

## **Sensitization Programme on Entrepreneurship Development in Agriculture by ICAR-NAARM**

**Date 1-6-2021**

a-IDEA, Agri Business Incubator of ICAR-NAARM organized a Sensitization Program for students of Rani Lakshmi Bai Central Agricultural University, Jhansi (RLBCAU) virtually on 1st June 2021. This program aims at sensitizing the students of Agriculture Universities and other colleges about entrepreneurship opportunities in agriculture. Through this event, a connect was made with speakers/leaders from Industry, Academics and Agri-Startups with students to inspire the students towards entrepreneurship.

Dr. Arvind Kumar, Honorable Vice-Chancellor of RLBCAU inaugurated this programmes and in his chief guest address it was highlighted various schemes of Central and State Govt. supporting Agri-Startups in India.

Dr. Ch Srinivasa Rao, Director, ICAR-NAARM has given an exhaustive list of potential areas of agripreneurship which are yet to be tapped and reiterated the need for fostering entrepreneurship for agricultural development.

Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM stressed that colleges should include entrepreneurship as a compulsory course in all programmes and advised students to change their focus from job seekers to job providers.

Ms. Archana Chindal, COO of MLIT Solutions and an entrepreneur in poultry sector, shared her experiences in the journey of turning idea to a successful business entity.

Dr. Senthil Vinayagam, Principal Scientist delivered a lecture on entrepreneurial skillsets required for success in any profession the student chooses.

Dr. Anil Kumar, Director Education, RLBCAU revealed the basics of achieving success in entrepreneurship to the young minds.

Dr. Sivaramane N, CEO, a-IDEA explained the process of incubation and startup industry. He also detailed about the process of getting incubated with one of the best incubators in the country focussing exclusively on agribusiness, a-IDEA, Hyderabad.

About 185 students and faculty members took part in this programme. The programme ended after Q&A session on agri business management in India.

