

Training Programme
on
**Financial Analysis of Business Proposals
and Intellectual Property Valuation**

August 24-29, 2018



"Technology is ruled by two types of people: those who manage what they do not understand and those who understand what they do not manage"
- Mike Trout

Programme Directors

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ICAR-National Academy of Agricultural Research Management
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The ICAR-National Academy of Agricultural Research Management (NAARM), Hyderabad announces a Training Programme on "Financial Analysis of Business Proposals and Intellectual Property Valuation" during August 24-29, 2018 at Hyderabad.

Background

Technological developments globally have created great thrust on the researchers to cope with them from time to time. In the stream of agriculture also, there are fast approaching innovative achievements, which need to be gauged for the progress of the society. Updating knowledge base is imperative with the rapid technological developments and fast changing management tools. These tools are to be in tune with the accelerating stride of innovations. The rapidly changing phase of commercialization in agriculture and allied sectors highlight the vital role of technology management in agricultural research. At this point, strategic technology management and subsequent financial analysis of business proposals are significant for farmers, researchers and agri-preneurs in the competitive arena.

The training programme aims to build an integrated view and enhance the knowledge base to cater to the agri-business financial management challenges in the current global economy. On completing the training programme, the participants would gain the skills necessary for critically assessing both established and emerging approaches to business plan analysis and IP valuation and developing their own approaches to managing IP enabled businesses. The programme also deals with the institutional innovations within NARS towards technology commercialization, entrepreneurship development and IP management.

Objectives

- To provide an overview of the key concepts and financial framework of business proposals with respect to agricultural technologies;
- To develop a practical understanding of application of technology management principles such as technology commercialization, technology marketing, techno-entrepreneurship, new product development, technology product life cycle and pricing, etc.; and
- To have hands-on experience on IP valuation and pricing.

Methodology and Content

- Science, technology and innovation in knowledge economy,
- Business proposal development,
- Writing a winning business plan,
- Quantitative methods for analysing the financial viability of businesses,
- Public sector- industry linkages, PPP mode,
- Technology commercialization and marketing,
- Techno-entrepreneurship,
- Innovation management,
- Intellectual Property Rights and Patents,
- Technology communication to the industry and negotiating with stake holders,
- New product development and technology life cycle,
- Project risk management, and
- IP valuation and pricing.

The nominated candidates are encouraged to come to the training with research material related to new business proposals based on their Institute/University technology for use in hands on drafting exercises.

The programme will consist of a blend of presentations, lectures, self-exploratory tools and exercises, case analysis, experimental learning, and group discussion. The programme will provide excellent opportunities for mutual interaction and information sharing among the participants.

Who Should Attend?

Scientists/faculty engaged in agricultural research/education, members of ITMU/ZTMUs in ICAR system, personnel from ABI, personnel with portfolio of issues

on IP or technology transfer in any R&D group including researchers of public research institutions, commercial research institutions, personnel from industry associations and academia, Agri-Entrepreneurs.

Duration

6 days (August 24-29, 2018). Participants are expected to arrive latest by the evening of August 23, 2018, and can leave after 1700 hrs on August 29, 2018.

Course Fee

For Non-ICAR participants: ₹ 9,000/-

Course/ Programme Fee includes board and lodging charges in the guesthouses/hostels on the campus of the Academy for non-ICAR participants. For ICAR participants, there is no course fee, however, they have to pay board and lodging charges. In pursuance of Government of India instructions/guidelines on Cashless Transactions, the Course/Programme fee may be paid only in the form of online transfer (Name of the Beneficiary: ICAR Unit – NAARM A/C, Account Number 1505100017; Name of the Bank: Central Bank of India; Branch: NAARM; IFSC Code No: CBIND283252) or demand draft/cheque drawn in favour of "ICAR Unit-NAARM A/C" payable at Hyderabad and mention your name, mobile number and title of the programme backside of the DD/Cheque..

Travel

NAARM is located in Rajendranagar (17°18'49"N latitude and 78°24'42" East longitude) in Hyderabad about 20 km from the Hyderabad Rajiv Gandhi International Airport, Shamshabad, 25 km from the Secunderabad Railway Station, 16 km from the Hyderabad Railway Station, 16 km from the Kachiguda Railway Station and 12 km from the Imlibun / Mahatma Gandhi Bus Station. From any of these alighting points, participants can take an auto rickshaw or a taxi car. City transport service is available to reach the Academy. Participants are advised to make their return journey reservations at their end before leaving to Hyderabad.

Participants are advised to commence their Journey to Hyderabad only after the receipt of PARTICIPATION CONFIRMATION LETTER from NAARM.

Participants are requested not to bring any family member along with them.

Last Date for Receipt of Nomination:

The nominations of candidates should reach latest by July 31, 2018 (Nominations shall be accepted on first-come-first served basis).

How to Apply?

Applicants are advised to fill the nomination form online after registration on Training Management Information System (<http://www.naarm.org.in/training>). Upload the filled, signed and scanned nomination form onto Training Management Information System or mail it to Programme Directors.

For programme specific queries if any, the interested participants may contact concerned Programme Directors.

Programme Directors

Dr Manju Gerard and Dr K. Srinivas

Programme Directors

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For further information, please contact

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