



# MARINE AGRI-ENTREPRENEURSHIP AND SUPPLY CHAIN MANAGEMENT

December 4 to 17, 2024



Entrepreneurship  
Development  
Institute of India  
Ahmedabad



Ministry of External Affairs  
Government of India  
Under ITEC Programme



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## Rationale

Marine agriculture is increasingly becoming an important producer of aquatic food in coastal areas and a source of employment and income for many coastal communities. Well-planned and -managed Marine culture-based enterprises can also contribute positively to coastal environmental integrity. Over the last decade, aquaculture production has experienced a substantial increase. Food and Agriculture Organization Report, 2024, and the State of World Fisheries and Aquaculture Report, 2024, state that global fisheries and aquaculture production in 2022 amounted to 223.2 million tonnes, reflecting a 4.4 percent increase from 2020. The increased production has been attributed to the growing demand for seafood (marine and brackish waters) in developed countries. Despite the interest in expanding Marine culture to increase seafood production, concerns about its environmental impact and the availability of suitable space are also growing.

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.

## Aim & Objective

The course focuses on:

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





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## Course Content

### Module 1:

Entrepreneurship: Characteristics of entrepreneur, motivation and entrepreneurship

### Module 2:

Agri-business Environment

### Module 3:

Opportunities in:

**a.** Marine Agricultural inputs **b.** Aquaculture **c.** Organic farming **d.** Food processing  
**e.** Commercial aquaculture **f.** Exports **g.** Agri services **h.** Post-production technologies

### Module 4:

Knowledge and skills in project formulation and project appraisal, evaluation of Agri projects

### Module 5:

Managing a Successful Marine Agri-business & Visit to successful Agri-business Units

### Module 6:

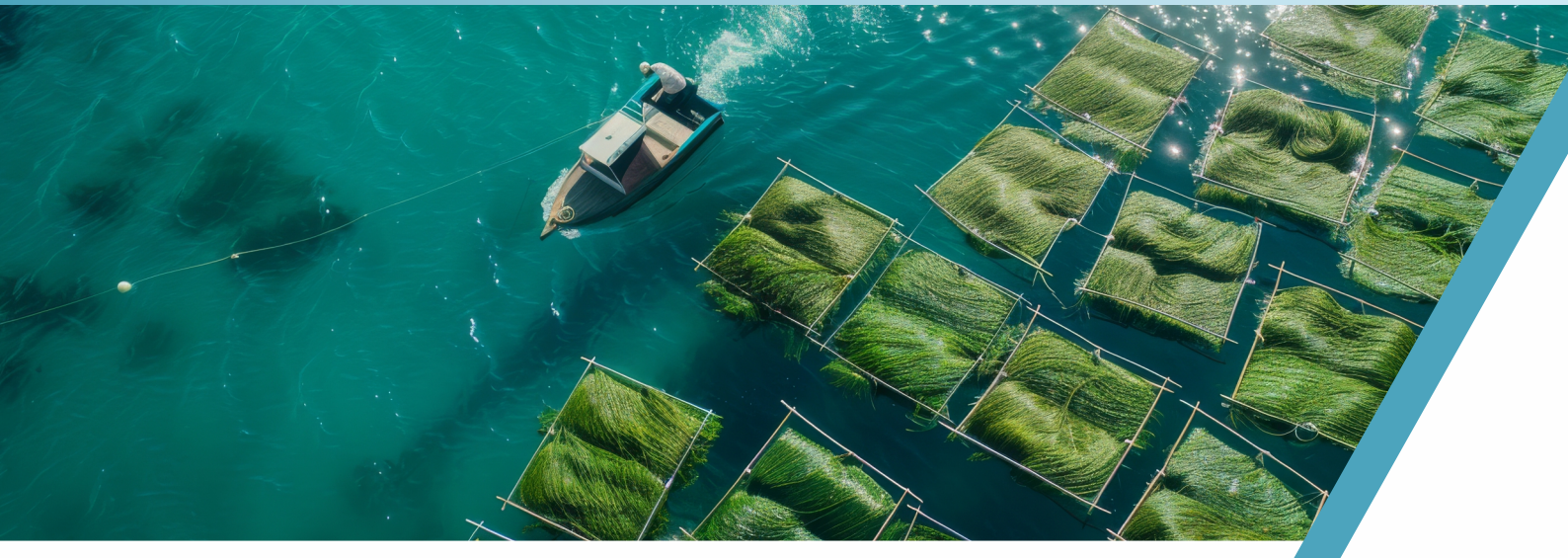
Supply Chain Management

**a.** Procurement Management **b.** Distribution Management **c.** Information Management  
**d.** Technology **e.** Performance Drivers & Metrics

Related Indian Schemes :

- 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)

The teaching-learning involves a wide range of pedagogical approaches, including interactive lectures, group exercises, case studies, study visits, etc.



### Expected Outcome

- 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.

### Institute's Association with ITEC

EDII's association with Indian Technical & Economic Cooperation (ITEC) Division of the Ministry of External Affairs, Govt. of India, started in 2000-2001. Over these 24 years of fruitful association, the Institute has organized 190 training courses encompassing various facets of entrepreneurship and groomed over 4699 professionals across the world. Representatives from 142 ITEC countries have participated in these courses which not only build the skill capacities of officials but also focus on strengthening bilateral and regional ties with ITEC countries.

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