



**One week Advanced MDP  
Programme on  
"Maximizing Market Potential:  
Value Addition and Processing of  
Horticultural and Forest Produce  
for MSMEs"**

**09 to 14 Feb 2026**

**Organized by**

**Department of Food Process Engineering  
&**

**Foundation for Technology and Business  
Incubation (FTBI)**

**National Institute of Technology Rourkela**

**Sponsored by**

**Ministry of MSME, Government of India  
under**

**The Entrepreneurship and Skill  
Development Programme (ESDP)**



**ABOUT NIT ROURKELA**

National Institute of Technology Rourkela is an Institute of National Importance established under an Act of Parliament. The institute is ranked in the 271-280 band in the QS Asia University Rankings and 13th in NIRF (Engineering) 2025.

NIT Rourkela offers undergraduate, postgraduate, and Ph.D. programmes across 21 engineering disciplines. Its research centres actively collaborate with leading government agencies such as ANRF, DST, DBT, CSIR, DRDO, BARC, ISRO, and various private industries, contributing significantly to research, consultancy, and innovation.

**FOUNDATION FOR TECHNOLOGY & BUSINESS  
INCUBATION (FTBI)**

The Foundation for Technology & Business Incubation (FTBI), NIT Rourkela, is a Section 8 not-for-profit organization housed at the A.P.J. Abdul Kalam Innovation Centre. FTBI promotes innovation and entrepreneurship by bridging academia and industry. Supported by the Department of Science and Technology (DST), Government of India, and industry partners, FTBI nurtures startups and emerging enterprises through incubation support and skill development initiatives.

**DEPARTMENT OF FOOD PROCESS  
ENGINEERING**

The Department of Food Process Engineering at NIT Rourkela offers B.Tech., M.Tech., and Ph.D. programmes, integrating engineering principles with food science. The department focuses on advanced research in food quality and safety, post-harvest operations, product and process development, packaging and storage, process control, automation, and energy-efficient manufacturing systems.

**The Advanced Management Development  
Programme (Advanced MDP)**

- Enhances the managerial, leadership, and strategic skills of MSME promoters and executives.
- Provides exposure to best manufacturing practices, advanced technical knowledge on horticultural product value addition, and modern management tools relevant to MSMEs.
- Facilitates networking and collaboration among MSMEs, scientists, industry professionals, and other stakeholders.
- Supports capacity building and enhances the competitiveness of MSMEs in national and global markets.





## Course Highlights

- Value addition and processing technologies for horticultural and forest produce
- Market-led product development and value-chain integration
- Quality, safety standards, and regulatory compliance
- Packaging, branding, and marketing for MSME competitiveness
- Financial planning, credit linkages, and MSME support schemes
- Sustainable processing, energy efficiency, and modern manufacturing practices
- Experience sharing through expert sessions, case studies, and industry interaction

## Course Outcome

Capacity building of MSME promoters and executives through enhanced technical, managerial, and strategic competencies, enabling improved market access, value realization, and sustainable enterprise growth.

## Who Can Participate

Participants from MSMEs and academia (including students of UG and PG any degree, research scholars, and budding entrepreneurs) are welcome to participate in the programme.

The programme is particularly suited for:

- MSME promoters, entrepreneurs, and startup founders
- Professionals from food processing, agro-processing, and value addition sectors
- Representatives of Farmer Producer Organizations (FPOs) and Self-Help Groups (SHGs)
- Aspiring entrepreneurs in horticultural and forest produce processing

## Registration Fees : INR 500

UPI ID for payment: 4393548339@sbi



- No registration fees for SC, ST, physically challenged, Women and participants from the economically weaker section
- Food and accommodation will be provided in the students' hostel for all the participants.

## Registration Link

<https://forms.gle/44JSnhMeuoSfda8j9>



## How to reach NIT Rourkela

NIT Rourkela is an Institute of National Importance and is well-connected by Rail. It is located approximately 7 km from Rourkela Railway Station in the state of Odisha.

## Organizing Committee

### Patron

**Prof. K. Umamaheshwar Rao**  
Director, NIT Rourkela.

### Chariman

**Prof. Subrata Kumar Panda**  
Professor  
Mechanical Engineering  
President FTBI, NIT Rourkela

### Secretary

**Prof. Sabyasachi Mishra**  
Professor and Head, Department of  
Food Process Engineering,  
NIT Rourkela

## Course Coordinators

**Dr. Arun Prasath Venugopal**  
Assistant Professor  
Department of Food Process  
Engineering, NIT Rourkela

### Dr. Vivek Kambhampati

Assistant Professor  
Department of Food Process  
Engineering, NIT Rourkela

## Student Coordinators

Ms. Abhipriya Patra (Research Scholar)  
Mr. Piyush Sharma (Research Scholar)  
Ms. Shubhi Singh (Research Scholar)  
Ms. Divyadharshini S (Research Scholar)  
Ms. Rasmi P K (Research Scholar)

## Contact Us

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