



# Entrepreneurial opportunities in Food and Allied Sectors

CSIR - CFTRI and KEMI Joint Initiative

 Supported by Stand up India- SIDBI 



**Date: May 15-26, 2018 : CSIR-CFTRI & Jain University**



The CSIR-CFTRI-KEMI Entrepreneurship Program, a joint initiative of Central Food Technological Research Institute (CSIR-CFTRI) and Kautilya Entrepreneurship and Management Institute (KEMI), has a very modest purpose: creating and growing the entrepreneurship agenda in the Food and Allied sectors. It is designed as one of India's premier idea-stage/pre-idea stage start-up launch program.

## Context:

India is on the threshold of an entrepreneurial revolution. Among the many sectors that is seeing buzz of activity, the food sector stands out in terms of both volume and variety. This sector is seeing multitude of innovations translating to fundamental changes in the food consumption behavior of an average Indian. New products and new service models are blooming across and in the process creating star entrepreneurs from ordinary men and women.

The opportunity in the sector is immense and it ranges from developing new food and beverages, rediscovering organic ways of food production, new restaurant formats, new ways of delivery, new technology for production and distribution, new ways of waste management and new ways of packaging among others. There has been a host of innovation in the social enterprise scenario as well wherein entrepreneurs have found out sustainable and innovative ways of feeding the needy.

The food sector is replete with opportunities and this program is conceived as an enabler for those who have spotted the potential and would want to equip themselves with necessary knowledge, skills and support before venturing in.

## Who Should Participate

This program is open for aspiring entrepreneurs and early stage entrepreneurs, focusing on opportunities in the food sector. We welcome participants of all ages above 18. However, given that the medium of communication would be English, minimum education qualification of SSLC/10th Std and proficiency for reading, writing and speaking in English is mandatory.

## Program Objective:

The program is a platform to inform, prepare and mentor those who aspire to run business related to the food sector. The broad objectives are

- Impart basic technical and business knowledge required for venturing in food sector
- Enhance capability of entrepreneur to accelerate himself or herself in their journey of translating idea into reality.
- Create a community of entrepreneurs, mentors and investors who can help each other in their respective entrepreneurial journey.

## Program Advantages:

- Exposure to advanced technology in the food sector
- Exposure to new business models in the food sector
- Intensive hands-on training in essential technical and business skills required in food sector
- Opportunity to incubate your business plan
- Networking with others who are experts and/or passionate about the food sector
- Access to Business and Technology mentors who can help create, sustain and grow your business
- Opportunity to showcase your idea before potential investors



## Session-Wise Details

Date	Morning Session	Afternoon Session*
15.05.2018 (Tuesday) at KEMI campus	<ul style="list-style-type: none"> <li>• Inaugural program</li> <li>• Discussion of issues on problems faced by you</li> <li>• Idea generation and short listing for your businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Panel discussion with ‘food’ entrepreneurs – converting ideas to opportunities</li> <li>• Identifying your entrepreneurial strengths</li> <li>• Linking your self to the short listed ideas</li> </ul>
16.05.2018 (Wednesday) at KEMI campus	<ul style="list-style-type: none"> <li>• Business opportunities in food sector- industry and sectoral analysis</li> <li>• Identifying who your customers are and what they need/ want/ value</li> </ul>	<ul style="list-style-type: none"> <li>• Conducting opportunity analysis for the shortlisted ideas</li> <li>• Coming up with the product/ service concept using design thinking</li> </ul>
17.05.2018 (Thursday) at KEMI campus	<ul style="list-style-type: none"> <li>• Developing your minimum viable product/ service (MVP)</li> <li>• Branding your organization and product/ service</li> </ul>	<ul style="list-style-type: none"> <li>• Getting your right partner(s): Talk with an entrepreneur</li> <li>• Stress management through yoga: a workshop</li> </ul>
18.05.2018 (Friday) at KEMI campus	<ul style="list-style-type: none"> <li>• Ways to manage costs in your business</li> <li>• Understanding the requirement and usage of funds for your business</li> </ul>	<ul style="list-style-type: none"> <li>• Issues in supply chain and logistics development</li> <li>• Interaction with SIDBI/ MSME officials to understand ease of doing business</li> </ul>
19.05.2018 (Saturday) at KEMI campus	<ul style="list-style-type: none"> <li>• Understanding critical business processes and operations for your product/service</li> <li>• Selling to your customers</li> </ul>	<ul style="list-style-type: none"> <li>• Reflection on the learning from the 5 days</li> <li>• Initiating Mentoring Relationships</li> </ul>
21.05.2018 to 23.05.2018 (Monday to Wednesday) at CFTRI campus	<ul style="list-style-type: none"> <li>• General and enterprise-specific technological inputs in food sector and your businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Applicability of the technologies to your businesses</li> </ul>
24.05.2018 & 25.05.2018 (Thursday & Friday) at CFTRI campus	<ul style="list-style-type: none"> <li>• Integrating technology into the business Model</li> <li>• Working on specific business plans</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding Prototyping Possibilities</li> <li>• Exploring Avenues for Joint Incubation</li> <li>• Examining Technology Transfer Aspects</li> </ul>
26.05.2018 (Saturday) at KEMI campus	<ul style="list-style-type: none"> <li>• Pitching for Incubation and Investment Support for Select Participants</li> </ul>	

### Program Fee:

The fee for the 10-day program will be Rs. 30,000/= (Rupees Thirty Thousand Only) plus service tax of 18%, as applicable. The fee includes working lunch and session tea on each day. However, the fees does not include participants’ travel expenses, lodging and boarding facilities both at CSRI-CFTRI and KEMI’s premises.

### Payment Details ([Payment to be done Online](#))

Account Name- DIRECTOR, CFTRI, MYSORE.

Bank Name- State Bank of India.

Branch address- CFTRI Branch, CFTRI, Mysore-570020.

Account Number - 64018311818. Bank IFSC code- SBIN0040055

## About CSIR-CFTRI

CSIR-CFTRI, Mysuru, established in the year 1950 under the aegis of Council of Scientific and Industrial Research (CSIR), Government of India, is the country's leading institute devoted to path-breaking research and development in the area of food science and technology. CSIR-CFTRI is focused on the development of various post-harvest technologies that are geared to address Industrial & societal issues. CSIR-CFTRI also believes that entrepreneurship development using its various patented products and technologies will benefit the nation immensely. CFTRI has developed over 300 proven technologies and around 300 patents which can transform food processing industries. Through collaboration with the Government of Karnataka, CFTRI has established a Technology incubator called "Nutra-Phyto Incubation Centre", for entrepreneurs to experiment with their startups and take them forward to be successful commercial ventures. CSIR-CFTRI provides the following salient benefits:

- *Some of the country's best minds in the food technology sector*
- *Pilot plant and test-run facilities for conducting trial runs*
- *Assistance in quality assurance and regulatory clearances from respective bodies*
- *Support in processing and packaging technologies for new product development*

### Contact Us:

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## About KEMI

KEMI, an autonomous institute of Jain University, Bengaluru, is committed to the creation and growth of entrepreneurs and enterprises in sectors that has societal impact. With a vision of making a difference through enterprise creation and growth and basing its credo on three pillars of relevance, impact and sustainability, KEMI provides short and long duration programs that include entrepreneurship education, training, research, consulting and building businesses. KEMI's quest in achieving its objectives is ably supported by the Jain Group of Institutions (JGI) ecosystem which provides a gamut of management-specific services, ranging from expert mentoring, seed funding and new venture incubation support. These initiatives are augmented through continuous hand-holding and mentoring by the KEMI team comprising of stalwarts (Alumni of IIMs, IRMA and IISc) from the field of entrepreneurship and business management. KEMI provides the following significant benefits:

- *Lifelong support ecosystem for the ventures*
- *Physical and/or virtual incubation facility that enables networking with faculty mentors and the entrepreneurial community*
- *Funding opportunities for enterprise creation and growth*

Kautilya Entrepreneurship and Management  
Institute (KEMI-Jain University)

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