

Implementing Partners

- ◆ World Technology Access Program (WorldTAP), College of Agriculture and Natural Resources, Michigan State University (MSU), USA
- ◆ Michigan Crop Improvement Association (MCIA), USA
- ◆ Michigan State University Innovation Center, USA
- ◆ Bejo Sheetal Bio-Science Foundation (BSBSF), India
- ◆ National Institute of Agricultural Extension Management (MANAGE)

Application Deadline : July 15th, 2017



For More Information Please Contact

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Certificate Program in Seed Agribusiness and Entrepreneurship



Organized By

Michigan State University-USA
Bejo Sheetal Bio-Science Foundation-India
**National Institute of Agricultural Extension
Management (MANAGE)-India**

August 15th to December 15th, 2017



**MICHIGAN STATE
UNIVERSITY**

BSF BEJO SHEETAL BIO-SCIENCE
FOUNDATION, JALNA

MANAGE

Program Rational

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 seeds 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 increasing 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.

Program Description

Michigan State University (MSU), Bejo Sheetal Bio-Science Foundation (BSBSF) and National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India will partner to offer a 4-months certificate program in seed agribusiness and entrepreneurship. The program will be offered in three parts :

1. 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.
2. BSBSF component will focus on day-to-day operation and management of seed business and interactions with seed companies, associations and regulatory agencies in India.
3. MANAGE component will provide training in business management aspects including business administration, accounting, marketing, supply chain management and human resource management.

The program is targeted for entrepreneurs and seed company representatives who are interested in starting new seed ventures or scaling up current ventures regionally and globally.

Program Components

Seed Agribusiness Value Chain and New Ventures - USA

- ◆ Seed Technology Commercialization and Product Stewardship
- ◆ Seed Agribusiness Strategies and New Venture Development
- ◆ Interactions with MSU Plant Breeders, Extension Specialists and Local Farmers in Michigan, USA
- ◆ Intellectual Property Management and Technology Transfer
- ◆ Regulatory Issues associated with Seed Business – Interactions 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 and Product Stewardship
- ◆ 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 Operations Management
- ◆ Seed Value Chain Management
- ◆ Accounting and Financial Management
- ◆ Sales and Marketing, Product & Brand Management
- ◆ Negotiation Skills and Business Ethics
- ◆ Human Resources Management

