Introduction

Agriculture is a dynamic sector, offering a multitude of opportunities for entrepreneurship, innovation & skill development along the entire agribusiness value chain. Entrepreneurship is rooted in small farm agriculture, but it needs pro-active policy design and investment. Markets are the basis of rapidly developing agribusiness value chains that provide opportunities for entrepreneurship. There is a need to create thriving entrepreneurial sector that provides rural people, especially women and young people, with the right conditions for their entrepreneurial skills, energy and ambition.

Objectives

1. Promoting the concept of innovation in Agricultural Marketing.

2. Disseminate knowledge and insights in entrepreneurial theory and practice through capacity building programs.

3. Tie-ups with enterprising mentors with global and national network for facilitating stakeholders.

4. Accelerate economic development by increasing the entrepreneurs in agri-sector.
5. Addressing the challenge of under employment and un-employment in rural youth through skilling and inculcating the spirit of entrepreneurship.

6. To guide and assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support system, information on technologies, etc.

7. To foster the entrepreneurial culture through an incubation centre.

8. To evolve models enabling Innovation, Entrepreneurship & Skill development

Programs & Activities

- Entrepreneurship Awareness Camps
- Entrepreneurship Development Programmes
- Skill Development Programmes
- Enabling development of high quality personnel and motivating researchers to grow professionally within organizations through certificate & diploma courses in Entrepreneurship & Skill Development.
- Consultancy Projects related to Entrepreneurship & skill development
- Capacity Building Programmes for Farmers/FPOs/ Agripreneurs
- Seminars/ Workshops /conferences in the areas of Innovation, Entrepreneurship and Skill Development

Stakeholders

- Farmers
- FPOs
- Agri-Startups and Agri entrepreneurs
- Students
- Universities
- Officials of Agricultural Marketing & Allied departments
- NGO’s
- Other Private players

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