

DEPARTMENT OF MANAGEMENT STUDIES

Report on Agripreneurship Orientation Programme for MBA students Organised by Entrepreneurship Development Cell on 24 January 2022

Venue: Seminar Hall B (Blended Mode) @ 11.00AM

Submitted by: Dr. G. Somasekhar, Associate Professor & Coordinator ED Cell, Department of Management Studies, MITS.

Resource Person: Dr. M. Naresh Reddy, Business Manager, Regional Agricultural Research Station, Tirupati.



The program commenced at 11.00 AM with a welcome address and an introduction of a resource person by Dr. G. Somasekhar, Coordinator ED Cell. Dr. Anajali & Dr. Saira Khatoon faculty members of MBA Department also presented in the program. Mr. M. Naresh Reddy, business manager, API, Tirupati spoke about the Agripreneurship orientation programme through Zoom Platform. He said that Acharya N. G. Ranga Agricultural University has implemented the Rashtriya Krishi Vikas Yojana (RKVY) - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RAFTAAR) under the ABI scheme supported and funded project “ANGRAU (Agri. Innovation and Entrepreneurship Development Cell) established “ANGRAU Poshan Incubator” at a regional agricultural research station, Tirupati for nurturing entrepreneurship through the development by incubating technology-led innovative Agri based start-ups in agriculture and allied sectors. Dr. Naresh explained about two flagship programs. The first programme was “Agripreneurship Orientation Programmes” in which 8 weeks internship would be given to individuals who have innovative ideas and want to start their own Agri based start-ups and facilitate them with the pre-seed/ idea stage funding. The second programme was “Agri-Business Incubation Programme for Start-ups” which is meant for Agri start-ups for seed stage funding for their new innovative product development.

The main highlights of this orientation programme are (YOCH)

- 8 weeks internship programme.
- Stipend of rs.10,000 per month for 2 months.
- Mentorship by industry experts.
- Access to world-class research labs.
- Grant in Aid up to rs. 5 lakhs as pre-seed stage funding.

YOCH programme focused on these areas:

- Agricultural biotechnology & Post- Harvest technology
- Agri clinics & Farm health services
- Precision farming & Supply chain management
- Organic farming & waste-wealth
- Horticulture & Natural resource management

- Food processing & Farm retailing

The objective of this programme was to facilitate the evolution of an Agri start-up ecosystem with the support of cost-effective, value-added services, including technical, legal financial, intellectual property & regulatory compliance-related services to Agripreneurs. The programme ended with Dr Naresh Reddy's interaction session with the students 110 MBA students participated and benefited from the program and got introduced to the potential opportunities in Agripreneurship. The ED Cell extends sincere gratitude to the Management, Principal, and Heads of the Department for their support.