



**NAVSARI AGRICULTURAL UNIVERSITY, Navsari**

*in collaboration with*



**ICAR**

**National Academy of Agricultural Research Management**

**Rajendranagar, Hyderabad- 500 030**

*proudly announces*



# One Day Awareness-cum-Training Workshop on Development of Soft Skills for Entrepreneurship among Agri Graduates

(Under the National Agricultural Higher Education Project-NAHEP Component 2A)

**for Igniting a Spark for Entrepreneurship  
among the UG Students of NAU**  
**February 27, 2023 – Marvelous Monday**

**Timing – 09:00 am to 6:15 pm**



**Patron & President**

**Dr. Z. P. Patel**

Hon'ble Vice Chancellor  
Navsari Agricultural University, Navsari



**Chief Guest & Programme Convener**

**Dr. Timur R. Ahlawat**

Director of Research & Dean-PG Studies  
PI-NAHEP-CAAST  
Navsari Agricultural University, Navsari



**Programme Co-Convener**

**Dr. Ruchira A. Shukla**

Principal (I/c.) & Professor-AABMI  
Chairman of University Start-up Cell  
Navsari Agricultural University, Navsari



**Programme Director & Master Trainer**

**Dr. Mehul G. Thakkar**

Associate Professor in HRM and  
University Placement & Counselling Head  
Mentor of University Start-up Cell  
Navsari Agricultural University, Navsari

## GUESTS OF HONOUR



**Dr. R. M. Naik**

Director of Students' Welfare  
Dean-Faculty of Agriculture  
Navsari Agricultural University, Navsari



**Dr. N. M. Chauhan**

Director of Extension Education  
Navsari Agricultural University, Navsari

## PROGRAMME CO-COORDINATORS

**Dr. Swati S. Sharma**

Asst. Professor-AABMI  
Member Secretary of University Start-up Cell  
Navsari Agricultural University, Navsari

**Dr. Gautam R. Parmar**

PG Academic Incharge  
Asst. Professor-AABMI  
Navsari Agricultural University, Navsari

## ORGANIZING COMMITTEE MEMBERS

**Shri Bhavesh D. Chaudhari, Dr. Kuldeep S. Choudhary, Dr. Vishal S. Thorat**

Asst. Professor-AABMI, Navsari Agricultural University, Navsari

**Supported by:**

**University Start-up Cell, University Placement & Counselling Cell**

**ASPEE Agribusiness Management Institute**

## Self Strengthening Journey Begins with the Trainers/Facilitators...



### Digital Marketing Skills in the New Normal – A Content Perspective

Through : Online Presentation, Discussion, Q & A

09:50 am to 10:45 am

#### Dr. Yash Chawla

Internationally Acclaimed Global Speaker - Ph. D. in Management & Quality Sciences  
Asst. Professor of Management Science (Innovation and Marketing)  
Dept. of Operations Research & Business Intelligence,  
Wroclaw University of Science & Technology, Poland  
R & D Communication Advisor – DAC.digital  
Chairman of Global Chapter of ISTD, Poland



### Express to Impress – Assertive Communication for Entrepreneurial Success

Through : Interactive Presentation, Discussion, Psychological Games,  
Self Assessment Test, Q & A

10:45 am to 11:45 am

#### Dr. Mehul G. Thakkar

Internationally Acclaimed In-house HRD Trainer of NAU, Navsari  
12 Gold Medals, 12 State, 24 National & 18 International Awards Winner Trainer  
Certified National Trainer, Master Trainer & Lead Assessor of Govt. of India  
International Certified Career Coach (Foundation & Advanced) from Mindler-India & CDA-USA  
Accredited Management Teacher in HRM, Best Placement Head National Award Winner  
Best Entrepreneurship Trainer National Award Winner  
Training Convener of AC&ABC Scheme  
Start-Up Mentor of VNSGU-Surat, NAU-Navsari and CII & i-HUB (Govt. of Gujarat)  
Start-up MAARG Mentor of Govt. of India in 5 Sectors  
Asso. Prof. in HRM and University Placement & Counselling Head, NAU, Navsari

### Building Great Teams: Panacea for Entrepreneurial Success

Through : Interactive Presentation, Discussion, Psychological Games,  
Self Assessment Test, Q & A

11:45 am to 12:45 pm

#### Dr. Mehul G. Thakkar

Asso. Prof. in HRM and University Placement & Counselling Head, NAU, Navsari



### Refreshing Delicious LUNCH BREAK (12:45 pm – 13:45 pm)



### Panel Discussion with Agri Graduates turned Entrepreneurs

Through : Panel Discussion, Q & A

13:45 pm to 14:45 pm

**Shri Hardik M. Vaghani** – Founder, Agrobites Green Venture

**Shri Hitesh Patel** – Founder, Hariom Aquaculture Pvt. Ltd.

**Shri Mukund Jogiya** – Founder, Shree Ram Spices

**Smt. Shital A. Patel** - Founder, FTS Foods LLP

Seasoned Moderators

Dr. Mehul G. Thakkar & Dr. Swati S. Sharma





## Self Strengthening Journey Continues with the Trainers/Facilitators...



### Innovations & Start-ups: A Precursor to Entrepreneurship

Through : Interactive Presentation, Discussion, Q & A

14:45 pm to 15:45 pm

#### Dr. Ruchira A. Shukla

PI of Centre for Research in Agricultural Marketing (CRAM)  
Chairman of University Start-Up Cell  
Nodal Officer of AC&ABC Scheme  
Principal (I/c.) & Professor, AABMI, NAU, Navsari



### Marketing Skills for Budding Entrepreneurs & Start-ups

Through : Interactive Presentation, Discussion, Q & A

16:00 pm to 17:00 pm

#### Dr. Gautam R. Parmar

PG Academic Incharge  
Asst. Professor (Marketing), AABMI, NAU, Navsari



**Energizing TEA BREAK (15:45 pm – 16:00 pm)**



### Government Initiatives & Support Schemes for Agripreneurship in India

Through : Interactive Presentation, Discussion, Q & A

17:00 pm to 18:00 pm

#### Dr. Swati S. Sharma

Member Secretary of University Start-Up Cell  
Training Coordinator of AC&ABC Scheme  
Asst. Professor (ABM), AABMI, NAU, Navsari



## Valedictory Ceremony

Direct Dil Se... Feedback Session...  
Certificate Distribution...

18:00 pm to 18:15 pm

