

**DIRECTORATE OF RESEARCH
ANAND AGRICULTURAL UNIVERSITY
UNIVERSITY BHAVAN, ANAND-388 110(Gujarat)**



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Director of Research & Dean PG Studies

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No.AAU/DR/RES/T-2/ 12254

/2014

Date: 18-11-2014

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To,

✓ All the Unit / Sub Unit Head
AAU, Anand

Please find attached herewith the Letter No. MDP/MPS/2014, Dated 22.10.2014 received from Dr. D. Rama Rao, Director, National Academy of Agricultural Research Management, Rajendranagar, Hyderabad regarding 5 day Management Development Workshop on 'Financial Analysis of Business Proposals and IP Valuation' scheduled to be held during 15-19th December, 2014. This is for your kind information and further necessary action.

Encl : As Above


**DIRECTOR OF RESEARCH & DEAN
FACULTY OF P. G. STUDIES**



राष्ट्रीय कृषि अनुसंधान प्रबंध अकादमी

राजेन्द्रनगर, हैदराबाद - 500 030, भारत

NATIONAL ACADEMY OF AGRICULTURAL RESEARCH MANAGEMENT

Rajendranagar, Hyderabad-500 030, INDIA

Ph : (040) 2458 1322; Fax : (040) 2401 5912; <http://www.naarm.ernet.in>



डॉ. डी. रामा राव, निदेशक
Dr. D. Rama Rao, Director

No. MDP/MPS/2014
22.10.2014

Dear Sir/Madam,

The Academy is conducting a 5 day Management Development Workshop on 'Financial Analysis of Business Proposals and IP Valuation' during December 15-19, 2014. The course aims to enhance the knowledge base to cater to the agri-business financial management challenges in the current global economy. It will deal with strategic approaches for the valuation of IP, which is one of the most complex and tricky issue faced by many technology transfer offices in public research labs including the ITMUs, ZTMUs, BPD units of NARS. On completing the MDP, the participants are expected to gain the skills necessary for critically assessing both established and emerging approaches for Business plan analysis and IP valuation and developing their own approaches to managing IP enabled businesses.

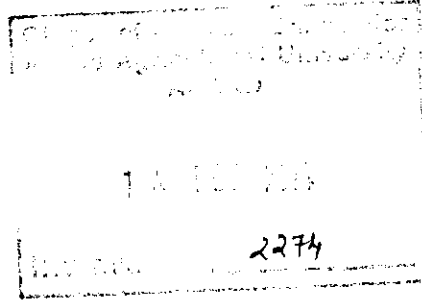
In this regard, I request you to kindly nominate scientists/ faculty members or ITMU associates from your organization to this programme. I would appreciate if nomination is made as per the eligibility conditions for the participants listed in the programme brochure. Dr. K. Srinivas/Dr. Manoj.P.Samuel, Programme Directors (Phone-040-24581326/301; Email: ksrinivas@naarm.ernet.in, manoj@naarm.ernet.in) shall be the contact persons for further information regarding the programme.

The programme brochure and application form are enclosed. The form may be photocopied or downloaded from the NAARM website. The candidates can also apply online thorough the training management system of the Academy.

With kind regards,

Yours sincerely,

(D. Rama Rao)



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railway station (Nampally). 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, 18 km from the Kacheguda Railway Station and 12 km from the Inlilbun /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. Bus route No.95 R from Koli, opposite to Osmania Medical College is the most convenient service as it plies through the Academy Campus. Other routes 94 R, 94 H from Koli can be used to reach Rajendranagar bus stop (about a kilometer away from NAARM) from where auto rickshaws can be hired to reach the Hostel. The participants may also hire auto rickshaws directly from the Railway Station. Participants are advised to make their return journey reservations at their end before leaving for Hyderabad.

Last Date for Receipt of Nomination:

The nominations of candidates should reach latest by **November 15, 2014** (Nominations shall be accepted on first-cum-first served basis).

Participants can upload your nominations by visiting <http://www.naarm.org.in/training/>

Initially participants need to register in the training module. The module will prompt for user name and password. Once registered you need to select the training programme "MDP on Financial Analysis of Business Proposals and IP Valuation, December 15-19, 2014" and fill the nomination form. After filling the form take the printout of nomination and get it forwarded through competent authority and send the original copy to OIC training cell.

Or

Send your nominations to

Officer- in charge, Training Cell
NAARM, Hyderabad- 500 030
Telephone: 040-24581319, 040-24581305; Fax: 040-24531484
E-mail: trgcell@naarm.ernet.in
(Nomination forms are also available online)

For further information, contact:

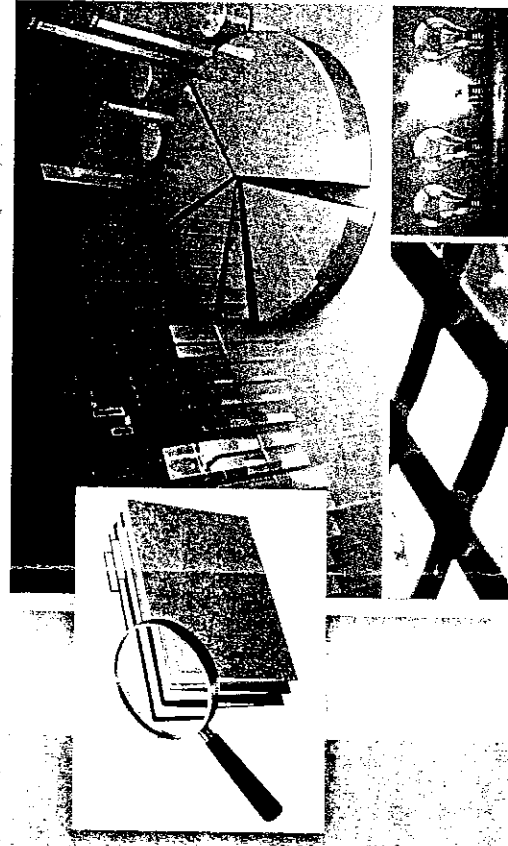
Dr. K. Srinivas/Dr. Manoj P. Samuel
Programme Directors
NAARM, Rajendranagar,
Hyderabad-500 030, Telangana
Fax: 040- 24581484
Phone: 040- 24581301/326
E-mail: manoj@naarm.ernet.in; ksrinivas@naarm.ernet.in

Participants are advised to depart for Hyderabad only after receipt of participation confirmation letter from Programme Directors.

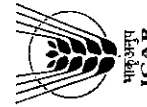
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Management Development Programme on Financial Analysis of Business Proposals and IP Valuation

December 15-19, 2014



Programme Directors
K. Srinivas
Manoj P Samuel



भा.कृ.अनु.प-राष्ट्रीय कृषि अनुसंधान प्रबंध अकादमी
राजेन्द्रनगर, हैदराबाद-500030, तेलंगाना, भारत
ICAR-National Academy of Agricultural Research Management
Rajendranagar, Hyderabad-500030, Telangana, India
<http://www.naarm.ernet.in>



"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

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 is significant for farmers, researchers and agripreneurs in the competitive arena. Intellectual property (IP), in form of patentable technology, legally protectable trademarks and designs, copy right and others have increasingly become the most important assets, not only for the large, medium and small companies, but also for the research and educational institutions under National Agricultural Research System (NARS).

These efforts by ICAR in creating an institutional mechanism for commercialization of agriculture research products/technologies generated from public research institutions also need to adopt the new technology management tools. However, the valuation of IP is the most complex and tricky issue faced by many technology transfer offices in public research labs including the ITMUs, ZTMUs, BPD units of NARS. The IP and technology valuation is required for transactions (License or Sale, Mergers & Acquisitions, Negotiations), tax planning, strategy planning, financing and litigation support and many other activities of a firm or technology developer.

This training is designed for scientists, managers and other professionals working in ITMU, ZTMU, BPDs and other technology transfer offices for valuation of technology (fixing royalty, benefit sharing) for negotiations with technology seekers. Besides this the training will also be useful to have some insights in financial management in business. This will also aid in analysing a business proposal before investing and in extending consultancy services to NARS institutes, start-ups and other business firms by the BPD units and IPR Cells of NARS.

In this context, this MDP 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. A strategic approach necessitates meeting the faster product life-cycles, continuous improvement and radical innovation. On completing the MDP the participants are supposed to 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.
- To lay the groundwork for further study in the nuances/intricacies of intellectual property and patents.

- To have hands-on experience on IP valuation and pricing

Programme 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
- IP valuation and pricing

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

Programme Methodology

The programme will consist of a band 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.

Eligibility

Scientists/faculty engaged in agricultural research/education, members of ITMU/ZTMUs in ICAR system, personnel from BPD, 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.

Duration

5 days (December 15-19, 2014). Participants are expected to arrive latest by the evening of 14th December 2014 and can leave after 1700 hrs on 19th December 2014.

Course Fee

A course fee of **Rs. 5000/-** will be collected from **non-ICAR participants**. The travel, boarding and lodging charges have to be borne by the sponsoring institutes. Accommodation will be provided at the Academy's Guest House on twin-sharing basis. Bed tea, breakfast, lunch, evening tea and dinner will be served in the hostel. Participants will have to incur expenditure of about Rs. 500/- per day to meet their stay and food expenses. ***Participants are requested not to bring any family members along with them.***

Travel

Participants are expected to make their own arrangements to reach the program venue. Hyderabad is well connected by air, rail, and road. Participants travelling by train should alight at Secunderabad or Hyderabad