



Training on
A 2-days Comprehensive Workshop on
**Product Development in Seed Business:
Challenges & Processes**



Course Overview

Here is an opportunity to take your seed business to the next level by improving the efficiencies of Product Development function through upgrading the knowledge and skill levels.

Our specialized and highly focused course on Product Development in Seed Business is designed to equip the participants with the knowledge and skills necessary to effectively manage and optimize the entire range of activities involved under the Product Development processes. Learn from the experienced industry experts and gain insights into the latest methodologies and best practices in PD activities, with a focus on seed trial management. This program is designed for capacity building of PD team with latest advancements in PD management.

Course Highlights

- A better understanding of the Product and Product Development in Seed businesses
- Customer's perspectives on the Product performance and customer satisfaction
- Types of trials, Trait Dictionaries for different crops
- Fundamentals of Product and Product Development
- Quality of trials and agronomy and testing protocols
- Wide area testing and Market mapping,
- Organizing a successful trial: Means to overcome challenges
- Data points and critical parameters
- Advanced software applications to speed up and accuracy of results
- Trial layout, Selection of checks, Data collection, analysis, and reporting
- Setting up Crop cafeteria: Showcasing entire product portfolio

Target Audience

Mid-management level: Plant breeders, Product Development Managers, Sales & Marketing Managers

Fee structure

Includes Lunch, tea and dinner on day 1 & Lunch and tea on Day 2
Reading material, all presentations
Professionals from Public & Private sector Rs. 30,000 +18% GST (Rs. 35,400)
More than one participant from the same organization, Rs. 25,000 + 18% GST (Rs. 29500)



Bank details

Foundation for Advanced Training in Plant Breeding
Ac. No. 50200050384008 (Current)
IFSC Code: HDFC0006315, Aurangabad, Maharashtra

OR MAKE THE
PAYMENT VIA LINK:

www.atpbr.com/registration

For any inquiries, please reach out to -



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