

**National Training Program on
'Entrepreneurship Development in Livestock Sector'**

(August 24 to September 07, 2020)



Venue: Online

Last Date for Registration: August 17, 2020

Registration Link

(Training link will be provided only to the registered participants through mail)



**Centre for Human Resource Development
NATIONAL INSTITUTE OF RURAL DEVELOPMENT AND PANCHAYATI RAJ
Rajendranagar, Hyderabad - 500 030**

Need

The demand for animal sourced foods (ASF) is increasing both quantitatively and qualitatively. During the past five years, the milk and meat sectors are growing at about six percent, annually. The government of India is now pegging on livestock to increase the economy from the current value of US \$ 3 trillion to US \$ 5 trillion by the year 2025. Under "Make in Rural India Initiative" NDDDB will provide the financial assistance to private dairy units for processing in order to double the milk processing capacity by the year 2025, increasing the outreach in the unexplored market and improving milk quality at the milk collection centres. Besides this Government of India is also taking measures to improve the meat and egg production through small ruminants and backyard poultry since the growth rate in meat and egg sector is more than 5 and 10 percent, respectively. The policy announced by the Prime Minister of India on decentralized food production and processing systems is a great opportunity for generation of the employment in rural India besides better lives for livestock owning farmers through promotion of micro and small entrepreneurship in livestock sector in rural India. Hence, the proposed training program is designed to share knowledge and technologies in milk, meat and egg production and processing, improving the efficiencies of livestock production systems, products making, financing, marketing and branding the products so as to promote entrepreneurship in rural livestock sector for employment generation and double the farmers income and helping the Indian economy to become US \$ 5 trillion by the year 2025.

Objectives

- i. To impart knowledge on management, feeding and health care of livestock and backyard poultry
- ii. To train on economics, value chain and FPO approaches, processing and products making
- iii. To provide knowledge on financing, marketing, branding, ethics, morals and values in business
- iv. To provide an opportunity to discuss and exchange ideas/knowledge/experiences among the experts/ resource persons

Clientele

Entry and mid level officials of Agriculture, Animal Husbandry and Fisheries
Subject Matter Specialists and Scientists of KVKs,
Faculty or Officials of SIRD/SRLM /ETCs /SMMU /DMMU /DRDA /BC/SC/ST corporations,
Executives of reputed NGOs engaged in extension and consultancy in livestock

Course Team

Dr Y. Ramana Reddy, Professor and Head, CHRD
Mr T. Ravinder Rao, Mission Manager, DAY NRLM Cell

Course Fee

No course fee for the officers of the government and voluntary agencies to participate in the program.

About NIRDPR

The NIRD&PR is an apex organisation under the Ministry of Rural Development, Government of India (GOI) for training, research, action research and consultancy in rural development. It is the think tank of the Government of India on issues pertaining to rural development. The Institute serves as a forum for discussion and debate on issues of common concern, attracts academics and development practitioners from all over the country and abroad. It is recognised nationally and internationally as a “Centre for Excellence in Rural Development” in general and “Centre for Excellence in HRD research and Training” by the UN-ESCAP in particular and has been actively engaged in international training, workshop and consultancy during the last four decades. NIRD &PR trains more than 5000 senior level administrators, planners and rural development functionaries every year. NIRD&PR has conducted more than 800 research studies in various issues related to rural development since its inception and has brought out more than 300 publications.

Please send the nominations to

Dr Y. Ramana Reddy

Course Director

Centre for Human Resource Development

E-mail: yramanareddy.nird@gov.in

Registration link

https://docs.google.com/forms/d/e/1FAIpQLSfmZLvEEu3oh68VEA_qbFkkk6IH5mgg8-78C1o33P3Tth12cQ/viewform?usp=sf_link