

SCHEDULE

Time	Lecture	Resource Persons
21/08/2023		
10:00	Registration	Ms Garima and Ms. Chanchala, Young Professional, IDP
11:00	Inaugural Programme	
12:00	Introduction to Agribusiness	Dr Rashmi Chaudhary, Associate Professor, Department of Business Management
12:30	Introduction to Agripreneurship	Dr Yasmin Janjhua, Associate Professor, Department of Business Management
01:00	Lunch	
02:00	Agricultural Value Chain: Analyzing the various stages from production to consumption	Dr Ramandeep Singh, Professor, Punjab Agricultural University, Ludhiana
03:00	Business Opportunity Identification	Dr Khushdeep Dharni, Professor, Punjab Agricultural University, Ludhiana
04:00	Market Research	Dr Kuldeep Chand Rojhe, Dean, Academics Chitkara Centre for Continuing Education
05:00	Entrepreneurial Process and Scanning Business Environment	Mr. Pradeep, Assistant Professor, SILB Solan
22/08/2023		
10:00	Time Management	Dr Shyam Lal Kaushal, Dean, Student Welfare, Himachal Pradesh University
11:00	Leadership	Dr Shyam Lal Kaushal, Dean, Student Welfare, Himachal Pradesh University
12:00	Legal and Regulatory Considerations for Agribusinesses	Dr Veena Kumari, Associate Professor, University Institute of Legal Studies, Avalodge, Shimla
1:00	Registration of Agribusinesses	Dr Veena Kumari, Associate Professor, University Institute of Legal studies, Avalodge, Shimla
2:00	Lunch	
03:00	Effective Communication Skills	Ms. Manjula Sularia, CEO, Transformers Value Creators
04:00	Body Language and Role of Non-Verbal Communication	Dr Shreya Bhatia, Visiting Faculty SILB & Shoolini University
05:00	Panel Discussion	Dr KK Raina, Dr Shreya Bhatia, Dr Yasmin, Dr Rashmi
23.08.2023		
10:00	Financial Management for Agribusiness	Dr SS Narta, Dean, Faculty of Commerce and Management
11:00	Basics of Financial Statements	Dr SS Narta, Dean, Faculty of Commerce and Management
12:00	Business Plan for Agribusiness Startups	Dr Kulbhushan Chandel, Professor, Department of Commerce, HPU, Shimla
1:00	Mitigating Challenges of Entrepreneurship	Dr Kulbhushan Chandel, Professor, Department of Commerce, HPU, Shimla
2:00	Lunch	
03:00	Feedback Session and Discussion	Dr KK Raina, Librarian-Cum-PI-IDP Dr Yasmin Janjhua, Associate Professor, Department of Business Management
04:00	Valedictory and Distribution of Certificates	Dr Rashmi Chaudhary, Associate Professor, Department of Business Management Ms Garima and Ms. Chanchala, Young Professional, IDP

OUTCOME OF THE WORKSHOP

By the end of the workshop, participants will be better equipped to navigate the complexities of agribusiness, foster innovation, and establish sustainable and successful ventures in the agricultural domain. Participants will have gained a comprehensive understanding of agribusiness concepts, principles, and best practices, enabling them to make informed decisions and strategize effectively in the industry. Attendees will develop an entrepreneurial mindset, allowing them to identify and capitalize on innovative opportunities, think creatively, and approach challenges with a solution-oriented perspective.



Agribusiness and Agripreneurship: Empowering the Future of Agriculture (IDP-NAHEP)

21-23 August, 2023



Organized by

**Department of Business Management
College of Horticulture
Dr YS Parmar University of Horticulture & Forestry
Nauni 173 230, Solan, Himachal Pradesh**

ABOUT THE WORKSHOP

The Agribusiness and Agripreneurship workshop is designed to equip participants with the knowledge, skills, and mindset required to thrive in the dynamic and competitive world of agriculture. Throughout the three-day program, attendees will explore various aspects of agribusiness, from understanding the agricultural value chain to developing innovative entrepreneurial approaches in the agricultural sector. This workshop aims to foster a culture of innovation, sustainability, and profitability in agribusiness ventures.

The start-up culture in India is expanding exponentially and successful entrepreneurs are identified in almost every field. With its increased potential in the global market as the 5th largest economy, India has gained momentum to be the market leader in the future. The Indian start-up ecosystem in the last decade has witnessed unicorns and new start-ups gaining investor confidence across the globe. The competitive market poses challenges to budding entrepreneurs to start, succeed and sustain. Some are born entrepreneurs but some need to be skilled which is possible through trainings and workshops. In this direction, three day workshop is being organised to create an understanding of Agri-entrepreneurship and develop Agri-entrepreneurial skills among the undergraduate students of Horticulture and Forestry. There are immense entrepreneurial opportunities in Horticulture, Forestry and allied fields. The need of the hour is to develop awareness about these opportunities and motivate the young minds for entrepreneurial initiativeness.

OBJECTIVES OF THE WORKSHOP

- To provide participants with a comprehensive understanding of agribusiness concepts, principles, and practices, empowering them with the knowledge needed to navigate the complexities of the industry.
- To foster an entrepreneurial mindset among participants, encouraging them to identify innovative opportunities within the agribusiness sector and develop sustainable solutions.
- To emphasize the importance of sustainable and responsible agribusiness practices, addressing environmental conservation, resource management, and ethical considerations.
- To support participants in their personal and professional development, helping them build confidence, leadership skills, and the capacity to lead and manage agribusiness ventures.

WORKSHOP PEDAGOGY

- **Expert Speakers:** Learn from experienced academicians, agribusiness leaders and experts who will share their knowledge, experiences, and success stories.
- **Hands-on Workshops:** Engage in interactive sessions and practical activities to apply concepts and techniques.
- **Q&A Sessions:** Get your questions answered by our panel of experts during dedicated Q&A sessions.

PARTICIPANTS

The students of BSc (Horticulture) and BSc (Forestry), Main Campus, Dr YS Parmar University of Horticulture and Forestry, Nauni, Solan, Himachal Pradesh

PATRON

Prof. Rajeshwar Singh Chandel

Vice Chancellor

Dr YS Parmar University of Horticulture & Forestry, Nauni, Solan, HP

ADVISORY COMMITTEE

Dr Sanjeev Kumar Chauhan

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Dean, College of Horticulture, Dr YSPUHF, Nauni, Solan, HP

Dr C L Thakur

Dean, College of Forestry, Dr YSPUHF, Nauni, Solan, HP

WORKSHOP CONVENERS

Dr KK Raina

Librarian-cum-Principal Investigator, IDP-UHF, Solan, HP

Dr Kapil Kathuria

Professor & Head, Department of Business Management, Dr YSPUHF, Nauni, Solan, HP

WORKSHOP COORDINATOR

Dr Rashmi Chaudhary

Associate Professor, Department of Business Management, Dr YSPUHF, Nauni, Solan, HP

WORKSHOP CO-COORDINATOR

Dr Yasmin Janjhua

Associate Professor, Department of Business Management, Dr YSPUHF, Nauni, Solan, HP