

## Who can apply?

Any person who wish to start agribusiness in the potential areas of Animal husbandry. Basic knowledge of computers/computing devices is essential. The participants are also expected to have their own arrangements for attending online training modules through video conferencing.

## How to apply?

Interested candidates may apply Online by filling up the application form available on the website. Training fee of Rs.600/- have be paid through online payment gateway, while filling the application form for the program at <https://forms.gle/tVFP7LnZfXfdE4QS8>

## Online essentials

- ❖ Camera and microphone enabled computer desktop/laptop or Tab/Mobile device with good internet connectivity
- ❖ Soft copy of the compendium of lectures will be provided to each participant
- ❖ Online certificates will be provided which can be printed by the participants



Agribusiness Incubation Centre (ABI)  
ICAR-NRRI, Cuttack, Ph. 99389 96514

## Course Director

- ❖ **Dr. G. A. K. Kumar**  
PI-ABI  
Principal Scientist & Head  
Social Science Division  
ICAR-NRRI, Cuttack

## For registration & more details contact

## Course Coordinators

- ❖ **Dr. Sai Krishna Repalli**  
Business Manager  
Agribusiness Incubation Centre  
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Ph. 9938996514
- ❖ **Mr. Rakesh Kumar Nayak**  
Business Executive  
Agribusiness Incubation Centre  
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- ❖ **Mrs. Trusha Das**  
Business Executive  
Agribusiness Incubation Centre  
ICAR-NRRI, Cuttack

## Director

**Dr. Dipankar Maiti**

ICAR- National Rice Research Institute  
Cuttack-753006, Odisha, India  
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## Entrepreneurship Development Program on **Animal husbandry**

**19-24 July, 2021**



Organised by

**Agribusiness Incubation (ABI) Centre**  
ICAR-National Rice Research Institute  
Cuttack-753006, Odisha



## About NRRI-ABI

Agribusiness Incubation (ABI) Centers were established in different ICAR-Institutes for technology commercialization and also to train the youth in their respective fields of interest. Entrepreneurship development remains the major objective of the ABIs to support the youth for their agribusiness start-ups. In this sequence, Agribusiness Incubation Centre of ICAR-National Rice Research Institute, was started in the year 2016 as a part of component II under the scheme "NAIF" to replace Business Planning & Development (BPD) unit.

## Services offered by NRRI-ABI

### ❖ Capacity building

- Entrepreneurship development programs
- Skill Based trainings
- Customized review meetings, seminars & conferences

### ❖ Incubation services

- Infrastructure, office, on farm testing
- Linkages for technology & upscaling
- Mentoring, guidance & support for startups

### ❖ Business services

- Business plan formulation
- Product promotion & branding
- Business analytics

### ❖ Technology portfolio services

- Intellectual property portfolio
- Product life cycle analytics
- Licensing & Validation of technology

### ❖ Regulatory services

- Protocols for company registration & related issues.
- Advisory services on agro bio-diversity, environmental & other compliances.

## Scope of the program

This training program emphasizes on the potential areas of Animal husbandry including Dairy, Goatery, Duckery, Poultry and Fisheries. These sectors have wide entrepreneurship opportunities. Animal husbandry provides an excellent opportunity to the farmers for local entrepreneurship and employment generation.

The demand for milk as well as milk products always remains high. Hence we can say that the dairy business is the most profitable agribusiness in India. To start a dairy business, you need good capital investment and some guidance from dairy experts. Goatery is one of the most profitable livestock farming business. Goat farming is a low-investment & high-profit livestock farming business. Goat farming ensures quick and high return on investment.

Duckery is a low-cost livestock farming business. Several meat & egg productive duck breeds are available across the world. Ducks can also be raised without water. As ducks are hardy birds, they don't need extra care and management.

Poultry farming is one of the fastest-growing & most profitable agribusinesses in the current Indian market scenario. Adding to it, poultry business is the best idea for those who want to make a successful agri-business career in India. It has transformed into a techno-commercial industry from the status of backyard farming for three decades. It is considered to be the fastest growing sector of agriculture and farming business.

Pisciculture or fish farming is raising fish commercially in the tanks & ponds for the purpose of producing food. Commercial fish farming has already established as a profitable business venture all over the world. This business can be done at any time of the year. It requires modern techniques and moderate capital investment. Fish can be easily raised in the tanks until they are ready for selling or marketing. Ornamental fish farming is a viable



business venture. Commercial fish farming also helps in preserving natural ecosystems.

Well framed business plan is required to steer any kind of business. It has the strategies for fund raising and controlling the expenses. It helps in identifying the risks and plans to mitigate them. It serves in evaluation of product, market, sales promotion and expansion. Banks and various financial institutions sanction loan based on the merit of the business plan. The techniques involved in preparation of business plan and critical points to be considered in designing an effective business plan will be dealt during this program.

Moreover, there are several government schemes and policies in support of various sectors in animal husbandry. Knowledge on these government schemes along with insights into making viable business plan will help the agribusinesses in executing their business ventures. This program will help in apprehension of the participants in the areas of Animal husbandry.

## Course coverage

1. Dairy and entrepreneurial opportunities
2. Goatery and entrepreneurial opportunities
3. Duckery and entrepreneurial opportunities
4. Poultry and entrepreneurial opportunities
5. Fishery and entrepreneurial opportunities
6. State government policies in Animal husbandry and business plan preparation

## Experts

- ❖ Dr.Girish Chandra Sar, Former-Deputy Director, OLRDS-Bhubaneswar
- ❖ Dr.Ranjan Mohanta, SMS, KVK-Cuttack
- ❖ Dr.S.C.Giri, Principal Scientist, ICAR-CARI Regional Centre, Bhubaneswar
- ❖ Dr.Digamber Nayak, Deputy Director, AH & VS, Balangir, Odisha
- ❖ Dr.H.K.De, Principal Scientist, ICAR-CIFA Bhubaneswar
- ❖ Sri L.K Palatasingh, Former-Deputy Director of Agriculture,

## Selection

The course will be offered online to the participants on first come first serve basis.