

COURSE CONTENT

Course Name: MARINE AGRI-ENTREPRENEURSHIP AND SUPPLY CHAIN MANAGEMENT

Promoting Entrepreneurship in Pacific Island Countries

December 4, 2024 to December 18, 2024 (2 weeks)

<p>A) RATIONALE</p>	<p>Marine agriculture is increasingly becoming an important producer of aquatic food in coastal areas, as well as a source of employment and income for many coastal communities. Well-planned and -managed maricultural based enterprises can also contribute positively to coastal environmental integrity. Over the last decade, the contribution of marine agriculture to global aquaculture production has increased markedly from 14% in 2000 to 35.9% in 2016. The increased production has been attributed to the growing demand for seafood (marine and brackish waters) in developed countries. Despite the interest in expanding mariculture to increase seafood production, concerns about its environmental impact and the availability of suitable space are also growing.</p> <p>The success of marine agriculture-based enterprises is dependent on proper planning, research, location, layout and size, climatic condition, etc. Market liberalization and increasing consumer demand in both developing and developed countries offer attractive opportunities for marine agricultural producers/traders. Trade in fishery as well other land-based opportunities like dairy, fruit & vegetables and organic products extend altogether new options for businesses. This presents major challenges in the form of state-of-the-art technologies and infrastructure for supply chain. Through supply chains, producers in developing and emerging economies can access market information and knowledge to hone their value-added activities for both domestic and international customers.</p>
<p>B) ELIGIBILITY CRITERIA FOR PARTICIPANTS :</p> <p>I) EDUCATION</p> <p>II) TARGET GROUP</p>	<p>Graduation with basic knowledge of English language and numerical skills is preferred.</p> <ul style="list-style-type: none">• Entrepreneurs from Pacific Island Countries• Government officials from the Agriculture Ministry of PIC countries

<p>III) AGE LIMIT</p> <p>IV) WORK EXPERIENCE</p>	<ul style="list-style-type: none"> • People working in Marine Agriculture/Food Processing/Allied Agriculture in PIC Countries • Employees from the financial institutions catering to funding requirements of marine agriculture and agro product based industries in PIC Countries • Officials from Government agencies taking care of marine agro-product storage/post-harvest in PIC countries <p>25-45 years</p> <p>Minimum 2 years of experience</p>
<p>C) AIM & OBJECTIVE</p>	<p>The course focuses on:</p> <ol style="list-style-type: none"> 1. Cultivating an 'entrepreneurial attitude' that will encourage innovation combining knowledge, ideas and skills to develop solutions to economic issues in the marine agriculture system 2. Emerging opportunities in marine agri-business 3. Assisting in developing a comprehensive business plan 4. Upgradation of knowledge and skills for agri based businesses 5. Understanding the Supply Chain Management
<p>D) COURSE CONTENT</p>	<p>Module 1 – Entrepreneurship: Characteristics of entrepreneur, motivation and entrepreneurship</p> <p>Module 2 - Agri-business Environment</p> <p>Module 3 - Opportunities in:</p> <ol style="list-style-type: none"> a. Marine Agricultural inputs b. Aquaculture c. Organic farming d. Food processing e. Commercial aquaculture f. Exports g. Agri services h. Post-production technologies <p>Module 4 - Knowledge and skills in project formulation and project appraisal, evaluation of Agri projects</p> <p>Module 5 - Managing a Successful Marine Agri-business & Visit to successful Agri-business Units</p> <p>Module 6 – Supply Chain Management</p> <ol style="list-style-type: none"> a. Procurement Management b. Distribution Management c. Information Management d. Technology

	<p>e. Performance Drivers & Metrics</p> <p><i>Related Indian Schemes :</i></p> <ol style="list-style-type: none"> a. Pradhan Mantri Matsya Sampada Yojana (PMMSY), b. Blue Revolution (Neel Kranti Mission)-Integrated Development and Management of Fisheries. c. Fisheries and Aquaculture Infrastructure Development Fund (FIDF), d. Agri Clinics and Agri Business Centres Scheme (ACABC) <p>The teaching-learning involves a wide range of pedagogical approaches, including interactive lectures, group exercises, case studies, study visits, etc.</p>
E) EXPECTED OUTCOME	<ul style="list-style-type: none"> • Understand how all aspects of marine agriculture combine and are used by innovators, marketers, and producers. • Able to recognize and examine the relationships between inputs and outputs in their businesses to make effective and profitable decisions. • Understand the organisation of agri-business enterprises • Learn the ways to develop new product or service that will gain market traction quickly • observing current production/processing techniques and advanced technology in marine agriculture • Learn how to design and plan effective marine supply chain management • Understand how employer characteristics and decision-making at various levels enhance the success of an agricultural enterprise.
F) MODE OF EVALUATION OF PERFORMANCE OF THE TRAINEE	<p>While periodic feedback is taken from the participants to improve the quality of inputs, catering services, and other facilities available on campus, on conclusion of the training programme, formal feedback is sought.</p>
G) NAME OF COUNTRY(S) THE PROPOSED COURSE IS AIMED	<p>15 Pacific Island Countries: Northern Mariana Islands, Federate States of Micronesia, Fiji, French Polynesia, Kiribati, Marshall Islands, Nauru, New Caledonia, New Zealand, Palau, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu, Wallis and Futuna</p>