



Management Development Programme for Agri-Input Dealers

15-17 May, 2024

→ About the Programme

The Management Development Programme for Agri-Input Dealers is designed to enhance the managerial and business skills of input dealers for establishment of agri-enterprises. The programme is mainly targeted to agri-input dealers who successfully completed DAESI Diploma course from MANAGE. It aims at imparting a broad understanding of various enterprises in farm and non-farm sector and preparation of business plans and interaction with successful entrepreneurs in the respective fields. The programme is facilitated by experienced industry professionals and academic experts who provide practical knowledge and real world insights. It includes a mixture of lectures, case studies and interactive sessions to ensure a holistic learning experience. Throughout the programme, participants will have the opportunity to network with industry peers, exchange ideas and develop valuable connections.

→ Objectives of the Programme

- ♦ To orient the Participants on entrepreneurial opportunities in Agriculture Sector.
- ♦ To provide awareness on Agripreneurship support ecosystem, Govt. Schemes and handholding support in setting up the enterprises
- ♦ Knowledge enhancement on project report preparation and how to access the credit facilities from Financial Institutions
- ♦ Orientation on product marketing, digital/ social media marketing

→ Coverage of the Programme

- ♦ Opportunities of Agri Entrepreneurship in rural areas and Identification of Agri Entrepreneurship activities in Farm & Non-Farm sectors
- ♦ Government Schemes & Support Ecosystem for Agripreneurs
- ♦ Techniques in Business Plan Preparation
- ♦ Preparation of Detailed Project Report (DPR) of various rural enterprises

- ♦ Interface with Successful Entrepreneurs
- ♦ Marketing/Digital Marketing and creating Market for Agri-produce

→ Who can attend the programme?

Successful DAESI trained input dealers delivering extension and advisory services to farmers.

→ Learning Methodology

Includes classroom lectures, group discussion, experience sharing, field visits, institutional visits, group work and presentation.

→ Programme Fee

Training fee is Rs.16,000/- for three days per participant including GST @ 18%.

The fee can be remitted to the bank account as mentioned below:

Name of the account: MANAGE

Bank's Name: SBI, APAU Admin, Building, Rajendranagar, Hyderabad

SB Account No. : 52032275803

IFS Code: SBIN0020074

→ Details for Boarding & Lodging

The participants will be provided excellent accommodation at the guest house in the campus. The participants are requested to report at MANAGE hostel, Rajendranagar, Hyderabad on 14 May, 2024 (evening). Before reaching the guest house, they may contact reception at 040-2459 4500/24594509/8185812541.

Send your nominations to

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