



**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP
AND SMALL BUSINESS DEVELOPMENT (NIESBUD)**

Ministry of Skill Development and Entrepreneurship, Govt. of India,

www.niesbud.nic.in



**Online EDP On
Dairy Farming & Fisheries
Business
18th & 19th July'2020**



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ABOUT NIESBUD



The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention.

NIESBUD has provided training to 12, 24,433 persons as of March 31, 2020 through 46,438 different training programmes since inception. This includes 5,011 international participants hailing from more than 145 countries throughout the globe.

Online Training on Dairy Farming & Fisheries Business

According to Ascham report, the demand of milk and milk products in India is projected to increase to 191.3 million tons in 2020. At the existing rate of growth in milk production, in next decade, supply will fall short of the demand. Together with the increase in domestic demand of milk, at the international level, opened new scope of international trade for the Indian dairy sector. As such there are tremendous opportunities for large scale investment and scope for commercial dairy farming business. Enhancement in milk processing has necessitated the increased demand for milk and this triggered the setting up of many commercial dairy units in medium and small scale in different parts of the country.

The shrinkage of land holdings and the displacement of labor from crop farming as a result of mechanization, introduction of high yielding crossbred cows and the easy accessibility of improved technologies, availability of compounded feed, feed blocks etc. are the other factors responsible for this shift from traditional mixed farming production to specialized dairy production system. Commercial and small scale dairy farming in India is no doubt playing an important role in the total milk production and economy of our country. And almost all regions of India are suitable for setting up dairy farming business. Most of the dairy farmers in India are raising animals in small scale traditional methods. They are not aware about the modern farming methods and improved techniques for dairy farming. As a result, some farmers are losing their investment instead of being benefited. Proper business plan, well management and care can ensure maximum production and profit from dairy farming business.

The dairy farming if adopted with dedication is capable of giving a return on the investment to the tune of 20-30 per cent or more compared to few other occupations. It is also very labor intensive enterprise and has manifold labor employment potential. The dairy farming is the most profitable venture when done in sub-urban areas or in areas around the metropolitan cities where there is a ready market of the milk and one can get high price of the milk produced.

Keeping in view the immense opportunities available in Commercial Dairy Farming Business and lack of trained Entrepreneurs in this field, NIESBUD has designed special Two-day Online EDP on Dairy Farming 18th July 2020 to 19th July 2020.

The Entrepreneurship Development Programme deals with the various aspects of Setting up Own Dairy Farm Unit and Milk Processing Plant and economic parameters connected with them.

Fisheries Business Training

India has abundant resources for increasing fish production. On the other hand, food production in the country is reaching a plateau. Against this backdrop, aquaculture needs to be given more emphasis, primarily to increase the nutritional status of the populace of the country.

There is about 506 thousand sq. km. of continental shelf and 8041 km. of coastline. The inland fisheries resources include 1, 71,334 km. length of rivers and canals, 0.2 million hectares of ponds and tanks, 0.7 million hectares of beels, oxbow and derelict water. The brackish water fish production is estimated to about 1.4 million hectares. It is assumed that about 16 percent of the freshwater and about 10 percent of the brackish water could be utilized for fish culture. Moreover, the average productivity of fish culture is about 2.2 million tone in the fresh water and about 472 kg in the brackish water, against the potential yield of about 10 million tons per hectare.

Recently the culture sector, especially aquaculture, had a boom in productivity due to the availability of various technologies like, intensive and super intensive culture. The intensive and super intensive cultures, either in running waters or circulatory systems with very high stocking densities and production potential are one of the upcoming trends in these days. The trend of production, as a result, shows a higher potential for aquaculture when compared to marine capture fisheries. In the marine sector there is a need to exploit the deep-sea beyond 50m depths, besides diversifying the activities of the fishers towards other activities like, processing and product development.

In order to harness these new recourses, government alone may not be able to take up all the responsibilities. Fishers also may not be able to take up some technologies, which are complex. Therefore, entrepreneurship development process needs to be started in fisheries. Entrepreneurship has great potential in the area of Fisheries & Aquaculture.

The National Institute for Entrepreneurship and Small Business Development has organized a Two-Days Online Training Program on Dairy Farming & Fisheries Business. In this training topics like, Overview on Milk & Milk allied products, Cow & Cow Sheds, Establishing a Dairy Plant, Packaging Milk and General Hygiene in Dairy, Contract Dairy Farming, Sales Strategy for a New Dairy Setup, Tie-up for value added Milk Products, Scientific Fish Farming Technology, Integrated Fish Farming are covered in sufficient detail, so as to award you the knowledge to start any of the respective business. NIESBUD alongside also provides training on Entrepreneurship that shall help the participant to learn Dairy Farming & Fisheries Entrepreneurship.

Course Duration: - Two Days.

Objective of Online EDP on Dairy Farming & Fisheries Business

The Core Objective of this Training program is to create more Entrepreneurs in the domain of Dairy Farming & Fisheries Business, so as to equip them with sufficient knowledge and get them ready to launch their Dairy & Fisheries Farming Business. Thereby sizable amount of Employment can be generated by each Entrepreneur.

Program Methodology

The Training shall be imparted through Online Platform, for which the Participants can log on to the designated NIESBUD e-Learning Portal, Register their participation by paying the relevant fees and participate in the Training program through their **Laptop/Desktop/Mobile**.

Online EDP on Dairy Farming & Fisheries Business

PROGRAMME SCHEDULE

ACADEMIC SESSIONS – 18th to 19th July 2020

Date	Session	Timing	Topic	Faculty
18 th July, 2020	I	10:30AM - 11:30 AM	Characteristics of an Entrepreneur	Dr. Poonam Sinha
		11:30 AM -11:45 AM	Break	
	II	11:45 AM – 1:15 PM	Dairy Farming - An Overview	Mr. Hardik Ravat
		1:15 PM – 2:15 PM	Break	
19 th July; 2020	III	2:15 PM - 03:45PM	Cow & Cow Sheds	Mr. Hardik Ravat
		03:45 PM - 04:00PM	Break	
	IV	04:00 PM- 5:00 PM	Establishing a Dairy Plant	Mr. Hardik Ravat
	I	10:30AM - 11:30 AM	Sales Strategy in Milk Business	Mr. Hardik Ravat
		11:30 AM -11:45 AM	Break	Mr. Hardik Ravat
	II	11:45 AM – 1:15 PM	Scientific Fish Farming Technology (Composite Fish Culture)	Mr. Ashish Bagla
		1:15 PM – 2:15 PM	Break	
	III	2:15 PM - 03:45PM	Integrated Fish Farming	Mr. Ashish Bagla
		03:45 PM - 04:00PM	Break	
	IV	04:00 PM- 5:00 PM	Entrepreneurship Support Eco System	Mr. B.S Sajwan
		05:00PM – 05:15PM	Feedback	Mr. Prakash Chandra
		05:15PM – 05:30PM	Assessment	Mr. Happy Chaudhary Mr. Pawan Sharma

Session	Faculty	Session Details
Characteristics of an Entrepreneur	Dr. Poonam Sinha	The session objective is to upgrade the knowledge and skills of the participants on characteristics of an entrepreneur. The session will help the participants to understand the different characteristics through various behavioral exercises and case studies. The trainees would be able to understand what are the different characteristics required to become an entrepreneur by the end of this module.
Dairy Farming – An Overview	Mr. Hardik Ravat	The session will cover about Understanding the constituents of Dairy Farming: Milk & Milk Business, Cow & Cow Sheds, Establishing a Dairy Plant, Contract Dairy Farming, and Sales Strategy for Dairy Business.
Cow & Cow Sheds	Mr. Hardik Ravat	<p>The session is planned to cover:</p> <p>How to approach Cow Sheds, procurement of cows through authentic sources?</p> <p>Infrastructure required for a Cow Shed.</p> <p>Cost Involved in various equipment for Cow Shed Development.</p> <p>How to implement a small to medium size Cow Shed.</p> <p>Emerging Allied activities & revenue generation at Cow Shed.</p>
Establishing a Dairy Plant	Mr. Hardik Ravat	<p>The session will focus on following content :</p> <p>Dairy Plant planning</p> <p>Infrastructure required to start Dairy Plant</p> <p>Cost Involved in various equipment for Dairy Plant.</p> <p>Packaging Milk and general Hygiene in Dairy.</p> <p>Challenges and Benefits of Dairy Plant.</p>
Sales Strategy in Milk Business	Mr. Hardik Ravat	<p>The session will cover:</p> <p>Contract Dairy Farming,</p> <p>Sales Strategy for a New Dairy Setup</p> <p>Tie-up with Govt. Institutions for value added Milk Product</p>

Scientific Fish Farming Technology (Composite Fish Culture)	Mr. Ashish Bagla	<p>The session is planned is cover:</p> <p>Cover Contraction of Pond</p> <p>Management of Pond</p> <p>Culture practices</p> <p>Fish Health management</p>
Integrated Fish Farming	Mr. Ashish Bagla	<p>The session will focuse on:</p> <p>Dairy</p> <p>Piggery</p> <p>Goatary</p> <p>Duckery</p> <p>Bee Keeping</p> <p>Mushroom & Horticulture.</p>
Entrepreneurship Support Eco System	Mr. B. S. Sajwan	<p>The session objective is to upgrade the knowledge and skills of the participants on entrepreneurship support eco system. The session will help the participants to understand the role of entrepreneurship support and enabling eco system for promoting entrepreneurship in the country. The factors affecting success and failure of an entrepreneur. The trainees would be able to understand that entrepreneurship ecosystem is the social and economic environment affecting local or regional entrepreneurship by the end of this module.</p>



Program Timings & Details

Dates & Duration:-

Date: **18th & 19th July 2020** (Saturday & Sunday)

Time: 10.30 AM to 05:15 PM

Fee: - Rs. 2500/- + 18% GST = Rs.2950/- only

Mode of Fee Payment Options:

PAYMENT GATE WAY

<http://niesbudtraining.org/Programs/directpayment.aspx>

Contact Persons:

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