

# ICAR–NAARM Organises Entrepreneurship Sensitization Programme for Students of SKLTSHU

*9th January, 2024, Hyderabad*

The Association for Innovation Development of Entrepreneurship in Agriculture (a-IDEA), Technology Business Incubator of ICAR-National Academy of Agricultural Research Management, Hyderabad organised a sensitization programme on Entrepreneurship Development in Horticulture for the students of Sri Konda Laxman Telangana State Horticulture University, Hyderabad and its constituent colleges like College of Horticulture, Rajendranagar, College of Horticulture, Mojerla and Post-Graduate Institute of Horticulture Sciences, Mulugu to encourage and motivate them towards horti-preneurship promotion, to align with Start-up India today.



The Chief Guest, Dr. Boga Neeraja Prabhakar, Vice Chancellor, SKLTSHU, Hyderabad, highlighted the importance of horticulture in the creation of a wide range of economic benefits for mankind in the form of value addition and post-harvest processing. She spoke about the changing scenario of youth preferring to become entrepreneurs rather than being employed in a government job.

Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM and Vice President, a-IDEA emphasised on the government's allocation of 10000 crores for promotion of start-up culture in our country. He urged the students to come up with innovative solutions for the various problems that agriculture is currently plagued with.

Dr. N.A. Vijay Avinashilingam, Additional CEO, a-IDEA, ICAR-NAARM, Hyderabad, emphasised on the need for start-ups in our country and laid the importance of a-IDEA in incubating start-ups in the horti-ecosystem.

Dr. B. Ganesh Kumar, Principal Scientist and Head, SKLTSHU and Dr. Prasanth, Associate Dean, SKLTSHU, attended the programme.

A total of 629 students and faculty members of SKLTSHU participated in the programme.