

Report on the 5th Day of the Innovation and Entrepreneurship Component under the Green Skill Development Programme (GSDP) on Apiculturist (Wild Bee) – Non-Timber Forest Produce (NTFP)

Day: 05

Date: 09 October 2026

Venue: Atal Incubation Centre, Manipur Technical University (AIC-MTU) Innovation Foundation, Takyelpat, Manipur

The Certificate Course in Apiculturist (Wild Bee) – Non-Timber Forest Produce (NTFP), under the Innovation and Entrepreneurship Component of the Green Skill Development Programme (GSDP), was organised by the Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) Hub Manipur, Department of Environment & Climate Change, Government of Manipur, in collaboration with the Atal Incubation Centre, Manipur Technical University (AIC-MTU) Innovation Foundation, Takyelpat, Manipur.

The fifth day of the programme focused on strengthening the entrepreneurial and business development skills of the trainees. The day's programme comprised three sessions: **“Go-To-Market Strategy & Customer Acquisition,” “How to Pitch a Business Idea,” and “Pitch for Funding.”** These sessions aimed to equip the trainees with practical knowledge of marketing strategies, effective business presentations and funding opportunities to establish and develop sustainable enterprises.

Session I: Go-To-Market Strategy & Customer Acquisition

Resource Person: Dr. Moirangthem Roshini, Assistant Professor, Department of Management, Manipur Technical University

The first session focused on developing effective marketing strategies and acquiring customers for sustainable entrepreneurial ventures. Dr. Moirangthem Roshini explained the importance of identifying target customers, understanding market demand, developing unique value propositions, determining appropriate pricing strategies and selecting suitable marketing and distribution channels.

Special emphasis was placed on marketing honey, bee-related products, bamboo products and other Non-Timber Forest Products (NTFPs). The trainees were also introduced to digital marketing, branding, product quality, customer engagement and the application of artificial intelligence (AI) and data analytics in market research and customer relationship management.

The session highlighted how effective marketing strategies, customer engagement and customer retention could help transform locally available resources and traditional skills into sustainable income-generating opportunities.

Session II: How to Pitch a Business Idea

Resource Person: Thokchom Sanju Singh, Managing Director, Edulife India

Resource Person: Thokchom Sanju Singh, Managing Director, Edulife India

The second session focused on developing the essential skills required to formulate and effectively present viable business ideas. The resource person explained how to identify customer problems, propose practical solutions, assess market opportunities and communicate the value of products and services to potential customers and investors.

The session covered the key components of an effective business pitch, including identification of target customers, product differentiation, business models, pricing strategies, cost estimation, revenue generation and financial planning.

Through practical examples related to apiculture, honey production, bamboo products and other NTFPs, the trainees learned how value addition, quality assurance, attractive packaging, branding and market research could enhance the marketability and commercial viability of their products.

The session also emphasised the importance of effective communication, customer validation, presentation techniques and confidence in presenting business ideas. It encouraged the trainees to develop clear, practical and convincing business proposals that could be translated into viable entrepreneurial ventures.

Session III: Pitch for Funding – Funding Readiness and Pitch Workshop

Resource Person: Thokchom Sanju Singh, Managing Director, Edulife India

Resource Person: Thokchom Sanju Singh, Managing Director, Edulife India

The third session focused on preparing the trainees to identify suitable funding opportunities and develop credible, evidence-based funding proposals for their proposed enterprises.

The resource person explained the differences between loans, grants, subsidies and investments, highlighting the importance of selecting appropriate funding sources based on the nature and stage of the business, financial requirements and eligibility criteria.

The trainees were introduced to various government-supported funding schemes and programmes, including MUDRA, the Prime Minister's Employment Generation Programme (PMEGP), the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme and the Agriculture Infrastructure Fund (AIF), along with selected startup and innovation-support programmes.

Practical examples were provided to demonstrate how enterprises engaged in beekeeping, honey processing, hive-monitoring innovations and other NTFP-based activities could explore suitable financial assistance and funding opportunities.

The session further highlighted the importance of preparing realistic budgets, obtaining supplier quotations, developing cash-flow projections, preparing repayment plans and establishing measurable project milestones.

The trainees were also guided on structuring business pitch presentations, demonstrating market potential, ensuring financial transparency and avoiding common mistakes, such as assuming that subsidies are guaranteed or presenting unsupported sales projections.

Practical exercises, feedback from the resource person and a seven-day action plan were also discussed to encourage the participants to refine their business proposals and prepare themselves for future funding opportunities.

Conclusion

The three sessions conducted on the fifth day of the programme provided the trainees with valuable knowledge and practical insights into marketing strategies, business pitching and funding readiness. The sessions emphasised the importance of understanding market requirements, effectively presenting business ideas and identifying appropriate financial resources for establishing sustainable enterprises.

By integrating market-oriented approaches, effective communication skills and sound financial planning, the programme encouraged the trainees to explore entrepreneurial opportunities in apiculture, honey processing and other NTFP-based enterprises.

The training also reinforced the importance of innovation, product quality, customer satisfaction, financial discipline and the responsible utilisation of locally available natural resources.

Overall, the sessions were informative and practically oriented, contributing to the development of entrepreneurial knowledge, skills and confidence among the trainees. The programme provided a useful foundation for transforming their knowledge and skills in beekeeping and natural-resource-based products into viable, sustainable and income-generating green enterprises.

Photographs of the Programme





