



## ABSTRACT

Agriculture and Farmers Welfare – Tamil Nadu Agricultural University – Announcement made by the Hon'ble Minister for Agriculture and Farmers Welfare during Agriculture and Farmers Welfare Department Budget Speech 2021-2022 – “**Promotion of Entrepreneurship in Agribusiness**” at an outlay of Rs.1.30 crore from the Indian Council of Agricultural Research and National Agriculture Higher Education program– Approval – Accorded - Orders - Issued.

### AGRICULTURE AND FARMERS WELFARE (AU) DEPARTMENT

**G.O.(Ms) No.174**

**Dated:28.10.2021**

திருவள்ளூர் ஆண்டு, 2052  
பிவை வருடம், ஐப்பசி 11

From the Vice Chancellor, Tamil Nadu Agricultural University letter No.TNAU-Agriculture Budget Speech Announcements - 2021- Sl.No.68-Proposal, dated 01.10.2021.

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#### ORDER:

During the Agriculture and Farmers Welfare Budget Speech 2021-2022, the Hon'ble Minister for Agriculture and Farmers Welfare has made the following announcement on the Floor of the Assembly :-

#### **68. Promotion of Entrepreneurship in Agri Business**

Tamil Nadu Agricultural University is the Regional Coordinating Institute under Unnath Bharat Abhiyan Scheme of Union Government for the development of business and entrepreneurship relating to agriculture.

A financial support to the tune of Rs.1.30 Crore will be obtained from Indian Council of Agricultural Research and National Agriculture Higher Education program of Union Government for promotion of agricultural entrepreneurship among the undergraduate students of Tamil Nadu Agricultural University. Interaction with academia in International Institutions and Industrial experts will also be promoted.

Suitable subjects under Under Graduate Agricultural courses will be included as electives, so as to ensure that the students will prosper as entrepreneurs in the coming years.

Besides, the Agri Incubation Centre in Tamil Nadu Agricultural University will be strengthened and new Agri Incubation Centres will be established in places where it is felt required.

2. Accordingly, the Vice Chancellor, Tamil Nadu Agricultural University has sent a proposal to the Government for the "**Promotion of Entrepreneurship in Agribusiness**".

3. The Vice Chancellor, Tamil Nadu Agricultural University in his proposal has stated that young people are potential resources and leaders of the future. But they can transform the future only if they have knowledge and skills. Making use of the available abundant human resource in a productive way is the major challenge before the government and the policy makers.

4. There are increasing opportunities for developing entrepreneurship in agriculture and allied sectors. Entrepreneurship Development Programme helps in developing entrepreneurial skills and abilities which are required to run a business successfully. In agriculture, there are wide number of modern technologies such as drone and IoT application, Smart farming, Digital marketing in agriculture, Big data analysis, etc., which need to be inculcated properly among the students to motivate them to start their own agri startups. Thus, organizing entrepreneurship development program will help to increase the student entrepreneurship in agriculture. Entrepreneurship involves risk. Students have to be trained and continuous hand holding must be provided to improve the performance of students as entrepreneurs. Entrepreneurship development programs enhance the self esteem of the students, enable them to learn new things, create wealth for self and associated business, improve standard of living, create job opportunities for people, develop the economy, etc.,

5. The Justification / Rationale of the Project are as follows:-

Students graduating from the agricultural colleges are in the increasing trend. Majority of them are job seekers and prefer public and private sector opportunities. Placements are the only solution and all of them cannot be given jobs. Though there are skill based technologies, rarely any student wants to be an entrepreneur. Further, it is high time to encourage the students to look at entrepreneurship as a viable career choice. Entrepreneurial development programs can play an important role in influencing potential candidates to take advantage of new business opportunities and establish new business ventures. Programs can be designed both to help potential candidates to start new ventures and to improve their skills to solve specific issues in agriculture and allied sector.

There are number of recent technologies such as Drone, Digital Marketing, Bigdata analysis, smart farming, food processing, etc about which students can be trained under entrepreneurship development

programs. This would pave the way for promoting and encouraging the entrepreneurial spirit among the students. By operating various input production units, processing units and agriculture allied businesses, Tamil Nadu Agricultural University is conversant with the managerial and technological aspects of training students in business venture, through the model units established at various colleges. This will enable Tamil Nadu Agricultural University to implement such programs in collaboration with industry experts.

Such Entrepreneurship Development Programs are conducted in seven Agribusiness Incubation Forums operating in various campuses of Tamil Nadu Agricultural University. These programs will also be implemented by involving the Business Incubation Forums.

6. The objectives of the project are as follows:-

- i. To motivate students to start new business
- ii. To enrich the skills of students to establish and operate new business with modern technologies
- iii. To enable interaction with successful entrepreneurs and networking

7. The project is aimed to provide the following three components:-

#### **I. Students Entrepreneurial Skill Development Training:**

The under graduate students will be offered with special training programs to promote entrepreneurial skill development in the field of Agriculture and its allied sciences right from their second year of study. The training will be on-

- a. Drone applications;
- b. Digital marketing;
- c. Skill Development in Video production and editing;
- d. Big data analysis and Artificial Intelligence;
- e. Smart Farming with IoT support;

#### **II. Strengthening Agribusiness Incubation Centres:**

Incubation centers will be expanded and the nursery management techniques shall be incorporated as one of the training areas like Skill Development on Agri equipment and Machinery repairing and maintenance, Food processing and Nursery management techniques.

#### **III. Motivational talks by successful entrepreneurs:**

Battery of lectures cum motivational talks will be held for the students' sensitization towards entrepreneurship by inviting experts. Training

programme will be offered for both technical and managerial skills on businesses such as Drone, Digital Marketing, Video production and editing, Bigdata analysis, smart farming, Agri equipment and Machinery repairing and maintenance, nursery management techniques and food processing. The motivational talks will be given on innovation and entrepreneurship development, soft skill development, career development, etc.,

8. The duration of the project is one year (2021-2022) and the activities covered in this project are as follows:-

The training programme will be organized from October 2021 - February 2022. The programme will be offered to the undergraduate students of all constituent colleges of Tamil Nadu Agricultural University. For implementing the training programmes, the Deans of all constituent colleges will be involved. The Director, Directorate of Agribusiness Development will be the overall coordinator for implementing these training programmes in Tamil Nadu Agricultural University.

**i. Hands on**

Hands-on learning is a rewarding way for students to explore, retain, and experiment with all aspects of their chosen field of study, particularly at the collegiate/trade school level of career development and education. The potentials are essentially limitless and the amount of preparation and confidence this method offers can't be overstated. Even if a student struggles to pay attention to a spoken lecture or a lengthy text, they could find true academic breakthrough on the other side of a hands-on lesson.

**ii. Lectures**

Instructors can use lectures to help students easily acquire knowledge of terms, basic facts and simple concepts. Lectures are as effective, but not more effective, than other methods in transmitting simple information.

**iii. Case studies**

Training with case studies is that the students are actively engaged in figuring out the principles by abstracting from the examples. This develops their skills in Problem solving. Analytical tools, quantitative and/or qualitative, depending on the case.

**iv. Assignments**

The assignment will enable students to see the purpose for their study and some definite objectives to be achieved. The objectives of the lesson are essential in giving direction and definiteness to the pupils' thought and activities

9. The beneficiaries are as follows:-

Undergraduate students of all the constituent colleges of Tamil Nadu Agricultural University will be the beneficiaries of the project.

10. The budget for the project is as follows:-

(Source of Funding: Indian Council of Agricultural Research and National Agriculture Higher Education program)

**i. Item-wise details of the scheme under which the fund is sought for**

Sl. No	Title of the Entrepreneurship Development Programs (EDP)	No. of training	No. of student beneficiaries	Amount (Rupees in Crore)	Implementing Department
<b>I. Students Entrepreneurial Skill Development Training</b>					
1.	Drone applications	2	60	0.72	Directorate of Agribusiness Development
2.	Digital marketing	3	120	0.09	Directorate of Agribusiness Development
3.	Skill Development in Video production and editing	3	120	0.09	Directorate of Agribusiness Development
4.	Big data analysis and Artificial Intelligence	2	80	0.06	Directorate of Agribusiness Development
5.	Smart Farming with IoT support	3	120	0.09	Directorate of Agribusiness Development
<b>II. Strengthening Agribusiness Incubation Centres</b>					
6.	Skill Development on Agri equipment and Machinery repairing and maintenance	1	40	0.03	Agri Business Incubation Forum, Tamil Nadu Agricultural University
7.	Food processing	3	120	0.09	Agri Business Incubation Forum, Tamil Nadu Agricultural University
8.	Nursery management techniques	4	160	0.12	Agri Business Incubation Forum, Tamil Nadu Agricultural University
<b>III. Motivational talks by successful entrepreneurs</b>					
9.	a) Motivational talks 20 X Rs.3000 = Rs.60000 b) Travelling allowance Rs.40000	20	2000	0.01	Directorate of Agribusiness Development
<b>Total</b>		<b>41</b>	<b>2820</b>	<b>1.30</b>	

**ii. Item-wise timeline required for implementation of the scheme**

Sl. No	Title of the Entrepreneurship Development Programs (EDP)	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022
<b>I. Students Entrepreneurial Skill Development Training</b>							
1.	Drone applications				1	1	
2.	Digital marketing		1	2			
3.	Skill Development in Video production and editing			1	1	1	
4.	Big data analysis and Artificial Intelligence					1	1
5.	Smart Farming with IoT support				1	1	1
<b>II. Strengthening Agribusiness Incubation Centres</b>							
6.	Skill Development on Agri equipment and Machinery repairing and maintenance			1			
7.	Food processing		1	1	1		
8.	Nursery management techniques			1	1	1	1
<b>III. Motivational talks by successful entrepreneurs</b>							
9.	a)Motivational talks 20 X Rs.3000 =Rs.60000  b)Travelling allowance Rs.40000		3	5	4	4	4

10. The outcome of the project is as follows:-

- The entrepreneurial training will provide the students with the information needed for enterprise building and sharpening their entrepreneurial skills;
- Possibility of converting five per cent of students as entrepreneurs;
- Emergence of new agribusiness/ventures in agriculture;
- Creation of employment opportunity;
- Proper utilization of locally available resources in agriculture;

11. After careful examination and considering the outcome of proposed project on its implementation, the Government accord approval to the Vice Chancellor, Tamil Nadu Agricultural University for carrying out "**Promotion of Entrepreneurship in Agribusiness**" at an outlay of Rs.1.30 crore (Rupees One Crore and Thirty Lakh Only) as detailed below from the Indian Council of Agricultural Research and National Agriculture Higher Education program Funds :-

<b>Title of the Entrepreneurship Development Programs (EDP)</b>	<b>Amount (Rupees in Crore)</b>
I. Students Entrepreneurial Skill Development Training	1.05
II. Strengthening Agribusiness Incubation Centres	0.24
III. Motivational talks by successful entrepreneurs	0.01
<b>TOTAL</b>	<b>1.30</b>

12. This order issues with the concurrence of Finance Department vide its U.O.No.45794/Agri.&FW/2021, dated 25.10.2021.

**(BY ORDER OF THE GOVERNOR)**

**C. SAMAYAMOORTHY  
AGRICULTURAL PRODUCTION COMMISSIONER  
AND SECRETARY TO GOVERNMENT**

To

The Vice Chancellor, Tamil Nadu Agricultural University, Coimbatore - 3.

The Director of Local Fund Audit, Chennai - 108.

The Deputy Director of Local Fund Audit, Coimbatore-3.

The Principal Accountant General (A&E / Audit / AAD / G&SSA / E&RSA), Chennai-18.

The Resident Audit Office, O/o the Principal Accountant General (Social Sector Audit), Chennai-9.

Copy to:-

The Special Personal Assistant to the Hon'ble Minister for Agriculture and Farmers Welfare, Secretariat, Chennai-9.

The Senior Private Secretary to the Agricultural Production Commissioner and Secretary to Government, Agriculture and Farmers Welfare Department, Chennai-9.

The Assistant Programmer, Agriculture and Farmers Welfare Department, Chennai -9

The Finance (Agri. & FW) Department, Chennai-9.

The Agriculture and Farmers Welfare (OP3) Department, Chennai -9.

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C.No.20003/AU/2021

**//FORWARDED/BY ORDER//**

*செ. சமையமூர்த்தி*  
29/10/2021  
**SECTION OFFICER**

*செ. சமையமூர்த்தி*  
29/10/2021

