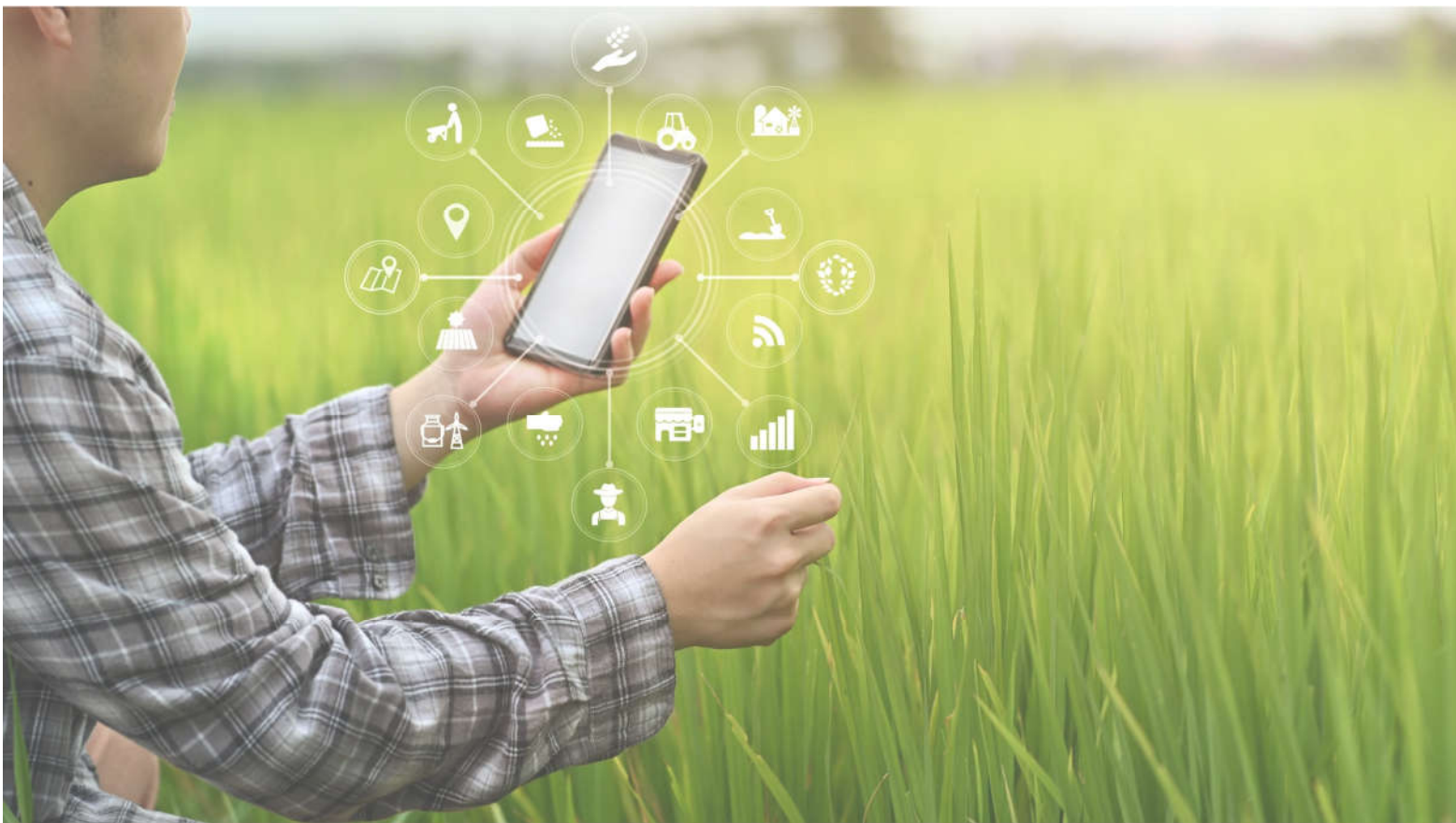




Management Development Program
On
**STRENGTHENING AGRIPRENEURS BY
PROMOTING AGRI VALUE CHAINS**



December 19-21, 2021

Venue: IIM Lucknow

**Program Director
Prof. Sanjeev Kapoor**

Introduction:

The supply chain or value chain perspective provides an important means to understand the business-business relationships, mechanisms for increasing efficiency, and ways to enable business to increase productivity and add value. An agribusiness supply chain includes a number of processes like planning, sourcing, manufacturing and distribution engaging multiple stakeholders. It is a vehicle for pro-poor initiatives and for linking small agribusinesses with the market. The agribusiness supply chain effectiveness also depends upon intrinsic issues like perishability, traceability, quality and risks.

Value chains reside at the core of high-impact and sustainable initiatives focused on improving productivity, competitiveness, entrepreneurship, and SME growth. The productivity and efficiency of agricultural value chains are basic to the success of rural economy and to the incomes of rural populations.

Objectives:

The present program systematically illustrates a range of concepts, analytical tools, and methodologies which, in turn, can be used to design, prepare, implement, assess, and evaluate agribusiness development initiatives.

It presents and comments on various conceptual, methodological, and practical approaches to improving the competitiveness of agricultural supply and value chains.

Duration:

Three Days (December 19-21, 2021)

Content:

➤ Understanding the supply chains, and analysing their structure

- Supply chain mapping
- Quantifying and analysing supply chains
- Economic analysis of supply chains
- Supply chain risks and their mitigation strategies

➤ Determining the chain upgrading strategy

- Analysing opportunities and constraints
- Setting operational upgrading objectives
- Identifying actors to implement the upgrading strategy
- Anticipating the impact of chain upgrading

➤ **Alternative Modes of Procurement of Raw Material**

- Open market purchase
- Purchase through commission agents
- Purchase through agricultural cooperatives
- Contract farming model
- Collaborative Farming Model
- Captive farming model
- Agriculture producers' company (Farmers' producer organizations)
- Franchising model

➤ **Strengthening private business linkages**

- Managing supply chain partnerships
- Brokering vertical collaboration: Supplier – buyer contracting
- Fostering horizontal collaboration of value chain operators
- Business matchmaking

➤ **Designing Contract Farming Model**

- Contract farming models
- Building blocks of successful contract farming
- Public private partnership in contract farming
- Identification of producers
- Identification of intermediaries
- Drawing the contract
- Implementation schedule

➤ **Financial Management of Agri Ventures**

- Working capital management
- Fund raising and cost of capital

Participants:

The program has been especially designed for social entrepreneurs and members of development community involved in agribusiness ventures with practical methods for creating effective value and supply chain development programs. The practitioners can use these methods and approaches to promote the development of traditional and non-traditional agri-value chains in their area of operations.

Methodology:

- Lecture presentations
- Experimental learning using case studies
- Small group exercises and presentation by participants

Date, Venue and Accommodation:

The programme is scheduled for three days during **December 19-21, 2021**. The participants would stay in air-conditioned rooms at the IIM campus, Lucknow, on a single occupancy basis. Programme sessions will be held at “Manthan” – the Institute’s Management Development Programme Center.

Programme Fee:

There is no participation fee as the entire program fee of Rs. 50,000 per participant will be paid by IIML- SIDBI Centre for Innovations in Financial Inclusion (SCIFI). The fee includes boarding and lodging in the Institute's Executive Enclave, tuition, course material and use of the Institute's Computer Center, Library and other infrastructural facilities. Participants must bear the travel cost of their own.

Registration:

The registration form (<https://forms.gle/CpEx1j3rrtamH1pZA>) duly filled in should reach us at latest by November 30, 2021 (Tuesday) online by 23:59 IST. No hard copy communication will be accepted for the program. A confirmation of nomination letter/email will be sent to selected nominees after the due date.

Certificate Of Participation:

The Institute issues a Certificate of participation on conclusion of the programme.

About Programme Director:

Dr. Sanjeev Kapoor holds a Ph. D. in Agriculture Economics and currently is a Professor in Agribusiness Management at IIM, Lucknow and coordinator SCIFI-IIM Lucknow. He has conducted many training programmes on behalf of ICAR, NABARD, SIDBI, and a large number of Agri-input and processing companies. He can be reached at sanjeev@iiml.ac.in

Brief profile of IIM, Lucknow

- Indian Institute of Management Lucknow (IIML) is one of the premier business schools in India. From the sprawling about 185 acres campus, the Institute offers world class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.
- The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought.
- The Institute has an internationally acclaimed Postgraduate Programme in Management, Agri-business Management, & Fellow Programme in Management known for its quality, rigor and global orientation.
- The Noida campus, as an extension of IIM Lucknow, has been established to provide globally competitive management education to the professionals.
- The IIM Lucknow campus is located about 19 KMs away from the Railway Station and 33 KMs from the Airport, on the Lucknow-Sitapur highway and Hardoi-Sitapur bypass.

Brief profile of IIML-SCIFI

IIML-SCIFI was established through an agreement between two leading public institutions, SIDBI and IIM Lucknow with the aim to nurture start-ups working on financial inclusion aided by technology (FinTech), Agritech/ Agribusiness, Rural Livelihood & Women Empowerment.

The incubation center seeks to explore, understand and turn ideas into reality by providing required support, mentoring and access to ecosystem resources.

About 1200 sq. meter of built-up area has been earmarked by IIML for SCIFI incubator. 35 seats plug-and-play facility with conference room and training hall has been developed to begin with. There are independent cabins as well as shared co-working space with centralized air conditioning, power backup, internet and ready to use personal computers.

To reach us, please contact:

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