



Management Development Programme for Farmers on Agricultural Entrepreneurial Ventures

25th – 26th September, 2017

Need for the Programme

Agripreneurship is emerging as a solution to many economic problems like poverty, unemployment, migration towards urban areas and rural youth's disenchantment with agriculture. Developing agri- enterprises and making farmers entrepreneurial is needed urgently to pave the way for doubling farmers income. Review of the Literature and feedback in the training programmes conducted by CCS NIAM suggests that market orientation and entrepreneurship is required for higher farm profitability. Post harvest management, value addition and effective marketing to earmarked clients are also needed at the farmers' level. Available opportunities and special government promotional efforts have helped in agri-enterprise development. Several constraints at grassroots level like lack of infrastructure, lack of quality input availability, lack of effective pro-farmer marketing channels and lack of competencies among farmers are some of the factors which inhibit farmers in taking up risk and ventures.

With the emerging opportunities in agribusiness the progressive farmers need to be guided to become agripreneur where the farmers are able to identify real business opportunities; draw holistic benefit from the support system and can build competitiveness for market. To accomplish this, a management development programme for enabling the progressive farmers and potential entrepreneurs to understand the agribusiness environment and build functional skills in order to assess market demand and innovate products and services. Agricultural entrepreneur has to recognize problems and work with them until decision-making is possible, create and maintain personal cognitive requirements for problem-solving and decision-making, and allocate appropriate time to management and operational tasks.

A Management Development Programme has been designed to develop the skills of farmers in understanding the markets, to provide information on risk mitigation tools, decision making on allocation of time and budget and enhance skills in understanding competition and devising suitable strategies to avail the opportunities.

Objectives

1. To empower farmers participants with knowledge and skills for developing entrepreneurship.



2. To build entrepreneurial skills and competency in understanding emerging markets like e-NAM, FPO etc.
3. To highlight opportunities in integration of value chains through product diversification, aggregation, seed production, agri-processing etc.
4. To provide understanding of consumer behaviour and suitable strategies for getting align to markets.
5. To provide understanding of finance, business planning and risk management of entrepreneurial venture.
6. **Course Design** : The course is designed to provide a comprehensive understanding of the entrepreneurship and risk management in agri-business. The course includes five capsules -
 - i. Opportunities in Agri Entrepreneurship
 - ii. Entrepreneurial skills and capability
 - iii. Enterprise identification & launching
 - iv. Aggregation of Produce and Business Planning by FPO
 - v. Linking Farmers with Electronic Markets and eNAM
 - vi. Product Diversification and Opportunity
 - vii. Seeds Production and Entrepreneurship
 - viii. Understanding Consumer Behaviour and Marketing Strategies Market
 - ix. Finance for Agri Venture and Risk Management

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