



NITTE **MANAGE**
AGRIBUSINESS
CONCLAVE - 2024

March 15th and 16th, 2024

Sponsored by



**NATIONAL BANK FOR AGRICULTURE
AND RURAL DEVELOPMENT**



Organised by





NITTE MANAGE
AGRIBUSINESS
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Background

Agri-Business in India is rapidly growing and becoming more complex due to globalization. This presents both opportunities and challenges for agribusiness enterprises. The integration of domestic and international markets offers great potential for the agribusiness and food industry in the karavali region. However, there are also challenges such as productivity stability and post-harvest losses that need to be addressed. To discuss these issues, a two day Agri-Business conclave is being organized by AIC Nitte Incubation Center and MANAGE .The conclave aims to facilitate discussions and deliberations on the challenges and opportunities for agribusiness in the Karavali region of Karnataka.

Objectives

The main objectives of this conclave are to promote and generate innovative solutions for growth and development in the agribusiness sector. The event will specifically focus on addressing contemporary issues and trends in Karnataka's Karavali region, with a special emphasis on three principal crops: Coconut, Areca nut, and Jackfruit. This collaborative forum will bring together policymakers, industry experts, academicians, and emerging innovators from the region.

Event Schedule and Location

The conclave is scheduled to take place on **March 15th and 16th, 2024** at the **NMAM Institute of Technology auditorium in Nitte**, Karkala Taluk, Udupi District.

Who Should Attend?

- 1) Members of Farmer Producer Organizations
- 2) Food Processing Industry Entrepreneurs
- 3) Progressive Farmers
- 4) Academic and Research Community
- 5) Government and NGO Representatives in Agribusiness.

Registration for the conclave can be completed at www.aicnitte.com



NITTE-MANAGE - AGRIBUSINESS CONCLAVE - 2024

Programme Highlights

1) Spotlight on Value Addition to Jackfruits, Areca Nut, and Coconut: A Comprehensive Exploration

This comprehensive exploration will include interactive discussions on innovative processing methods, the health benefits of these fruits, and case studies of successful business model and will address the development of institutional growth strategies, methods for increasing product value, and improving market access

2) Exhibition and Sales Event

The Exhibition and Sales Event is an exciting gathering that will feature more than 100 micro-entrepreneurs, each showcasing their distinctive range of value-added products sourced from jackfruit, areca nut, and coconut. This event provides platform for Micro Entrepreneurs to present their innovative offerings to a broader audience.

3) Competitions

- **Agri Quiz Competition:** Promote learning and awareness about agriculture through an engaging quiz . Agri Quiz Competition serves as a platform to inspire curiosity, towards agriculture
- **Live Cooking without fire Competition:** participants showcase their culinary skills by preparing delicious dishes. This competition promotes sustainable cooking practices without fire and ignites creativity in the kitchen. It is open to both students and the general public.
- **Folklore Dance Competition:** This prestigious event is open to students and the general public, providing a platform to showcase your talent and immerse yourself in the vibrant world of traditional dances.
- **Agri Photography Competition:** The Agri Photography Competition aims to capture the live essence of one day of the Agribusiness Conclave.
- **Agri Rangoli Competition:** The Agri Rangoli Competition aims to celebrate agriculture's rich culture through traditional and contemporary rangoli art highlighting Areca Nut, Jackfruit and Coconut.
- **Wealth Out Of Competition:** The Wealth Out of Waste Competition harmoniously blends creativity and innovation reflecting agricultural essence. Participants integrate sustainable design and innovative agriculture using mostly agricultural components.



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Register
Now!**

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www.aicnitte.com**

About Organisers

Nitte (Deemed to be University)

Nitte (Deemed to be University) excels as an eminent institution of higher learning, offering a comprehensive suite of 130 programs to its diverse student body of over 25,000 individuals. The University's vast array of academic offerings spans across numerous fields. With a robust presence across three campuses situated in Nitte, Mangalore, and Bangalore, the Nitte Education Group has established itself as a distinguished name in the realm of education.

AIC Nitte Incubation Centre

AIC Nitte Incubation Centre, established by the Nitte Education Trust and the NITI Aayog under the Atal Innovation Mission, fosters entrepreneurial growth in India. Through an intensive 11-month cohort program, AIC Nitte supports startups with mentorship, technological support, investor and market access, and industry connections. It also assists regional MSMEs through training, consultancy, and technology upgrades. AIC Nitte is recognized by the Ministry of MSME as a technical agency for establishing food processing clusters, including a ₹500 lakhs jackfruit processing cluster at Nitte. AIC Nitte serves as the government's Resource Centre for establishing Farmer Producer Organizations, incubating ten such entities.

National Institute of Agricultural Extension Management - MANAGE

MANAGE was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India as an autonomous Institute, from which its acronym 'MANAGE' is derived. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and re-christened to its present name i.e., National Institute of Agricultural Extension Management. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector.

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For more information on conclave visit

www.aicnitte.com

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