



**Shobhit  
University**

EDUCATION EMPOWERS

in association with

**hpmi**

*One Day Workshop*

**DAIRY**  
**A Self Employment Opportunity**

Mission

**Generating Agripreneurship & Rural Enterprises**

[One District One Product (ODOP) Local Entrepreneurship Stimulus Programme]

**Think Dairy**  
**Bring Prosperity**

Organized by

**Centre for Agribusiness & Disaster Management Studies**

(A Joint Initiative of Horticulture Produce Management Institute & Shobhit University)



**Shobhit University: International Skill Development Centre**

Shobhit University House, A-87, Sector 57, NOIDA

[www.shobhituniversity.ac.in](http://www.shobhituniversity.ac.in)

## COURSE STRUCTURE

### Workshop Programme Details

- 0900-0930 Registration
- 0930-1000 Inauguration & Programme Briefing
- 1000-1100 Dairying: From Traditional to Modern Dairying
- 1100-1200 Herd Registration & Management
- 1200-1245 DAIRYNET: ICT & e-Governance – A Thematic Overview
- 1245-1300 Tea Break
- 1300-1330 Q&A
- 1330-1400 Lunch Break
- 1400-1500 Animal Nutrition & Fodder Management
- 1500-1515 Tea Break
- 1515-1545 Dairy Sector: Self -Employment Opportunities
- 1545-1600 Herd Registration & Management II
- 1600-1700 Value Addition & Marketing
- 1700-1745 Follow-Up Programme: Discussion
- 1745-1800 Certificate Distribution

### Who is eligible to participate?

- **B.Sc.** Agriculture / Horticulture / Veterinary / Fisheries Science (& Allied Subjects) Graduates / **MBA** / **M.Sc.** Post Graduates— **Both Male and Female** – can apply.
- Eligible Candidates will be registered on "first-come-first-get" basis
- Interested Candidates will be provided with post workshop assistance in undertaking Dairy Enterprises from concept till operation with hand holding, if required.

### Participants Strength

- **30 Graduates per Batch**

### Workshop Fee

- INR 5,000 (Indian Rupees Five Thousand only) which includes Tea / Coffee & Working Lunch.

## PROGRAM DIRECTOR

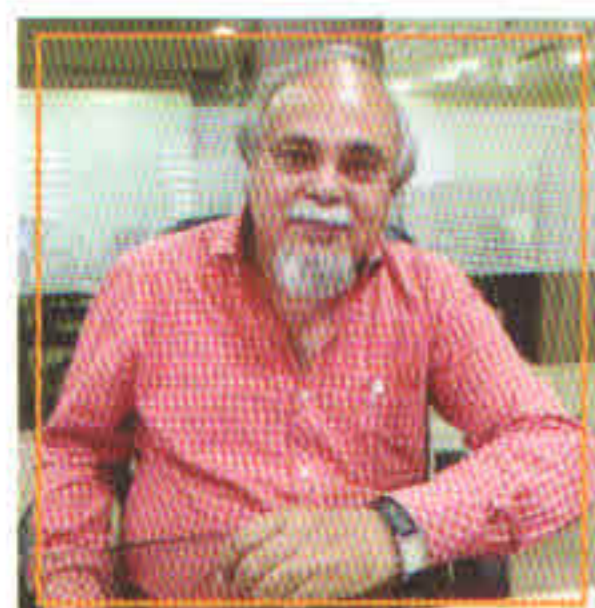
**Prof. M. Moni, Program Director, is Professor Emeritus (Agricultural Informatics & e-Governance), & Chairman Centre for Agri-Business & Disaster Management Studies, Department of Agri-Informatics Engineering of Shobhit University, Meerut.**



Prof. M. Moni is the Former Director General of National Informatics Centre, which is a premier Institution of Ministry of Electronics & Information Technology, Government of India, in the areas of e-Governance and Informatics development. A well known senior technocrat in the field of Informatics and e-Governance in the Country, having more than 40 years of experience, and his research publications / reports / lectures/ Addresses (of about 250) have generated academic and research interests in the areas of regional development, agricultural development and informatics development. Played a significant role in taking e-Governance in India and strived hard, thought strategically for long-term solutions, fought ground realities and challenges faced the country, yet devised ways to succeed.

Prof. Moni is the Recipient of Seva Ratna Award 2004 (The Centenarian Trust, Chennai) and Bhoogol Bhushan Award 2006 (The Deccan Geographical Society India, Pune) for ICT for Agricultural development (ICT4Ag) in India, and also nominated to the Technology Museum Award, USA 2004 and 2005 for visualising and operationalising the AGMARKNET Project in India." He also chaired the sub-committee on "Digital Technology in Agriculture" of the Doubling Farmers' Income by 2022" (DFI-2022) of the Government of India.

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**"Dr. Satyen Yadav: Chairman, Centre of Agribusiness and Disaster Management & President, Horticulture Produce Management Institute (HPMI), an ace Organisation engaged in commercializing Indian Horticulture."**

Having Ph.D. Degree in Eco-physiology from Kumaun University and various degrees, certificate courses from G.B. Pant University Of Agriculture & Technology, Pantnagar (Uttarakhand) and various other Universities and Institutions in India and abroad, with a blend of experience of commerce and research in agribusiness with his more than four dozen publications and 200 lectures in National and International programs, Dr. Satyen Yadav has scaled many heights during his journey to commercialize Indian Horticulture to strengthen Indian Agrarian Economy in last thirty five years. He has many pioneering projects to his credit, like commercializing Aloe Vera juice, introducing Noni juice, Stevia, Brown Onion, Quinoa in India and

redefine the Horticulture Exports from India by starting exports of Litchi, Mangoes from North India, Potatoes from UP & Punjab. He has been involved with various State Governments and Central Government for policy formulation and development of commercial projects."

To know more about Payment of Fee details, please visit : [www.shobhituniversity.ac.in](http://www.shobhituniversity.ac.in)

## Centre for Agri-Business & Disaster Management Studies Shobhit University

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Training Venue : University House, A-87, Sector-57, NOIDA, NCR Delhi, India

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