

Workshop on " Imparting new generation entrepreneurial skill"

Workshop on “Imparting new generation entrepreneurial skills for the students of UHSB” was organised by NAHEP in association with MANAGE from 07.03.2022 to 11.03.2022. A total of 105 students representing all the constituent colleges of UHSB attended the workshop at main campus.

Inaugural session of the workshop was held after the registration of students. Invocation was performed by Ms. Bhamathi Bhat, welcome address was delivered by Dr. R.K. Mesta, Principal Investigator, NAHEP-IDP. Introductory remarks were presented by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, Centre for Innovation & Agri-preneurship. Chief guest, Dr. P. Chandra Shekara, Director General, MANAGE addressed the students on agri-start up ecosystem and motivated young minds to take up business in agriculture and horticulture sector. Dr. M.S Kulkarni, Director of Extension, UHS, Bagalkot, during his presidential address expressed that entrepreneurial education and training students provides individuals with the ability to recognize commercial opportunities, self-esteem, knowledge their ability, innovativeness and skills to act on them. It includes instruction in opportunity recognition, commercializing a concept, managing resources and initiating a business venture. The inauguration was concluded by vote of thanks by Dr. Venkateshalu, Nodal officer NAHEP-IDP. After inaugural session, Prof. T. N. Venkata Reddy, University of Agricultural Sciences, GKVK, Bangalore delivered his talk on opportunities in agriculture sector for start-ups with a focus on horticulture. Complete understanding of the start-up ecosystem was given by Dr. Padmakumar Ananthakrishnan Founder & CEO Anmol Sparsh Consulting Services, Hyderabad Start-up Ecosystem on -Role of start-ups in new age world.

Further "Team building – Role of team for the success of Start-ups" – activity and team formation was done by Dr Ravi Chandra Raju Managing Partner Bhavishya Plus Hyderabad and Yuvaraj, a business manager MANAGE-CIA. Key challenges along with prospects and upcoming opportunities, funding opportunities for Agri start-ups – support of government was explained by Prof T. N. Venkata Reddy (Rtrd.).

On the second day of the workshop process of idea generation and creation of conducive environment to develop ideas, measures and techniques for validating a business idea was briefed by Mr. David Samuel, professional trainer Hyderabad. He explained in detail about ideation and idea generation to the students by giving practical day to day examples. Dr.

Padmakumar Ananthakrishnan Founder & CEO, Anmol Sparsh Consulting Services, Hyderabad briefed about idea evaluation and idea validation.

Introduction to business plan delivered by Dr. Padmakumar Ananthakrishnan. Dr Ravi Chandra Raju explained about exploring various concepts of business plan with focus on market research and customer identification. Mr David Samuel, professional trainer from MANAGE Hyderabad, narrated in detail about each step involved in constructing Business Model Canvas (BMC). Dr. Padmakumar Ananthakrishnan discussed about market approach and marketing avenues.

Yuvaraj A, Business Manager, MANAGE, Hyderabad explained about financial management - role of funding for agri start-ups. Dr. Padmakumar Ananthakrishnan detailed about pitch deck - various styles of pitching for fund raising. The day was concluded by Dr Ravi Chandra Raju, presentation simulation or Life cycle of an entrepreneur and small skit was performed by students on the life cycle of an entrepreneur.

Last day of the workshop started with student's presentations. A total of 51 business proposals were presented by students in front of selection committee. Finally valedictory function was organised. Invocation was by Ms. Bhamathi Bhat. Welcome note was delivered by chief guest of the valedictory program, Mr. Revadigar, Board Member of ICAR. He addressed the students to take up agri-horti entrepreneurship and to become job creator than job seeker. Presidential note was delivered by UHSB Hon'ble VC Dr. K.M. Indires. Progress report of the 5 days' workshop was presented by Dr. Raghavendra Gunnaiah.

Among 103 participants, 52 students presented their business plans, among which top 5 best business plans got selected by judges based on their business topic. Selected 5 students were awarded with cash prize of Rs. 5000. Felicitation to Mr. Revadigar, Board member of ICAR was done by UHSB Hon'ble VC Dr. K.M. Indires. Workshop participation certificates were distributed to all the participants. Students expressed their positive opinion regarding the workshop. Finally, the vote of thanks was conducted by Dr. Sanjeevaraddi. Reddi.







