Agripreneurs Skill Development Programme

Mission
Generating Agripreneurship & Rural Enterprises
[One District One Product (ODOP) Local Entrepreneurship Stimulus Programme]

Organized by
Centre for Agribusiness & Disaster Management Studies
(A Joint Initiative of Horticulture Produce Management Institute & Shobhit University)
In India, there are about 263 Million people (54.6%) engaged in the agriculture sector, and over 50 % of them are agricultural labourers (Census, 2011). According to the IAMR (2013) Report, the Total Agricultural Workers are expected to decline to 190 million by 2022, with an expected decline of 33%. In India, 90 % of current jobs in agriculture are “skill based” where only about 6 % of work force has received vocational training. There is thus a pronounced “skill gap” both in terms of quality and quantity.

The Skill Development and Entrepreneurship programme is a “Mission on Skill, Speed, Scale and Sync” with the Prime Minister’s Call on “Make in India” Programme. Skill development is the key to increasing productivity, empowering the farming community and consolidating competitiveness of the agriculture and food sector. Modern technologies and efficient cultivation methods are essential for ensuring sustainable growth in agriculture. Educating Youths in farming practices is both a challenge and a tremendous opportunity.

In view of this importance, the Centre for Agribusiness and Disaster Management Studies (CAB&DMS) of the University has launched one Month Duration Course titled “Agripreneurs Skill Development Programme”, to empower and sensitize the Youths on Agripreneurship for employment / self-employment, with following main objectives:-

- Capacity building and empowerment of young dynamic graduates for efficient management of agriculture sector (including disaster management), and 
- Providing a complete value chain for Agripreneurs.

In sectors such as horticulture, dairy, poultry, apiculture and agroforestry. Women Entrepreneurs are developing faster. Concepts and Principles of e-Commerce, e-Business, e-Auctioning, e-Tendering and e-Marketing, and their applications to agri-business need to be understood. Skill development and Competency development, are essential for the stakeholders in the agricultural value system: Warehousing, logistics, pledging, clearing and settlement all based on digitalization. CABOMS has planned to launch short-duration and certificate courses to meet to growing demand in agri-business sector.

The University has made a mark in creation and dissemination of knowledge in inter-disciplinary and multi-disciplinary areas, and is marching ahead towards the goal of providing quality higher education and achieving excellence in the national context.
**PROGRAMME DETAILS**

“CABDMS intends to adopt the following measures to achieve its desired output, i.e., to skilling Youths, in the deep interiors of the country, is a challenge and hence a lot of opportunities for agricultural and rural development.”

**Week 1**
**Monday – Day 1**
- 0900-0930 Hrs: Registration
- 0930-1030 Hrs: Inauguration & Programme Briefing
- 1030-1045 Hrs: Tea Break
- 1045-1300 Hrs: ICT & e-Governance – A Thematic Overview
- 1300-1330 Hrs: Q&A
- 1330-1400 Hrs: Lunch Break
- 1400-1530 Hrs: Lab: Internet Access to various Digital Websites – Live Interaction
- 1530-1545 Tea Break
- 1545-1715 Promoting Opportunities for YOUTH: Entrepreneurship in Agriculture & ICTs
- 1715-1800 Q&A

**Tuesday – Day 2**
- 09:00-10:00 Hrs: Review of 1st Day Programme
- 10:00-12:00 Hrs: Agricultural Production System: Challenges & Opportunities in UP
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Managing Supply Chain and Value Chain: Agricultural Value System
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: Agricultural Knowledge Management
- 15:30-16:00 Hrs: Tea Break
- 16:00-17:00 Hrs: One District One Product (ODOP) Scheme in Uttar Pradesh – Local Entrepreneurship Stimulus Programme: OTOP(Thailand) & OVOP(Japan)
- 17:00-17.30 Hrs: Q&A

**Wednesday - Day 3**
- 09:00-10:00 Hrs: Review of 2nd Day Programme
- 10:00-12:00 Hrs: AgriBusiness Management: Farmer Producer Organisations (FPOs)
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Agrientrepreneur Development:
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: Agrientrepreneur Vs. AgriBusiness Management
- 15:30-16:00 Hrs: Tea Break
- 16:00-17:00 Hrs: Livelihood Opportunities and Women Empowerment
- 17:00-17.30 Hrs: Q&A

**Thursday - Day 4**
- 09:00-10:00 Hrs: Review of 3rd Day Programme
- 10:00-12:00 Hrs: General Management
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Communication and Presentation Skills
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: Organisational Behaviour
- 15:30-16:00 Hrs: Tea Break
- 16:00-17:00 Hrs: Digital Marketing & e-Entrepreneurship Management
- 17:00-17.30 Hrs: Q&A

**Friday - Day 5**
- 09:00-10:00 Hrs: Review of 4th Day Programme
- 10:00-12:00 Hrs: Data Analytics and Mobile Computing: Outreach Methods
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Agricultural Development: Role of Central Government

**Week 2**
**Monday – Day 1**
- 09:00-10:00 Hrs: Agricultural Finance and Credit
- 10:00-12:00 Hrs: Mobile Based Financial Inclusion Applications
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Mobile Applications – UMANG: Digital India Platform
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: Agricultural Micro Finance: Challenges and Opportunities
- 15:30-16:00 Hrs: Tea Break
- 16:00-17:00 Hrs: Interactive Session: Case Studies Discussion
- 17:00-17.30 Hrs: Q&A

**Tuesday – Day 2**
- 09:00-10:00 Hrs: Review of 1st Day Programme
- 10:00-12:00 Hrs: Agricultural Risk Management: Crop Insurance
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Agricultural Risk Management: Livestock Insurance
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: Pradhan Mantri Ayushman Bharat Yojana
- 15:30-16:00 Hrs: Tea Break
- 16:00-17:00 Hrs: Mobile Based Applications for Insurance Claim Settlement
- 17:00-17.30 Hrs: Q&A

**Wednesday - Day 3**
- 09:00-10:00 Hrs: Review of 2nd Day Programme
- 10:00-12:00 Hrs: Human Resource Management (HRM)
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Mobile Based Application on HRM
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: e-Governance in Farming System: Service Delivery
- 15:30-16:00 Hrs: Tea Break

**Thursday - Day 4**
- 09:00-10:00 Hrs: Review of 3rd Day Programme
- 10:00-12:00 Hrs: Rural Retail Management
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Case Studies: Interactive Discussion
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: Agricultural Commodity Value System: Case Study
- 15:30-16:00 Hrs: Tea Break
- 16:00-17:00 Hrs: AGMARKNET and e-NAM: IT in Agriculture – Case Study
- 17:00-17.30 Hrs: Q&A

**Friday - Day 5**
- 09:00-10:00 Hrs: Review of 4th Day Programme
- 10:00-12:00 Hrs: Agriculture Input Management
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: IT Applications in Agriculture Input Management
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: Agriculture Output Management
- 15:30-16:00 Hrs: Tea Break
- 16:00-17:00 Hrs: IT Applications in Agriculture Output Management
- 17:00-17.30 Hrs: Q&A

**Week 3**
**Monday – Day 1**
- 09:00-10:00 Hrs: Tools for Agriculture Management (I)
- 10:00-12:00 Hrs: Agricultural Resources Management System and Micro Level Planning
- 12:00-12:30 Hrs: Tea Break
- 12:30-13:30 Hrs: Business Laws and Ethics (I)
- 13:30-14:30 Hrs: Lunch Break
- 14:30-15:30 Hrs: Tools for Agricultural Management (II)
- 15:30-16:00 Hrs: Tea Break
- 16:00-17:00 Hrs: Interactive Session: Case Studies Discussion
- 17:00-17.30 Hrs: Q&A

**Tuesday – Day 2**
- 09:00-10:00 Hrs: Review of 1st Day Programme
- 10:00-12:00 Hrs: Business Laws and Ethics (II)
**PROGRAMME DETAILS**

**Monday - Day 1**
- **09:00-10:00 Hrs:** Review of 1st Day Programme
- **10:00-12:00 Hrs:** Good Agricultural Practices (GAP): An Overview
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** e-Learning Tools
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Participants Project Work Presentation
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Case Study: www.myCrop.tech
- **17:00-17.30 Hrs:** Q&A

**Tuesday - Day 2**
- **09:00-10:00 Hrs:** Review of 2nd Day Programme
- **10:00-12:00 Hrs:** Social Media Network: Web 2.0 Applications
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Agro-Business Analytics and Intelligence: Case Study
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Common Service Centres: Networking
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Interactive Session: Case Studies Discussion
- **17:00-17:30 Hrs:** Q&A

**Wednesday - Day 3**
- **09:00-10:00 Hrs:** Review of 3rd Day Programme
- **10:00-12:00 Hrs:** Project Work
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Project Work
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Project Work
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Programme Evaluation - Faculties
- **17:00-17.30 Hrs:** Q&A

**Thursday - Day 4**
- **09:00-10:00 Hrs:** Review of 4th Day Programme
- **10:00-12:00 Hrs:** Seminar on AgriBusiness Management
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Panel Discussion: Group of Experts
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Panel Discussion: Group of Experts
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Programme Evaluation - Participants
- **17:00-17.30 Hrs:** Q&A

**Friday - Day 5**
- **09:00-10:00 Hrs:** Review of 5th Day Programme
- **10:00-12:00 Hrs:** Participants Project Work Presentation
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Participants Project Work Presentation
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Participants Project Work Presentation
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Programme Certificates Distribution
- **17:00-17.30 Hrs:** Valedictory Session

**PROGRAMME DETAILS**

**Thursday - Day 4**
- **09:00-10:00 Hrs:** Review of 3rd Day Programme
- **10:00-12:00 Hrs:** e-Agriculture Tools
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Magnetic in Agriculture: Technology for Productivity
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Agricultural and Food Processing Technologies: ICT Applications
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Food Safety System Certification Standards (FSSC 22000), HACCP & BRC Cert. etc.
- **17:00-17.30 Hrs:** Q&A

**Friday - Day 5**
- **09:00-10:00 Hrs:** Review of 4th Day Programme
- **10:00-12:00 Hrs:** Business Models at Farm Level - Opportunities for YOUTHs
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Precision Farming and Farm Mechanization
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Warehousing, Logistics, Pledging, Clearing & Settlement
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Case Study and Interactive Discussion
- **17:00-17.30 Hrs:** Q&A

**Monday - Day 1**
- **09:00-10:00 Hrs:** Review of 1st Day Programme
- **10:00-12:00 Hrs:** Internet and Mobile Revolution – Enterprise Mobility
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Digital Resources: Access and Availability in Indian Languages
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Agriculture Knowledge Management: Agropedia
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Case Study: www.myCrop.tech
- **17:00-17.30 Hrs:** Q&A

**Tuesday - Day 2**
- **09:00-10:00 Hrs:** Review of 2nd Day Programme
- **10:00-12:00 Hrs:** Operation Green Scheme: Tomato, Onion & Potato
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Agro-climatic & Agribusiness Centre: Networking
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Common Service Centres: Networking
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Interactive Session: Case Studies Discussion
- **17:00-17.30 Hrs:** Q&A

**Wednesday - Day 3**
- **09:00-10:00 Hrs:** Review of 2nd Day Programme
- **10:00-12:00 Hrs:** Operation Green Scheme: Tomato, Onion & Potato
- **12:00-12:30 Hrs:** Tea Break
- **12:30-13:30 Hrs:** Agro-climatic & Agribusiness Centre: Networking
- **13:30-14:30 Hrs:** Lunch Break
- **14:30-15:30 Hrs:** Common Service Centres: Networking
- **15:30-16:00 Hrs:** Tea Break
- **16:00-17:00 Hrs:** Interactive Session: Case Studies Discussion
- **17:00-17.30 Hrs:** Q&A

**Tuesday - Day 2**
- **09:00-10:00 Hrs:** Review of 1st Day Programme
- **10:00-12:00 Hrs:** Food Process Management (Retail & Post-Harvest)
- **12:00-12:30 Hrs:** Tea Break
COURSE STRUCTURE

Who is eligible to participate?

- Eligible Candidates will be selected through Online Screening Test, followed by personal interview through tele-conferencing.
- Selected candidates need to express their interest either for employment or for self-employment, and accordingly, need to enter into an Agreement with the pre-defined employer.

Participants Strength

- 30 Graduates per Batch

Course Fees Structure

- INR 50,000 (Indian Rupees Fifty Thousand only) which does not include boarding and lodging.

On-Job Training – 1 Month Period

- After successful completion, M/s HPMI may arrange On-Job Training for the Candidates, in the area of his/her future posting with a possible monthly stipend of INR 5000 (Indian Rupees Five Thousand only) and also reimburse actual travel expenses (if any), as per the Conditions apply, for a period of one Month.

Post-Training Benefits to Participants

- M/s HPMI may facilitate placement of Candidates in the Scale or provide hand-holding for self-employment, as agreed upon in the Agreement before getting admitted for this Course, after successful completion of Course and On-Job Training.

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.

moni@shobhituniversity.ac.in

Centre for Agri-Business & Disaster Management Studies
Shobhit University

Campus : NH-58, Modipuram, Meerut - 250 110; UP, India
Training Venue : University House, A-87, Sector-57, NOIDA, NCR Delhi, India
Email : cabdms@shobhituniversity.ac.in | cabdms@hpmi.org.in
Contact Tel.No.: Mr. Pawan Jha +91 880071322 | Mr. Rajesh Rajanwal +91 7291855117

“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 Moni 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