

**Business Entrepreneurship & Start-up Support  
through Technology in Horticulture (BESST-HORT)**

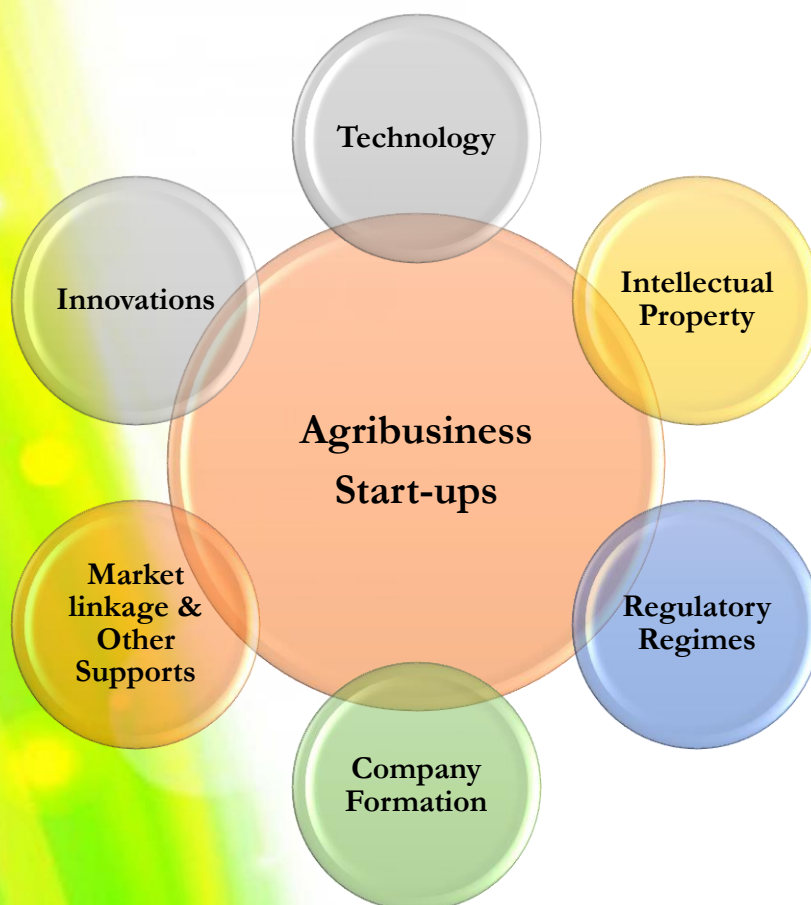


**Entrepreneurship Development Programme  
On**

**“Start your Agribusiness”**

**30 November – 01 December 2018**

**Catalyzed and Supported by NSTEDB Division, DST, GoI, New Delhi**



**ICAR-Indian Institute of Horticultural Research  
Hesaraghatta Lake Post, Bangalore 560 089**

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**Business Entrepreneurship & Start-up Support through Technology in Horticulture (BESST-HORT)** a Technology Business Incubator of ICAR-Indian Institute of Horticultural Research, Bangalore is organising a two day **EDP on “Start your Agribusiness”** on 30 November & 1 December 2018 at ICAR-IIHR, Campus, Bengaluru.

#### **Background:**

“Technologies improve business and successful business improves lives”. The growing impact of technologies in the horticulture sector has led to an increasing recognition of the potential of these IP assets that paves way for a successful business ventures. The TBI, of ICAR-IIHR proposes to empower by imparting the requisite knowledge on domain technologies and the regulatory issues associated with them for enabling start-ups initiate their business ventures. BESST-HORTs EDP on “Start your Agribusiness” will provide the participants with a complete package on starting their Agribusiness Venture and support you in all your endeavours in becoming a successful entrepreneur

#### **Objectives:**

- To provide a complete overview, basics and the key concepts of Innovations, IPRs and Agribased Technologies
- Develop activity based practical understanding of application of key concepts and the legal framework.
- Provide full fledged information on Regulatory compliances to be adhered to start a Company and legal structure to be adopted for the same.
- Develop a practical understanding of promising technologies to start a agribusiness ventures, their prospects and successful adopters
- To make you empowered with ideas and knowledge to start your own Agribusiness venture.

#### **Methodology and content:**

The programme will consist of a blend of presentations, lectures, self-exploratory tools and exercises, case analysis, and group discussion. The programme will provide excellent opportunities for mutual interaction and information sharing among the participants and an opportunity to start your own Agribusiness Venture

- Innovation and IPRs
- Leveraging the use of technology and innovation
- Business Mentoring & way-forward for start-ups
- Company Formation and regulatory compliances
- Case studies and successful Agribusiness ventures
- Promising technologies in horticulture &
- Besst-Hort’s support & services

#### **Who Should Attend?**

Individuals, Youngsters and entrepreneurs interested to start their Agribusiness Ventures.

#### **Duration:**

2 days  
(30 November 2018 & 1 December 2018)

#### **Course Fee:**

Rs 5000/-  
Inclusive of registration kit, Lunch and refreshment charges.  
The programme fee may be paid through a demand draft drawn in favour of “BESST-HORT”, payable at Bengaluru; sent along with the Registration Form.

OR

may be transferred through RTGS/NEFT:

**Bank Name: State Bank of India (SBI)**

**Account No.: 37183308104**

**Customer Name: BESST-HORT**

**Branch Name: Hesaraghatta**

**IFSC: SBIN0041187**

**MICR: 560002588**

#### **Last Date for Receipt of Nomination:**

The nominations of candidates should reach latest by 27 November 2018. (Nominations shall be accepted on first-cum-first served basis).

#### **How to Apply?**

Applicants are advised to fill the nomination form and send the scanned copy to [bessthorth@gmail.com](mailto:bessthorth@gmail.com) or the google form can be filled at the below mentioned link: <https://docs.google.com/forms/d/1Q79RttPt1HTGADkcct2W9cdbj9VPUvozEQ7RFC0kWkw/edit>

For further information, please contact: 080-28466373.