

AgCatalyst

AGRIPRENEURSHIP MENTOR DEVELOPMENT PROGRAM

AgCatalyst: An exclusive 7-day, 42-hour **certificate program** crafted to cultivate an entrepreneurial mindset, empowering participants with a profound understanding of vital concepts and skills in entrepreneurship and the startup ecosystem.

The curriculum encompasses:

- Agri- Entrepreneurship vs. Agri-startup
- Exploring innovative business models
- Design thinking for entrepreneurial endeavors
- Identifying promising student entrepreneurs
- Startup Ecosystem Navigation & Mentorship
- Sources for startup funding: government and private
- Basics of technology commercialization and IPR
- Building entrepreneurship pre-incubation support system

This program is designed for:

- Faculty members, scientists from ICAR, Agricultural Universities
- Professionals from both government and private institutions
- Mentors, technical experts, consultants, and advisors interested in agriculture and allied sectors



All sessions will be led by seasoned, domain-expert speakers

Residential Program:

Start Date: June 10, 2024

End Date : June 16, 2024

Program Fee:

₹ 10,000 (Incl. all taxes)

**Food and accommodation provided.*



Last Date to Apply : May 31, 2024

REGISTER ONLINE AT :
www.AAUincubator.in/mdp



AAU Incubation Center

College of FPT&BE, Anand Agricultural University,
Anand-388110, Gujarat, India

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AAU Incubation Center

A NOT-FOR-PROFIT SECTION 8 COMPANY
ESTABLISHED BY ANAND AGRICULTURAL UNIVERSITY

AAU Incubation Center (**AIC Anand**) is a not-for-profit company established under the section 8 of Companies Act, 2013 by Anand Agricultural University with an objective of supporting innovative start-up enterprises in the field of agriculture and allied sectors

AIC Anand Impact

Agripreneurs Trained
165+

Women Agripreneurs
40+

Entrepreneurs Trained



Funded Startups



Funded Startups
40

Funding Sanctioned*
₹3.4 Cr.

Supported by

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AGRICULTURE AND FARMERS WELFARE



Anand Agricultural University (AAU) is a prominent institution in Gujarat's agricultural sector, originating from the pre-independence era with its roots dating back to 1937, the dream institution of Sardar Vallabhbhai Patel and Dr. K. M. Munshi. AAU was carved out of the erstwhile Gujarat Agricultural University (GAU) by Act No. (Guj 5 of 2004), passed in May' 2004 by the Government of Gujarat.

In Collaboration with



CCS National Institute of Agricultural Marketing

Jaipur-302 033

Established in 1988, **CCS NIAM** is an autonomous organization under the Ministry of Agriculture & Farmers' Welfare, Government of India, working towards fortifying the agricultural marketing domain by rendering specialized training, research, and consultancy to India and South-East Asian countries.