Development of Soft skills for Entrepreneurship among Agri Graduates
(Sponsored under NAHEP Component 2A)
It is a well-known fact that there is a mismatch between the number of Agricultural graduates passing out each year to the availability of jobs in the sector. To make the budding agricultural graduates job providers rather than job-seekers; entrepreneurship is the only way out. To be a successful entrepreneur, one has to have a new idea. India being one of the top populated countries of the world with majority of its population dependent on Agriculture, there is a need for innovation in Agriculture sector. In social and economic development, innovation is a major instrument specially; eco-friendly innovation stimulates not only production but an efficient use of natural resources as well. Traditionally, Agriculture is seen as an old technology industry which needs to be reinvented in innovative ways. Being innovative is an important quality for a business/enterprise, especially when it faces strong competition or operates in a rapidly changing market. With the changing paradigm, skills of the agricultural graduates must also change and develop to meet the management demands of the enterprise.

Employability of agricultural graduates is reflected in the possession / acquisition of soft skills, apart from technical knowledge. These skills are very much essential to be successful in their lives as an entrepreneur or as an employee. Support to students to acquire soft skills such as communication skills, interview skills, group discussion, team work, leadership skills, etc. leading to development of individual’s personality; often not addressed through curriculum. In every sector, there are a set of skills which play an important role for its betterment or in other words leading to result based outcomes. The proposed training has twin expectations 1) equip the budding Agri-graduates of the country with the necessary knowledge to become entrepreneurs and 2) develop soft skills among students.

**Objectives**

- To create awareness regarding innovativeness and entrepreneurship in agricultural sector among agricultural graduates
- To develop soft skills among the undergraduate students of Agricultural Universities

**Participants**

Under Graduate students of Agricultural Universities

**Course contents**

It includes basics of entrepreneurship, opportunities and challenges in agriculture sector, development of business plans, start-ups etc. Success stories of Agri-graduates turned into successful entrepreneurs etc. Soft skills such as communication skills, interview skills, group discussion, team work, leadership skills, etc. will form the core content of the module. In nutshell, the whole training module will revolve around three major areas, namely; Innovations, Entrepreneurship and Soft Skills

**Methods**

Role Plays, Games, Simulation, One-breath feedback, Ordering tasks, Memory Games etc.
Output
- Awareness about innovativeness and entrepreneurship
- Knowledge gain and improvement in soft skills

Outcome
- More employability of Agri-graduates
- Transformation in agripreneurship and agri-business
- Improved efficiency and effectiveness of Agri-graduates

I am sure that this training programme specially designed for agricultural graduates of India will definitely increase the number of start-ups in the field of Agriculture.

Dr. R.C. Agrawal
(National Director, NAHEP)

This training module designed and developed by ICAR-NAARM will pave the way for employment generation among the youth in agriculture.

Dr. Ch. Srinivasa Rao
(Director, ICAR-NAARM)

Training will inspire the students to be entrepreneurs with the help of innovative ideas in future.

Dr. Prabhat Kumar
(National Co-ordinator NAHEP component 2A)

The skills imparted by means of this training capsule will enable the budding graduates of our SAUs to be job providers rather than job seekers.

Dr. S.K. Soam
(Joint Director, ICAR-NAARM)
**NAHEP – Component 2A:**
The National Agricultural Higher Education Project is the World Bank funded project, implemented by Government of India through Indian Council of Agricultural Research. The project on ‘Investments in Indian Council of Agricultural Research Leadership in Agricultural Higher Education’ under Component 2A seeks to establish partnership with globally recognized Agricultural higher education institutions; to promote the establishment of centres for career development at agricultural universities; to improve curricula review processes and methods to consolidate and disseminate global best practices in agricultural education; to assist agricultural universities in strengthening their linkages with industry and structuring dialogue with state government to catalyse their participation in raising the quality and relevance of agricultural higher education. Its main focus is on Strengthening of Agricultural Education System (ICAR and Agricultural Universities) in India. This project is implemented by ICAR - National Academy of Agricultural Research Management, Hyderabad along with IASRI and NIAP, New Delhi.

**Key Contacts:**
Dr. S.K. Soam (soam@naarm.org.in)
Dr. D. Thammii Raju (dtraju@naarm.org.in)
Dr. N. Srinivasa Rao (ns.rao@naarm.org.in)

**About NAARM:**
ICAR – NAARM was established by Indian Council of Agricultural Research in 1976. The main mandate of the Academy is to build capacities of agricultural research, education and extension systems and provide policy advocacy for the National Agricultural Research and Education System (NARES) with major thrust on leadership development, governance and innovation.

---

*For further information, contact:*

**Dr. Surya Rathore**  
Principal Scientist and Co-P.I. (NAHEP)  
ICAR-National Academy of Agricultural Research Management  
Rajendranagar, Hyderabad-500030  
Telangana, India  
Telephone: +91-40-24581315  
Email: suryarathore@naarm.org.in

**Dr. Alok Kumar**  
Principal Scientist and Co-P.I. (NAHEP)  
ICAR-National Academy of Agricultural Research Management  
Rajendranagar, Hyderabad-500030  
Telangana, India  
Telephone: +91-40-24581275  
Email: alok@naarm.org.in