

IP Valuation and Technology Management Training concludes at ICAR-NAARM

Five-day training programme on Intellectual Property Valuation and Technology Management has concluded on 19th October 2019. Total 31 participants comprising of In-charges of Institute Technology Management Unit (ITMU) of ICAR Institutes and In-charges of Agri Business Incubation (ABI) centres have participated in the programme. The main objective of the programme was to provide an overview of the key concepts and financial framework of business proposals with respect to agricultural technologies, and develop a practical understanding of application of technology management principles such as technology commercialization, technology marketing, techno-entrepreneurship, new product development, technology product life cycle and pricing, etc.

The programme consisted of a blend of presentations, lectures, self-exploratory tools and exercises, and group discussion. The programme provided opportunities for mutual interaction and information sharing among the participants. This innovation in this programme was a brain storming on IP Policy of ICAR Chaired by Director, NAARM, Dr Ch Srinivasa Rao. This was praised by participants during feedback in valedictory session. The participants visited a private IP and Tech Management company and Atal Innovation Incubator at CSIR- CCMB.



Source: ICAR-NAARM, Hyderabad