

# THE BUSINESS OF URBAN FARMING

## An online certificate programme (Open to all)

In Association with Aries Agro Limited and 5 Industry Partners

**Course Coordinator: Dr. Vinita Pimpale**

<b>Objectives</b>	To understand the basics of Urban farming methods and Techniques To create a business plan for setting up urban farms Learning how to price and market the urban farm output.
<b>Key Learning Outcomes</b>	Basic urban farming skills, such as terrace gardening Operation techniques of crop management. Commercial (accounting and pricing), Maintaining successful financial business plan for farms.
<b>Course Content</b>	Good Urban Agricultural Practices. Emerging Trends in Urban Farm Management. Soil, Water, Nutrition and Pest Management. Demand based crop selection. Post-Harvest processing, Storage, Packing and Retail. Cost control and Pricing. Branding and communication. Digitization Techniques for urban farms. Legislation, licensing and certifications
<b>Evaluation</b>	The programme will include online 10 Sessions with resource persons from industry partners, live growing assignments and virtual tours of urban farms. Project Cases and Live Growing Assignment End-semester examination.
<b>Batch Size</b>	30 Students
<b>Start Date</b>	Monday, 1 June 2020 (Time: - 4.30pm to 6pm)
<b>Credits</b>	03
<b>Fees</b>	Rs 2999/- (including GST)
<b>Register by clicking the link</b>	<a href="https://forms.gle/Pbn22ir54x2nG2zy9">https://forms.gle/Pbn22ir54x2nG2zy9</a>

All other participants will get a certificate from R A Podar College. \*(E-Certificate) \*



S.P. MANDALI'S  
**R. A. Podar College**  
of Commerce & Economics (Autonomous)

Introducing a Unique Industry created  
Certificate Programme for Eco-Enthusiasts

## THE BUSINESS OF URBAN FARMING

PARTNERS :  **PHYSIZ**



REGISTRATIONS NOW OPEN FOR THE  
INAUGURAL ONLINE BATCH COMMENCING  
1st June 2020 (4.30 PM - 6 PM THRICE A WEEK,  
TOTAL 10 SESSIONS ENDING 22nd JUNE 2020)



**VIRTUAL FIELD VISIT IN COLLABORATION  
WITH OUR PARTNERS**

APPLY ONLINE :  
[https://forms.gle/  
Pbn22ir54x2nG2zy9](https://forms.gle/Pbn22ir54x2nG2zy9)

REGISTRATION OPEN



[www.ariesagro.com](http://www.ariesagro.com)  
[bizurban@ariesagro.com](mailto:bizurban@ariesagro.com)

COURSE FEES :  
Rs 2999/-  
including GST

For More Information call:  
9372776108

REGISTRATIONS CLOSE  
30 MAY 2020, 12 NOON

**R.A. PODAR  
STUDENTS WILL  
EARN 3 CREDITS**

In Collaboration with



 **aries agro limited**



**APPLY TO THIS UNIQUE ONLINE  
PROGRAMME IF YOU WISH TO:**

- Understand the basics of Urban farming methods and techniques
- Create a business plan for setting up your own urban farm
- Learn how to price and market your urban farm output

**BROAD PROGRAMME CURRICULUM :**

- Good Urban Agricultural Practices
- Emerging Trends in Urban Farm Management
- Soil, Water, Nutrition and Pest Management
- Demand based Crop selection
- Post Harvest Processing, Storage, Packaging and Retail
- Cost Control and Pricing
- Branding and Communication
- Digitisation & Automation Techniques for urban farms
- Legislation, licencing and certifications

**A PRACTICAL, INTENSE PEDAGOGY  
INCLUDING LECTURES BY INDUSTRY  
EXPERTS, VIRTUAL FIELD VISIT AND LIVE  
GROWING ASSIGNMENTS.**