

One Day Workshop

DAIRY
A Self Employment Opportunity

Mission

Generating Agripreneurship & Rural Enterprises

[One District One Product (ODOP) Local Entrepreneurship Stimulus Programme]

Think Dairy
Bring Prosperity

Organized by

Centre for Agribusiness & Disaster Management Studies

(A Joint Initiative of Horticulture Produce Management Institute & Shobhit University)



Shobhit University: International Skill Development Centre

Shobhit University House, A-87, Sector 57, NOIDA

www.shobhituniversity.ac.in

BACKGROUND

In India, there are about 263 Million people (54.6%) engaged in the agriculture sector, and over 50 % of them are agricultural labourers (Census, 2011). According to the IAMR (2013) Report, the Total Agricultural Workers are expected to decline to 190 million by 2022, with an expected decline of 33%. In India, 90 % of current jobs in agriculture are “skill based” where only about 6 % of work force has received vocational training. There is thus a pronounced “skill gap” both in terms of quality and quantity.

According to Agricultural Skill Council of India (ASCI)'s Report on Labour Market Information System (<http://asci-india.com/pdf/Report-on-LMIS.pdf>), there exists a “substantial gap between supply and demand gaps in Dairy, fisheries and horticulture which are future engines of growth in agriculture sector”:-

- Dairy sector: about 600,000 dairy personnel (diploma holder) in milk procurement;
- Fisheries Sector: about 500, 000 personnel;
- Poultry Sector: about 100,000 (Layer Farming) and 100,000 Broiler Farming).

The Skill Development and Entrepreneurship programme is a “**Mission on Skill, Speed, Scale and Sync**” with the Prime Minister's Call on “Make in India” Programme. Skill development is the key to increasing productivity, empowering the farming community and consolidating competitiveness of the agriculture and food sector. Modern technologies and efficient cultivation

methods are essential for ensuring sustainable growth in agriculture. **Educating Youths in farming practices is both a challenge and a tremendous opportunity.**

In view of this importance, the Centre for Agribusiness and Disaster Management Studies (CAB&DMS) of the University has announced a regular one day workshop on selected weekends on selected areas of agriprenureship to empower and sensitize the Youths on Agriprenureship for employment / self-employment, with following main objectives: -

- Capacity building and empowerment of young dynamic graduates for efficient management of agriculture sector (including disaster management), and
- Providing a complete assistance and hand holding support for taking up self-employment option

In sectors such as horticulture, dairy, poultry, apiculture and agro forestry, Women Entrepreneurs are developing faster. Concepts and Principles of *e-Commerce*, *e-Business*, *e-Auctioning*, *e-Tendering* and *e-Marketing*, and their applications to agri-business need to be understood. Skill development and Competency development, are essential for the stakeholders in the agricultural value system: Warehousing, logistics, pledging, clearing and settlement all based on digitalization. CABDMS has planned to launch short-duration and certificate courses to meet to growing demand in agri-business sector.

India. It has recently been conferred Nation's Best Institution Award for Promoting Industry-Academia Interface by The Associated Chambers of Commerce of India (ASSOCHAM).

The University's academic centers and programs focus on education and research in specific disciplines and areas of study, and share the knowledge gained with the state, the nation, and the world. The excellence and diversity of our research across the Departments of Agriculture Informatics, Bio-Informatics, Biotechnology, Biomedical, Electronics, Informatics & Computer Engineering, Electrical, Mechanical Engineering, Pharmacy, Physical & Mathematical Sciences, Management Studies, Humanities, Education, Law, and Yoga means that in addition to our achievements in fundamental research, we are also well-positioned to make significant contributions to the national innovation agenda. The Confederation of Indian Industry (CII) and Indian Citation Indexed 2016 has ranked Shobhit University 1st in Research Productivity based on Citation/Paper among non-government Universities.

With an understanding that to carry out research of the highest quality, it can no longer merely be an 'in-house' affair, the university has signed a number of MoUs with national and international Universities/ research organizations to develop a platform for communication, collaboration and to promote research as well as academic activities. The University is proud of being a preferred destination for recruitment among young universities in India. Since its inception the University has educated a vast number of students drawn from as diverse backgrounds as deep interiors of rural sections of the Uttar Pradesh, urban-middle class, and metropolitan segments along with international students.

The University has made a mark in creation and dissemination of knowledge in inter-disciplinary and multi-disciplinary areas, and is

marching ahead towards the goal of providing quality higher education and achieving excellence in the national context.

International Skills Development Centre (ISDC) - An initiative of Shobhit University

The need of the hour is creation of a globally competent generation that thinks globally but acts locally, and impacts the Nation's growth directly. ISDC has a wide range of courses designed to suit your specific requirements. "All Solutions under One Roof", is the principle on which ISDC works. ISDC guides Youth through all the steps to make Industry ready and offer skill development - both Technical skills and Personality grooming, so as to make employable.

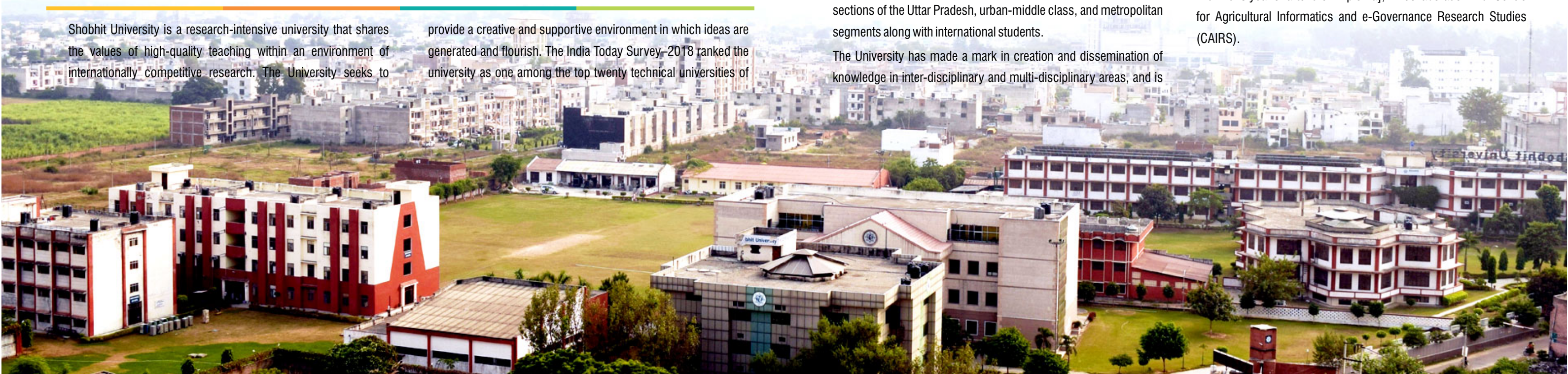
Centre for Agribusiness & Disaster Management Studies (CABDMS)

Centre for Agribusiness & Disaster Management Studies (CABDMS) is a Joint Initiative of Horticulture Produce Management Institute (HPMI), Sitapur-261131 (Uttar Pradesh) and Shobhit University, for promoting, designing and delivering, both academic and capacity building programs in the areas of Agribusiness, Disaster Management, Skill Development and Agriprenureship Development. To this effect, CAB&DMS will launch academic courses leading to (a) MBA-Agribusiness Management (2-Year Full Time/Week End), (b) PG Diploma in Agribusiness Management / Disaster Management (1 Year Full Time/Week End), and (c) Diploma in Digital Marketing and Management [1 Year Full Time/Week End for working professionals (eligibility Graduates) with option to upgrade in MBA within this year or after their Diploma], in collaboration with Centre for Agricultural Informatics and e-Governance Research Studies (CAIRS).

ABOUT THE UNIVERSITY

Shobhit University is a research-intensive university that shares the values of high-quality teaching within an environment of internationally competitive research. The University seeks to

provide a creative and supportive environment in which ideas are generated and flourish. The India Today Survey-2018 ranked the university as one among the top twenty technical universities of



COURSE STRUCTURE

Workshop Programme Details

- 0900-0930 Registration
- 0930-1000 Inauguration & Programme Briefing
- 1000-1100 Dairying: From Traditional to Modern Dairying
- 1100-1200 Herd Registration & Management
- 1200-1245 DAIRYNET: ICT & e-Governance – A Thematic Overview
- 1245-1300 Tea Break
- 1300-1330 Q&A
- 1330-1400 Lunch Break
- 1400-1500 Animal Nutrition & Fodder Management
- 1500-1515 Tea Break
- 1515-1545 Dairy Sector: Self -Employment Opportunities
- 1545-1600 Herd Registration & Management II
- 1600-1700 Value Addition & Marketing
- 1700-1745 Follow-Up Programme: Discussion
- 1745-1800 Certificate Distribution

Who is eligible to participate?

- **B.Sc.** Agriculture / Horticulture / Veterinary / Fisheries Science (& Allied Subjects) Graduates / **MBA** / **M.Sc.** Post Graduates– **Both Male and Female** – can apply.
- Eligible Candidates will be registered on “first-come-first-get” basis
- Interested Candidates will be provided with post workshop assistance in undertaking Dairy Enterprises from concept till operation with hand holding, if required.

Participants Strength

- **30 Graduates per Batch**

Workshop Fee

- INR 5,000 (Indian Rupees Five Thousand only) which includes Tea / Coffee & Working Lunch.

PROGRAM DIRECTOR

Prof. M. Moni, Program Director, is Professor Emeritus (Agricultural Informatics & e-Governance), & Chairman Centre for Agri-Business & Disaster Management Studies, Department of Agri-Informatics Engineering of Shobhit University, Meerut.



Prof. M. Moni is the Former Director General of National Informatics Centre, which is a premier Institution of Ministry of Electronics & Information Technology, Government of India, in the areas of e-Governance and Informatics development. A well known senior technocrat in the field of Informatics and e-Governance in the Country, having more than 40 years of experience, and his research publications / reports / lectures/ Addresses (of about 250) have generated academic and research interests in the areas of regional development, agricultural development and informatics development. Played a significant role in taking e-Governance in India and strived hard, thought strategically for long-term solutions, fought ground realities and challenges faced the country, yet devised ways to succeed.

Prof. Moni is the Recipient of Seva Ratna Award 2004 (The Centenarian Trust, Chennai) and Bhoogol Bhushan Award 2006 (The Deccan Geographical Society India, Pune) for ICT for Agricultural development (ICT4Ag) in India, and also nominated to the Technology Museum Award, USA 2004 and 2005 for visualising and operationalising the AGMARKNET Project in India." He also chaired the sub-committee on “Digital Technology in Agriculture” of the Doubling Farmers’ Income by 2022” (DFI-2022) of the Government of India.

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“Dr. Satyen Yadav: Chairman, Centre of Agribusiness and Disaster Management & President, Horticulture Produce Management Institute (HPMI), an ace Organisation engaged in commercializing Indian Horticulture.”

Having Ph.D. Degree in Eco-physiology from Kumaun University and various degrees, certificate courses from G.B. Pant University Of Agriculture & Technology, Pantnagar (Uttarakhand) and various other Universities and Institutions in India and abroad, with a blend of experience of commerce and research in agribusiness with his more than four dozen publications and 200 lectures in National and International programs, Dr. Satyen Yadav has scaled many heights during his journey to commercialize Indian Horticulture to strengthen Indian Agrarian Economy in last thirty five years. He has many pioneering projects to his credit, like commercializing Aloe Vera juice, introducing Noni juice, Stevia, Brown Onion, Quinoa in India and redefine the Horticulture Exports from India by starting exports of Litchi, Mangoes from North India, Potatoes from UP & Punjab. He has been involved with various State Governments and Central Government for policy formulation and development of commercial projects."

To know more about Payment of Fee details, please visit : www.shobhituniversity.ac.in

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