



## *Online Course*

# Plant Breeding in a Business Environment

This online course is designed to equip participants with appropriate knowledge of plant breeding in seed business and help them to understand the processes and procedures of the whole value chain in a seed business. The course provides an overview of the essential components of a plant breeding based business and help participants in conceiving, starting and pragmatically managing a seed business.

### **TARGETED PARTICIPANTS**

Anyone working in a plant breeding based business environment including plant breeder, product manager, trial manager, sales manager, marketing manager, seed production & quality control manager, young entrepreneur or anyone passionate to learn about the whole value chain in a seed business or interested to better manage his current seed business or has an intent to start one soon.

### **COURSE DETAILS**

This is an on-line course delivered through a web platform 2.5 hours each day for 6 days

### **DATE AND TIME**

Nov 25 – 30, 2020

2.5 hours x 6 days, Time 5.30 pm to 8.00 pm

### **COURSE CONTENT:**

- Setting the Scene
- Seed Company - The vehicle to deliver Profits and Prosperity
- Breeding for the Market - Keys to Success
- Breeders` role in supporting the seed supply chain of Seed Business
- Transgenic traits, New Breeding Technologies (NBTs) and Trait Management
- Plant Breeding and impact on Business Strategies
- Human resources management
- Review of the course, takeaways and feedback

### **TAKE AWAYS**

At the end of the course the participants would be able to understand different components involved in a seed business and visualize their role in the success and sustainability of the business, while as a part/employee of the value chain, you could easily do forward and reverse integration of your role with other components and contribute more effectively and efficiently to meet the target and objectives of the company. Also, this course will build the required



competencies and develop the confidence to transform a business idea into a reality in the plant breeding domain.

### **COURSE FEE**

Fee: Rs. 7000 + 18% GST (Rs. 8260/-)

Fee includes registration and course material

### **BANK DETAILS**

Foundation for Advanced Training in Plant Breeding

Bank: IDBI (Current)

Ac No. 0076102000048587, IFSC Code: IBKL0000076

Vidya Nagar, M.G.M, Aurangabad, Maharashtra 431009

GST: 27AADCF2861J1ZI

### **REGISTRATION**

Admission will be confirmed only after the full payment of fee is received

For more information, contact: [info@atpbr.com](mailto:info@atpbr.com) or call @ +91 8793988121 / 83298 31530

### **COURSE TRAINERS**



#### **Dr. KK Narayanan**

- Dr. K. K. Narayanan was the Managing Director of Metahelix Life Sciences Limited, a Bangalore-based Ag-biotech Company that is focused on developing technologies for crop improvement. He is one of the Founders of the Company which has now become a part of the TATA group. He
- Narayanan is trained as a plant breeder and molecular biologist. He graduated with a Ph.D. in Plant Breeding and Genetics from the Tamil Nadu Agricultural University at Coimbatore, India. He later on carried out post-doctoral research at the Department of Biological Sciences, Stanford University under a Rockefeller Foundation Fellowship.
- Returning to India, he started his career as a scientist at the SPIC Science Foundation, Chennai and later moved on to lead the Crop Transformation and Functional Genomics programme at the Monsanto Research Centre, Bangalore.
- Narayanan has been a member of several committees and advisory bodies including several Task Forces and Working Groups of the DBT, Government of India. He is a member of the “Vision Group” on Biotechnology set up by the State Government of Karnataka. He has been a member of the Executive Council of the Association of Biotechnology Led Enterprises (ABLE), an association of the Indian Biotechnology Industry, and is one of its past-Presidents.
- While continuing to be associated with Metahelix and the group as an Advisor, Narayanan is presently the Chairman of a food technology enterprise, Kottaram Agro-

Foods Private Limited which makes packaged food products using traditional Indian grains like Ragi. He is also Co-founder and director of ATPBR. He is involved in several Government initiatives that promoted entrepreneurship and mentors several start-up companies. He is also involved with some social and community development projects that leverage agricultural technologies to improve rural incomes and livelihood security.



### **Dr. Surinder K Tikoo**

- Co-founder & Director Res. & Dev., Tierra Seed Science Pvt Ltd, Hyderabad, India
- Fifty years' experience as a successful vegetable breeder, teacher, and Research & Development Director in public & private sector. Guided several students to their MSc & PhD Degrees 1982-88
- Global & APAC leadership roles in MNC's since 1988
- FAO fellow in 1982 in USA and FAO Consultant on vegetables in Myanmar in 1997 - 98.
- Bred market-leading varieties & hybrids of tomato since 1971 and hybrids of Okra since 1988.
- Published over 50 research and review papers
- Member Research Advisory committee of APSA; Member Supervisory Board of Access to Seeds index, Netherlands, Ex member RAC (ICAR) for CITH, Srinagar (2014-16)
- Member steering team that established the Asia *Solanaceous* Round Table (ASRT) in 2014 at Bangalore which has now become a biennial conference in Asia
- ARS in plant breeding stream 1977, elected fellow of Society for Promotion of Horticulture, Bangalore.



### **Dr. Sharan Angadi**

- He is a Director at ATPBR
- Has more than 40 years of public(17 years as Agricultural Research Service scientist)and private seed industry(25 years) experience as a successful crop breeding professional and trainer
- As Head of Research for Asia Pacific at Nunhems, he planned, organized, and monitored all major vegetable breeding programs for Nunhems, Netherlands for India, Thailand, Indonesia, South Korea and China
- As global pepper coordinator he managed sweet and hot pepper breeding programs of Nunhems in Spain, Italy, Turkey, Israel, Indonesia, South Korea, China, USA and Mexico

- From October 2017, he is supporting and advising Ankur Seeds Pvt. Ltd. on R&D matters to strengthen their breeding capacity and designing the strategies for higher growth and development



### **Dr. M. J. Vasudeva Rao**

- Co-founder, GRSV Consulting Services, Bangalore
- Clocked one and a half decades of Breeding-related work experience in UAS-Bangalore, ICAR, ICRISAT and, later, for close to three decades in multinational seed companies in India in a range of responsibilities from Breeding to Research Management to Business management.
- Started professional plant breeding career as an ARS Scientist (ICAR) at AICRIPDA and AICSIP Hyderabad. Moved to ICRISAT, Hyderabad as a Plant Breeder in Sorghum with focus on *Striga* resistance, and later as a Groundnut Breeder at ICRISAT.
- Worked in various capacities in Advanta India (earlier names ICI Seeds, ITC Zeneca) and finally held the position of Sr. Vice President. He was President Agricultural Technology at Metahelix Life Sciences Limited a TATA group company.
- He has made significant contributions to development of several varieties and hybrids, new selection technologies, and mentoring NextGen performing plant breeders
- He has published many books, book chapters, over 100 research papers, conference presentations, invited talks, etc., on seeds, plant breeding related areas, IPR, and Biotechnology.



### **Mr. Suresh Kannan**

- He has experience of more than 36 years in the area of company management.
- He worked as CFO in Metahelix Life Sciences Ltd (subsequently merged with Rallis India Ltd, TATA GROUP COMPANY)
- He was VP Finance and Company Secretary at Zenta Private Ltd, a US KPO Company in Chennai
- He worked at Advanta India Limited, a Listed Company Group as a CFO & Company Secretary & Compliance officer for the IPO
- He also worked at Widia India Ltd, Bangalore, (Originally a Subsidiary of Widia GmbH, Essen and presently part of KennaMetal, USA) as Head of Finance & Controlling.
- He has completed his Chartered Accountancy from ICAI, New Delhi with article ship in V.Sankar Aiyar & Co., a leading Chartered Accountancy Firm in New Delhi (1979-1983)
- He was convenor of the Economic & Public Affairs Panel of CII, Bangalore (2007) and Co-Convenor in 2006
- He was Chairperson and Speaker in several corporate Seminars



**Mr. P M Nanjappa**

- He has four decades of experience in managing Human Resource function
- He started his Career in Consulting, worked in Engineering, Pharmaceutical and Agri-input industry, held leadership roles in different Multinational Companies- AEG-NGEF Ltd and Glaxo SmithKline Pharmaceuticals.
- His recent assignment was with Advanta Ltd (Indian Multinational with Global footprints- now UPL Ltd) as Global HR Director managed multicultural & diverse work force in 28 countries.
- Currently an independent HR Consultant and pursuing agriculture.
- Actively involved in professional & employer associations viz National Institute of Personnel Management, National HRD Network, Karnataka Association of Professional Social Workers, CII, AIMO, BCIC