present during the event.

Mrs. V. Usha Rani welcomed the honorable Chief Guest, dignitaries, the participants



Smt. V. Usha Rani, IAS, Director General,  
MANAGE, Hyderabad

and the staff and faculty of MANAGE for the valedictory ceremony. She thanked USAID India for sponsoring the training program. She also thanked Chief Guest, Dr. Peter Carberry, Director General, International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) for visit to MANAGE and felicitating the participants with the certificates. She

requested the participants to understand why farming today is considered as difficult profession. She encouraged the participants to go back to their countries and inspire the farmers to come up with many agribusiness startups.

Dr. Peter Carberry in his address, expressed that he is pleased to come for the program.



Dr. Peter Carberry, Director General, International Crops Research  
Institute for the Semi-Arid Tropics (ICRISAT), Hyderabad

He appreciated the agenda of the program. He briefed the participants about the ICRISAT and its role in changing the global agricultural scenario. He gave an overview of how ICRISAT has been working towards introducing the crop varieties from past 5 years. He emphasized that marketing plays a major role in increasing the profitability of the crop to the farmers. He appreciated the fact that



participants belongs to public, private and civil society. He hoped that this will bring holistic perspective for understanding the issue. He said that India uses its digital platform to enhance its Agriculture sector. There is so much to learn from India for other Asian and African countries. He congratulated the MANAGE and USAID for successfully organizing the program.

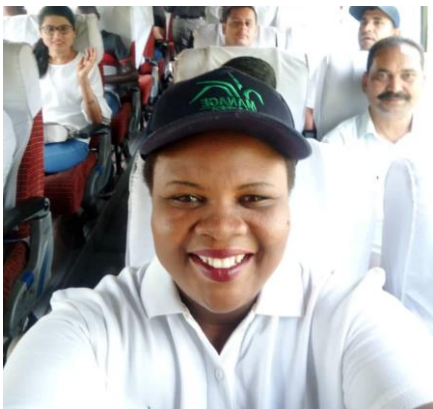


**Group Photo of 36<sup>th</sup> FTF ITT Program during the Valedictory Function**



**36<sup>th</sup> FTF ITT training participants receiving certificate from the Dignitaries**

## 2. Impressions of trained Executives



*"First of all I would like to thank MANAGE team for recognizing me to be one of the participants to attend Agribusiness startup scale up. The training was very useful for me. I learned a lot of things especially the business models, and smart poultry platform. I will share this experience with my small poultry farmers in my country Malawi. In MANAGE the hospitality, environment the especially food was good. In short I can say the session and field visits were good. Once again thank u Manage team for the good job"*

**- Ms. Bwanali Margaret**

Manager, Emmanuel Poultry firm, Lilongwe, Malawi



*"The program was inspiring, motivational and igniting. The field visits at farms and incubation institutions were very imparting. The technology and government support farmers and startups, especially towards value addition for Millet was the most captivating."*

**- Mr. Merriam Frank Friday**

Field Technician

Farmers Empowerment & Educational Development of Liberia (FEED)

## 3. Back at Work Plan stories from the FTF ITT alumni:

### Organic poultry farming in Kenya

Demand for the organic food among the health conscious growing middle and upper class population is increasing rapidly. During the FTF-ITT International Training Program on 'Modern Poultry Management' held during 1-15<sup>th</sup> May, 2018 at ICAR- Directorate on Poultry Research (DPR), Hyderabad Dr. Mary Adhiambo Ochieng Ondieki a Veterinary Officer





from Kenya learnt about the “Backyard poultry” in rural areas which is the best way of organic poultry production. And she decided to help the small farmers.

She sensitized the graduate students and interns of animal health and production, Senior citizens, house wives towards the promotion and improvement of the productivity of poultry business among rural farmer in Kenya.

Dr. Mary with the technical knowledge obtained at FTF ITT program at Directorate on Poultry Research, Hyderabad has started training interested people on diseases management, feeding the



poultry, profit and loss management in poultry management. She also created awareness about the zoonotic diseases.

Dr. Mary has taken the responsibility of educated farmers regarding critical part of brooding and vaccination in the poultry business and also promoting local poultry breeds among the farmers.

#### Impact:

- Commercial production of broiler and layers is being adopted by more rural youth and women farmers in Kenya
- Farmers are willingly raising the local poultry breeds

#### **Dr. Mary Adhiambo Ochieng Ondieki**

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#### 4. Sneak peek into the upcoming issue of our bulletin

1. Brief report on 37<sup>th</sup> FTF ITT program on “Climate Smart Agriculture”
2. Some more stories from Back at Work Plan

### FTF ITT Training Program Overview

Total Number of Training Programs Completed: **36**

Number of executives trained till now: **939**

Male: Female: **571:368**

Number of Countries covered: **20**

#### Name of the countries:

**Asia:** Afghanistan, Bangladesh, Cambodia, Lao PDR, Mongolia, Myanmar, Nepal, Sri Lanka and Vietnam

**Africa:** Botswana, Democratic Republic of Congo, Ghana, Kenya, Liberia, Malawi, Mozambique, Rwanda, Sudan, Tanzania and Uganda

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