

UKIERI

**UK-India Education
and Research Initiative**



Fostering Entrepreneurship for Sustainable and Inclusive Agri-Food Innovation: A comparative analysis of India and UK

April 2018-March 2020





ABOUT THE UK-INDIA EDUCATION AND RESEARCH INITIATIVE (UKIERI) PROJECT

The project, **Fostering Entrepreneurship for Sustainable and Inclusive Agri-Food Innovation: A comparative analysis of India and UK** is being conducted jointly by Dr. Suneel Kunamaneni and Dr. Alfred Chinta of Leeds Beckett University, Professor Sharmistha Banerjee from University of Calcutta and Professor Mohua Banerjee of IMI Kolkata.

The research will make previously unfamiliar contributions to the practices of agri-food innovation, by ways such as identification of untapped areas of intervention for social entrepreneurs. It seeks to identify gaps in the link among agricultural studies in theory, agriculture in practice and its transformation into agri-entrepreneurship, for suggesting appropriate policy prescriptions. The project will also evaluate the existing agri-entrepreneurial environment in India, investigate the capabilities of the agri-entrepreneurs and those in allied sectors, locate lacunae and identify opportunities of agriculture as a profession. These objectives coincide with the Government of India's initiative to Double Farmers' Income (DFI) by 2022-23 with a targeted annual growth rate of 10.41%. The ultimate goal is to develop 'learning and training' packages for potential agri-based entrepreneurs, for imparting entrepreneurial competences, skills and behaviours, for solving food challenges in the Indian and UK context.

ABOUT THE RESEARCH TEAM FROM LEEDS BECKETT UNIVERSITY, UK

- ❖ **Dr. Suneel Kunamaneni** is a Faculty in Enterprise and Innovation within the school of strategy, marketing and communication at Leeds Business School, Leeds Beckett University. Prior to joining Leeds Beckett, Suneel worked as a Technology transfer specialist at University of Leeds and Research Scientist at GE Advanced Materials. A PhD in Polymer Physics from University of Leeds, he has spent his entire career after his PhD developing and implementing innovative ways for transfer of technology and knowledge.



- ❖ **Dr. Alfred Chinta** is the Course Director of the MBA Programme at Leeds Business School, Leeds Beckett University. He is an experienced academic with background in production management and grounded in consultancy within manufacturing networks from a regional perspective. Dr. Chinta has taught globally in UK, Asia and Africa and has delivered several consultancy projects for The Retail Institute, Leeds Beckett University. Alfred manages an MSc course in Supply Chain Management, delivers training to SMEs on regional projects and researches sustainability among procurement and logistics professionals in regional businesses.

ABOUT THE RESEARCH TEAM FROM INDIA

- ❖ **Professor Sharmistha Banerjee** is a Professor of Business Management at the University of Calcutta. Her research areas include Small Business Management, Microfinance and Entrepreneurship, Human Resource Management, OB, Public Policy. She has received several US fellowships and US India and UK India collaborative interdisciplinary research projects. Professor Banerjee has taught across the globe in Bangladesh, South Korea and Japan and has travelled extensively for short academic interactions. Being a life-long supporter of the girl scouts, she believes in always being prepared and temptations to which she and her husband surrender sometimes, are travel opportunities and good coffee!



- ❖ **Professor Mohua Banerjee** is a Professor of Marketing & Dean Placements, Corporate & Alumni Relations at International Management Institute Kolkata. She teaches courses on Retail Marketing, Sales & Distribution, Marketing Communication in Kolkata, and Digital Marketing and Consumer Behaviour in Universities of Bordeaux, Tours and Celsa-Sorbonne in France. She has consulted in the telecom sector and has conducted practice-oriented retail research with Oxford Institute of Retail Management, University of Oxford. She has received the "CMI Level 3 Award in First Line Management" from Chartered Management Institute (CMI), UK for a Leadership Development Programme conducted by Dudley College, UK.

EVENTS LINED UP IN JANUARY 2019

- DURING TEAM UK'S VISIT TO INDIA

❖ Round Table Discussion on Agri-Exports

January 19, 2019

International Management Institute Kolkata

11:00 am – 1:00 pm



❖ DOWN TO EARTH:

An Interdisciplinary Conference on Agri-Innovation and Entrepreneurship

UKIERI-supported research collaboration:

Leeds Beckett University, UK

University of Calcutta, India

International Management Institute Kolkata

January 21, 2019

International Management Institute Kolkata

9:30 am – 5:30 pm



❖ Conversation on: Future Of Agribusiness

January 23, 2019

International Management Institute Kolkata

11:00 am – 12:00 pm





Round Table Discussion on AGRI-EXPORTS

January 19, 2019

International Management Institute Kolkata

11:00 am – 1:00 pm

Dr. Alfred Chinta, Leeds Business School, Leeds Beckett University will facilitate a round-table discussion entitled '*Around the table in 80 minutes: A round-table discussion on different aspects of Agri-Exports*', under the aegis of the UKIERI research grant project entitled '*Fostering Entrepreneurship for Sustainable and Inclusive Agri-Food Innovation: A comparative analysis of India and the UK*'.

The aim of this discussion is to highlight theoretical and practical issues that may be the focal point of agri-exports in India. Even though India is one of the top exporters of agri-products in the world, various barriers exist in the system, the identification and discussion of which can lead to practicable solutions for the same. The key takeaways from this discussion will include insights about different aspects of agri-exports from a multi-stakeholder perspective that will help increase the efficiency of agricultural exports from India.

ABOUT THE SPEAKERS

- ❖ **Ms. Samidha Gupta** is presently the Regional In-charge-Kolkata at the Agricultural and Processed Food Products Export Development Authority (APEDA). APEDA was established by the Government in 1986 and has now marked its presence in almost all agro potential states of India.
- ❖ **Dr. Debashish Chakraborty** is presently the Assistant Professor at the Indian Institute of Foreign Trade, India. He has a special research interest in International Trade and Development and has made significant contribution in this field.
- ❖ **Mr. Mrinal Sinha** was previously a partner at the Inspection and Testing Centre, followed by the Director of DMR Green Valley Agro Fresh Private Limited from January 2010. He is currently the Managing Director of the Agro Fresh for the last six years.
- ❖ **Mr. Prasenjit Sengupta** is a senior consultant with MART consultancy firm. His contributions include developing sustainable business models and low cost distribution solutions across sectors such as Energy and Utility, Agriculture, Healthcare, FMCG, Steel, and Automobile for corporates such as TATA, GE, JK, Novo Nordisk; not-for-profit entities like Melinda Foundation, Naandi Water, Danone Communities, Tata Trust, and multi-lateral aid agencies like USAID, GIZ etc.



DOWN TO EARTH: **An Interdisciplinary Conference on Agri-Innovation and Entrepreneurship**

UKIERI-supported research collaboration:

Leeds Beckett University, UK
University of Calcutta, India
International Management Institute Kolkata

January 21, 2019
International Management Institute Kolkata
9:30 am – 5:30 pm

ABOUT THE CONFERENCE

Down To Earth - Interdisciplinary conference on Agri-Innovation and Entrepreneurship is the first conference of the UKIERI-supported research collaboration. It aims at highlighting the opportunities and challenges in sustainable agriculture in India and UK. The objective of the conference is to bring together academic researchers, sustainable agricultural entrepreneurs, businesses engaged in the agri-value chain and policy makers to share knowledge and practice of current agricultural businesses. The event will also be of interest to researchers who are aspiring to study the operational factors hampering agricultural businesses, issues of farm productivity, use of sustainable fertilizers and hybrid models of agribusinesses to increase the returns from agricultural businesses. Small agricultural businesses can benefit from fine-tuning their business models based on best practice dissemination based on case studies developed by researchers on this project and the wider body of social researchers. Large retailers can benefit from this event to interface with small agricultural businesses on the requirement of businesses as part of the value chain and showcase the social credentials demanded by current customers.

PROGRAMME SCHEDULE

Time	Event
9:30 am – 10:00 am	Registration
10:00 am – 10:30 am	Inauguration: <ul style="list-style-type: none"> • Professor Arindam Banik, Director, IMI-Kolkata • Professor Dhruba Ranjan Dandapat, Dean, Faculty of Commerce, University of Calcutta • Dr. Vandana Shiva, renowned Indian scholar • Dr. Suneel Kunamaneni, Leeds Beckett University • Dr. Alfred Chinta, Leeds Beckett University • Professor Sharmistha Banerjee, University of Calcutta • Professor Mohua Banerjee, IMI Kolkata
10:30 am – 10:40 am	Photo Session
10:40 am - 11:15 am	Plenary Session by Dr. Vandana Shiva
11:15 am – 11:30 am	Tea Break
11:30 am – 1:00 pm	Concurrent Sessions chaired by: <ul style="list-style-type: none"> • Dr. Suneel Kunamaneni, Leeds Beckett University • Dr. Alfred Chinta, Leeds Beckett University • Professor Rajib Dasgupta, University of Calcutta • Professor Pinaki Acharya, University of Calcutta • Professor Sanjib Kumar Basu, St. Xavier's College • Dr. Sanjay Gopal Sarkar, Jadavpur University • Mr. Somesh Bhattacharya, Department of Agriculture, West Bengal
1:00 pm – 2:00 pm	Lunch
2:00 pm – 3:30 pm	Concurrent Sessions
3:30 pm – 3:45 pm	High Tea
3:45 pm – 5:00 pm	Concurrent Sessions
5:00 pm – 5:30 pm	Valedictory Session: <ul style="list-style-type: none"> • Speaker: Dr. Debanjan Chakraborty, Director of British Council, East and Northeast India

Session Details:

I) Session A: Agro-Innovative Business Models

**Chairpersons: Dr. Suneel Kunamaneni, Dr. Alfred Chinta –
Leeds Beckett University, UK**

Timings: 11:30 am – 1:00 pm

Paper Presenters & Titles:

Sl. No.	Presenter	Title of Paper
A.1	Karabi Bhattacharya Rao	Value-Chain Analysis in Farm-to-Fork Models: Causes and Prevention of Agricultural Wastes
A.2	Chatrasal, Vipin Jain, Meghna Singh	The Farm-to-Fridge Business Model: Role of Corporate Entrepreneurship and Challenges in the Dairy Value Chain
A.3	Ishita Pal	Sustainability of Integrated Organic Farming: The Technology Adoption Process in India
A.4	Sneha Pandey	From Farmer to Entrepreneur: A Study of Women Entrepreneurship in Agriculture Industry
A.5	Joydip Dasgupta	Ecopreneurship and Organic Farming – A Case Study
A.6	Moumita Saha, Debansu Chatterjee, Sitanath Mukherjee	Transformation of Entrepreneurial Ventures: A Study on Agro Rural Handicrafts of Birbhum District in West Bengal

II) Session B: Market Access in Agriculture

**Chairperson: Professor Rajib Dasgupta, Department of
Commerce, University of Calcutta**

Timings: 11:30 am – 1:00 pm

Paper Presenters & Titles:

Sl. No.	Presenter	Title of Paper
B.1	Shivaji Banerjee, Samrat Roy	Agripreneurship and Crafting Competitive Advantage – Exploring Existing Evidences and Newer Paradigms
B.2	Tuhin Narayan Roy	Role of Marketing Intelligence for Augmenting Farmers' income in India
B.3	Tanusree Das, KavithaSundararajan	Packaging Metamorphosis in the Food-Processing Industry in India
B.4	Bodhisattwa Bardhan Choudhury	Freshokartz Agri Products: A New Business Model Targeting Commercial Kitchen of Tier-2 Cities in India
B.5	Sandeep Bhattacharya	Problems and Prospects of Agriculturists Using Social Medias in South Kolkata
B.6	Jayjit Chakraborty, Tridib Sengupta	Analyzing the Dynamics of Rural Marketing in the Emerging Market Economy - A Study in Indian Context

III) Session C: Government Initiatives and Policy Measures

Chairperson: Mr. Somesh Bhattacharya, Department of Agriculture, West Bengal

Timings: 11:30 am – 1:00 pm

Paper Presenters & Titles:

Sl. No.	Presenter	Title of Paper
C.1	Bireswar Pradhan	Agritourism-A Tool of Agricultural Development: A Case Study of Purba Medinipur, West Bengal
C.2	Manisha Dey	Price Distortion in Staple Food in Different Mandis of the States
C.3	Arundhati Ray	Intellectual Property Rights And Indian Agriculture: Some Policy Issues
C.4	Amitava Roy, Ananda Mohan Pal	Corporate Governance in Agricultural and Allied Companies in India
C.5	Pritha Chanda	Initiatives by Government of India: Encouraging Entrepreneurship Among Women Engaged in Agriculture
C.6	Ayesha Afreen	Is Organic Farming the Answer to the Green Revolution Baggage?
C.7	Bidisha Mondal, Ramkrishna Saha	Mitigating the Problems of Fresh Fruit and Vegetable Export of West Bengal

IV) Session D: Agro-finance Initiatives and Challenges

**Chairperson: Dr. Sanjib Kumar Basu, Dean - Post Graduate
Department of Commerce, St. Xavier's College**

Timings: 2:00 pm – 3:30 pm

Paper Presenters & Titles:

Sl. No.	Presenter	Title of Paper
D.1	Biswajit Paul, Ashish Kumar Sana	Infrastructure Investment and Rural Entrepreneurship in India: An Empirical Study
D.2	Debisree Banerjee	Entrepreneurship and Agricultural Insurance: Performance, Prospect and Challenges in the Context of the State of West Bengal, India
D.3	Malini Majumdar, Ayan Chattopadhyay, Arpita Banerjee	Assessing Quality of Land use for Agriculture in India- An Interstate Comparison using TOPSIS Approach
D.4	Suranjana Joarder	An Analysis of the Price Differential in Indian Agri Market – With Special Reference to Soyabean
D.5	Rupam Mukherjee	A Study on Farmers' Awareness of Crop Insurance in West Bengal
D.6	Baishakhi Bardhan	El Niño and Importance of Crop Insurance in India

V) Session E: Agri-business Models and Resource Alignment

**Chairpersons: Dr. Alfred Chinta, Dr. Suneel Kunamaneni –
Leeds Beckett University, UK**

Timings: 2:00 pm – 3:30 pm

Paper Presenters & Titles:

Sl. No.	Presenter	Title of Paper
E.1	Shraddha Bhadauria, Pradip Swarnakar, Vinay Singh	Organization Culture and Open Innovation in Sustainable Agri-Business: Case Study based Approach
E.2	Anirban Ghosh	Role of Netaji Subhas Open University in Rural Development
E.3	Ipsita Patranabis	A Study on the Alignment of Human Resource and Business Practices for SMEs in West Bengal
E.4	Amal Kumar Bhakat	Agriculture as a Career Option to the Rural Youth of India: Potentialities and Challenges
E.5	Chandreyee Sengupta	Business on the Wheels: An Innovative Agri-Entrepreneurship using State Transport Network
E.6	S. Singha, S. Sarkar, N. Laskar P.K. Pal	Commercial Bee-Keeping: A Successful Case Study in Dakshin Dinajpur District of State West Bengal

VI) Session F: Sustainability in Agro-food and Allied Segments

**Chairperson: Dr. Sanjay Gopal Sarkar, Joint Registrar,
Jadavpur University**

Timings: 2:00 pm – 3:30 pm

Paper Presenters & Titles:

Sl. No.	Presenter	Title of Paper
F.1	Pritha Adhikari	Multiple Uses of Water-Hyacinth
F.2	Jayoti Majumder, Aritra Sarkar	Health Enhancing Properties of Marigold and Nasturtium
F.3	Arkadipta Roy	An Overview of the Potential of Dragon Fruit in Indian Market with Special Reference to West Bengal
F.4	Bibekananda Sarkar	Sundarini Cooperative Dairy Movement – New Vision to Rural Economic Development and Women Empowerment
F.5	Indrani Dasgupta	Consumer Motivation for Organic Food Consumption with Special Reference to Kolkata
F.6	Sirsha Biswas, Zeba Farheen, S.K. Basu	Role of Financial Inclusion in Promoting Disabled Women Centric SHGs in India through Micro-Credit Programme

VII) Session G: Policies and Practices in Agriculture

Chairperson: Professor Pinaki Acharya, Department of Horticulture, University of Calcutta

Timings: 3:45 pm – 5:00 pm

Paper Presenters & Titles:

Sl. No.	Presenter	Title of Paper
G.1	Alokananda Bhattacharya	Growth of Food Processing Industry in India
G.2	Chiranjib Mitra	A Study on the Challenges and Opportunities in Sustainable Agriculture in India
G.3	Gourab Ghosh, Mitrajit Biswas	Policy Perspectives in Agricultural Scenario of India
G.4	Shashi Bhusan Mishra	Agriculture in India - Trends, Prospects and Problems
G.5	Uzma Khan, Sreemoyee Guha Roy, S. K. Basu	An Assessment of Performance of Crop Insurance in India
G.6	Shaunak Roy	Implementing Vertical Farming for Sustainable Food Production in Urban India: A Case Study of Urbagrow Aquaponics, Kolkata

VIII) Session H: Agro-tech Innovations

**Chairpersons: Dr. Suneel Kunamaneni, Dr. Alfred Chinta –
Leeds Beckett University, UK**

Timings: 3:45 pm – 5:00 pm

Paper Presenters & Titles:

Sl. No.	Presenter	Title of Paper
H.1	Namrata Acharya	Enabling Production, Sale and Use of Vermitechnology: An Initiative by Aspiring Entrepreneurs in South Gujarat
H.2	Arindam Dutta	Innovative Model of Solar Water Pump Penetration in India
H.3	M. R. Haque, S. K. Paul, M. A. R. Sarkar	Influence of Date of Sowing and Weeding Regime on the Yield and Quality of Baby Corn and Green Fodder from the Same Crop of Maize
H.4	T.B. Allolli	New Trends in Tree-based Land Use System for Sustainable Agriculture

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Conversation on **FUTURE OF AGRIBUSINESS**

January 23, 2019

International Management Institute Kolkata

11:00 am – 12:00 pm

Professor Dhrubajyoti Chattopadhyay, Vice Chancellor of Amity University, Kolkata will be in conversation with **Dr. Suneel Kunamaneni**, Faculty from Leeds Business School, Leeds Beckett University. This interaction will be under the aegis of the research grant project entitled '*Fostering Entrepreneurship for Sustainable and Inclusive Agri-Food Innovation: A comparative analysis of India and the UK*', **supported by UKIERI**.

The aim of this discussion is to highlight theoretical and practical issues that may be the focal point of the future of agribusiness. The opportunities and challenges for developing agribusinesses through entrepreneurship are expected to be the takeaways from this conversation. The objective is to encourage participation of entrepreneurs in new and inclusive agribusiness models that will contribute to sector competitiveness and initiate scalable models.

ABOUT THE SPEAKERS



❖ **Professor Dhrubajyoti Chattopadhyay** graduated from Presidency College in 1973 with a major in Chemistry and following his Masters, he did a PhD in Bio-Chemistry from Bose Institute, Kolkata in 1984. He was the Dean, Faculty of Science at the University of Calcutta from 2003-2007 and was the Pro-Vice Chancellor of the University from 2008-2015. He was also the Director at the Centre for Research in Nano Science and Nano Technology at the University from 2007-2015. Presently he is the Vice Chancellor of Amity University, Kolkata.



Dr. Suneel Kunamaneni is a Faculty in Enterprise and Innovation within the school of strategy, marketing and communication at Leeds Business School, Leeds Beckett University. Prior to joining Leeds Beckett, Suneel worked as a Technology transfer specialist at University of Leeds and Research Scientist at GE Advanced Materials. A PhD in Polymer Physics from University of Leeds, he has spent his entire career after his PhD developing and implementing innovative ways for transfer of technology and knowledge.



ABOUT UKIERI

UK-India Education and Research Initiative (UKIERI) started in April 2006 with the aim of enhancing educational linkages between India and the UK. Since then UKIERI has been recognized as a key multi-stakeholder programme that has strengthened the research, leadership, education and now skill sector relations between the two countries. The program is currently in the third phase which will continue till March 2021. It is being implemented with the aim to bring forth a unique initiative that strengthens the bilateral relationship between India and the UK to set an example of best practice in international cooperation. The initiative is working towards developing programmes that meets the priorities and needs of both the countries and bring about a systemic change in the education, skills and leadership sectors of both India and the UK.

The programme focuses on bilateral and mutual benefits of the learners, researchers, scholars, fellows, skill sector professionals, leaders of higher education and further education institutions in India and UK.

The two strands of UKIERI are:

- **Research and Innovation**
- **Education and Training**

UKIERI is a multi-stakeholder partnership programme supported by Governments Funding partners:

UK Partners

- Department for Business, Energy and Industrial Strategy
- Department for Education
- Foreign and Commonwealth Office
- Welsh Government
- Scottish Government
- Northern Ireland

India Partners

- Ministry of Human Resource Development
- Department for Science and Technology
- Foreign and Commonwealth Office University Grants Commission
- All India Council for Technical Education
- Ministry of Skill Development and Entrepreneurship