

### Course Director

Dr.B.Shanmugasundaram  
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Division of Social Sciences  
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### Co-Course Directors

1. Dr. ChitraParayil
2. Dr. P. Raji
3. Dr. P.P. Moosa
4. Dr. Thulasi.V.
5. Er. Rajesh. A.N.

### Nominations are to be sent to:

Associate Director(Central Zone),  
Regional Agricultural Research Station,  
Kerala Agricultural University,  
MelePattambi(P.O), Palakkad district  
679306, Kerala  
Phone: 0466-2212275;  
E-Mail: adrptb@kau.in; rarsptb@kau.in

### APPLICATION FORM Model training course on **Entrepreneurship in agriculture** 17-24 December, 2018

1	Name (in block letters)	
2	Designation	
3	Age and date of birth	
4	Educational qualification	
5	Nature of job	
6	Experience	
7	Sponsoring organization	
9	Office Address	
10	FAX Phone: Whatsapp no. Office mail Personal mail Alternate Email	
11	Home address	
12	Learning expectations from training course	
13	Interested topics for learning 1. 2. 3.	

Date: \_\_\_\_\_ Signature of participant \_\_\_\_\_

### CERTIFICATE

It is certified that the above information was furnished as per the office record and was found correct.

(Signature and Designation  
of the sponsoring authority)

### Model Training Course On **ENTREPRENEURSHIP IN AGRICULTURE** 17-24 December, 2018



**Sponsored by**  
Directorate of Extension  
Ministry of Agriculture and Farmers Welfare  
New Delhi 110 012

**Course Director**  
Dr. B. Shanmugasundaram

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**Organized by**



Division of Social Sciences

Regional Agricultural Research Station

Kerala Agricultural University  
Mele Pattambi(P.O.), Palakkad district -679306  
Kerala  
&  
Directorate of Extension, Kerala  
Agricultural University, Mannuthy



## Objective

To enhance the knowledge and skill of extension functionaries working at field level to explore entrepreneurship opportunities in agriculture.

## Key contents

Indian economy and entrepreneurship, entrepreneurship concept, issues, status and opportunities in agriculture, entrepreneurship through farm mechanization, farm tourism, horticulture and floriculture, processing and value addition and allied sectors, farmer producer companies, Business plan, IPR, ICT tools, start up models, government schemes for Entrepreneurship promotion, entrepreneurial skills, agri input industry, market survey, marketing, preparation of project, venture capital, contract farming, public private partnership, corporate social responsibility(CSR).

## Training Methodology

Class room lectures, practical sessions in lab and farmers field,

interaction with farmers and entrepreneurs, business incubation units and agencies involved in promotion of entrepreneurship in agriculture, visits to processing units, etc.,

Duration: 8 days (17-24 December 2018)

## Host Institute

The Model Training Course is conducted at Regional Agricultural Research Station (RARS), Pattambi. The station is located at Pattambi in Palakkad district, Kerala State. The station is well connected by road and rail. Shoranur Junction is the nearest railway station. Kochi and Calicut airports are within 100 Km.

## Eligibility

Participation in the Model Training Course is open for the officers and Extension functionaries working at the field level under State government/KVKs/SAUs. All the applications must be routed through proper channel.

## Facilities offered

Participants will be paid to and from fare for journey performed by the shortest routes by rail or bus. The payment will be made as per their entitlement, but restricted to maximum of AC II tier train fare. For participants from ICAR/SAU/KVKs, travel expenditure has to be borne by the nominating organization institute. There is no course fee. Lodging and boarding facilities will be provided free of cost to the participants at RARS hostel. Accommodation is strictly meant for trainees only. No DA will be paid by the organizers to the participants.

## Important dates:

Last date for receipt of application:

November 10, 2018

Intimation to selected applicants:

November 17, 2018

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