

APPLICATION FORM
Training Programme on
Seed Business Management
4-13 March 2013

- Name (in block letters) :
- Designation :
- Organization/
Institution :
- Address for
correspondence :
- Phone: (O) : (R) :
- Fax: E-mail:
- Sex: Male/female :
- Educational
Qualifications :
- Details of Experience
in Seed Business :

8. Registration Fee details:

DD No.: Dated:

Amount of Rs. 11,250/- (Course Fee Rs. 10,000/- + Service Tax @12.5%, i.e. Rs. 1,250/-) non-refundable, in favour of BPD-JNKVV R/F Account payable at Jabalpur.

Place:

Date:

Signature of the Candidate

- Recommendation of the forwarding institute/
Organization:

Certificate:

It is certified that the information furnished by the applicant is verified by the office record and found correct.

Signature & Designation
of the forwarding authority
with office seal

Contact Address

The participants are requested to send the filled-in application forms to:

Dr. S.K. Rao

Course Director & PI, BPD Unit
Breeder Seed Production (FC) Unit
Jawaharlal Nehru Krishi Vishwa Vidyalaya
Adhartal, Krishi Nagar, Jabalpur 482004 (M.P.)

Telephone : +91 761- 2903544 (O)
 Fax : +91 761- 2903544
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 E-mail : skrao_jnau@yahoo.co.in
 website : www.jnkvv.nic.in

Training Programme
on
Seed Business Management

4-13 March 2013



Organized by

Business Planning & Development Unit
Jawaharlal Nehru Krishi Vishwa Vidyalaya
Jabalpur (M.P.)

Training Programme on Seed Business Management

4-13 March 2013

Introduction

In the agricultural value chain, seeds are basic inputs and seed business is one of the most important agribusiness enterprises. Considering advancement in technologies, faster adaptation of high yielding as well as hybrids and intense competition among seed companies to capture market share, it is more challenging to manage a seed business in India now. Its worth to face the challenge as there is enormous market potential as well as scope of higher profitability. For this there is requirement of upgrading the knowledge and skills of seed business professionals.

Jawaharlal Nehru Krishi Vishwavidyalaya is making an endeavor to enhance the skill sets of professionals by imparting trainings on important aspects of seed business.

Course Details

- Introduction to Seed Business
- Seed Production Management
- Seed Quality Assurance Systems
- Post Harvest Value Addition & Packaging
- Emerging Technologies of Seed Business
- Seed Trade Policy and Regulations
- Seed Marketing Management Systems
- Management Principles of Seed Business

Methodology

There will be lectures on each subject from eminent faculty of the University as well as from experienced professionals of the industry. There will be practical discussions among participants and visits to processing plants, production fields and seed villages for interaction with farmers. The course is designed to provide a holistic view of the seed business.

Faculty

Qualified and trained scientists of JNKVV and also from other SAUs, ICAR, and Seed Industry.

Target beneficiaries

- Junior and middle managers from the seed industry engaged in the production, marketing, quality assurance or business development etc.
- Seed professionals of universities or institutes willing to upgrade their knowledge and skills in seed sector.
- Entrepreneurs willing to start their seed business.
- Large scale seed producers to develop their skills in seed business

Duration

The training programme will be organized for 10 days from 4-13 March 2013.

Venue

Business Planning & Development Unit, Jawaharlal Nehru Krishi Vishwa Vidyalyaya, Jabalpur (M.P.)

Registration

The enclosed registration form needs to be filled completely and sent to Dr. S.K. Rao, Course Director, Business Planning & Development Unit, Breeder Seed Production (FC) Unit, JNKVV, Jabalpur 482 004, MP along with the payment of Rs. 11,250/- (Course Fee Rs. 10,000/- + Service Tax @12.5%, i.e. Rs. 1,250/-) through Demand Draft in favor of 'BPD-JNKVV R/F Account' payable at Jabalpur.

The fee includes course material, tuition fee, lodging (twin sharing) and boarding. Transportation and other incidentals expenses are not included in the fees.

Note:

- Class size is only 25. Participation will be considered on first come first serve basis.
- One organization can nominate maximum of two participants only.
- There won't be any refunds in case of cancellations. However, substitutions can be accepted with prior information before the start of the programme.
- Last date of registration is **20th February 2013.**

Course Director

Dr. S.K. Rao, PI, BPD Unit and Dean
Faculty of Agriculture, JNKVV, Jabalpur.

Course Assistants

Vidya Bhushan Patle & Jai Kumar Verma
Business Associate, BPD Unit
Tel: 7489101206, 94243 20669
E-mail: v.patele@bpd-jnkvv.org

