

a-IDEA, ICAR-NAARM organizes sensitization program on “Entrepreneurship Pedagogy” for students of AUS, Namsai, Arunachal Pradesh @ Azadi Ka Amrit Mahotsav

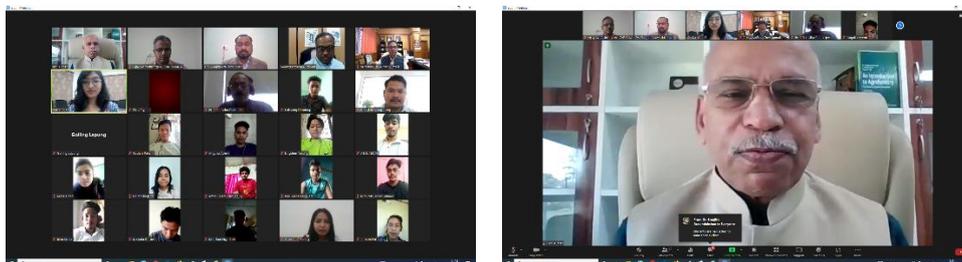
2nd July, 2022, Hyderabad

The a-IDEA, Technology Business Incubator(TBI) of ICAR-National Academy of Agricultural Research Management (NAARM), Hyderabad organized a sensitization programme on “Entrepreneurship Pedagogy” in Agriculture and Allied sectors for the students of Arunachal University of Studies (AUS), Namsai to encourage and motivate them towards entrepreneurship today.

The chief guest of the day Dr. B Mohan Kumar, Vice-Chancellor, AUS, Namsai addressed the students to reap the benefits of agripreneurship. He also insisted that this sensitization program is a good avenue for the students of AUS to explore more and more opportunities in establishing an enterprise. He reiterated the fact that there should be a shift from course to career and students should become job providers rather than job seekers.

Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM in his presidential address underlined the importance of branding region-specific organic commodities in Agripreneurship. He also stressed the need of forming FPCs and FPOs in our country. Further, he encouraged the students of Arunachal University of Studies to get enrolled more and more in Agri-Business Management (ABM) of ICAR-NAARM to learn more about agri-business ecosystem.

Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM, who was also present during the programme expressed his views on how a-IDEA, ICAR-NAARM has been actively involved in providing skills and knowledge for students to take up entrepreneurship as a profession.



Dr. N.A. Vijay Avinashilingam, Addtl. CEO, a-IDEA, ICAR-NAARM, Hyderabad highlighted the need for a start-up ecosystem in our country. He also explained the process of incubation and a-IDEAs role in incubating the start-ups in the agri-ecosystem.

Mr. Susanth Masana, CEO and Manufacturing lead, Farmsathi and an entrepreneur in robotics tech company shared his experiences of turning his idea into a successful start-up.

The awareness training was organized as a part to celebrate the “Bharat Ka Amrit Mahotsav” in commemoration of 75 years of India’s Independence with a participation of about 77 students and faculty members of ICAR-NAARM & AUS, Namsai.