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.
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 initiatives.

**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