

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 and Professor Sharmistha Banerjee from University of Calcutta and Professor Mohua Banerjee of IMI Kolkata.

The objectives of this project are three fold. Firstly the aim is to evaluate entrepreneurial & environment capabilities to boost agri-food opportunities in India. This is because India is evolving as the next big-start-up country with immense potential agriculture related start-ups. Secondly, the idea is to assess the entrepreneurial opportunities of farmers in UK and how they are guided by the market forces. This is because UK considers farming as one of the least entrepreneurial activities and needs more enterprising activities to steer ahead. Thirdly, the objective is to develop 'learning' and 'training' packages to impart agri-entrepreneurial competence and skill for solving global food challenges.

The methodology that is to be used is a multi-case approach. The case studies selected for fortifying concepts are based strategy of maximum variation. The data is obtained from a diverse set of samples and a combination of abstraction, extensive and intensive research will be used to examine agri-entrepreneurial innovation capabilities in India and UK.

From this research project we aim to infer short term benefits to the individual and institution with respect to agri-food innovation. Additionally, we aim to identify the long-term sustainable impacts of agri-food entrepreneurship and innovation at individual, institutional, sector and national level with will lend a hand in mutually benefitting the agricultural sector in India and UK.

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

- ❖ **Dr 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. Dr. 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!



- ❖ **Dr. 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 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 between
Leeds Beckett University, UK
and University of Calcutta, India

Conference Partner: 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

Professor Alfred Chinta, 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 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 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.



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

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Leeds Beckett University, UK
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January 21, 2019
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9:30 am – 5:30 pm

ABOUT THE CONFERENCE

Down To Earth - Interdisciplinary conference on Agri-Innovation and Entrepreneurship is the 1st 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 Dhruva Ranjan Dandapat, Dean, Faculty of Commerce, University of Calcutta • Dr. Vandana Shiva, renowned Indian scholar
10:30 am - 11:15 am	Plenary Session by DrVandana 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"> • Professor Suneel Kunamaneni, Leeds Beckett University • Professor Alfred Chinta, Leeds Beckett University • Professor Rajib Dasgupta, University of Calcutta • Professor Pinaki Acharya, University of Calcutta • Dr. Sanjib Kumar Basu, St. Xavier’s College • Dr. Sanjay Gopal Sarkar, Joint Registrar, Jadavpur University • Mr. Somesh Bhattacharya, Dept. 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



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 **Professor 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.

