

REPORT ON

ADVANCED ENTREPRENEURSHIP AND SKILL DEVELOPMENT PROGRAMME (A-ESDP)

and

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EAP)

with support from



Implemented by



March 21 - March 28, 2025

About the Advanced Entrepreneurship and Skill Development Programme (A-ESDP)

The Advanced Entrepreneurship and Skill Development Programme (A-ESDP) is an initiative of the Ministry of Micro, Small and Medium Enterprises in India. It aims to equip aspiring entrepreneurs with essential skills in business management, technology, and market analysis. It focuses on enhancing participants' technical expertise, improving decision-making abilities, and fostering innovation. A-ESDP is crucial as it empowers entrepreneurs with the knowledge and confidence needed to establish and scale their businesses, contributing to job creation and economic growth. By bridging skill gaps and promoting self-employment, it plays a vital role in strengthening India's entrepreneurial ecosystem, particularly in underserved regions.

A-ESDP organized by NEATEHUB in Assam Agricultural University, with support from Directorate of Research

The Advanced Entrepreneurship and Skill Development Programme (A-ESDP) was organized in North East Agriculture Technology Entrepreneurs Hub (NEATEHUB) in Assam Agricultural University with support from the DR's office. It was a 5-day residential programme from 24th - 28th March, 2025 where the 20 entrepreneurs from different parts of Assam were exposed to some advanced practices in entrepreneurship like digital marketing, financial wellbeing, book keeping and others; complimented by some exposure visits as well.

NEATEHUB successfully conducted the A-ESDP programme, inaugurated by Hon'ble VC Dr. Bidyut Chandan Deka, with a warm welcome by Dr. Sanjay Kumar Chetia. The programme received widespread media coverage, highlighting its success in empowering aspiring entrepreneurs and fostering skill development across the region.



AGENDA



24th - 28th March, 2025



9 AM - 5 PM



NEATEHUB Hall,
Assam Agricultural University, Jorhat



24TH MARCH

- Inauguration *by NeateHub Team* 9:00 AM - 10:30 AM
- **Tea Break**
- Ideation and Design Thinking and Problem identification, Idea framework and Solution (Product Market fit) *by Dr.Danish Tamuly, Director, NeateHub* 10:40 AM - 1:00 PM
- **Lunch Break**
- Basics of Financial Literacy *by Rahul Deka and Pawan Jain, Tally Solutions* 2:30 PM - 3:30 PM
- **Tea Break**
- Business Opportunities in Food Processing and Cloud Kitchen Strategies *by Dr. Luna Dutta Baruah, Director, NeateHub* 3:40 PM - 4:40 PM

25TH MARCH

- Ice breaking and Feedback session *by NeateHub Team* 9:00 AM - 10:00 AM
- **Tea Break**
- Sustainable Aquaculture & PGS in freshwater aquaculture and GIZ for entrepreneurship development (SAFAL process) *by Dr. Jeherul Islam, GIZ* 10:00 AM - 11:40 AM
- Entrepreneurship Opportunities in Horticulture *by Dr. Ananta Saikia, Professor of Horticulture* 11:45 AM - 1:15 PM
- **Lunch Break**
- Tea processing techniques: Value addition and Marketing Opportunities *by Dr. Mridul Deka (HOD & Prof.) Tea Husbandry and Technology* 2:30 PM - 3:30 PM
- **Tea Break**
- Entrepreneurial Opportunities in Mushroom Cultivation: Innovations and Market Strategies *by Dr. Apurba Das (Assistant Professor; Dept.of Agricultural Science)* 03:40 AM - 04:40 PM

26TH MARCH

- Ice breaking and Feedback session *by NeateHub Team* 9:00 AM - 10:00 AM
- Farm Management (Piggery, Goatery, Poultry and Dairy Unit) *by Dr.Dhrubajit Hazarika(Assistant Professor;Dept.of Animal Husbandry & Dairying)* 10:30 AM - 11:30 AM
- **Tea Break**
- Financial Management of Agri startups *by Dr. Samir Baruah* 11:45 AM - 01:45 PM
- **Lunch Break**
- Bee keeping & Honey business *by Dr.Mukul Kr.Deka (Principal Scientist; Dept.of Entomology)* 02:30 PM - 03:30 PM
- **Tea Break**
- Business Opportunities in Lac Insect Farming: Production, Processing, and Market Potential *by Dr. Purnima Das (Associate Professor; Dept.of Entomology)* 03:40 PM - 04:40 PM

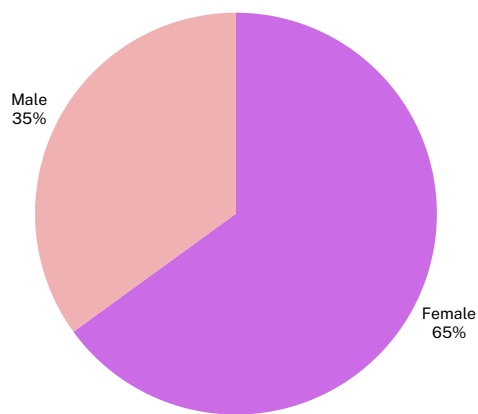
27TH MARCH

- Ice breaking and Feedback session *by NeateHub Team* 9:00 AM - 10:00 AM
- Innovative Product Launch and Intellectual Property Rights (IPR) Filing: Protection and Commercialization Strategies *by Dr. Gargi Sharma (Assistant Professor, IPR cell)* 10:00 AM - 11:30 AM
- **Tea Break**
- Leveraging Social Media *by Anshuman Goswami, Co-founder, NE Crafters* 11:45 AM - 01:45 PM
- **Lunch Break**
- Creating a market for Agri-produce with exporting opportunities *by Bidyut Bikash Rajkonwar, COO, NEATEHUB* 02:30 PM - 03:30 PM
- **Tea Break**
- Interaction with NEATEHUB incubatees *with Arif Ali and Tarik Ali, Founders, Riffak Industries* 03:40 PM - 04:40 PM

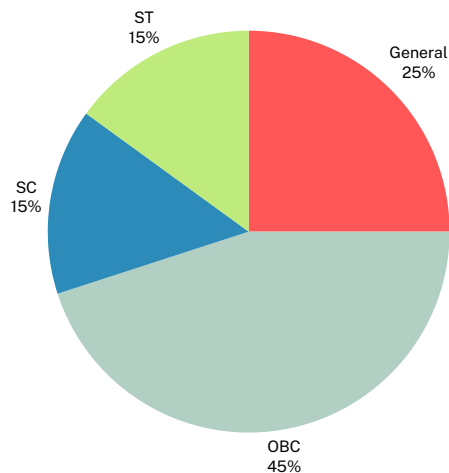
28TH MARCH

- Managerial skills for Rural Enterprises *by Dr. Toslima Sultana, HDFS* 9:00 AM - 10:00 AM
- Strategic Business Planning: Frameworks for Market Success *by Dr. Dipanjan Kashyap(Assistant Prof.in Dept of Agricultural Economics and Farm Management)* 10:00 AM - 11:30 AM
- Exposure visit *in KraftInn* 11:30 AM - 02:00 PM
- **Lunch Break**
- Valedictory session 02:45 PM - 04:30 PM

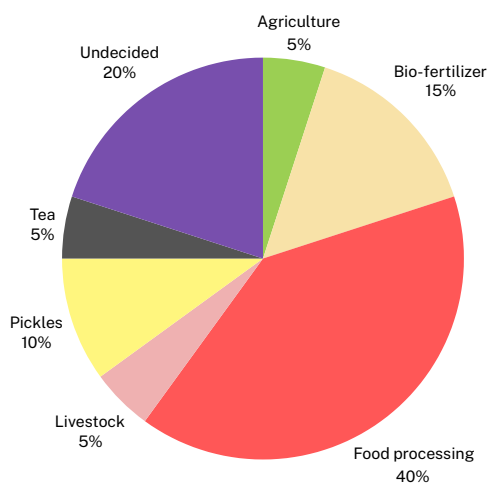
Attendee demographics



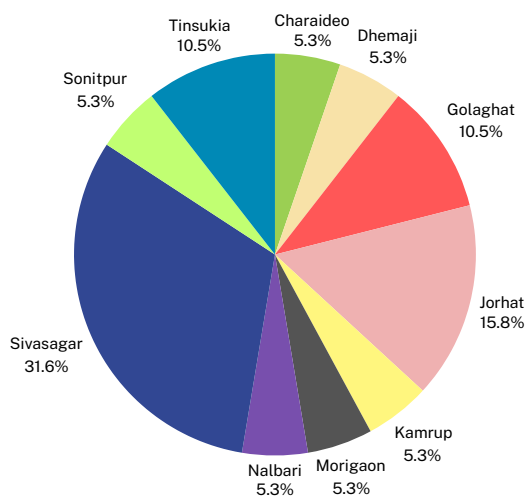
GENDER



CATEGORY



INTERESTS



DISTRICT

Some glimpses from the event



Inauguration



Valedictory



About the Entrepreneurship Awareness Programme (EAP)

The Entrepreneurship Awareness Programme (EAP) by MSME serves as the last-mile delivery of entrepreneurial knowledge, bridging the gap between ambition and execution. It empowers aspiring entrepreneurs by providing insights into business planning, financial literacy, and government schemes. EAP plays a crucial role in fostering self-employment and driving inclusive economic growth.

EAP organized by NEATEHUB in 7 Krishi Vikas Kendra (KVK) of AAU, with support from Directorate of Extension Education and Directorate of Research

The Entrepreneurship Awareness Programme (EAP) was organized by Krishi Vikas Kendra (KVK) in 7 different states of Assam with support from Directorate of Extension Education and Directorate of Research of Assam Agricultural University. It was a 1-day programme. The programme focussed on different focus areas of entrepreneurship where different Resource person took individual sessions with the aspirants. On average, 50+ people were present in individual EAPs, so cumulatively the EAP was conducted with 350 people in Assam.

NEATEHUB liaised with the KVKs during the EAP programme, ensuring that the programmes under MSME, went smoothly. NEATEHUB also helped with different materials that were required for the programmes, including marketing collaterals, feedback forms among others.

NEATEHUB congratulates all the KVKs for successful completion of the events.



নগাঁৱৰ মাণ্ডলিক গৱেষণা কেন্দ্ৰত সজাগতা কাৰ্যসূচী

দৈনন্দিন বার্তাৰ সেৱা, মৈৰাখোৱা, ২৭ মাৰ্চ ২০২৫
সময়ত শিক্ষিত নিৰাশা যুৱক-যুৱতীসকলে
কৰ্মস্থান নিশ্চিত কৰাৰ বাবে হাত্যাৰ কৰি
সুবিধে, ঠিক সেই সময়তে কালি নগাঁৱৰ
মাণ্ডলিক গৱেষণা কেন্দ্ৰত পৰিকল্পিতভাৱে
উদ্যমিতা কাৰ্যসূচী সফলভাৱে কঢ়িয়াই
হয়। অসম কৃষি বিশ্ববিদ্যালয়ৰ অৰীদৰ
নিউছৰ পৃষ্ঠপোষকতাত কালি মধ্য অসম
ব্ৰহ্মপুত্ৰ উপত্যকা অঞ্চলৰ আশুহী শিক্ষিত
নিবন্ধী যুৱক-যুৱতীসকলৰ মাজত
উদ্যমিতাৰ মানসিকতাৰ বীজ অংকুৰিত
কৰাৰ উদ্দেশ্যে নগাঁৱৰ ডিগন্তৰ মাণ্ডলিক
গৱেষণা কেন্দ্ৰত এক গাড়ীপূৰ্ণ পৰিবেশত
উদ্যমিতা সজাগতা কাৰ্যসূচী কঢ়িয়াই
হয়। উদ্যমিতা সজাগতা কাৰ্যসূচীত
উদ্যমিতাৰ প্ৰতি সজাগতা বৃদ্ধি আৰু
বিকাশৰ বিভিন্ন দিশত ১১জন প্ৰশিক্ষিত
উদ্যমী আৰু ৩৯জন আকাংক্ষীয়ে
অংশগ্ৰহণ কৰে। সজাগতা কাৰ্যসূচীৰ
অন্তিমলৈ উদ্যমী ভাষণ প্ৰদান কৰে মুখ্য
বিজ্ঞানী ড° হিম্মা কুমাৰ বৰাই। উদ্যমিতা
সজাগতা কাৰ্যসূচীৰ অন্তিমলৈ সমল ব্যক্তি
হিচাপে অংশগ্ৰহণ কৰি উদ্যমিতাৰ প্ৰতি
সজাগতা বৃদ্ধি আৰু বিকাশৰ ওপৰত
আশোচনা কৰে ড° হেমেন কলিতা, ড°
ৰঞ্জনা চক্ৰৱৰ্তী, ড° নিৰঞ্জন ডেকা, ড° চিংকৈ
বৰ্মন আৰু উদ্যোগী সঞ্জীৱ গোস্বামীয়ে
সজাগতা কাৰ্যসূচীৰ প্ৰশ্নোত্তৰ শিতানত
প্ৰতিটি উদ্যোগী সঞ্জীৱ গোস্বামীয়ে
উদ্যোগী আৰু ন-উদ্যোগীসকলৰ মাজত
কৃষিভিত্তিক উদ্যোগ স্থাপন আৰু বাহ্যিক
জন সম্পৰ্ক মত বিনিময় কৰে।

About the Krishi Vikas Kendra (KVK)

The Programmes were conducted in 7 different Kendras under Directorate of Extension Education, Assam Agricultural University.

Sl. No.	KVK	Date of execution
1	AAU-ZRS, North Lakhimpur	21 st March, 2025
2	KVK - Jorhat	24 th March, 2025
3	KVK - Kamrup	24 th March, 2025
4	AAU-ZRS, Shillongani	26 th March, 2025
5	KVK - Tinsukia	27 th March, 2025
6	KVK - Karbi Anglong	28 th March, 2025
7	AAU-ZRS, Gossaigaon	29 th March, 2025

AAU-ZRS, North Lakhimpur



KVK - Jorhat



KVK - Kamrup



AAU-ZRS, Shillongani



KVK - Tinsukia



KVK - Karbi Anglong



AAU-ZRS, Gossaigaon

