

CHIEF PATRONS

Thiru P.D.THANGAVEL

Correspondent

Kongu Arts and Science College (Autonomous)

Dr.H.VASUDEVAN

Principal

Kongu Arts and Science College (Autonomous)

ORGANIZING CHAIR

Dr.R VIJAYAPRIYA

Director MBA & Head

Department of Business Administration with

Computer Applications

Kongu Arts and Science College (Autonomous)

viji_rv2001@yahoo.com

9865644088

ORGANIZING CO-CHAIR

Dr.G VENUGOPAL

Associate Professor

Department of Economics

Kongu Arts and Science College (Autonomous)

profvenu1977@gmail.com

9942130607

TECHNICAL SUPPORT

Dr.M.ARUL RAJA

arulmurthi95@gmail.com

9659317220

TARGET AUDIENCE

- Faculty members, Ph.D. scholars and PG students of AICTE-affiliated educational Institutions/ Universities are eligible to participate.

HOW TO APPLY

- Registration of FDP is exclusively through the ATAL registration portal. Please follow the instructions provided in the ATAL link below

REGISTRATION

- ATAL FDPs are free
 - No fee will be charged from any participant
- <https://atalacademy.aicte-india.org/signup>

USER MANUAL FOR PARTICIPANTS

<https://atalacademy.aicte-india.org/asests/data/portalFlowParticipant.pdf>

IMPORTANT DATES

- Last Date for registration: 11.08.2025
- Date of Intimation to the Participants: 16.08.2025
- Conformation by Participants: 20.08.2025
- FDP Date: 25.08.2025 - 30.08.2025

CERTIFICATE FOR PARTICIPATION

- Certificate will be issued to all the participants who physically attend the program with a minimum of 90% attendance
- Certificate will be auto generated and avail for download from the ATAL portal after completion of FDP.



KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

ONE WEEK AICTE TRAINING & LEARNING (ATAL) ACADEMY FACULTY DEVELOPMENT PROGRAMME (FDP) ON

AI-EMBEDDED PRECISION FARMING IN AGRITECH AND DIGITAL FARMING SOLUTIONS

25.08.2025 - 30.08.2025

SPONSORED BY
AICTE - TRAINING & LEARNING (ATAL) ACADEMY
ORGANIZED BY

DEPARTMENT OF MANAGEMENT
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE, TAMILNADU - 638107

Follow Us: <https://linktr.ee/konguartserode>





ABOUT THE INSTITUTION

Kongu Arts and Science College, established in 1994 to uplift rural student community, is set in a serene and academically enriching environment. Being an ISO 9001:2015 Certified Institution, it has earned an A+ grade with a 3.49/4 NAAC score in the IV Cycle, making it the highest-ranked Self-financing college in Erode District under Bharathiar University. The College attained Autonomous status in 2015, further strengthening its commitment to academic excellence and continuous growth. Recognized under the DBT STAR COLLEGE scheme in 2019, it actively promotes scientific learning and research. Consistently ranked among INDIA TODAY's Top 100 across six categories, the institution stands out for its strong culture of innovation, earning a 3.5-Star rating from the Institution Innovation Council. Offering a wide range of UG, PG, and Research programs, along with Value-added courses, the college remains dedicated to quality education and holistic student development.

ABOUT THE DEPARTMENT

The Department of Management was established in 1994 with a view to cater the needs of industrial and business houses for training managers and also to develop a class of entrepreneurs to accelerate the process of industrialization. Management degree program moulds graduates to manage business with computer skills such as marketing, insurance, banking, accounting, transport, hospitality, distribution, tally, photoshop, multimedia, business data analytics and other areas of both manufacturing and service industries. Our department encourages and paves way to the students who aspire to be an entrepreneur and executive.

FDP SCHEDULE (OFFLINE)

25.08.2025 - Day 1	
09:30 am - 12:00 pm	Entrepreneurial Ecosystem for AgriTech Innovations, Thiru L. Kolandaivelu
12:00 pm - 01:00 pm	Article Discussion
02:00 pm - 04:30 pm	AI Technologies for Precision Farming and Business Models, Thiru.R.M. Subramanian
04:30 pm - 05:30 pm	Hands on training /Labs
26.08.2025 - Day 2	
09:30 am - 12:00 pm	Entrepreneurship in AgriTech: Launching and Scaling Startups, Thiru.P.K.Deivasigamani
12:00 pm - 01:00 pm	Article Discussion
02:00 pm - 04:30 pm	Digital Farming Solutions and Innovation Opportunities, Mr. P.S.Kannan
04:30 pm - 05:30 pm	Hands on training /Labs
27.08.2025 - Day 3	
09:30 am - 12:00 pm	Collaborative Ecosystem and Partnerships in AgriTech, Dr S. Baskaran
12:00 pm - 01:00 pm	Article Discussion
02:00 pm - 04:30 pm	Funding, Investment, and Financial Models in AgriTech, Dr. S. Balamurugan
04:30 pm - 05:30 pm	Hands on training /Labs
28.08.2025 - Day 4	
09:30 am - 12:00 pm	AI and Sustainability: Creating a Green and Profitable Business, Dr. V. Abirami
12:00 pm - 01:00 pm	Article Discussion
02:00 pm - 04:30 pm	AI in Agricultural Supply Chain and Market Intelligence, Dr. T. Venkatesan
04:30 pm - 05:30 pm	Hands on training /Labs
29.08.2025 - Day 5	
09:00 am - 01:00 pm	Industrial Visit
02:00 pm - 04:30 pm	Global Market Trends and International Opportunities for AgriTech Startups, Dr.P.Thirumoorthy
04:30 pm - 05:30 pm	Hands on training /Labs
30.08.2025 - Day 6	
09:30 am - 12:00 pm	Future Trends, Challenges, and Innovation in AI-Embedded AgriTech,Dr. Viswanathan
12:00 pm - 01:00 pm	Article Summary
02:00 pm - 04:00 pm	MCQ & Reflection Journal
04:00 pm - 05:00 pm	Valedictory



ABOUT THE ATAL FDP

The Faculty Development Program (FDP) aims to explore the transformative role of AI-embedded precision farming in agritech and digital farming solutions. It will examine into the entrepreneurial ecosystem, emerging AI technologies, business models, and global market opportunities to foster innovation, strategic partnerships, and sustainable growth in agriculture. The initiative will also address key challenges, including funding, regulatory considerations, and ethical concerns, while identifying future trends in AI-driven agritech. By bringing together experts and stakeholders, the FDP seeks to drive advancements that enhance efficiency, productivity, and sustainability in the agricultural sector through cutting-edge AI applications.

OUTCOME OF THE FDP

The FDP will accelerate agritech startups by fostering AI-driven precision farming, optimizing yield prediction, and improving resource management. The FDP will also address regulatory challenges and ethical AI adoption. Ultimately, it will offer a strategic framework for agritech growth, helping startups expand globally and drive the transformation of AI-powered agriculture.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University) and Accredited with A+ Grade - 3.49 CGPA by NAAC

Nanjanapuram, Erode-638107, Tamil Nadu

konguarts@kasc.ac.in

0424-2339933 / 94433 75528 / 98427 26267