



Department of Botany Panskura Banamali College (Autonomous)

PROGRAMME IN MULTIDISCIPLINARY COURSE: **Green Entrepreneurship**

Code-MDC 1

Credit Units: 03

Course Overview: The aims of this programme are to inspire students and inculcate to imbibe an entrepreneurial mind-set. The students will learn what entrepreneurship is and how it has impacted nationally, globally as well as environmentally to sustain civilization. They will be introduced to key traits and the DNA of an entrepreneur, and be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur. The programme comprises three aspects, each focusing on a specific entrepreneurial knowledge or skill requirement such as identify the green materials, creative thinking, communication, risk taking, and resilience and helping them become career ready, whether it is entrepreneurship or any other career.

Course Contents:

Unit-I: Introduction and Green Entrepreneurship

Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship types of entrepreneurs.

Unit II: Natural Resource Management

1: Natural resources & Sustainable utilization: Definition and types (Land, Water, Air, Minerals, Energy, Biological resources, Microbes, Plant, animal & Forest); Threats and management strategies. Bioprospecting; CBD; National Biodiversity Action Plan.

2: Contemporary practices in resource management: EIA, GIS, Participatory Resource Appraisal, Ecological Footprint with emphasis on carbon footprint, Resource Accounting; Waste management. National and international efforts in resource management and conservation

Unit-III: The Green Entrepreneur

1: Why to become Green entrepreneur, the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories.

2: Communication: Importance of communication, barriers and gateways to communication, listening to people, the power of talk, personal selling, risk taking & resilience, negotiation.

3: Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company), mission, vision and strategy formulation.

Unit IV-Intellectual property Right (IPR)

1: Introduction to Intellectual Property Right (IPR) Concept and kinds. Economic importance. IPR in India and world: Genesis and scope, some important examples. IPR and WTO (TRIPS, WIPO). Concept of Traditional Knowledge, BioProspecting and Bio-Piracy, Traditional Knowledge on the International Arena, at WTO, at National level, Traditional Knowledge Digital Library.

2: Patents: Objectives, Rights, Patent Act 1970 and its amendments. Procedure of obtaining patents, Working of patents. Infringement. Biotechnology and IPR. Patenting Biotech Inventions. Information Technology Related IPR. Copyrights Introduction,

3: Trademarks & Types, Rights, Protection of goodwill, Infringement, Passing off, Defences, Domain name.

4: Geographical Indications: Objectives, Justification, International Position, Multilateral Treaties, National Level, Indian Position.

5: Plant Varieties Protection-Objectives, Justification, International Position, Plant varieties protection in India. Rights of farmers, Breeders and Researchers. National gene bank, Benefit sharing. Protection of Plant Varieties and Farmers' Rights Act, 2001.

Unit –V Institution's Innovation Council (IIC)

What is IIC, Components, Role for students Entrepreneurship, Functions and Support offer by IIC