

Innovation Management Training Programme Concludes

12th July 2024, Hyderabad

A 5-day training programme on Innovation Management for the functionaries of ICAR, SAUs and Industry organised by ICAR- National Academy of Agricultural Research Management from 8th-12th July 2024, concludes today. The programme aimed to teach innovation and IP issues, introduce a management framework for agricultural technology development and commercialization, cover new product development, technology life cycle, and pricing, and provide practical knowledge on innovation management principles like market research, commercialization, negotiations, deal cracking, and post-deal issues, as well as IP valuation and pricing.



Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM emphasized the importance of innovation within organizations highlighting out of box thinking for initiation of innovation, which encompasses the creation and implementation of new ideas, processes, products, services, or business models that bring about positive change and value.

The programme included lectures, self-exploration tools, case analysis, experiential learning, and group discussions on various topics.

About 18 participants from ICAR institutes, SAUs and Industries representing 8 states of India attended the programme.