

Eligibility

- Master's Degree in agriculture and allied disciplines with working knowledge of computer.
- Working not below the rank of Assistant Professor and equivalent in the concerned subject under Agricultural University/ICAR Institute.

How to Apply

The participants should submit their application online using CBP portal (<http://cbp.icar.gov.in>). After filling the online application, the printed application duly approved by the competent authority of the organization should be uploaded through CBP portal and also be sent to the course director.

The participants need to be paid Rs. 50/- as a registration fee in the form of demand draft in favour of Comptroller DRPCA, Pusa, Samastipur, Bihar.

How to Reach Pusa

Pusa is well connected to all nearby railway stations like Saheed Khudi Ram Bose Pusa (8KMs), Samastipur (20KMs), Darbhanga (50 KMs), Muzaffarur (35 KMs) and Patna (90KMs) via rail and road transport. Participants may also come by air from Darbhanga airport (45 KMs) or Patna airport (100KMs), however, they can only be reimbursed as per their entitlement with a maximum equivalent to AC II rail fare.

Boarding & Lodging:

Participants will be provided free boarding and lodging as per norms and trainees will be accommodated in the University Guest House. Please note that no accommodation will be provided to the family members or guests of participants in University Guest House. Since the temperature at Pusa during winter may go as below as 10°C or even low, the participants are requested please to bring sufficient woolen clothes with them.

Traveling Allowance:

The candidates selected for participation in the Winter School will be reimbursed travelling expenses (to and fro) as per their entitlement restricted to 2nd AC rail fare by the shortest route

after submission of original tickets.

Important Dates

Last date to apply: December 20, 2022

Notification for selection: December 25, 2022

Confirmation of participation by the selected candidates: December 27, 2022

Contact Details

Course Director

Dr. Ram Datt, Associate Professor, School of Agribusiness & Rural Management, Dr. Rajendra Prasad Central Agricultural University, Pusa (Samastipur)
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Course Co-ordinators

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ICAR Sponsored Winter School

on



Innovative Approaches to Agripreneurship: Ideation to Implementation

January 7 - 27, 2023



Course Director

Dr. Ram Datt
Associate Professor

Course Co-ordinators

Dr. Sanjeet Kr. Sameer
Associate Professor
Dr. Pushpa Singh
Professor

Organized by

School of Agribusiness and Rural Management,
Dr. Rajendra Prasad Central
Agricultural University,
Pusa-848125, Samastipur (Bihar)



Background

Over the last decade, start-ups and entrepreneurship have been the talk of the town, particularly in the Indian context. The government is working hard to create an enabling entrepreneurial ecosystem, particularly for young entrepreneurs. Many graduates are coming up with innovative solutions for complex agricultural problems using a self-sustaining business model. Agriculture and allied sectors continue to have a lot of potential for agri-startups. However, this ecosystem faces its own set of challenges. To create an efficient and enabling agribusiness ecosystem, we must sensitize the stakeholders about each component of the overall ecosystem. The role of research and development institutes is enormous, particularly in promoting and inculcating innovation and the capacity development of various stakeholders of agripreneurial ecosystem. This training programme attempts to shed some light on these aspects of agripreneurship.

Objectives

This training program's primary goal is to provide practical knowledge about identifying entrepreneurial opportunities, developing business plans, understand nuances of product development, financial management, marketing research, branding, and advertising, setting up and finally rolling out the venture. Participants will also learn about various government programmes and schemes related to entrepreneurship/start-ups. They will also have the opportunity to meet founders and representatives of some the successful start-ups.

Course Content

- Entrepreneurial opportunities identification
- Business plan development
- Innovation & entrepreneurship
- Financial Management
- Government schemes & policy
- Marketing management
- Branding & advertising
- Persuasive & negotiation skills
- Team building & networking
- Life lessons from successful start-ups

About RPCAU

Dr. Rajendra Prasad Central Agricultural University, erstwhile Rajendra Agricultural University, was originally established as India's first-ever Imperial Agriculture Research Institute in 1905 with a vision to make it the nucleus of agricultural activities, research and education for the whole country and to attract the best of talents from India and abroad. Rajendra Agricultural University (RAU) was established in 1970. The conversion of this University into Central Agricultural University was accomplished in 2016 for further generating and expanding the knowledge in the field of agriculture and allied sciences. The University is generating quality human resources and providing dynamic leadership in teaching, research, and extension related to agriculture and allied sciences and is strongly committed to serving the farming community of the country in general and Bihar state in particular.



About 'School of Agribusiness & Rural Management'

The University has launched MBA (Agribusiness) degree programme in 2006 under the Faculty of Basic Science and Humanities (FBS&H) and duly approved by the ICAR since 2010. Acknowledging the growing need for skilled professional in the field of rural management in the country, and limited availability of good quality institution in the eastern region, university has introduced MBA (Rural Management) programme during 2018 and clubbed with the MBA (Agribusiness) programme under School of Agribusiness and Rural Management (SAB&RM).



The new building was inaugurated by Hon'ble Prime Minister of India Sri Narendra Modi Ji on 10th September 2020. The College is located within the premises of the University along with state-of-the-art infrastructure and all the necessary facilities for the quality education and professional development. This institute is among the premier management colleges not only in the state of Bihar but also expanding its features at national level. MBA Agribusiness program is ICAR accredited and follows the recently designed curriculum by BSMA Committee. Recently a new course curriculum recommended by eminent experts from the domain was implemented for MBA Rural Management program which focuses on the industry relevant courses and experiential components. In accordance with the New National Educational Policy, the school has also introduced two one-year Post Graduate Diploma Programmes; Agri-Tourism Management, and Agriculture Journalism & Mass Communication.