



Organized by: Department of Agricultural Extension, University of Agricultural Sciences, Bangalore -560065, Karnataka

# ICAR Sponsored Winter School on Farmers' Empowerment and Entrepreneurial Development in Agriculture

24.10.17 to 13.11.17



Sponsored by: Education Division, Indian Council of Agricultural Research, New Delhi



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**A**griculture is the main source of income for 60 percent of the India's population providing food, livelihood and economic security. Farmers in India are best described as those caught in between the monsoon and the market for their living. The climate change and the associated predicament further exacerbate the predicament. Therefore, the role of entrepreneurship facilitating the farmers to face the uncertainties posed by monsoons and markets is crucial and vital as it enables the farmers to face the vicious circle of poverty. Further, due to conversion of agriculture lands to non agriculture purposes and migration facilitated by urbanization and frequent failure of irrigation wells, the current fallows are increasing and villages are becoming old age homes due to several factors. The role of entrepreneurship in shaping the farmers in general and youth farmers in particular to cope with the climate change and the uncertainties caused to farmers by both monsoons and markets to herald the evergreen revolution is crucial.

Mere access and adaptation to modern technology can not serve as drivers of the change process. In fact, despite the provision of modern technology, markets, incentive structures, governance, the suicides of farmers are growing unabated even in states such as Punjab, the forerunner of green revolution. Therefore, in addition to technology, markets, innovations, and institutions including governance, the role of entrepreneurship has been indispensable for development. Becoming entrepreneurial can be a

challenge for small-scale farmers. Here, they need facilitation from extension workers and other institutions. Entrepreneurship qualities inter alia in agriculture is through value chains and market linkages.

Thus, the present day extension workers need to equip with social engineering techniques to mould farmers to be entrepreneurial to respond to market through creative leadership, looking for opportunities to improve and expand business, take calculated risk and assume responsibility for both profits and losses and constantly be on the lookout for new opportunities. Thus, capacity building interventions to promote entrepreneurship requiring high level of competence on part of entrepreneurship development trainers is crucial. This course has been designed to enhance skills of the trainers to facilitate them to generate outstanding entrepreneurs with the following objectives:

### **Objective**

The overall objective of the winter school is to trigger the minds of the participant scientists/teachers and extension professionals towards entrepreneurship development for empowerment and sustainable livelihood of farmers and to inculcate the knowledge and business skills of entrepreneurship development among trainees in 21 days.

### **Course Contents**

- Agribusiness opportunities and current agrarian situation
- Concept, scope & qualities of successful entrepreneur
- Generating the agricultural business ideas and developing business plan
- Gender mainstreaming for empowerment and entrepreneurial development
- Entrepreneurial opportunities in agriculture and allied sectors
- Rural-agro enterprise development programmes
- Motivation of rural youth towards agripreneurship
- Simulation exercises on goal setting and decision making
- Innovations & agril. startups in India
- Farmers' producers organizations for empowerment
- Project planning and preparation for establishing an enterprise
- Identification of potential risks in entrepreneurship
- Operational management of an enterprise and record keeping
- Funding opportunities and marketing strategies
- Establishment of agriculture incubation facilities
- Lessons from successful entrepreneurs and case studies to build confidence in entrepreneurship and sustenance



## Eligibility

The winter school is designed for the scientists working in Teaching, Research and Extension under SAUs/ICAR institutions, Deemed Universities, Central Universities and other ICAR/SAU organizations related to farm sciences in the cadre of Assistant professors or above.

## Duration of the Course

The winter school is for 21 days from 24th Oct 2017 to 13th Nov 2017. The participants are to arrive latest by 23rd Oct 2017 evening and may plan their return journey in advance immediately after 5.00PM on 13th Nov 2017.

## How to Apply

The interested teachers/scientists should apply through CBP portal <http://www.iasri.in/cbp> or click on capacity building programme under [www.icar.org.in](http://www.icar.org.in). The application should be filled online only. The filled in application should be approved by their competent authority and should be uploaded in CBP portal.

The approved copy along with the postal order of Rs.50/- payable in favor of Course Director (non-refundable registration fee) is to be sent to the Course Director through surface mail or through speed post.

## Important Dates

Last Date for Receipt of application: 24.09.2017

Date of selection confirmation: 30.09.2017

## Travel

Participants will be paid travel expenses “to and fro” for 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 III tier AC fare as per ICAR norms. Participants should compulsorily produce a photo-copy of the rail/bus tickets (only public transport) in original for reimbursing the travel expenses. On prior intimation of travel plan by the participants, local pickup from the Bangalore Railway Station/Bus Stand will be arranged by the winter school organizer.

## Boarding and Lodging

Participants will be placed in rent free, clean and well maintained rooms and be 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 desiring to bring their families along with them should intimate in advance and the accommodation is provided with extra cost in private hotels or they themselves can make their own arrangement for their accommodation.





## About UAS Bengaluru

University of Agricultural Sciences, Bengaluru established in 1963 is one of the earliest Agricultural Universities in the country, celebrated its Golden Jubilee during 2013-14. UAS, Bengaluru has jurisdiction over ten southern districts offering six Bachelor's degree

programmes, 22 postgraduate programme and 14 Doctoral programmes through its four constituent colleges. Presently, UAS, Bengaluru is the top ranked among agricultural universities in India and it has been bestowed with Sardar Patel outstanding ICAR institution award twice during 2002 & 2012 by Indian Council of Agricultural Research, New Delhi.



## About Bengaluru



The City is well known for its salubrious weather, is also known as the 'Science City' of India. Bengaluru, incidentally was the first city in India to get electric street lamps in August 1905 popularly known as the garden city. It is one of the most beautiful, versatile and popular vacation destinations in the country. The city has diverse attraction to offer lush gardens, tree lines avenues, well laid out parks notably the sprawling Cubbon Park and colourful Lalbhag, ancient edifices and the magnificent Vidhana Soudha, which houses the state legislature of Karnataka. Bangalore is known as the Silicon city of India and the software capital of the country. The climate during October and November will be cool and pleasant. The temperature will vary between from 18°C and 28°C. The city is well connected by Rail, Road and Air. Many city buses ply across UAS Campus (about 13 km away from the city Railway Station and Central Bus Station and 22 km from the airport).



Address for Communication

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Design by Shashidhar KC



REGISTRATION FORM  
ICAR sponsored winter school on



Farmers' Empowerment and Entrepreneurial Development in Agriculture

(24<sup>th</sup> Oct 2017 to 13<sup>th</sup> Nov 2017)

1. Name in Block Letters: \_\_\_\_\_

2. Designation and Address for correspondence: \_\_\_\_\_

\_\_\_\_\_

Mobile: \_\_\_\_\_ Telephone \_\_\_\_\_

E-mail: \_\_\_\_\_

3. Teaching/Research/Professional Experience: \_\_\_\_\_ years

a. No. of Publications during last 5 years: \_\_\_\_\_

b. Mention the post held: \_\_\_\_\_

4. Details of post held:

5. Academic Record

Examination passed	Subject	Year of passing	Class	University	Other information
Degree					
Master Degree					
Ph.D					

6. Experience/Positions Held

Positions Held	From Date	To Date	Institution	Nature of duties

7. Have you participated in any summer/winter school during last 5 years? Yes/No

Date:

Place:

Signature of the Applicant

8. Recommendation of the Competent Authority

Date:

Place:

Signature with Seal