

ICAR-NAARM conducts Sensitization Programme on Entrepreneurship Development in Agriculture to the Students SKUAST, Jammu

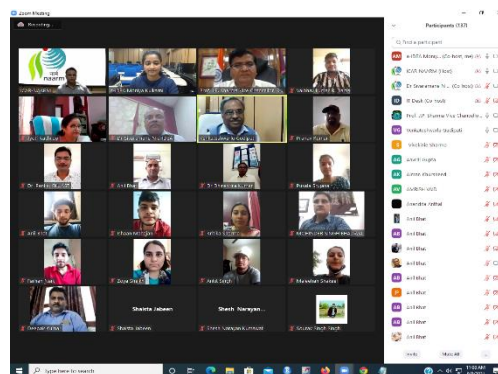
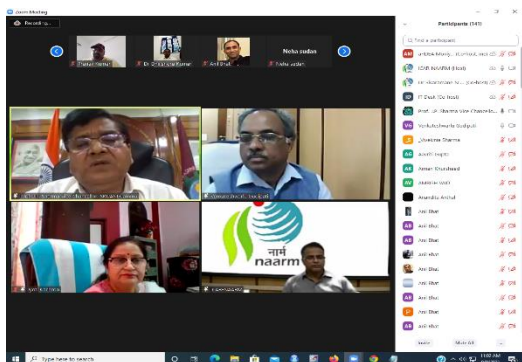
9th September, 2021, *Hyderabad*

The a-IDEA, Technology Business Incubator of ICAR-National Academy of Agricultural Research Management (NAARM), Hyderabad organized one-day sensitization programme on “Entrepreneurship development in Agriculture” for the students of SKUAST, Jammu to motivate them towards agripreneurship today.

Dr. Jyoti Kachroo, Professor & Head, SKUAST, Jammu initially welcomed the participants and stressed the importance and scope of start-ups in agripreneurship.

Dr.J.P.Sharma, Hon’ble Vice-Chancellor, SKUAST, Jammu, who was the chief guest during the programme emphasized the students to focus more on agribusiness. Further he highlighted the need of start-ups to venture more in processing and value addition sectors for doubling farmers’ income.

Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM, who was present during the occasion stressed the students to reap more benefits of the government schemes in start-up arena. He further spotlighted the demand of connecting sensitization programmes towards enriching entrepreneurship as a profession.



Dr. N.A. Vijay Avinashilingam, Additional CEO, a-IDEA, ICAR-NAARM, Hyderabad apprised about the importance of agri-startup ecosystem and the need for incubation in our country.

Dr. Ranjit Kumar, Principal Scientist & Head, ABM, ICAR-NAARM outlined the importance of having a well-defined business model for an entrepreneur with proper procurement and financial planning procedures.

Mrs. Hiresha Verma, CEO, Han Agrocare & an entrepreneur in mushroom business shared her experiences of turning her idea into a successful start-up.

About 137 students and faculty members virtually participated in the programme.