

Course Fee, Travel and Accommodation

There is no course fee, however a non-refundable registration fee of Rs.50/- (Rupees Fifty only) is to be paid by way of a Postal Order or DD (drawn in favour of the Director, ICAR-CTCRI payable at Thiruvananthapuram). Participants will be paid return fare of the journey performed by the shortest route in rail or bus or other means of transport. The payment will be restricted to the maximum of AC II tier train fare. If any participant chooses to travel by Air, their claim shall be restricted to AC II tier train fare, provided they travel by Air India and book the tickets with ICAR code (095). Participants are required to produce a photo-copy of the rail / bus / air tickets (only by public transport) and original onward boarding pass for reimbursing the travel expenditure. Participants will be provided rent-free accommodation, wholesome meals and refreshments. Local participants will be provided lunch and inter-sessions tea only.

How to Reach

The Trivandrum city is well connected by air, rail and road from all parts of the country. The ICAR-CTCRI is located in Sreekariyam, which is about 12 km away from Trivandrum Railways station and the bus terminal, and well connected with bus/prepaid auto facility. Participants are advised to make their return reservations well in advance at their end.

Nominations may be sent to

Dr. P. Sethuraman Sivakumar
Senior Scientist – Extension and Social Sciences
ICAR- Central Tuber Crops Research Institute
Sreekariyam, Thiruvananthapuram – 695017, Kerala, India
Email: sethu_73@fulbrightmail.org; sethu_73@yahoo.com
Tel: +91-471-2598551; Fax: +91-471-2590063

For further information, please contact

Course Director: Dr. P. Sethuraman Sivakumar, Tel: +91-9496550999
Course Coordinator: Dr. S. Ramanathan, Tel: +91-9447048375



ICAR Short Course on Business Planning for Developing New Agro-Technology Enterprises

September 2-11, 2015



Course Director
Dr. P. Sethuraman Sivakumar

Course Coordinator
Dr. S. Ramanathan



ICAR- Central Tuber Crops Research Institute
Sreekariyam, Thiruvananthapuram – 695017,
Kerala, India; <http://www.ctcri.org>

Background

Commercialising agro-technologies is a vital element of the technology transfer process as it pays back the capital invested on research besides stabilizing prices to maximize farmers' gains. In the recent years, agri-business has emerged as one of the leading profit-making industries in India that attracts second major private equity (PE) and venture capital (VC) funds after the health care industry. Being one of the largest agricultural research systems in the World, the National Agricultural Research and Education System (NARES) has developed an array of agro-technologies to help the stakeholders to maximise utility of their produce. However, the technology commercialisation process has been slow in the NARES due to dearth of essential business skills required to facilitate this process.

Why do we need business plan?

Business plan is the blue print of any start-up that helps the budding entrepreneur to build a viable enterprise. Equipping the technology managers of the NARES with business planning skills will help to identify potential buyers of the agro-technologies besides helping to create start-ups. It will also assist in attracting agricultural graduates and unemployed rural youth into agro-technology businesses.

Purpose and objective

The short course on “Business Planning for Developing New Agro-Technology Enterprises” is designed to impart practical business planning skills to the participants. The objective of this short course is to equip the NARES professionals on essential business planning skills to facilitate in creating new agro-technology based enterprises.

Course content and pedagogy

This course is designed to provide a “hands-on” experience using a “graded learning approach” where the participants will work together in groups to develop business plan for an imaginary agro-technology. As the training progresses, each group will refine their project and finally present their business plan through “elevator pitch” mode before a large audience in the last day. The topics covered under this training are as follows

1. Basics of technology entrepreneurship and commercialization
2. Business idea and opportunity identification and product development
3. Intellectual Property Rights (IPR)
4. Market research – Methods and techniques
5. Financing for agro-technology start-ups
6. Elevator pitch – Group business plan presentation

The classes will be handled by scientists/ faculty who are well-trained and experienced in technology commercialisation along with emerging agro-technology entrepreneurs.

Duration and venue

This course of 10 working days duration is offered during September 2-11, 2015. The participants are expected to arrive latest by the evening of September 1, 2015 and can leave after 1700 hrs on the last day of the programme. The programme will be held at the ICAR-Central Tuber Crops Research Institute, Sreekariyam, Thiruvananthapuram – 695017, Kerala, India.

Eligibility

The entry and middle level NARS professionals who possess Masters Degree in Agriculture and allied disciplines and working not below the rank of Assistant Professor or equivalent in ICAR Institutes/ Agricultural Universities including KVKs are eligible to apply for this course. The candidates who are associated with agro-technology management or commercialisation will be preferred.

How to Apply

Interested candidates are requested to apply through the prescribed format and forwarded by the competent authority of the sponsoring institute and sent to the Course Director so as to reach **on or before August 15, 2015**. There are only 25 seats available. Selected candidates will be intimated through e-mail a week after the last date for the receipt of nominations. Nominations may also be submitted electronically by using the CBP portal (<http://proj.iasri.res.in/cbp/>).



**ICAR- Central Tuber Crops Research Institute
Sreekariyam, Thiruvananthapuram – 695017, Kerala, India**

Nomination form

Programme Name: **ICAR sponsored Short Course on “Business Planning for Developing New Agro-Technology Enterprises” during September 2-11, 2015.**

1. Full name (in block letters) :
2. Designation :
3. Present employer and address :

4. Address to which reply should be sent (in block letters). Please give telephone and fax numbers, email address. :

6. Date of birth :
7. Sex : Male/ Female
8. Marital status : Married/ Unmarried
9. Teaching/research/ professional experience (mention the post held) during last five years with publications (Please attach additional sheets if necessary) :
10. Academic record

Degree	Discipline	Year	Class. Ranks, distinctions etc	University or Institution

11. Postal order/DD for Rs. 50/- (in favour of Director, ICAR-CTCRI) towards registration (non-refundable)

Postal order/ DD No. _____ Dated: _____

Signature of the applicant

12. Recommendation of sponsoring authority:

Signature and designation of the sponsoring authority