



IIPM 

National Productivity Council
DPIIT, Ministry of Commerce and Industry,
Government of India

Indian Institute of Plantation Management
Ministry of Commerce and Industry,
Government of India

Entrepreneurship Development Program in Food and Agribusiness (FAB)

27th February 2021 - 10 AM- 1 PM

13th March 2021 - 10 AM- 1 PM

27th March 2021 - 10 AM- 1 PM

Objectives of the Program-

- **Enabling participants to understand entrepreneurial issues and motivating them in creating enterprises in FAB domain**
- **Providing insights on the creation of enterprises in the FAB domain**
- **Allowing participants to work hands-on on ideating FAB concepts**



Pedagogy to be used

- **Online lectures by eminent and experienced faculty of NPC and IIPM**
- **Live interaction with entrepreneurs in the FAB domain**
- **Group discussions and case analysis**

Outline of the Program

Day-1 (27th February, 2021)

- **10:00 AM to 10:55 AM - Introducing Entrepreneurship and its scope in FAB domain by Professor Arun Bhattacharya**
- **11:00 AM to 12:00 PM - Idea Generation and Opportunity Identification in FAB domain by Ms Rashie Sinha**
- **12:10 PM to 01:15 PM - Interaction with a Food Entrepreneur**

Day-2 (13th March, 2021)

- **10:00 AM to 10:55 AM - Introducing the concept of the Business Model and Business plan by Dr Shilpa S K**
- **11:00 AM to 12:00 PM - Business model creation for the Opportunity identified earlier Ms Rashie Sinha**
- **12:10 PM to 01:15 PM - Interaction with an Agribusiness Entrepreneur**

Day-3 (27th March, 2021)

- **10:00 AM to 10:55 AM - Review of the business models and plans by Ms Rashie Sinha**
- **11:00 AM to 12:00 PM - Pitching by groups to experts by Prof Arun Bhattacharya**
- **12:10 PM to 01:15 PM - Interaction with an Investor**

Entrepreneurship Development Program in Food and Agribusiness (FAB)



Registration Fee- Rs. 2000/- (Including GST)

Register Now - bit.ly/Npctr16

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