



EXTENSION EDUCATION INSTITUTE

(Southern Region)

Directorate of Extension, Dept. of Agriculture & Farmers Welfare

Ministry of Agriculture & Farmers Welfare, Govt. of India

Professor Jayashankar Telangana Agricultural University

Rajendranagar, Hyderabad-5000 030



On Campus Training Programme on

“Promotion of Startups and Entrepreneurship
in Agriculture and allied sectors”

for the faculty of Odisha University of Agriculture
and Technology, Bhubaneswar, Odisha.

01st – 05th July, 2025



Course Coordinators

Dr. V. Ravinder Naik

Professor, EEI

&

Dr. M. Jagan Mohan Reddy

Director, EEI

Introduction

Agriculture plays a significant role in enhancing growth and development of India, owing to the changing scenario in the present context, agriculture

cannot limit itself to focus on production only to be sustainable in the long run. It needs to be transformed into an enterprise to be worthwhile, many aspiring agri entrepreneurs face challenges such as limited technical knowledge, inadequate financial access, and weak market linkages. Addressing these gaps through capacity building can accelerate innovation and sustainable growth in the sector. The Govt's initiative to address the same through a vibrant and dynamic startup ecosystem during 2015 is an opportunity to escalate the journey of agricultural transition.

To cope with the recent changes in the spectrum of innovations, there has been a strong thrust from the Government of India to promote startups in the agri and allied sectors through schemes, incubators, and institutional support. India, with more than 1.590 lakh startups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT) (January 15, 2025), has firmly established itself as the third-largest startup ecosystem in the world. Unveiled on 16th January, 2016, the country marks nine years of startup India on 2025, a transformative journey that began in 2016 celebrates the nation's strides in fostering a robust and inclusive entrepreneurial ecosystem. Launched as a flagship initiative of the Government of India, Startup India aimed to nurture innovation and catalyze the growth of startups across the country. Ease of doing business, self-certification, and single-window clearances streamline processes for startups, tax benefits aims at eligible startups enjoy tax exemptions for three consecutive financial years, funding support aims at the ₹10,000 crore Fund of Funds for Startups (FFS) supports early stage funding, sector specific policies aims at focused policies for sectors like biotechnology,

agriculture, and renewable energy are the salient features of the Indian startup ecosystem to reckon with.

With no exception to the agriculture sector, including crops, livestock, and fisheries, the nation has witnessed several startups, commonly named “agri-startups”. These agri-startups are further classified based on their focus like agri-tech, animal husbandry, dairy farming, fisheries, food processing, organic agriculture, etc. Similarly, these are also categorized according to their growth stage: Ideation, Validation, Early traction, and Scaling. Among all the recognized agri-startups, currently, there are 1485 agritech startups— 474 for organic agriculture, 1774 for food processing, 48 for horticulture, 130 for animal husbandry and dairying, 22 for fisheries, and 74 have a combination of such activities (Startup India, 2021).

As per the reports by the Govt of India (2024), entities recognized as startups by the DPIIT have reportedly created over 16.6 lakh direct jobs across more than 55 varied industries includes areas beyond technology as well. About 83,307 direct jobs were created in Agriculture sector, highest being by the IT services (204119), followed by health care and life sciences (147639), education (90414) and so on.

To ensure that, the benefits of the startup India initiative are effectively reaching across the country, the govt of India is making efforts in the form of capacity building and hand holding, facilitating outreach and awareness, ecosystem development events and programs, envisaging international exposure and linkages etc.,

To harness these opportunities, it is imperative for the faculty of agriculture and allied sectors to be equipped with the knowledge and skills necessary to guide and mentor potential entrepreneurs. Understanding business planning, investment strategies, market research and gender-inclusive policies are essential to

ensure holistic development of the agri. startup ecosystem. In this context, the Extension Education Institute (EEI), Hyderabad is organizing a 5-days on campus training programme on “Promotion of Startups and Entrepreneurship in agriculture and allied sectors” for the faculty of Odisha University of Agriculture and Technology, Bhubaneshwar, Odisha during 01st – 05th July, 2025. This programme aims to enhance the capacities of officers to foster innovation, support enterprise development, and scale up successful models in Agriculture and allied sectors through effective extension strategies.

Objectives

- Orient officers on the scope and emerging trends in startups and entrepreneurship in the agriculture and allied sector.
- To equip participants with knowledge and skills for preparing viable business plans for agri based enterprises.
- To build capacity in conducting market research and opportunity assessments for agri based startups.
- To familiarize participants with sources of funding, investment planning, and risk mitigation strategies relevant to agri. startups.
- To promote awareness about startup ecosystem and government schemes supporting entrepreneurship in Agriculture and allied sectors
- To conduct relevant field visits to orient on startup ecosystem

Course contents

- Overview of startup ecosystem in India
- Empowering Grassroot Innovations : The Role of Educators in Fostering Agri-Entrepreneurship and Rural Startups
- Business Plan Preparation for Agriculture Start ups
- Market Research and Opportunity Assessment in

Agriculture Enterprises

- Investment Planning, Financing and Risk Mitigation in Agriculture Sector
- Startup Models in agriculture and allied sectors: Practice to Tactics
- Logistic Framework and Regulations for Startups
- Sources of Funding and Financial support for startups in Agriculture and allied sectors
- Role of Incubation Centres in promoting Entrepreneurs in agriculture and allied sectors
- Women startups in agriculture and allied sectors
- Government Schemes and Programmes in promotion of startups
- Strategies for scaling up Startups in agriculture and allied sectors

Methodology

- Presentations by eminent speakers/experts
- Interim interactive sessions
- Interim group discussions
- Brain storming
- Individual and group presentations
- Individual and group assignments
- Panel discussion followed by forum

Participating Officers

Faculty of Odisha University of Agriculture and Technology, Bhubaneshwar, Odisha.

Duration: 01st -05th July, 2025

Evaluation:

Pre, Post Course evaluation and After training evaluation will be administered to the participants to assess their knowledge and effectiveness of the training respectively.

Compiled by

Dr. V. Ravinder Naik

Phone:040-24015368(o), 9666380609

e-mail:naikvr2016@gmail.com

Edited by

Dr. M. Jagan Mohan Reddy

Director, EEI, Rajendranagar, Hyderabad

Phone:040-24015368(o),+919866618107

email:eeihyd1962@gmail.com