



## **Issue Brief # IB-17-2020**

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**A Course Outline for Agripreneurship**

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# **A Course Outline for Agripreneurship**

**By**

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Agripreneur is an entrepreneur whose main business is agriculture or agriculture-related. Agripreneurship nurtures a holistic and systemic approach to farming that focuses on enhancing revenues and profitability and increasing competitiveness through application of entrepreneurial skills, knowledge and capabilities.

Given that Pakistan's engine of growth is agriculture there is a need to stress on this module of entrepreneurship in Pakistan so that endowment-based job creation and wealth generation is supported as Pakistan integrates its agri-value chains in the regional and global system.

For this purpose the following course outline is suggested for fostering a work culture and work force to kickstart agricultural entrepreneurship in Pakistan.

## **Course Outline**

### **Title: Agricultural entrepreneurship**

Course Overview Course

Introduction

### **Module 1: Introduction to agripreneurship**

Module overview Module

introduction

#### **Session 1.1: The role of the extensionist in agripreneur development**

Introduction

The importance of agripreneur development

The role of extension agents working on agripreneur development Pluralistic

extension and extension agents working with other agents Identifying the

clients of agripreneurship

Who are the agribusiness service providers? Matching

clients with market opportunities Type of agripreneur

clients

## Session 1.2: Criteria for a successful business

Introduction

Elements to consider when starting a business

Free service methods and fee-for-service methods for business upgrading for farmers/farmer groups

## Session 1.3: Evaluating entrepreneurs

Introduction

Identifying reasons and motivation for becoming an entrepreneur Assess client readiness to take on a business approach Identifying the market opportunities in your location

Designing individual plans for farmers

Designing group plans for farmers and cooperatives

## Session 1.4: Defining the business idea

Introduction

Assist clients in defining their business idea Identify the business gap

Defining the value proposition

Identify and describe your client's customers

Outlining the key activities involved in an agri-business Testing the viability of the business idea

Concluding remarks

## **Module 2: Evaluating the key skills involved in running a business**

Module overview Module

introduction

## Session 2.1: Evaluating the key skills involved in running a business

Introduction Business planning

Market analysis

Making decisions on market opportunities

Calculation skills

Production operation

Managing equipment and labour Negotiating skills

Customer relations Marketing and sales

Developing a training program Basic and advanced bookkeeping Basic financial skills

SMART skills

Using rating scales to assess skills

### **Module 3: Identifying markets, mapping resources and conducting business planning**

Module overview Module introduction

#### **Session 3.1: Identifying market opportunities**

Introduction

Spotting the market gap

Assessing seasonal supply and demand Market supply

Identifying key buying conditions

Interviewing buyers

Creating the sales agreement

#### **Session 3.2: Managing key activities and partners in a business**

Introduction

Mapping key activities in the production cycle

Identifying key partners

Monitoring progress

## Session 3.3: Business planning: From canvas to business plan

Introduction

Using the business canvas to design your business plan

Using calculators and digital applications in cost and revenue calculations

Identifying investment needs

## **Module 4: Financial management, sales and risk management**

Module overview Module

introduction

### Session 4.1: Identifying sources of finance

Introduction Savings

Investors

### Session 4.2: Managing financial resources

Introduction

Separating household and business finances Create a seasonal calendar for financing needs Arranging finances when working as a group

Calculating the production costs of a product/service Pricing a product

Working on mark-up levels Managing cash flow

Working with revenue and profit Forecasting money needs

### Session 4.3: The basics of sales

Introduction

Identifying different types of agreements for sales Profiling clients and sales obligations Understanding the contract for sales

Conduct sales forecasting



Reviewing the quality and volume of sales Identifying opportunities for growing sales

#### Session 4.4: Assessing risk

Introduction

Identifying key risks in agriculture

Concluding remarks

### **Module 5: Record keeping**

Module overview Module

introduction

#### Session 5.1: Operations record keeping

Introduction Production records

#### Session 5.2: Financial record keeping

Introduction

Selecting a record keeping system Concluding remarks

### **Module 6: Building a business and managing relationships**

Module overview Module

introduction

#### Session 6.1: Putting plans into action and monitoring progress

Introduction

Launching and growing business Running and growing a business Monitoring progress against targets

#### Session 6.2: Managing relationships

Introduction

Managing business relationships Managing customer relationships Concluding remarks

