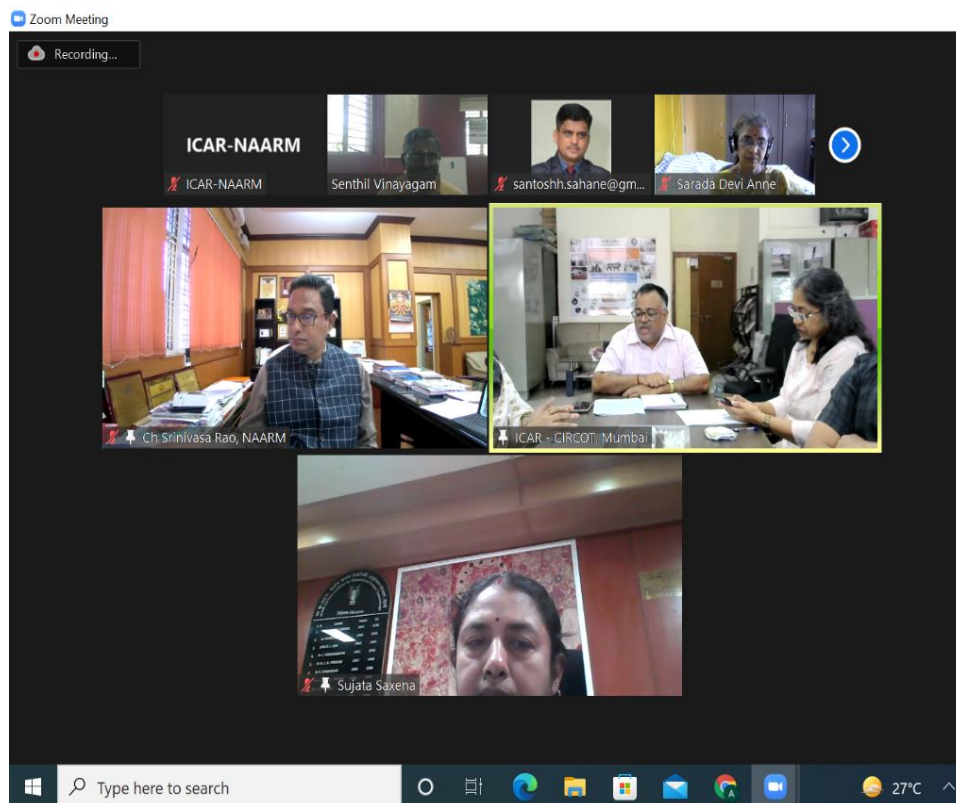


Workshop on “Translating Innovation into Business Opportunities” by ICAR-NAARM and ICAR-CIRCOT, Mumbai

Date: 28 February 2022, Hyderabad

The Agribusiness Incubation Centre of ICAR-NAARM organized Joint sensitization workshop on “**Translating Innovation into Business Opportunities**” in collaboration with Agribusiness Incubation Centre, ICAR-CIRCOT, Mumbai on 28th February 2022 with the objective to sensitize the startups, entrepreneurs on pitching process, concept of MVP vs MLP and branding etc.

Dr. (Mrs.) Sujata Saxena Director, ICAR-CIRCOT, Mumbai in her inaugural address highlighted the contribution of Agriculture sector in the GDP and also underlined the importance of CIRCOT Mumbai in development of Post-harvest technologies in cotton.



Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM in his presidential remarks highlighted the existing cotton production status, yield gaps in cotton etc. He also highlighted the need of strengthening Agri startups in cotton value chain. The resource persons Ms. Sonali Jha Founder, Director, Cunomial Technologies and Prof. Rishikesh Kumar, S.B. Patil Institute of Management, Pune delivered the sessions.