



Online Training

Enhancing Competency of Extension Personnel for Mentoring Agripreneurs



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10 AM - 4 PM

**Medium of Communication
English**

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**Central Training Institute
Directorate of Extension
Kerala Agricultural University, Mannuthy**

Overview of training

The Agribusiness approach aims to promote market orientation and a shift in focus from production to improved farm management and market-oriented business farming. Farmers practicing agribusiness need to equip with sustainable technology and managerial competencies. It is the prior role of agricultural field officers, extension professionals and researchers to satisfy their requirements. In this context, new age competencies of extension professionals must be enriched with agribusiness mentoring skills for promoting enterprises and entrepreneurs. Collaborative training has been proposed to keep the extension professionals abreast of the emerging trends, technical and managerial expertise in agribusiness

Objectives

- Sensitize the participants with the emerging opportunities in various sectors of agribusiness
- Develop the competencies of extension professionals to promote agribusiness enterprise

Participants

Extension Officials of State and central Agriculture and allied departments, faculty of SAUs/KVKs/ICAR institutes, agripreneurs and students are eligible to apply for the training programme

Content

- Agribusiness scenario and ecosystem analysis
- Qualities and competencies of agripreneur
- Agribusiness opportunities in farm input production, farm mechanization, food processing, agricultural waste management
- Role of Agribusiness incubators, NABARD and APEDA in agribusiness
- Business plan formulation and execution
- Financial and marketing management in agribusiness
- Overview of AC&ABC schemes for agripreneurs
- Innovations and initiatives of Agricultural Extension in MANAGE

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