

ENTREPRENEURIAL OPPORTUNITIES IN FISHERIES

Course objectives:

- To orient students on the importance of entrepreneurship
- To understand Business planning and Infrastructure requirement
- To become aware of Government policy support and Schemes
- To understand the infrastructure for supporting entrepreneurship
- To understand supply chains and value chain analysis

Unit I Entrepreneurship development: Entrepreneurship - Concept, Significance and Scope, Theories and models; Entrepreneurship Development Cycle and process; Types of entrepreneurs; Startups, Small businesses, Startups group/ community-based entrepreneurship; Entrepreneur and Manager; Critical competencies required for entrepreneur in managing the businesses, Technical, communication, Financial, Human; Entrepreneurial university approach.

Unit II Business planning, entrepreneurial ecosystem and Infrastructure requirement: Feasibility report, Business plan, Bankable project and Detailed project report; Elements of business plan, The team and its competencies, Business idea, Gaps, Opportunities and risks, Key products and services, Target market and Consumer segments, Marketing plan, Financial plan, Intellectual property and others, Meaning, Elements;

Unit III Government policy support and Schemes for development of agricultural and allied enterprises; Sources of funding for aquapreneurship, Debt and equity capital, grants and subsidies, Angel investor, Venture capitalist, Bank lending, NABARD and others; Entrepreneurial culture, Mentoring and handholding incubators.

Unit IV Infrastructure for supporting entrepreneurship – Warehouse, Cold storage and Transportation and Other support systems, Technology development system, Education and training, Human capital and workforce, Systems for assessing capacity requirement and Capacity building, Local and global markets and Regulatory framework; Policy approaches for women entrepreneurship development, Organisations promoting entrepreneurship in India.

Unit V Extension and value chain: Supply chains – Meaning, Structure, Value chains – Meaning, Importance, Types; Supply chains vs value chains; Value chain development and Value Chain extension; Steps in a value chain analysis; Market mapping, Evaluation of Business development services, Market visits, Learning journeys, Semi-structured interview, Structured interviews, Direct observation.

Course Outcome

After completion of the course, students will be able to

- discuss the importance of entrepreneurship
- analyse the business planning and Infrastructure requirement
- aware of Government policy support and Schemes
- understand the infrastructure for supporting entrepreneurship
- understand supply chains and value chain analysis

References:

- Chambers, R., Arnold, P., Thrupp. 1989. Farmers First: Farmer Innovation and Agricultural Research. Intermediate Technology.
- Mukherjee, N. 1997. Participatory Rural Appraisal, Methodology and Applications, Concept Publishing Company, New Delhi.
- Roger L Martin, Sally Osberg. 2007. Social Entrepreneurship: The Case for Definition, Stanford Social Innovation Review