

TRAINING REPORT (20-12-23)

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	30
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 took place at Agri Business Incubator, Kerala Agriculture University, Vellanikkara, Thrissur, on 20th December 2023. It was conducted as part of the RUSA funded project "Capacity Building of Women Through Entrepreneurship Development Programmes: Design, Implementation, and Impact Assessment" at the School of Management Studies, Cochin University of Science and Technology.

The training aimed to assess the effectiveness of Capacity Development Programmes for women entrepreneurs. A total of 30 participants, comprising women entrepreneurs and potential entrepreneurs in the food processing business, attended the training. The objective

was to provide comprehensive education on entrepreneurship, including opportunities, schemes, technology, and marketing. The training adopted an interactive approach, combining lectures, hands-on sessions, and discussions to ensure effective knowledge transfer.

PROCEEDINGS

REGISTRATION – 9:00 A.M.

SESSION 1: INTRODUCTION TO WORKSHOP AND GENERAL AWARENESS ON ENTREPRENEURSHIP

The program commenced with an introduction by Dr. K.P. Sudheer, Director of Kerala Agricultural University's Agri-Business Incubation Centre. He provided a detailed overview of the program's structure, objectives, and expected outcomes. Dr. Sudheer discussed various schemes under the MSME sector, showcasing support available through the Agri-Business Incubator. His session included insights into initiatives like the RKVY Raftaar Scheme and offered personalized assistance to participants for establishing connections with relevant government departments.

SESSION 2: MARKETING STRATEGIES

Dr. Sangeetha K Prathap initiated her session on marketing strategies at 11 A.M. She covered the project's aims, methodology, and envisioned impact. Her presentation delved into various marketing paradigms, from traditional to e-commerce platforms, empowering participants to craft effective marketing plans. The session included interactive discussions where participants shared experiences, articulated challenges, and sought guidance.

SESSION 3: INTRODUCTION TO HANDS-ON TRAINING

After the tea break, Mr. Abhijith from Kerala Agriculture University introduced the hands-on training session. He provided an overview of the practical aspects of the training, outlining the various processes integral to the food processing industry that participants would engage with during the hands-on training.

SESSION 4: HANDS-ON TRAINING AND TECHNOLOGICAL DEMONSTRATION

The hands-on training session immersed participants in practical knowledge of food processing. Led by expert mentors, participants engaged in crafting butter cookies, producing

mixed fruit jams, understanding vacuum packing, and exploring cutting-edge machinery like cryogenic grinders and 3D food printers. The post-lunch session continued the hands-on training, fostering experimentation and skill development.

POST-TRAINING EVALUATION

Dr. Sangeetha K Prathap led an evaluative session, allowing participants to express insights and provide feedback. Dr. Sudheer further enriched the learning journey with wisdom and addressed queries. Certificates were distributed to acknowledge participants' dedication. The day concluded with a group photograph, symbolizing shared experiences.

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: Introduction to Hands on Training
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



Mr.Abhijith delivering an introductory lecture to the hands-on training session



Dr.Shahnas explaining the process of making butter cookies



Thrissur, Kerala, India
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Lat 10.546782°
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Dr.Sangeetha K. Prathap delivering lecture on Marketing Strategies.



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Certificate Distribution