Training Programme on "New Frontiers in Agri and Food Business Management" Organised by ICAR-NAARM

31-10-2026

Duration	**Programme Directors**
22–31 October 2026 (10 days)	Dr. Kuldeep S. Choudhary & Dr. Sanjiv Kumar

Background and Objectives

ICAR–NAARM, Hyderabad, organised the **10-day training programme** to familiarise participants with emerging trends, technologies and business models shaping the agri- and food-business sector. The programme aimed to strengthen managerial and strategic capabilities relating to agribusiness innovation, digitalisation, value-chain management, entrepreneurship, sustainability and market opportunities.

Programme Highlights

The programme brought together 16 participants representing ICAR institutes, Krishi Vigyan Kendras, agricultural universities and FPO. The sessions covered emerging frontiers in agribusiness; digital technologies and data analytics; changing consumer preferences; business model development; supply-chain management; startup ecosystems and financing; agricultural value chains; FPO business models; ESG and sustainable agribusiness; market intelligence, exports and global agri-food trade; agricultural drones; strategic human resource management; and applications of generative AI in agri- and food-business management.

Industry and Innovation Exposure Visits

A key component of the programme was experiential learning through visits to leading innovation, incubation and enterprise-support institutions. Participants visited a-IDEA (Technology Business Incubator at ICAR–NAARM), INAV Agri Mech, Sam Agritech Limited (SamAgri), RICH (Research and Innovation Circle of Hyderabad) and T-Hub. These visits provided exposure to incubation support, agri-startup activities, technology-led enterprise development and the wider innovation ecosystem.

Learning Outcomes and Valedictory

The programme provided participants with practical insights into emerging trends and opportunities in the agri-food sector through interactive sessions, case studies, a supply-chain simulation on the Bullwhip Effect, business-plan preparation and participant pitch presentations. These activities facilitated experiential learning and enhanced participants' understanding of innovative agribusiness models, startup ecosystems, institutional support mechanisms and strategies for improving the competitiveness and sustainability of agri-food enterprises. The programme concluded on 31 October 2026 with presentations by participants, followed by feedback, learning assessment and the valedictory session. The valedictory programme was graced by **Dr. R. M. Sundaram, Director, ICAR–NAARM**, and **Dr. Tavva Srinivas, Head, Division of Agribusiness Management**. Their presence added significance to the concluding occasion and marked the successful completion of the ten-day training programme.

(**Source:** ICAR-National Academy of Agricultural Research Management, Hyderabad)