

Winter School on Agri startups and Entrepreneurship Development

08th – 28th, February, 2022



Sponsored by

Education Division

ICAR, Krishi Anusandhana Bhavana- II

PUSA, New Delhi- 110 012.

Organized by

Department of Agricultural Extension

College of Agriculture, GKVK,
University of Agricultural Sciences,
Bangalore – 560065, Karnataka



Agriculture is always being called as the backbone of Indian economy. India has the track-record of being second-largest agricultural land in the world, with around 60% rural Indian households making their living from agriculture. Indian agriculture sector is suffering from a variety of problems like division of land, deterioration of soil health, high input costs, the use of outdated equipment, improper infrastructure, and farmers' inability to access a wide range of markets with ease while making just limited profits on crop sales. Proper infrastructure and supply chain management are the more pressing concerns.

The biggest way of choking these problems in agriculture is through latest technological interventions in farming. Modern techniques, innovative methods and digital initiatives will elevate agriculture to the next level and eases down the burden of farmers. With the improvement in areas of technology and digitization, the start-ups culture growing rapidly. There are many new ones entering the Indian start-ups ecosystem. Agriculture sector challenges a unique opportunity for agri-tech start-ups to solve key challenges which are being faced by the Indian agriculture sector.

Transformation of agriculture into agri-business is one of the important strategies where the farmers can practice profitable agriculture. The climatic condition associated with quandary exacerbate the farmers' problem. Therefore, the entrepreneurship culture facilitates the farmers to face the uncertainties posed by climate change and market fluctuations in calculated manner. It is crucial and vital to inculcate entrepreneurship habits into agriculturists as it enables them to face the vicious circle of poverty. Thus, the present-day extension workers have to be enabled with modern and social engineering techniques to mould the farmers to be entrepreneurial and responsive to market changes through creative leadership, scanning opportunities to improve and expand business, take calculated risk, assume responsibility for both profits and losses and constantly be on the lookout for new opportunities. In this backdrop, capacity building among scientists involved is crucial so as to equip them in promoting entrepreneurship and scope for startups. Thus, this winter school has been designed to enhance the skills of the participants to engender outstanding entrepreneurs.

About UAS, Bangalore:

The University of Agricultural Sciences, Bangalore (UAS-B) was the first State Agricultural University (SAU) established in Karnataka during 1963. It is one of the prestigious Agricultural Universities in the country, celebrated its Golden Jubilee during 2013-14. Efforts were made to develop new technologies to tackle the challenges in agriculture production. Precision agriculture, improved water use efficiency and biotic resistance in crops, molecular breeding, protected cultivation, climate resilient technologies for rain-fed farming, water saving irrigation systems, mechanization for small farms, value addition of farm produce and market access to farmers are some of the key areas the university is addressing through its research and extension within the framework of sustainable farming. UAS, Bangalore has a jurisdiction over ten southern districts offering six Bachelor's degree programmes, 22 Postgraduate programme, one MBA programme and 14 Doctoral programmes through its six constituent colleges.

Presently, UAS, Bangalore is the best ranked among agricultural universities in India and it has been bestowed with Sardar Patel outstanding ICAR institution award twice during 2002 and 2012 by Indian Council of Agricultural Research, New Delhi.

Objectives of the Winter School:

- Inflame the minds of the participant teachers/scientists and technologists towards entrepreneurship development for empowerment of farmers.
- Instilling the capacity building skills of entrepreneurship development among trainees.
- Real time advisory services and follow up activities on establishment, incubation and marketing aspects of enterprises
- Strengthening the common linkages with national and international institutions in entrepreneurship.

COURSE CONTENT

- ❖ Concept and scope of Entrepreneur, Enterprise and Entrepreneurship.
- ❖ Innovations & agricultural start-ups in India
- ❖ Business idea generation, opportunities and business plan development.
- ❖ SWOT analysis of agri-entrepreneurship.
- ❖ Agribusiness opportunities in current agrarian situation.
- ❖ ICT application in Agri start-ups and entrepreneurship.
- ❖ Rural-agro enterprise development programmes.
- ❖ Motivation techniques to encourage agri-preneurship.
- ❖ Gender mainstreaming and opportunities in Entrepreneurship.
- ❖ Simulation exercises on goal setting & decision making.
- ❖ Identification of potential risks in entrepreneurship.
- ❖ Agri-Startups-Incubation facility
- ❖ B2B opportunities in entrepreneurship
- ❖ IPR issues in entrepreneurship
- ❖ Marketing strategies in agri-entrepreneurship.
- ❖ Registration of company / licensing and legal certifications.
- ❖ Case studies of entrepreneurial ventures to build confidence and sustenance.
- ❖ Business models Canvas, Ansoff matrix and Porter's five forces analysis.

Eligibility:

- ❖ Master's Degree in Agriculture and allied disciplines with working knowledge of computers
- ❖ Scientists, Assistant Professors and above cadre working in ICAR Institutes, CUs, SAUs and KVKs.

How to apply:

The interested scientists/teachers should apply through CBP portal <http://www.cbp.icar.gov.in>. The application should be filled online only. The filled in application should be approved by their competent authority and uploaded in CBP portal.

The selected participants will have to pay Rs.50/- as registration fee at the time of their registration for the Winter School.

DURATION OF THE COURSE:

The twenty-one days Winter School scheduled from **8th to 28th February, 2022**. The participants have to arrive latest by **7th February, 2022** evening and may plan their return journey in advance after **5.00 PM on 28th February, 2022**.

No of Participants: The intake capacity of the school is 25 participants only.

Travel:

Participants will be paid travel expenses 'to and fro' of their journey performed by the shortest route by rail or bus. The payment will be made as per their entitlement. But, restricted to the maximum of II tier AC train fare as per ICAR norms. Participants should compulsorily produce the rail/bus tickets (only public transport) in original for reimbursing the travel expenses.

Boarding and Lodging:

Participants will be placed in rent free, clean and well-maintained rooms in the University Guest house and provided with traditional balanced dishes of Karnataka with variety of refreshments. The local participants will be provided with lunch and inter-session refreshments only. The participants are advised not to bring their families along with them due to restricted availability of accommodation and Covid-19 restrictions.

Important Dates:

Last date for receipt of application: 28th December, 2021

confirmation date of selected candidates : 3rd January, 2022

Venue:

Dr. R. Dwarakinath Hall,
Department of Agricultural Extension,
College of Agriculture, GKVK,
UAS, Bangalore – 560065, Karnataka

Course Director:

Dr. Y. N. Shivalingaiah

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Course Coordinators:

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