



National Level Collaborative 3-Days Refresher Training Programme on “SECONDARY AGRICULTURE” *for Agripreneurs established under AC&ABC Scheme*

Bamboo Products



Fruit Products



17-19
December
2024

proudly
organized by

Honey Products



Banana Products



ASPEE Agribusiness Management Institute

Navsari Agricultural University (NAU), Navsari, Gujarat

in collaboration with

**National Institute of Agricultural Extension Management (MANAGE),
Hyderabad, Telangana**

Patron

Dr. Z. P. Patel

Hon'ble Vice Chancellor
Navsari Agricultural University, Navsari

Chief Guest

Dr. Timur R. Ahlawat

Director of Research & Dean-PG Studies
Chairman of University Startup Cell
Navsari Agricultural University, Navsari

Guest of Honour

Dr. Hemant R. Sharma

Director of Extension Education
Navsari Agricultural University, Navsari

Special Guest

Shri Narsing M. Kendre

District Development Manager
NABARD, Navsari & Dangs

Training Conveners

Dr. O. P. Sharma

Principal – AABMI
Navsari Agricultural University, Navsari

Dr. K. Sai Maheshwari

Assistant Director – AC&ABC Scheme
MANAGE, Hyderabad

Training Director

Dr. Kuldeep S. Choudhary

Asst. Professor-AABMI, University Co-coordinator of SSIP 2.0
Nodal Officer of AC&ABC Scheme, Course Director of PGC-FPO
Member of University Startup Cell, Navsari Agricultural University, Navsari

Training Co-Directors



Prof. (Dr.) Mehul G. Thakkar

Professor in HRM
University Placement & Counselling Head
University Nodal Officer of CM Apprenticeship Scheme
University Coordinator of UHV Scheme
University's Internationally Acclaimed In-house HRD Trainer
Former Mentor & Present Member of University
Startup Cell, Navsari Agricultural University, Navsari



Dr. Swati S. Sharma

Associate Professor-AABMI
University Coordinator of SSIP 2.0
Training Coordinator of AC&ABC Scheme
Course Co-Director of PGC-FPO
Member Secretary of University Startup Cell
Navsari Agricultural University, Navsari



Shri Vinay Patidar

Consultant – AC&ABC Scheme
MANAGE, Hyderabad

Day 1: December 17, 2024 – Thoughtful Tuesday



Harnessing Agripreneurial Opportunities for Secondary Agriculture through Value Chain Management

Dr. Swati S. Sharma

Associate Professor (ABM) &
Training Coordinator of AC&ABC Scheme, NAU, Navsari

10:45 am
to
11:45 am



Igniting a Spark Within Agripreneurs for Sustainable Enterprises.. The Road Ahead

Prof. (Dr.) Mehul G. Thakkar

Professor in HRM and
University Placement & Counselling Head, NAU, Navsari

11:45 am
to
12:45 pm

Delicious LUNCH BREAK (12:45 pm to 2:00 pm)



Processing and Value Addition of Fruits for Entrepreneurship Development & Practical Exposure of Technological Development in Processing and Value Addition at CoE PHT, ACoH, NAU, Navsari

Dr. Dev Raj

Professor & Head (PHT), ACoH, NAU, Navsari

02:00 pm
to
03:30 pm



Bee-keeping: Rearing, Processing and Value Addition

Dr. Abhishek A. Mehta

Associate Professor (Forest Products & Utilization),
CoF, NAU, Navsari

03:30 pm
to
05:00 pm

Day 2: December 18, 2024 – Wonderful Wednesday



Innovative Extension Approaches in Agripreneurship

Dr. O. P. Sharma

Principal, AABMI, NAU, Navsari

09:30 am
to
10:30 am



Customer Relationship Management for becoming Business Baazigar

Prof. (Dr.) Mehul G. Thakkar

Professor in HRM and
University Placement & Counselling Head, NAU, Navsari

10:30 am
to
11:30 am



Ensuring Sustainability through Quality Management in Secondary Agriculture

Dr. Swati S. Sharma

Associate Professor (ABM) &
Training Coordinator of AC&ABC Scheme, NAU, Navsari

11:30 am
to
12:30 pm

Delicious LUNCH BREAK (12:30 pm to 2:00 pm)



Entrepreneurial Opportunities in Bamboo Handicrafts and Bamboo Furniture Industry in India & Practical Exposure of Bamboo Resource Centre at College of Forestry, NAU, Navsari

Dr. Jayesh G. Pathak

Associate Professor (Agroforestry), CoF, NAU, Navsari

02:00 pm
to
03:30 pm



Orientation about AC&ABC Scheme

Shri Vinay Patidar

Consultant - AC&ABC Scheme, MANAGE, Hyderabad

03:30 pm
to
04:00 pm



FPOs as Catalyst for Promoting Secondary Agriculture

Dr. Kuldeep S. Choudhary

Assistant Professor (ABM) &
Nodal Officer of AC&ABC Scheme, NAU, Navsari

04:00 pm
to
05:00 pm

Day 3: December 19, 2024 – Thunderous Thursday



Innovative Marketing Strategies for Entrepreneurs in Secondary Agriculture

Dr. Ruchira A. Shukla

Professor, AABMI, NAU, Navsari

09:00 am
to
10:00 am



Best out of Waste: Practical Exposure Visit of Banana Pseudostem Processing Unit

Dr. Chirag S. Desai

Associate Scientist (Banana Pseudostem), SWMRU, NAU, Navsari

10:00 am
to
12:15 pm

Delicious LUNCH BREAK (12:15 pm to 2:00 pm)

Entrepreneurial Journey from Field to Market: Enlightening Interaction & Panel Discussion with Established Entrepreneurs - Shining Alumni of NAU

02:00 pm
to
04:00 pm



Shri Chetan Mendapara

Founder
The Mango Mart,
Hortica Foods LLP



Shri Pankaj Parmar

Founder
Evergreen Agro & Gardening Mall,
The Planting Treasure



Shri Aditya P. Trivedi

Founder
Healthspire Peanut Butter

Seasoned Moderators :

Dr. Mehul G. Thakkar, Dr. Swati S. Sharma & Dr. Kuldeep S. Choudhary



Valedictory... Direct Dil Se... Feedback Session... Winding Up...

04:00 pm
to
05:00 pm

