



Entrepreneurial Meteorology

Overview

Entrepreneurial Meteorology (Entre. Met.) *A subfield of meteorology focused on the innovation of weather/climate services and products, and turning them into a viable business.* Available career options in meteorology and atmospheric science is experiencing a significant transformation. Traditionally, the three main job areas in meteorology are academia/research, broadcasting, and forecasting. According to the U.S. Bureau of Labor Statistics (BLS, 2016), available jobs in atmospheric science are projected to increase 9% over the next 10 years, but states that “The best job prospects for meteorologists are expected to be in private industry”. It is for this reason that meteorology professionals will have to adapt to these changes and use their meteorology degree for careers in an industry that has different expectations and goals than most of us were trained for. Many private companies are driven by entrepreneurship, so it is imperative that we, as meteorologists, understand how to apply our experience and knowledge as scientists to the concept of entrepreneurship. Meteorology professionals who can think like entrepreneurs will be highly marketable members of the workforce. While it may seem like a daunting transition, the process of starting up a company requires a significant amount of research, which scientists are highly skilled at and trained to do. With a little training, any atmospheric scientist can apply these skills to a new scenario. What better way to train ourselves to be entrepreneurs than to start up our own meteorology-based business!

In India, Meteorology still is considered as science and always looking for the government departments like IMD and other sources to provide the data. But there is a huge requirement in Indian sectors for tailor made meteorological data for various applications. Hence, there is a huge requirement for teaching meteorology from an entrepreneurship perspective in Indian context. This course covers the lectures on meteorology data value addition, finding the industry requirements, entrepreneurship ideas, plan, execution etc. Practicals and tutorials will be taken on developing small ideas on meteorological aspects and make them using marketable commodities.

Course Content	<ul style="list-style-type: none"> • Entrepreneurial perspective of meteorology. • Idea to product- Entrepreneurship processes in the field of meteorology (14 Lectures & 12 Hrs Tutorial Sessions) <p>Number of participants for the course will be limited to fifty.</p>
Dates for the course	22nd to 26th March 2021
You Should Attend If...	<ul style="list-style-type: none"> • Graduate students and scholars carrying out research in the field of meteorology, climate change impact studies, and weather forecasting can take this course as a credit course. • Engineers, working officials of NGOs, and Researchers/Scientists in the field of meteorology and allied areas can attend this course. • Students or working professionals interested in entrepreneurship in the field of meteorology • Faculty from reputed academic institutions and technical institutions can benefit from this program as advanced course
Fees	<p>The participation fees (Excluding Lodging & Boarding) for taking the course is as follows:</p> <p>Students Participants and Scholars : Rs. 1500/- (With Grade); Rs. 1000/- (Without Grade)</p> <p>Faculty (Internal & External) & Scientists : Rs. 2000/-</p> <p>Persons working in Industry / Consultancy firms : Rs. 5000/-</p> <p>Student participants from abroad : USD 50</p> <p>Other participants from abroad : USD 100</p> <p>The above fee includes all instructional materials, computer use for tutorials and assignments, 24 hr free internet facility. The participants will be provided accommodation on payment basis.</p>
	Students registered with grading will be evaluated for one credit based on continuous evaluation in tutorials, midterm and end of course examinations. Grades will be awarded based on the performance in the evaluation.

The Faculty

International Expert



Morgan B. Yarker is an AMS Certified Consulting Meteorologist (CCM) with more than 10 years experience as an atmospheric scientist and more than 15 years experience as an educator. She is the Founder and Owner of Yarker Consulting, which provides atmospheric science and education services to a variety of industries worldwide. She is also Co-Founder and CEO of Ycomm, an education platform designed to create engaging, immersive, online e-learning communities. Prior research includes mesoscale modeling, regional impacts of ENSO, analysis of PM2.5 concentrations, and inquiry-based learning theory and application. Current projects involve the research and development of high-quality online courses so that topics crucial to climate change mitigation, such as regional climate modeling, are more readily accessible. As a business owner, Morgan most enjoys being able to combine her unique background as a K-12 and adult educator, atmospheric scientists, and education researcher into projects that solve professional and societal problems.

Institute Expert:



K. Venkata Reddy, Ph.D. is an Associate Professor in the Department of Civil Engineering at the National Institute of Technology Warangal. He is carrying out research in watershed modelling applications for the last eighteen years. He has carried out post-doctoral research work on Impact of Climate change on Water Resources at Texas A&M University with Raman Fellowship given by GOI. He is actively involved in the research aspects He is presently carrying out research in the fields of real time forecasting flow in watersheds, climate change impacts on water resources and decision support systems under climate change scenarios. He has published more than 70 research papers in National and International conferences and journals in the field of water resources along with geospatial applications in different other domains.



One-week GIAN course on

Entrepreneurial Meteorology

22 -26 March 2021

Course Coordinator

Dr. K. Venkata Reddy

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