



**CENTER FOR INTERNATIONAL COOPERATION  
AND TRAINING IN AGRICULTURAL BANKING**

SPONSORED BY GOVT. OF INDIA AND F.A.O.

VM NATIONAL INSTITUTE OF COOPERATIVE MANAGEMENT COMPLEX  
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Ref. CICTAB-VM-LJ/PFA/2022-23/

17/10/2022

To

**All CICTAB Member Institutions  
In SAARC countries**

**International Training Programme on  
Business Plan Development for Agri Business Enterprise  
for the Cooperatives and Rural Financing Institutions  
5<sup>th</sup>-9<sup>th</sup> December, 2022 Online and  
12<sup>th</sup> - 17<sup>th</sup> December 2022 at VAMNICOM campus -  
(MoC- VAMNICOM-LJ University - CICTAB)**

Dear Sir / Madam,

We are glad to state that CICTAB is organizing an **International Training Programme on Business Plan Development for Agri Business Enterprise for the Cooperatives and Rural Financing Institutions from 5<sup>th</sup>-9<sup>th</sup> December, 2022 by Online mode** and the participants who have completed online course will attend physically from **12<sup>th</sup> - 17<sup>th</sup> December 2022 at VAMNICOM campus, Pune, Maharashtra India.** The programme is being conducted under the sponsorship of Ministry of Cooperation, Govt. of India in collaboration with Vaikunth Mehta National Institute of Co-operative Management (VAMNICOM), Pune and L J University, Ahmedabad.

Agri-business refers to business opportunities across value-chains of different agriculture produce from pre-production to market. Agri-business sector having its genesis in agriculture presents a plethora of entrepreneurial opportunities for economic development of nations like India where Agriculture and its allied activities are major source of income for a sizeable proportion of the population. While the overall agriculture production is substantial in many developing countries, in the developing countries a vast majority of farmers earn a meager income due to limitation posed by average land holding or limited knowhow of market dynamics, inability to tap value addition opportunities etc. Multi-faceted efforts are made by various governments to uplift the income of farmers, but the farmers continue to remain under economic stress. Furthermore, many educated youth in developing countries are also struggling to find employment opportunity, the generation of which is becoming more and more difficult.

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Agri-business sector is thriving all over the world with continuous rise in demand for value-added agriculture and food products with technology playing the key role of differentiator across all processes from the pre-production stage. This trend is likely to continue for long. With ample opportunities to generate wealth and employment, promoting agribusiness entrepreneurship emerges as good solution for well-being of farmers, cooperatives and for aspiring youth so that they contribute to the economic development and job creation.

VAMNICOM will be hosting the programme online during **5<sup>th</sup>-9<sup>th</sup> December, 2022**. A desk top / laptop computer with hi-speed internet facility needs to be arranged to the participants for attending the programme online. The participants who have completed online course will be admitted for attending the programme physically from **12<sup>th</sup> - 17<sup>th</sup> December 2022 at VAMNICOM campus, Pune, Maharashtra India.**

In view of the contemporary relevance of the subject area of the programme and its significance, you may kindly consider to nominate Officials/Executives/Trainers for the programme and send their details in the proforma enclosed, before **15<sup>th</sup> November, 2022** so as to reach Director, CICTAB, VM National Institute of Cooperative Management Campus, University Road, Pune 411 007(India) by email : [cictab@hotmail.com](mailto:cictab@hotmail.com)

On receiving nominations, CICTAB will communicate confirmation regarding admission of participants and link for joining the programme.

Yours faithfully,

  
17/10/2022  
(Dr. D. Ravi)  
Consultant  
For Director

Encl: As above.

**International Training Programme on  
Business Plan Development for Agri Business Enterprise  
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5<sup>th</sup>-9<sup>th</sup> December, 2022 Online and  
12<sup>th</sup> – 17<sup>th</sup> December 2022 at VAMNICOM campus –  
(MoC- VAMNICOM-LJ University - CICTAB)**

(under the sponsorship of Ministry of Cooperation, Govt. of India in collaboration with Vaikunth Mehta National Institute of Co-operative Management (VAMNICOM), Pune and L J University, Ahmedabad)

**ORGANISATION :**

Programme is organised by CICTAB under the sponsorship of Ministry of Cooperation, Govt. of India in collaboration with Vaikunth Mehta National Institute of Co-operative Management (VAMNICOM), Pune and L J University, Ahmedabad. The programme will be hosted online & in Campus at VAMNICOM Campus, Pune (India) for the benefit of participants from member countries of CICTAB and countries of SAARC Region.

**OBJECTIVES :**

The programme is proposed to be conducted with the following objectives:

1. To provide insights into basics of Agri-Business Entrepreneurship and expose the participants to various business opportunities in the sector.
2. To Explain concepts of business opportunity identification, estimation of demand and developing a market plan
3. Provide clarity on different constituents of a Business Plan
4. To provide inputs for preparing a business plan of the project opted by the learner so that he can venture into agri-business in a systematic manner

**PARTICIPANTS :**

- (a) Executives/officers/trainers of Rural Financing Institutions from member countries of CICTAB in SAARC Region.
- (b) Trainers/potential trainers of Agricultural and Rural Financing Institutions.

**VENUE :**

Vaikunth Mehta National Institute of Co-operative Management  
(VAMNICOM), **PUNE-411 007, Maharashtra, INDIA**

**DURATION :**

This programme is offered in 60 sessions in 11 days from 5th-9th December, 2022 Online and 12th – 17th December 2022 at VAMNICOM campus, Pune, Maharashtra, India

**PROGRAMME CONTENT:**

<i>Week</i>	<i>Introduction of programme, objectives</i>
<i>Module 1 (Online) 3 days</i>	<i>Significance of entrepreneurship in economic development and importance of Startups in Agri-business</i>
	<i>Concept of entrepreneurship and Role of Banks and Cooperatives in Promoting it</i>
	<i>Agri-business Value Chain</i>
	<i>Opportunities across Agri-Business Value Chain From Inputs to Consumption stages</i>
<i>Module 2 (Online) 2 Days</i>	<i>Idea generation techniques and Methodology of product identification</i>
	<i>Product Identification /development process based in idea selected</i>
	<i>Market Demand Estimation</i>
	<i>Technical Analysis</i>
	<i>Elements of Business Plan</i>
	<i>Inventory of information to carry along Before Coming to Pune for Preparing Business Plan</i>
<i>Module 3 (In person at Pune ) 6 Days</i>	<i>Preparing a Business Plan of the Product Identified</i>
	<i>Presenting the business plan</i>

**LEARNING OUTCOME**

At the end of the course, the participants

- Will get clarity on various traits needed to be an entrepreneur and exposure to different opportunities for establishing a new venture in agri-business sector
- Will develop ability of identifying a business opportunity, and analyzing its market potential
- Will be able to prepare a business plan for starting a venture and also evaluate business plans for funding

**CENTRE FOR INTERNATIONAL COOPERATION AND  
TRAINING IN AGRICULTURAL BANKING**

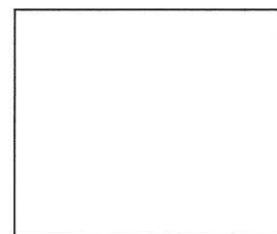
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**\* NOMINATION FORM \***



Name of the Programme	<b>International Training Programme on Business Plan Development for Agri Business Enterprise for the Cooperatives and Rural Financing Institutions (MoC- VAMNICOM-LJ University - CICTAB)</b>		
Date	<b>5<sup>th</sup>-9<sup>th</sup> December, 2022 Online and 12<sup>th</sup> – 17<sup>th</sup> December 2022 at VAMNICOM campus</b>		
Venue of the Programme	Vaikunth Mehta National Institute of Co- operative Management (VAMNICOM), <b>PUNE-411 007, Maharashtra, INDIA</b>		
Name of the Participant	Mr./Ms./Mrs.		
Designation			
<b>Participant's personal Information</b>			
Date of Birth / Age:		/Age:	Yrs.
Nationality			
Educational Qualifications			
Aadhar Card Number (for Indians only)			
Are you a Trainer/ Potential Trainer? (If yes, please provide details)			
Residential Address			
Mobile No.		E-Mail id Personal	

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Passport Details of Participant			
Passport Number		NA	
Date of Issue		NA	
Date of Expiry		NA	
Sponsoring Organisation Details			
Name of the Sponsoring Organisation			
Postal Address			
Phone		Fax No	
E-Mail ID		Website	
Details of Nominating Organisation (Participant parent organisation)			
Name of the Nominating Organisation			
Mailing Address			
Phone		Fax No	
E-Mail ID		Website	
Date:		Place:	
Signature of the Participant			

SIGNATURE AND SEAL  
OF THE SPONSORING AUTHORITY