

## **Training on Entrepreneurial and Communication Skill Development at PVNR Veterinary University, TS**

A five-day student mentoring training programme on **Entrepreneurial and Communication Skill Development** was successfully concluded on March 12, 2021. The programme was organized sub plan by ICAR-National Academy of Agricultural Research Management jointly with PV Narsimha Rao Telangana State Veterinary University (PVNRTSVU) and NAAS-Hyd Chapter at College of Veterinary Science, Hyderabad from March 08 to 12, 2021. There were 23 MVSc programme students participated in the programme including 8 girl students. The programme was designed to promote and nurture entrepreneurship abilities in students along with equipping them with management tools needed for making successful entrepreneurs. Other objective was to impart communication skill in the students. Accordingly, there were modules on Entrepreneurship, livestock sector opportunities and personality development. Majority of the resource persons were faculty members of NAARM. Dr. Ch. Srinivasa Rao was the chief Guest during the valedictory session. Other dignitaries include Dr. Viroji Rao, Dean of Faculties, PVNRTSVU and Dr. Pramod Kumar, Associate Dean, College of Veterinary Science, Hyderabad. Speaking on the occasion, Dr. Ch. Srinivasa Rao highlighted the importance of entrepreneurship in the agricultural area including veterinary sector. He also briefed about the government initiatives which can be utilized by the students for entrepreneurship. Critical aspects of research in livestock sector such as FMD, vaccination, water quality, fodder issues, climate change, value addition in dairy, poultry, meat sectors, rural employment opportunity, village innovations and growing women's role in agriculture and allied sectors were part in interactive discussions. Creating awareness on "Job Providers" vs "Job Seekers" was part of these discussions with agri business management in the country. Communication skills to various stakeholders from farmers to policy makers was also explained. Dr. PC. Meena and Dr. Sanjiv Kumar Coordinated the training programme.



Mentoring Training on Agri-Entrepreneurship, Value Addition and Agri-Startups for Students at PVNR Veterinary University, Telangana State