



# **INTERNATIONAL CERTIFICATE PROGRAM IN SEED AGRIBUSINESS AND ENTREPRENEURSHIP**

**Duration : Aug. 05<sup>th</sup> to Sept. 12<sup>th</sup>, 2018 | Application Deadline : June 15<sup>th</sup>, 2018**

**Early Bird Registration ends on: May 15<sup>th</sup>, 2018**

**Program Fees : INR 5 Lakhs or US \$ 7,500**

**Organized By**

**Michigan State University-USA**

**Bejo Sheetal Bio-Science Foundation-India**

**National Institute of Agricultural Extension**

**Management (MANAGE)-India**



**PROSPECTUS 2018**

# OUR INSPIRATION



**Shri. Sureshji Agrawal**

Shri. Sureshji Agrawal, Chairman of Bejo Sheetal Bio-science Foundation (BSBSF) Jalna, India, founded a not for profit company with the intention of give back to the society. His Seed agribusiness passion aided with the great vision to supply enriched quality seeds to the farmers. His excellent knowledge into the risk management, supply chain management, business ethics, public private partnership, organization growth and management made his vision true. He contributed in developing Indian vegetable seed sector by developing quality hybrid seeds through research and development. These efforts are valuable in support to the Indian farming towards sustainable food & agriculture development. Keeping in mind & with the intention to help & support the needy, aspirants for learning and gaining the knowledge of seed industry, he has decided to contribute for the up-liftment of the society by making available the platform to share the knowledge through training & outreach, capacity building, human resource development & technology transfers at Bejo Sheetal Bio-science Foundation.

Chairman's Message: Participants are valuable to us, I wish you all the great success for Certificate Program in Seed Agribusiness and Entrepreneurship. I assure you that it will help you in building the stable and elephantine potential within and outside for the betterment of your agribusiness and subsequent improvement in the National and global food security.

Thank you,  
**Suresh Agrawal**  
Chairman



Michigan State University (MSU) is a Public Research University in East Lansing , Michigan. USA's first and largest institution of higher education to teach scientific agriculture. Today, it is one of the top research university in the world. Internationally known for quality of teaching, research, standard of education and world class advanced facilities. MSU Spartans work every day to advance the common good in uncommon ways. It is one of the major partner for setting goals of Bejo Sheetal Bio Science Foundation (BSBSF). MSU with the help of World Tap program developing leaders throughout the globe and improving capacity in the world's emerging economies through education, training and outreach programs.

Bejo Sheetal Bio-science Foundation (BSBSF) is not for profit organization founded with the intention to help and support the needy aspirants for learning and gaining the knowledge of seed industry. It works for the upliftment of the society by making available the platform to share the knowledge through training and outreach, capacity building, human resource development and technology transfer at BSBSF for national and global sustainable agriculture development. BSBSF has successfully organized international training summits, study tour for capacity building during last five years with significant contribution for social development.

National Institute of Agricultural Management (MANAGE), is a leading school of management in the heart of Hyderabad, recognised as one of the top most business school of India. This is started to develop entrepreneurial agility, influence practice and promote value-based growth. MANAGE is facilitating the acquisition of managerial and technical skills by extension officers, managers, scientists and administrators in all sectors of agricultural economy to enable them to provide most effective support and services for practising sustainable agriculture.

We are pleased to inform you about launching of our new activity: "Certificate Program in Seed Agribusiness and Entrepreneurship" 2018 which is a tripartite bilateral program being implemented in USA and India for ambitious and potential entrepreneurs.



## VISION

Our vision is to strengthen foundation of the young bud entrepreneurs into agriculture industry for fostering significant and strategic growth in their professional multitasking, thinking, networking, business and stewardship.

Also, bulwark endeavour of their novel ideas to reap the greater success and fetch sustainable growth with the hands of capacity building and leadership development.

## PROGRAM RATIONALE

Access to good quality seed and planting materials by farmers is critical for enhancing agricultural productivity and food security. As the markets for agricultural products are growing, farmers are demanding good quality seed to enhance their productivity to meet the market demands. In most developing countries, the seed system is dominated by government and public sector institutions. As the demand for good quality seeds is growing, the private sector is emerging and actively playing an active role in enhancing seed systems. The development agencies and governments are emphasizing the need for public-private partnerships. In this context, the need for well-trained and skilled human resources in seed sector is critical to develop a vibrant seed value chain.

We are starting this program with major components in adding capacity building, human resource development and technology transfer for national and global sustainable agriculture development are the major components of the program. This program is aimed to contribute for the upliftment of the society by making available the platform to share the knowledge through training and outreach.

## PROGRAM DESCRIPTION

Michigan State University (MSU) USA, Bejo Sheetal Bio-Science Foundation (BSBSF) Jalna and National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India will partner to offer 1 month certificate program in agribusiness and entrepreneurship.

**The program will be offered in three parts :**

- MSU component will focus on business innovation, seed agribusiness strategies and new seed ventures in a global context as well as share the U.S experience in seed business through visits and interactions with seed industry and regulatory agencies to understand seed value chain.
- BSBSF component will focus on day-to-day the operation and management of seed business and interactions with seed companies, associations and regulatory agencies in India.
- MANAGE component will provide training in business management aspects including business administration, accounting, marketing, supply chain management and human resource management.



# **Global Seed Agribusiness Management, Strategy and New Ventures**

**Venue :** Michigan State University (MSU)  
USA

**Duration:** Ten Days

## **Program Activities at MSU :**

- Best practices in research management, technology transfer and commercialization of agricultural products
- Designing roadmap for taking agricultural technologies from laboratory to the market place
- Product stewardship
- Planning, design and organization of agricultural research
- Information systems, IT networks, knowledge management, research data management, documentation, presentation and publications
- Research-extension-farmer linkages
- Public-private partnerships
- Intellectual property management
- International partnerships in agricultural research and development





## Practical Training and Experience with Seed Companies in India

### Venue :

Bejo Sheetal Bio-Science Foundation (BSBSF), Jalna

**Duration : Ten Days**



### Program Activities at BSBSF :

- Introduction to certificate program in seed agribusiness & entrepreneurship
- Cafeteria subject allotment
- Discussions & seminar on :
  - Indian Agriculture Industries stands with their global counterpart
  - A Perspective in next generation business opportunities
  - How to address the current & future challenges of Indian seed business using modern business tools?
  - Role of research & development technologies, IPR in Indian context
  - Indian Government policies, laws, rules and regulations, how much compatible to seed Industry?
  - PPV & FRA, regulatory affairs for it's social awareness in India
  - Experience sharing by business veteran's to understand the past, future & present
  - Case studies of successful and failed agri business models
  - Real time experience with Industrialist at their doorstep
  - Elocution on agri sectors and business, group discussion, juries talk and knowledge sharing
  - Panel Discussion with Successful Agri entrepreneurs
  - Debates on burning topics
  - Field visits and discussion with "Role Model Farmers" from different agribusiness sectors
  - Agritourism
  - Industrial visit preparation and fine-tuning of detailed project report (DPR) and back at work plans
  - Seminar on cafeteria subject by individual participants & DPR submission



# Business Management and Entrepreneurship Training

**Venue : National Institute of Agricultural Management (MANAGE), Hyderabad**

**Duration: Ten Days**

## **Program Activities at MANAGE :**

- Registration, Inauguration, Campus Visit
- Programmes with special reference to agri-startups
- A day with Agripreneur – Experiential learning
- Agri Business Eco System in Village
- Interaction with Stakeholders in Village
- Visit to rural technology park, National Institute of rural development and panchayat raj (NIRD & PR), Hyderabad – interaction with entrepreneurs
- Visit to agriculture incubator, ICAR-National Academy of Agriculture Research Management (NAARM), Hyderabad – interactions with incubates
- Session on agri project management
- Market survey, business plan preparation
- Session on agribusiness laws and ethics
- International crop research institute for semi-arid tropics (ICRISAT), Hyderabad – integration with incubates
- Session on international trade in agriculture
- Panel discussion with companies and successful agri entrepreneurs
- Preparation and fine-tuning of detailed project report (DPR)
- Presentation of DPR and back at work plans
- Feedback, valediction, departure





# PROGRAM COMPONENTS

## Seed agribusiness value chain and new ventures - USA

- Seed agribusiness strategy and new venture development
- Intellectual property management and technology transfer
- Seed technology commercialization and product stewardship
- Interactions with MSU plant breeders, extension specialists, and local farmers
- Regulatory issues associated with seed business – interaction with regulatory agencies
- Seed value chain management – interactions with seed companies and industry leaders
- Business plan development for new seed ventures

## Operation and management of seed agribusiness - India

- Plant breeding and biotechnology applications for crop improvement
- Seed production, processing, certification and marketing
- Seed quality assurance
- Day-to-day management and operation of seed businesses
- Interactions with small-holder farmers producing seeds for seed companies

## Business plan development for seed agribusiness – India

- Business planning, administration and operation management
- Seed value chain management
- Accounting and financial management
- Sales and marketing, product & brand management
- Negotiation skills and business ethics
- Human resources management

## KEY FEATURES OF COURSE



- International platform
- Three international centres (India and USA) of excellence in
  - Research,
  - Training and
  - Business
- Modern instruments and next generation technologies
- Internationally renowned experts
- Live interactions and brainstorming debates
- Public and private partnership
- Opportunity of publishing works
- Industrial visits and interactions
- Opportunities for future career development
- Case studies
- Cultural programs and tourism

## WHO CAN APPLY :

Minimum graduate from any discipline who has ambition and passionate for entering into seed agribusiness, willing to or being lead of any related projects, freshly joined next generation entrepreneur, preferably Agri graduate, post graduate, Ph.D. or post doc. Project/ company leads from seed agribusiness industry from different disciplines of seed value chain. directors, managers, scientists, researchers and students will take benefit of this program.

Please note that the application will be accepted only if the aspirant is having valid passport.

## HOW TO APPLY :

Aspirants can register online by visiting our website [www.bsbsfoundation.org](http://www.bsbsfoundation.org) or they can also register offline by sending duly filled application form along with demand draft (of total fees) in envelope to the Bejo Sheetal Bio-Science Foundation, BT-5, Biotechnology Park, Additional MIDC Area, Aurangabad Road, JALNA-431203 (Maharashtra) India.

The application must reach before June 15<sup>th</sup>, 2018.

## IMPORTANT DATES :

Application Deadline : June 15<sup>th</sup>, 2018  
Early Bird Registration ends on : May 15<sup>th</sup>, 2018  
Program period : August 05<sup>th</sup>, to September 12<sup>th</sup>, 2018

## COURSE FEES PER PARTICIPANT :

Registration Fee : INR ₹ 5 Lakh / \$7500 USD (Up to May 15<sup>th</sup> Only)  
Late Fee : 10% Extra

(Fee excludes Visa & International Traveling)

Fee is payable in advance either by demand draft or by RTGS mode. Applicants can draw demand draft of any nationalized bank in the favour of Bejo Sheetal Bioscience Foundation payable at Jalna.

Bank Details for RTGS mode of payment for Indian and non -Indian participants is given on the downside of application form attached on the next page.

## NOTE :

1. Once the registration is finalized and if any change is required such charges will be on account of participants.
2. Once the registration is done with the full payment the invitation letters for visa application will be issued from USA and India.
3. Participants have to apply for visa in their native country on their own.
4. Program fees includes local transportation for participating in various activities of the program, tuition fees, instruction fees, course material, accommodation and food (terms and conditions apply).

## ACCOMMODATION :

A decent accommodation at all three locations will be provided on twin sharing basis.

If participant wish to stay individually then extra charges will be on account of participants.

## IMPORTANT :

- Admission takes place only after the payment of complete registration fees
- Entries are limited, at any circumstances applications will not be accepted after reaching the limit
- The total duration of the program includes arrival and departure days for the course
- Fee once paid will not be refunded under any circumstance





**APPLICATION FORM FOR**  
**CERTIFICATE PROGRAM IN**

**SEED AGRIBUSINESS AND ENTREPRENEURSHIP 2018**

FULL NAME (AS ON DOCUMENTS) : \_\_\_\_\_

GENDER : \_\_\_\_\_ NATIONALITY : \_\_\_\_\_

ADDRESS : \_\_\_\_\_

E-MAIL ID : \_\_\_\_\_

CONTACT NO : \_\_\_\_\_

PROFESSION : \_\_\_\_\_

PAYMENT MODE : \_\_\_\_\_

BANK DETAILS FOR DD MODE : \_\_\_\_\_

BANK NAME \_\_\_\_\_ BRANCH \_\_\_\_\_

DEMAND DRAFT NO. \_\_\_\_\_

BANK DETAILS FOR RTGS MODE OF PAYMENT :

**FOR INDIAN APPLICANTS**

**FOR NON-INDIAN APPLICANTS**

**BANK NAME** : AXIS BANK LTD

**BRANCH** : JALNA (MH)

**AC NAME** : BEJO SHEETAL  
BIO-SCIENCE  
FOUNDATION

**A/C TYPE** : CURRENT

**A/C NO** : 910010024608957

**IFSC CODE** : UTIB0000487

**Please write transfer amount to :**

**A/c. No** : 9100-1002-4608-957

**A/c. Name** :  
BEJO SHEETAL BIO SCIENCE FOUNDATION

**Bank** :  
AXIS BANK LTD.

**Bank Address** :  
Main Branch Aurangabad.

**SWIFT CODE** :  
AXISINBB165

MICHIGAN STATE  
UNIVERSITY

 **BSF** *BEJO SHEETAL BIO-SCIENCE  
FOUNDATION, JALNA*







**Dr. Karim M. Maredia**

Dr. Karim Maredia is a Professor with the Institute of International Agriculture at Michigan State University and Program Director of the Institute's World Technology Access Program (WorldTAP). He has been actively involved with various international development projects for the past 15 years. Dr. Maredia has a wealth of project management experience especially in designing and implementing international training and capacity building programs with developing countries. These programs include Integrated Pest Management (IPM), Agroecology and Sustainable Agriculture; Agricultural Biotechnology; Food Safety; Biosafety; Intellectual Property Rights (IPR) and Technology Transfer. He served as the Training and Technology Transfer Coordinator for the USAID funded Agricultural Biotechnology Support Project at MSU, a project devoted to facilitating technology transfer to developing countries, from 1995- 2003. Currently, he is actively collaborating with a number of international development agencies (CGAIR, USAID, FAO, World Bank, USDA-ARS, USDA-FAS, USA-Costa Rica Foundation etc.).



**Mr. Sameer Agrawal**

Mr. Sameer Agrawal Director, BSBSF with his two decades of leading experience in seed Industry and having Plant Genetics & Biotechnology academic background from Wageningen University of Netherlands, is very keen & passionate in promoting the young entrepreneurs through modern education of Agriculture Biotechnology. In his opinion multitasking agribusiness courses with rigorous intellectual teachings of high standards, Industrial interface, and International exposure will make the students competitive in the business galaxy and also to become a good human being to the society. In his direction BSBSF is working on developing tripartite model of short course where the participants will have exposure to the dynamic management skill modules followed by modern Agriculture & Biotechnology programs and learning global seed value chain at Michigan State University (MSU), USA, National Institute of Agricultural Management (MANAGE), Hyderabad and Bejo Sheetal Bio- Science Foundation (BSBSF), Jalna, India.



**Dr. Nandkumar kunchge**

Dr. Nandkumar Kunchge, Director of Bejo Sheetal Bioscience Foundation's (BSBSF), a not for profit organization based in Jalna in Maharashtra State of India. He is currently leading crop improvement projects through the use of conventional and modern biotechnology tools and intellectual property rights (e.g. through plant variety protection), at BeejSheetal Research Pvt. Ltd. He is associated with Indian seed Industry since 1992 and engaged in developing genetically modified crops for traits like insect resistance, herbicide, virus & stress tolerance. Currently passionate about application of "New Biotech tools" for Crop improvement, deeply involved in developing double haploids in various crops. He also led various training and outreach projects that support BSBSF's goal of building human resource requirement of the country's seed industry and training young entrepreneur in modern agricultural technologies. More importantly, he was involved in several technology negotiation and public-private sector partnerships among diverse group of partners. Keen to develop a highly standard international platform for youngsters to explore their hidden talents and develop the entrepreneurial skill into the agribusiness management.



**Dr. P. Chandrashekara**

Dr. P. Chandrashekara is a Director (Agril. Extn.) in MANAGE. Specialization in Agricultural Extension. At present working in the areas namely Private Extension, Private-Public Partnership in Agricultural Extension Management and Agripreneurship Development. Co-ordinator of centrally sponsored scheme of Agriclincs and Agribusiness Centres which aims at establishment of Agriclincs and Agribusiness Centres by providing self-employment opportunities to unemployed agriculture graduates. Associate editor of MANAGE's Extension Research Review. Worked as Liaison Officer for Ministry of Commerce and Industry, GOI for 10 years. In this capacity coordinated capacity building activities in the state of Kerala. Here worked as extension worker on one side and also extension researcher on the other hand. Conducted more than 60 training programmes for the coffee farmers, extension workers and researchers. Compiled a book titled "100 Years of Coffee Research in India" besides publishing more than two-dozen research papers including three at International Conferences.

# PROGRAM MODULES

- Capacity building
- Research programs and Technology transfer
- Intellectual property management
- Product development and advertisement
- Planning, design, research
- Documentation, publication and commercialization
- Public- private partnership
- Networking
- Competency enhancement
- Appropriate human resource building
- Attempts to develop sustainable approach for food and nutrition security



His Excellency Mr. Alphonsus Stoelinga, Hon. Ambassador of Netherlands (India) visited Bejo Sheetal Bio-science Foundation Oct. 2016

**Application Deadline : June 15<sup>th</sup>, 2018**

**To enroll and for more information please contact :**

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Phone: +1 (517) 775 6627

## **Bejo Sheetal Bio-Science Foundation**

BT-5, Biotechnology Park, Additional MIDC Area, Aurangabad Road, JALNA-431203 (Maharashtra) India  
Tel: +91 2482-221255; Email: bsbsf@bsbsfoundation.org, director@bsbsfoundation.org  
Website: bsbsfoundation.org