



PROPOSAL FOR INTERNATIONAL TRAINING PROGRAMMES F.Y. 2026-27

Submitted to:

Ministry of External Affairs(MEA), Government of India

Submitted by:

**National Institute for Entrepreneurship and Small Business
Development (NIESBUD)**

**Ministry of Skill Development and Entrepreneurship,
Government of India**



12.

A. Name of the Institute	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)	
B. Name/ Title of the Course	Agripreneurship: Transforming Agriculture into Profitable Ventures	
C. Course dates with duration in weeks [note: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained]		From 01.03.2027 to 12.03.2027 2 Weeks
D. Eligibility Criteria for participants 1. Educational Qualifications 2. Age Limit (note: ITEC norms is 25-45 years) 3. Target Group (Level of participants and target ministries/ departments etc. may be indicated)	'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation. 25-45 years - The programme is recommended basically for Rural Entrepreneurs, Agri-Business Investors, Agri-Startups and SMEs, Government Officials and Policy Makers, NGOs and Development Organizations	
E. Aims & Objectives of the course	The specific objectives of the programme are to: - Foster an entrepreneurial mindset among farmers, agribusiness professionals, rural enterprises, and development practitioners. - Develop understanding of agribusiness ecosystems, agricultural value chains, and emerging opportunities in the agriculture sector. - Build participants' capacities in identifying and developing viable agribusiness ventures and agri-startups. - Enhance knowledge of business planning, financial management, investment readiness, and resource mobilization for agribusinesses. - Promote innovation, technology adoption, digital agriculture, and agri-tech solutions. - Develop competencies in branding, marketing, supply chain management, and market access strategies for agricultural enterprises. - Familiarize participants with government schemes, institutional support mechanisms, and financing opportunities available for agripreneurs. - Facilitate interaction with successful agribusiness enterprises, agri-tech startups, and support institutions for experiential learning.	



F. Learning Outcomes

Knowledge Outcomes

By the end of the programme, participants will be able to:

- Understand the concepts, scope, and economic significance of agripreneurship.
- Analyze agricultural value chains and identify business opportunities in agriculture and allied sectors.
- Understand business planning, market analysis, financial management, and risk mitigation strategies for agribusiness ventures.
- Gain knowledge of sustainable agriculture, climate-smart farming, and eco-friendly agricultural practices.
- Understand financing mechanisms, investment opportunities, and government support systems for agribusiness development.
- Appreciate the role of digital technologies, innovation, and agri-tech ecosystems in transforming agriculture.

Skill Outcomes

Participants will develop competencies in:

- Opportunity identification and agribusiness venture creation
- Business model and business plan development
- Market research and customer analysis
- Financial planning and investment readiness
- Branding, marketing, and supply chain management
- Digital marketing and e-commerce applications
- Sustainable farming and resource management practices
- Networking, negotiation, and stakeholder engagement
- Problem-solving and entrepreneurial decision-making

G. Course Contents/ Syllabus (please attach course details/ profile)

COURSE CONTENTS

Introduction to Agripreneurship

- Basics of Agripreneurship
- Significance of Agripreneurship
- Need for Agripreneurship
- Agripreneurship in India
- Scope of Agripreneurship in India Agri Startups

Identifying Business Opportunities in the Agricultural sector

- Evaluating business opportunities in the Agricultural sector
- Value Added Agriculture
- Agro-Processing
- Agriculture based service such as supply chain management and logistics.

Business planning for Agripreneurs

- **Creating a Business Model for Agri Startups**
 - Business plan development and structuring.
 - Market analysis and customer segmentation
- **Financial Planning and Risk Management**
 - Financial projections and cost estimation.
 - Strategies for risk mitigation in agricultural ventures

Financing Options for Agripreneurs

- Funding and Investment for Agri Startups
 - Exploring government programs and subsidies for agripreneurs.
 - Microfinance institutions and venture capital for agriculture.

Developing an Investment Mindset

- **Investment Pipeline for Agri Startups**
 - Understanding business models and scaling strategies.
 - Investor expectations and pitch preparation.

Marketing and Branding for Agribusiness

- Market research for agribusinesses.
- Distribution channels and supply chain management.
- Developing and Branding Agri Products
- Product positioning and competitive differentiation.
- Strategies for promoting agri-products in local and global markets.

Sustainable Agriculture and Environmental Stewardship

- **Principles of Sustainability in Agribusiness**
 - Soil and water conservation techniques.
 - Climate change mitigation and environmental impact.
- **Eco-Friendly Agricultural Practices**
 - Organic farming and regenerative agriculture.
 - Reducing carbon footprint in agribusiness operations.

Government Schemes and Policy Support for Agripreneurs

- **Policies Supporting Agri Startups**

- Overview of government initiatives for agri-entrepreneurs.
- Empowering farmers through policy reforms and success stories.

- **Challenges in Agri-Entrepreneurship Development in India**

- Addressing common barriers and finding solutions.

Field Studies and Industry Interaction

- **Industry Exposure and Government Engagement**

- Visits to successful agribusiness enterprises and agri-tech startups.
- Interactions with government officials and policymakers.

Good Governance schemes to be covered:

- Startup India Initiative
- One District One Product (ODOP)
- Digital Agriculture Mission
- National Mission on Sustainable Agriculture
- Farmer Producer Organization (FPO) initiatives
- Agri Infrastructure Fund
- MSME Schemes

H. Mode of Evaluation of performance of the participants

The overall performance of the participants will be assessed on the following criteria:

- Individual assignment/ presentation
- Group work
- Study Visit Reports
- Action Plan Preparation & Presentation
- Attendance
- Overall behavior during program