

# Agri-Entrepreneurship and Supply Chain Management

January 16, 2023 to February 24, 2023(6 weeks)

## Rationale:

Agri Business refers to the various businesses involved in food production, including farming and contract farming, supply of seeds, fertilizers, agro-chemicals, farm machinery, wholesale and distribution, processing, marketing, and retail sales. Agriculture has evolved into agribusiness and has become a vast and complex system that reaches far beyond the farm to include all those who are involved in bringing food and fibre to consumers.

It represents three part system made up of:

- (1) Agricultural input sector
- (2) Production sector
- (3) Processing-manufacturing sector, and Marketing

The agriculture sector not only contributes towards securing the livelihoods of large populations in developing economies but also helps in sustaining economic growth in developed countries. By 2050, the global population is forecasted to reach 10 billion, which makes it critical to find disruptive solutions to fulfil the future requirements of food, feed, fuel and factory<sup>2</sup>, and sustain the livelihoods of smallholder farmers.

The success of agribusiness is dependent on proper planning, research, location, layout and size, climatic condition, etc. The rising food prices, increasing unemployment in rural areas, wastage of food grains due to lack of storage and demand for nutritious food etc. creates opportunity for agricultural entrepreneurs, particularly in developing nations across the world. Agricultural entrepreneurs will strive to develop agrarian prosperity while also focusing on sustainable development. They will be useful in transforming rural communities into a contributory resource for economic development. Market liberalization and increasing consumer demand in both developing and developed countries offer attractive opportunities for agricultural producers/traders. Trade in fishery, dairy, fruit & vegetables and organic products extend altogether new options for businesses. This presents major challenges in the form of state-of-the-art technologies and infrastructure for supply chain. Future interventions in the agriculture sector will be focussing on the two aspects of reducing production costs for farmers and decreasing losses in the agri and food supply chain. Innovations and new-age technologies in this regard will certainly bring about major changes. Through supply chains, producers in developing and emerging economies can access market information and knowledge to hone their value-added activities for both domestic and international customers.

## Objectives:

The course focuses on:

1. Cultivating an 'entrepreneurial attitude' that will encourage innovation combining knowledge, ideas and skills to develop solutions to economic issues in the food and fibre system
2. Emerging opportunities in agri-businesses

3. Assisting in developing a comprehensive business plan/project report
4. Upgradation of knowledge and skills for agri based businesses
5. Understanding the Commodity Market & Supply Chain Management

**Target Group:**

- Government officials from the Agriculture Ministry
- People working in Agro/Food Processing/Fishery/Animal husbandry/Agri Services
- Employees from the financial institutions catering to funding requirements of agriculture and agro product based industries
- Officials from Government agencies taking care of agro-product storage/post-harvest
- Officials from Agri-commodities market and Agri Supply Chain Firms

**Course Content:**

**Module 1** - Agri-entrepreneurship: Characteristics of entrepreneur, motivation and entrepreneurship

**Module 2** - Agri-business Environment

**Module 3** - Agribusiness Opportunities in:

- a) Agricultural input sector: fertilizer, pesticide, seed and farm machinery industry
- b) Organic farming
- c) Cooperative
- d) Dairy and animal husbandry
- e) Commercial horticulture
- f) Aquaculture
- g) Food processing
- h) Exports
- i) Agri services
- j) Post-harvest technologies

**Module 4** - Knowledge and skills in project formulation and project appraisal, evaluation of Agri projects

**Module 5** - Managing a Successful Agri-business & Visit to successful Agri-business Units

**Module 6** – Agri Supply Chain Management

- a. Procurement Management
- b. Distribution Management
- c. Information Management
- d. Technology
- e. Performance Drivers& Metrics

The teaching-learning involves a wide range of pedagogical approaches, including interactive lectures, group exercises, case studies, study visits, etc.

**Expected Outcome:**

- Understand how all aspects of agriculture combine and are used by innovators, marketers, and producers.
- Able to recognize and examine the relationships between inputs and outputs in their agricultural field to make effective and profitable decisions.
- Understand the organisation of agri-business enterprises
- Learn the ways to develop new product or service that will gain market traction quickly
- observing current farming techniques and advanced technology in dryland farming
- Learn how to design and plan effective supply chain management

- Understand how employer characteristics and decision-making at various levels enhance the success of an agricultural enterprise.