

TRAINING REPORT ON CAPACITY BUILDING FOR WOMEN ENTREPRENEURS

Title of Training	Capacity Building Programme for Women Entrepreneurs
Date of Training	19-12-2023
Duration of Training	1 Day
Venue	Agri Business Incubator, Kerala Agriculture University, Vellanikkara, Thrissur
No: of Participants	22
Participants' Profile	Women Entrepreneurs and Potential Women Entrepreneurs, focusing on Food Processing Enterprises
Resource Persons' Profile	<ol style="list-style-type: none">1. Dr.K.P.Sudheer, Director, Agri-Business Incubator, Kerala Agricultural University2. Dr.Sangeetha K Prathap, Associate Professor, School of Management Studies, CUSAT3. Mr.Abhijith , Kerala Agriculture University

OVERVIEW

The one- day training programme on Capacity Building for women entrepreneurs with an objective of studying the effectiveness of capacity building for women entrepreneurs was held at Agri Business Incubator, Kerala Agriculture University, Vellanikkara, Thrissur, on 20th December, 2023, as a part of RUSA funded project “Capacity Building of Women Through Entrepreneurship Development Programmes: Design, Implementation and Impact Assessment” carried out at School of Management Studies, Cochin University of Science and Technology. The training was provided to identify the effectiveness of Capacity Development Programme for women entrepreneurs under the said project. A total of 22 participants participated in this training. The participants were either women entrepreneurs or potential

entrepreneurs from the food processing business area. The purpose of the training was to educate the participants on all aspects of entrepreneurship, thereby providing them an impetus to start or scale up their enterprise. Training included various topics like entrepreneurship opportunities, helpful schemes, awareness on available technology and marketing. Besides the lecture, a hands-on training was also provided for the participants to familiarize with the technology. The trainers used an interactive training approach to make sure that the participants accurately received and grasped the material in along with disseminating it. And to make sure of this, instructors held interactive sessions with attendees and maintained an open forum for comments, questions, and recommendations. These discussions and interactive sessions were supported through training material such as post training evaluation, presentations, hands-on training and hand-outs on entrepreneurial opportunities. The training served to equip participants with insights, practical skills, and essential knowledge about entrepreneurship, marketing strategies, and technological advancements pertinent to their enterprises.

PROCEEDINGS

REGISTRATION – 9:00 A.M.

SESSION 1: INTRODUCTION TO WORKSHOP AND ENTREPRENEURIAL AWARENESS

The meeting was formally initiated by Dr.K.P.Sudheer , the esteemed Director of Kerala Agricultural University's Agri-Business Incubation Centre. With an engaging aura, he provided a comprehensive introduction to the program's structure, elucidating its objectives, and emphasizing its expected outcomes.

Sudheer Sir's lecture was a treasure trove of information. He delineated various schemes housed under the MSME sector, shedding light on the substantial support available through the Agri-Business Incubator. His discourse included an in-depth discussion on initiatives like the RKVY Raftaar Scheme, alongside a showcase of innovative practices in dry fruit manufacturing, coconut processing, and the production of various value-added products. A highlight of his session was the proactive offer of personalized assistance to participants, extending help in establishing connections with relevant government departments, enriching their entrepreneurial journey.

SESSION 2: MARKETING STRATEGIES

Dr.Sangeetha K Prathaap started her session on marketing strategies by 11A.M. Her presentation encapsulated the essence of the project, elucidating its aims, methodology, and the envisioned impact. Her discourse was a profound exploration of various marketing paradigms, encompassing an extensive spectrum from traditional methodologies to leveraging the prowess of e-commerce platforms. The session was a holistic blend of theoretical insights and practical strategies, empowering participants to craft effective marketing plans and navigate the intricacies of reaching target consumer segments.

She led an interactive session that emphasised the role of marketing techniques in business management. It was a symphony of shared experiences and thought-provoking discussions. Participants engaged fervently, articulating challenges, seeking guidance, and amplifying the learning experience. This exchange formed the cornerstone of the session, fostering a collaborative and supportive environment conducive to learning and growth.

SESSION 3: HANDS-ON TRAINING AND TECHNOLOGICAL DEMONSTRATION

The subsequent hands-on training session, embarked upon with zeal, immersed participants in an experiential journey through the realms of practical knowledge. Led by expert mentors and facilitators, participants were introduced to a myriad of processes integral to the food processing industry. The immersive learning experience encompassed the meticulous art of crafting butter cookies, the artistry of producing mixed fruit jams, the science behind squash creation, the intricacies of vacuum packing, and the alchemy of milk powder processing. In addition to these culinary pursuits, participants were ushered into a technological odyssey, acquainting themselves with cutting-edge machinery. The cryogenic grinder, baking oven, cold storage facilities, freeze dryer, dehumidified dryer, vacuum tray dryer, and the futuristic 3D food printer were among the array of state-of-the-art equipment showcased and explained during the session.

The post-lunch session continued the hands-on training, allowing participants ample time to engage deeply with the machinery, processes, and methodologies discussed earlier in the day. This segment fostered an environment of experimentation, learning, and skill honing, nurturing a palpable sense of confidence and proficiency among the attendees.

POST-TRAINING EVALUATION

As the day drew to a close, an evaluative session, presided over by Dr. Sangeetha K Prathap, provided a platform for participants to express their insights, voice their takeaways, and provide feedback. Dr. Sudheer, in his interactive session, further enriched the learning journey, offering pearls of wisdom, addressing queries, and inspiring participants to embark on their entrepreneurial endeavors with vigor and determination. This interactive session helped solidify the day's learnings. Certificates were distributed to acknowledge participants' dedication and successful completion of the training. The day concluded with a group photograph, symbolizing the shared experience and camaraderie among participants.

TRAINING SCHEDULE

9:00A.M.	Registration
10:00 A.M. – 11:00 A.M.	Session 1 : Introduction to Workshop and Entrepreneurial Awareness
11:00 A.M. – 11:30 A.M.	Session 2 : Marketing Strategies
11.30A.M.–11.45A.M.	Tea Break
11.45A.M –1:15P.M.	Session 3: Hands on Training And Technological Demonstration
12:30P.M. – 1:00P.M.	Lunch Break
2:00 P.M. – 3:30 P.M.	Session 4: Hands on Training And Technological Demonstration
3:30 P.M. – 3:45 P.M.	Tea Break
3:45P.M. – 4:30 P.M.	Post-Training Evaluation and Certificate Distribution

PHOTOS



Dr.K.P. Sudheer carrying out the first session



Dr.Shahnas explaining the preparation of Butter Cookies with the help of dough machine



Mr. Abhijith Introducing machinery to the participants.



Dr. Sangeetha K Prathap conducting the session on Marketing Techniques



