



**Indian Technical and Economic Cooperation (ITEC)
International ITEC Training Programme on
"New Generation Competencies for Agripreneurs"
(January 15 - 28, 2025)**

at

National Institute of Agricultural Extension Management (MANAGE)

Introduction:

Agripreneurs play a crucial role in the development and sustainability of any nation's agriculture sector. 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 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



Schedule of ITEC Training Programme

Day – 1 , January 15, 2024: Agri Startup Ecosystem – MANAGE Experiences

The program begins with a comprehensive orientation where participants will gain their first insights into India's agricultural startup ecosystem. Through MANAGE's extensive experience in nurturing agri-startups, participants will understand the fundamental support systems and policies that drive agricultural innovation. The inaugural session by MANAGE's Director General will provide strategic insights into the future of agripreneurship, while the interactive sessions will help build connections among participants from different countries.

Time	Session Details	Speakers
10.00 – 11:15	Registration	Training Program participants Team MANAGE-CIA
11:15 – 11:45	Tea Break	
11:45 – 13:00	Interactive session with participants (Ice-breaking session)	Dr. Raahalya MANAGE Fellow
13:00 – 14:00	Lunch	
14:00 -15:00	MANAGE-Centre for Innovation and Agripreneurship – Experiences	Dr. Saravanan Raj Director (Agricultural Extension)
15.00 – 16.30	Inaugural Session	Dr. Sagar Hanuman Singh, Director General MANAGE
16:30 – 17:00	Tea Break	

Day – 2, January 16, 2024: Leadership & Team Management Excellence

Success in agricultural entrepreneurship relies heavily on effective leadership and strong team dynamics. This day focuses on the human aspect of running an agri-startup, exploring various leadership styles and their application in agricultural enterprises. Through practical activities and team-building exercises, participants learn to build and manage diverse teams, handle conflicts, and foster innovation. Through interactive sessions and practical exercises, participants learn to use the Business Model Canvas, understand value proposition design, and develop revenue models suitable for agricultural businesses. The day includes hands-on activities where participants develop their own business models with guidance from experienced entrepreneurs.

Time	Session details	Speakers
09:30 – 10:00	Recap Session	Dr. Raahalya MANAGE Fellow
10:00 – 11:15	Overview of Indian Startup Ecosystems: Future of Agripreneurship in India	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation and Ms. V. Usha Sree

		Manager
11:15 – 11:45	Tea Break	
11:45 – 13:00	Role of the Team in the Success of Agribusiness – Activity and Team Formation	Dr. Raahalya MANAGE Fellow
13:00 – 14:00	Lunch	
14:00 – 15:30	New Competencies for Agri Startups and Agripreneurs	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation
15:30 – 16:00	Tea Break	
16:00 – 17:00	Introduction to Business Model Canvas- Competencies	Ms. V. Usha Sree Manager

Day – 3, January 17, 2024: Ecosystem support for Rural Innovations

Through expert guidance from the National Institute for Micro, Small & Medium Enterprises, & National Institute of Rural Development & Panchayati Raj participants learn about the ecosystem partners & their role in supporting Agripreneurs. The day includes practical sessions where participants work in groups to develop and validate their own agricultural business ideas. The day concludes with a visit to Parikshit Foods, where participants observe real-world applications of effective team management in an agricultural enterprise. It offers participants a firsthand look at successful agribusiness operations, demonstrating how theoretical concepts translate into practical success

Time	Session details	Speakers
09:30 – 10:00	Recap Session	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation and Agripreneurship, MANAGE
10:00 – 13:00	Visit to Rural Technology Park - NIRD-PR	NIRD PR Team
13:00 – 14:00	Lunch	
14:00 – 17:00	Visit NIMSME & Parikshith Foods	NIMSME Team & Mr. Rakesh Mungelkar Founder Parikshith Foods

Day – 4, January 18, 2024: Success Stories of Women Startup Webinar

The focus shifts to understanding inclusive entrepreneurship through the lens of successful women agripreneurs. The webinar session showcases inspiring success stories, offering participants insights into overcoming gender-specific challenges in agricultural entrepreneurship. The cultural visits help participants understand the broader social context of agricultural entrepreneurship in India.



Time	Session details	Speakers
09:30 – 10:00	Recap Session	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation
10:00 – 11:00	Good practices in conducting webinars for Agripreneurs and Agri Startups	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation
11:00 – 12:00	Saturday Webinar Series on Success Stories of Women Startups	
13:00 – 14:00	Lunch	
14:00 – 17:00	Visit to Golconda & Necklace Road	Team MANAGE-CIA

Day – 5, January 20, 2024: Ecosystem Navigation Competencies

Understanding how to navigate and leverage the startup ecosystem is crucial for agripreneurs. This day takes participants through the various components of the startup ecosystem, including government initiatives, funding opportunities, and support networks. Through visits to T-Hub and ICRISAT, participants gain firsthand experience of how successful startups utilize ecosystem resources. The sessions cover networking strategies, partnership development, and effective resource mobilization techniques.

Time	Session details	Speaker
09:30 – 10:00	Recap Session	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation and Agripreneurship MANAGE
10:00 – 13:00	Visit to T-Hub - Govt. of Telangana initiative to Nurture Startups	T-Hub Team
13:00 – 14:00	Lunch	
14:00 – 17:30	Agri-Business Incubation Services by ICRISAT – Visit to ICRISAT	ICRISAT - AIP Team

Day – 6, January 21, 2024: Aquaculture Innovations, Agriculture Value Chain development & Success story of Agripreneurs

A sustainable business model is the foundation of any successful startup. This day focuses on developing and refining business models specifically for agricultural enterprises. The visit to the National Fisheries Development Board broadens their perspective on sector-specific opportunities and challenges in agribusiness. Participants can learn about real life case studies of Agripreneurs – the ups & downs of an Agripreneur, in context of today's competitive businesses. Participants can gain insights on innovations developed by Agripreneurs and their success mantra.

Time	Session details	Speaker
09:30 – 10:00	Recap Session	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation and Agripreneurship, MANAGE
10:00 – 13:00	Visit to National Fisheries Development Board	Dr. Bhargavi Senior Executive
13:00 – 14:00	Lunch	
14:00 – 15:30	Inclusive Agricultural Value Chain for Startups	Dr. Disha Bose Principal Scientist ICRISAT
15:30 – 16:00	Tea Break	
16:00 – 16:30	Agripreneurs of Agri-Clinics & Agri- Business Center Scheme	Ms. V. Usha Sree Manager
16:30 – 17:30	Success Story of Agripreneurs	Mr. Anil Konduti, Vrukshakuteeram Landscape LLP

Day – 7, January 22, 2024: Value Chain Innovation Competencies

The digital revolution in agriculture opens new frontiers for innovation and efficiency. This day explores the integration of digital technologies in agricultural operations, from IoT sensors and data analytics to blockchain applications in supply chain management. Participants learn about precision agriculture, smart farming technologies, and digital platforms transforming traditional farming practices. The session includes hands-on experience with various digital tools and culminates in a visit to Urban Kisaan's R&D Centre to witness digital agriculture in action.

Time	Session details	Speakers
09:30 – 10:00	Recap Session	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation
10:00 – 13:00	Innovations in Horticultural Value addition – Opportunities for Startups Site Visit to R&D Centre of Urban Kissan	Urban Kisaan Dr. Mithun Chakraborty
13:00 – 14:00	Lunch	
14:00 – 17:00	Horticultural Value Chain Innovations - Experiences from Participant countries and Site Visit to Center of Excellence, Jeedimetla	Mr. Jalandher, Horticultural Officer

Day 8, January 23, 2024: Advances in Farm Mechanisation & Gender specific ecosystem development for Agripreneurs

The application of farm machineries is increasing continuously in Indian Agriculture as it



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contributed to the increase in productivity due to timeliness of operations and increased precision in input application. The Farm Machinery Testing Center is running under the Farm Implements and Machinery Scheme. This Center is one of the FMTCs approved by the Department of Agriculture & Co-operation, Ministry of Agriculture and Farmers' Welfare, Government of India in the direction of ensuring supply of quality agricultural machinery and equipment to the farmers.

Time	Session details	Speaker
09:30 – 10:00	Recap Session	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation and Agripreneurship , MANAGE
10:00 – 11:30	Visit to AICRP - Farm Implements & Machinery Scheme,	Dr. Rajaiah, PJTAU
11:45 – 13:00	Visit to J-Farm & Product Training Center	Dr. A.S. Rao, J-Farm
13:00 – 14:00	Lunch	
14:00 – 17:30	Visit to We-Hub – Women entrepreneurial Support ecosystem	Mr. Taj & Team

Day 9, January 24, 2024: Millet Value Chain Ecosystem, Innovation Hub Ecosystem for supporting Agripreneurs

Innovation in agriculture requires a structured approach to idea generation and validation. Through structured idea evaluation sessions and group discussions, participants will learn systematic approaches to identifying agricultural challenges and developing innovative solutions. The session includes visits to technology-enabled agricultural operations and interactions with successful agri-tech entrepreneurs. At Nutrihub, ICAR-IIMR, participants explore the intersection of research, technology, and business. The visits demonstrate how agricultural research can be transformed into viable business opportunities, while interactions with stakeholders provide insights into technology commercialization strategies.

Time	Session details	Speaker
09:30 – 10:00	Recap Session	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation and Agripreneurship , MANAGE
10:00 – 12:00	Visit to Nutrihub, ICAR-IIMR Incubation center	ICAR-IIMR Team
12:00-1:00	Millet processing center, PJTAU	Dr. Anila Kumari Principal Scientist
13:00 – 14:00	Lunch	
14:00 – 15:30	Visit to Ag-Hub	Ms. Farhana
15:30-16:00	Tea Break	
16:00 – 17:00	Team Building Exercise	MANAGE CIA Team

Day 10, January 25, 2024: Hyderabad Historic site visit

Time	Session details	Speaker
08:00 – 19:30	Birla Mandir, Hyderabad & Shilparamam, Hyderabad	MANAGE CIA & CAIERA Team

Day 11, January 26, 2024: Hyderabad Historic site visit

Time	Session details	Speaker
08:00 – 19:00	Visit to Ramoji Film City	MANAGE CIA & CAIERA Team

Day 12, January 27, 2024: Innovations & Research in Agriculture and Allied Sectors

Time	Session details	Speaker
09:30 – 10:00	Recap Session	Dr. Saravanan Raj Director (Agricultural Extension) & CEO-Centre for Innovation and Agripreneurship, MANAGE
10:00 -11:30	Visit to ICAR - Directorate of Poultry Research	Dr. Vijay Kumar Principal Scientist
11:45 – 12:00	Visit To ICAR – Indian Institute of Rice Research	Dr Muthuraman Principal Scientist
13:00 – 14:00	Lunch	
14:00 – 17:30	Idea Evaluation & Validation	Ms. Radhika Shankar Startup Mentor
19:00 – 20:00	Cultural night followed by dinner	

Day 13, January 28, 2024: Feedback and Certificate Distribution

The final day focuses on synthesizing the learning through competency assessment and action planning. Participants develop concrete plans for applying their learning in their home countries, receiving feedback from experts and peers. The certificate distribution marks their readiness to implement new generation competencies in their agricultural enterprises

Time	Session details
09:30 – 10:00	Recap Session
10:00 – 11:15	Competency assessment and reflection
11:15 – 11:45	Tea Break
11:45 – 13:00	Action Plan Presentation
13:00 – 14:00	Lunch
14:00 – 15:30	Action Plan Presentation
15:30 – 16:00	Tea Break
16:00 – 17:30	Feedback and Certificate Distribution



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