

University-Industry Engagement Day - for Entrepreneurship and Business promotion

Coordinated and conducted by the

Ministry of Social Empowerment and Primary Industries (MoSE&PI)

in collaboration with

University of Central Lancashire (UCLan), UK

Agriculture Sector Modernization project (Min of SW&PI) supported by World Bank



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சமூக நலன்புரி மற்றும் ஆரம்ப கைத்தொழில் அமைச்சு
Ministry of Social Welfare and Primary Industries



Introduction

Sri Lankan Agric-Ecosystems are very vulnerable to a range of climatic hazards including floods, landslides, droughts, tsunamis, storms, cyclones etc. Since 1997, the occurrence of the disasters have gradually increased; in the most recent years the impact of these disasters (especially landslides, droughts and floods) have intensified exponentially. The recent disasters have led to mass destruction of infrastructure, heavy impact on livelihoods of people, and eventually a severe impact on the economy.

When the economy of the country is considered, in addition to the local consumption, the trade is majorly contributed by manufacturing (70.1%) and by the agricultural (14.2%) sectors, and with the emerging population growth, it is required to improve the productions, whilst being sustainable.

In this context, Higher Education Institutions (HEIs) have a major role in acting as a bridge between the community needs and the industrial needs in terms of knowledge sharing, adopting globally recognized practices and building resilience eco systems ensuring the sustainability of the livelihoods, productions and infrastructures.

Therefore, it is vital to build capacity of HEIs to absorb the concepts and the benefits of University Industry Partnerships (UIPs), to produce more beneficial solutions to the industry by strengthening the Research arm of the HEIs jointly with the Industries. The culture of the universities is resting on tracking new research paths with the objective of creating new knowledge and improving the education of the workforce. In most cases,

the mission of the public universities aligns in a way to serve the society. On the other hand, industries need the knowledge to develop products and services to earn profits. UIPs in the field of Building Resilience Agro Eco Systems can lead to the production of several innovative tools, services and products. However, from the Sri Lankan perspective, the level of UIPs appear to be significantly lower compared to the global context. Sri Lanka, a country that has suffered a lot from natural disasters such as landslides, droughts and floods, especially over the past few decades needs a very strong UIP partnerships to tackle this situation.

Primary aim of the World Bank project of the Ministry of Social Empowerment and Primary Industries on Agriculture Sector modernization is to develop vibrant Private sector in hand in hand with farmer communities to turn subsistence Agric. Sector to Agric, Business ventures through Innovative cutting edge technology incorporation for productivity improvement and product development to enter to the emerging global markets. The Ministry and the ASMP project in collaboration with University of Central Lancashire (UK) have conducted number of awareness programs with Universities and Secondary Education institutes to promote entrepreneurial culture to strengthen University Industry collaboration programs to meet the above challenges focusing on sector modernization through Agro business promotion. and entrepreneurship development

The current program is intended to set a platform for entrepreneurial students, University Academics and graduates to interact with Business leaders of the country who got the support from the world Bank project for sector modernization to exchange the views and ideas to develop a future collaboration program for University Industry interaction. Academic Participants from the UCLAN University UK will bring the the international Exposure.

The workshop will help the academics, entrepreneurial students and graduates to enter in to idea development pipelines, based on the experiences gathered by the business leaders to acquire knowhow of Business management and incubation processes. The Academics, Debutant students and graduates will be exposed to best practices in operating successful businesses with case studies, incubation process and tools, access to finance and market with examples of success factors for building a vibrant innovation ecosystem.

Venue

Auditorium, Ministry of Defence 19th Floor, Suhurupaya Battramulla

Directions from Colombo towards Kaduwela road up to Battramulla Junction

Participants

It is expected to invite about 5 academics and 10-15 entrepreneurial students (from both Public and Private Universities) who have entrepreneurship qualities and wish to initiate their own enterprises/businesses based on their research and study programs. Altogether, we expect around 300 University participants.

Leaders from about 20-25 business in Agriculture sector who got the Assistance from the ASMP project will be invited to share their experiences with the academic communities. About 20 new Investors identified by the Inventors Commission will also participate in the program. An exhibition will be set by the business leaders and the University entrepreneurs to showpiece their products and talents.

Workshop procedure

There would be keynote speakers from the Academia and the Industries to demonstrate the current aspects of the UIPs.in Sri Lanka and abroad with the Challenges Threats and opportunities During the workshop an interactive web site and idea exchange journal platform will be opened for better interactions. At the end of the program it is intended to formulate a working document for University Industry collaboration and identify few startup entities for possible funding through the ASMP project.

Tentative Agenda (Subjected to Change)

Registration of Participants 8.30- 09.00 (Morning Tea and snacks)

09.00 Am .10.00 AM Inauguration

, 9.00 AM National Anthem and Lighting of oil Lamp (Chief Guest, Invited Guests Key Note Speakers,)

09.05 AM Welcome Address by Secretary Ministry of SE& PI

09.15 AM Address by Mr. Rohana Gamage (Director ASMP Project)

09.25 AM Address by Vice Chancellor University of Sri J'Pura

09.35 AM Address by Prof. Martin Smith, Business Promotion Manager UCLAN Univ

09.45 AM Address by Mr. Andrew Godwin (Country Director, World Bank, Sri Lanka)

09.55 AM Address by Chief Guest, Hon Minister of SW & PI Mr. Daya Gamage

10.15 AM Signing of the MOU between UCLAN Univ. and Ministry of SW& Primary Industries)

Launch of the first University-Industry webpage for Disaster Resilience in Agric Sector, Sri Lanka

Tea Break 10.15-10.45 AM.

10.45- 11 AM

Objectives of the workshop and program arrangement

By Prof. K.D.N.Weerasinghe (Prof. Emeritus and Consultant Technology and Training ASMP project)
Road way towards UIP, net working and collaboration.

11 – 11.50 AM

Launch of the first University-Industry magazine for Disaster Resilience in Agric. Ecosystems Sri Lanka

By Dr. Champika Liyanage (Associate Professor, UCLAN University) UCLAN Collaboration, UIP collaboration program by UCLAN and Ministry through MOU. EU program for UIP support

, 11.50 – 12 noon

Prof. Ranjith Dissanayake (Senior Professor, Dept. of Civil Engineering, University of Peradeniya Chairman Green House Council of Sri Lanka) Sri Lankan Contexts Challenges University perspectives)

12.00- 12.20 PM

Prof. Martin Brown (UCLAN University, UK) International perspectives

12.20- 12.40 PM

Mr. Ariyaseeli Wickramanayake Challenges towards Univ. Industry collaboration, , , Industry perspectives

12.40- 13.10 PM

Business Incubators in Universities, , Mr. Rukmal Weerasinghe, (Senior Lecturer, Univ. of Sri Jayawardenepura)

13-10-13.30 Discussion Ideas for UIP collaboration sector Identification and groupings

Ex (Spice sector. Protected Agriculture and indoor farming, Aquaculture and fish Industry, Medicinal plants Nutraceuticals and Pharmaceuticals, Horticulture and Food Processing)

13.30- 14.15 Lunch

AFTERNOON SESSION - Group Discussions

Depending on the number of responses received from the morning session, the participants will split into at least 10 groups. The business sector participants (entrepreneurs) will present their current issues, and brainstorm session will be carried out to discuss solutions to these issues. This will happen in the form of 'Sandbox' activity, where it allows groups to focus on and experiment with ideas without fear of failure; or it could be conducted in the form of a 'café culture' where academics and business people alike can drop ideas.

At the end of the discussions, each group should come up with UI collaborative business ideas and Expression of Interests (EOI) which could be supported for funding by the World Bank project.

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