

Sankalp 2020: Annual Business Festival Concluded at ICAR-NAARM

Date: 4-10-2020

Sankalp-2020, a two-day national level Business-Fest during Oct 04-05 has been successfully organized by Post Graduate Diploma-Agribusiness Management (PGD-ABM) students of ICAR-National Academy of Agricultural Research Management, Hyderabad. Due to the pandemic situation, the annual B-Fest was organized online. The event has been organized every year by the PGD-ABM students of the Academy. Started with an idea of 3 C's - Compete, Collaborate and Connect, Sankalp has reached its 5th edition this year.

The Business-Fest comprised of four competitions namely, Adhishtatha (Best manager competition), Samadhaan (Case study competition), Advitiya, (Business plan competition), Flashgun (Photography competition), Darpan (Business quiz competition), and Ideas-360 (Content creation competition). The event could be able attract 5004 registrations from 40 institutes including several IIMs and leading Management colleges in India.

Mr. Subhra Majumdar, General Manager from Rallis India Ltd was the chief Guest and Mrs. Poorna Pushkala, Head HR, Samunnati Financial Services and Intermediation Pvt. Ltd. was Guest of Honour during inaugural programme. Mr. Satyanarayana Vaddi, Senior Advisor, SAVE Foundation was the Chief Guest during valedictory function. Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM presided over the inaugural and valedictory functions. Dr. Ranjit Kumar, Head of ABM division was the Chairman of Sankalp Organizing Committee.

Mr. Subhra Majumdar appreciated the organizers who conducted the event even in these challenging times and expressed his joy for being associated with Sankalp since the last three years. He also said how important innovation is in this pandemic situation especially in agriculture sector and the expectations various stake holders have from agriculture and allied students.

Talking about how journey of Sankalp and Samunnati has begun at almost the same time, Mrs. Poorna Pushkala, Head HR of Samunnati Financial Services and Intermediation Pvt Ltd, spoke about how the growth has been healthy and successful. She also spoke about how such events help both the organizers and the participants discover themselves. She also expressed about how the event "IDEAS 360" has helped them give more ideas for Samunnati Academy. Mr. Satyanarayana Vaddi appreciated the students for organizing the event in such a nice way. He also told how the students can align their career and take the benefits of work being carried out by SAVE Foundation.

Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM talking about Sankalp appreciated the innovative organization of annual business festival and appreciated the students of agribusiness management of ICAR-NAARM for organizing it well. He also said that he sees Sankalp as an event that helps improvise skills, think innovatively and to inspire and ignite young minds. He also spoke about how agri-business management can help to improve agriculture sector in India

and the livelihoods of farmers. He also mentioned critical role of Public Private Partnership for overall agriculture development in India. He congratulated to all the winners of various competitions of Sankalp'20.

