

**VAIKUNTH MEHTA NATIONAL INSTITUTE OF CO-OPERATIVE MANAGEMENT
PUNE – 411007**

PGDM-ABM 2022-24 BATCH

Study Visit Report (Day 1 Hyderabad)

A group of PGDM-ABM (Post Graduate Diploma in Management - Agri-Business Management) students from VAMNICOM visited the Incubating Center at the Indian Institute of Millet Research in Rajenderanagar, Hyderabad, on January 1, 2024, as part of their academic program. The primary objectives of the visit were to gain insights into the changes and opportunities in the millet value chain, learn about innovative millet-based products and technologies, and explore the potential for starting their own millet research center.

During the visit, students were expected to make observations on various aspects, including the processing and value addition of millet products, the nutritional significance of millets for food security, nutrition, and sustainability, technology applications in millet farming and processing, and the potential for collaborations, investments, and customer connections in the millet industry.

The anticipated learning outcomes for the students included gaining insights into the entire millet value chain, from production and processing to marketing and consumption. They were expected to be exposed to innovative ideas and technologies used in the millet sector, including value-added product processing techniques and branding strategies. Furthermore, the students were to understand the marketing potential of millets as a growing demand for health and sustainable food options.

The visit aimed to provide students with a practical understanding of how theoretical knowledge is applied in a real startup ecosystem. Additionally, the students were to have the opportunity to engage in field visits, interacting with millet farmers who have experienced the startup journey firsthand. Overall, the visit aimed to enhance the students' knowledge and perspective on millet-based agriculture, value addition, and entrepreneurship in the millet sector.



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PGDM-ABM 2022-24 BATCH

Study Visit Report (Day 2 Hyderabad)

A group of PGDM-ABM students from VAMNICOM embarked on an educational journey to the National Institute of Agricultural Extension Management (MANAGE) in Hyderabad on 02/01/2024. This visit aimed to delve into MANAGE's role in the agricultural domain, particularly focusing on its Incubation Centre and contributions to agri-startups. MANAGE, situated in Rajendra Nagar, Hyderabad, emerged as a pivotal institute in agricultural extension and management. The students keenly observed various aspects, including the startups incubated since 2016, the impact of programs like RKVY-Raftaar, and the strategic utilization of STRY and ATMA for skill training. They also explored the diverse courses offered by MANAGE, such as PGDM-ABM and PG DA EM, along with insights into CSR activities contributing to carbon credits. Throughout the visit, students gained a comprehensive understanding of MANAGE's management practices, infrastructure, placement success, and the vibrant campus culture, including student-driven activities. The experience provided a valuable glimpse into the institute's multifaceted contributions to the agricultural sector and its commitment to fostering innovation and entrepreneurship.

