

On Campus Training Programme
on
Entrepreneurship Development for
Women Extension Officers of
Agriculture and Allied Sectors

14-18 June, 2022



Course Coordinators

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EXTENSION EDUCATION INSTITUTE
(Southern Region)

Directorate of Extension

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Women constitute around half of the total world population and India is no exception. They are, therefore, regarded as the better half of society. Women's entrepreneurship enables women to start, organize and manage businesses independently or cooperatively and begin to develop and achieve financial autonomy by creating employment opportunities for others. Women's entrepreneurship has been identified as the main source of economic growth and development in the country. Women entrepreneurs create jobs and provide solutions to many management and business problems through forward-thinking planning and decision-making. Women entrepreneurs promote social and economic well-being by empowering women and beginning self-development and economic independence. The business of a startup depends on the personal experience of the investors and the social relationship they have with all shareholders

The Government of India defines female entrepreneurship as a company owned and controlled by women, whose financial benefits are at least 51% of the capital and provide at least 51% of the employment opportunities for women.

India's entrepreneurial ecosystem has become an example for the entire world. With hundreds of innovative youngsters choosing to pursue the path of entrepreneurship instead of joining the multinational corporations and government ventures, the business world has witnessed an explosion of ground breaking start-ups providing solutions to the real problems at a mass level in the past year (Pasquier, 2015). While India observed slowdown in 2017 when only 1,000 tech start-ups were added to the system, the nation caught up in 2018 with the inclusion of 1,200 new tech ventures. Adoption of advanced technology in entrepreneurship and improving support structures are driving growth in the Indian entrepreneurial ecosystem.

In this context, Extension Education Institute, Hyderabad, as part of their on campus programmes is organizing a 5 days training programme on ***Entrepreneurship Development for women Extension officers of Agriculture and Allied sectors*** to improve the awareness and conceptual clarity of various Entrepreneurial prerequisites among women officers.

Objectives of the training

At the end of the training the participants will be able to

- ☐ Learn the ecosystems of Entrepreneurship in agri and allied sectors.
- ☐ Enhance their knowledge on identification, selection, planning and establishment of Enterprises.
- ☐ Understand the role of incubators, financial institutions, MSMEs, digital marketing and Govt. schemes in Promotion of Entrepreneurship.
- ☐ Get a real time experience by listening to successful entrepreneurs and making related field visits.

Course contents

- ☐ Entrepreneurship Development in Agriculture: Scope and Challenges
- ☐ Business Opportunity - Guidance for Enterprise Development
- ☐ Role of Incubators in Entrepreneurship development
- ☐ Financial & Institutional Support to Enterprises
- ☐ Identification, Selection & Market preparedness for Business in Agriculture and allied sectors
- ☐ Intellectual Property Rights & Port folios for Agripreneurship
- ☐ Strengthening Women's entrepreneurship
- ☐ Enterprise Preparedness through Personality Development
- ☐ Government Programmes and Schemes for Promoting MSMEs in Agriculture
- ☐ Bankable Project Proposals
- ☐ Voice of Successful Entrepreneurs - Experience Sharing
- ☐ Related field visits

Methodology

- * Presentation by eminent speakers/experts.
- * Interim Interactive sessions.
- * Interim Group discussions.
- * Brain storming.
- * Panel Discussion with successful entrepreneurs

Participating Officers

Women Officers from Departments of Agriculture and Allied Sectors of Southern Region.

Duration: 14th-18th June 2022 (both days inclusive) as on campus (Physical) training

Compiled by

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