

ICAR-NAARM & TNAU Organized a Collaborative Student Sensitization Programme

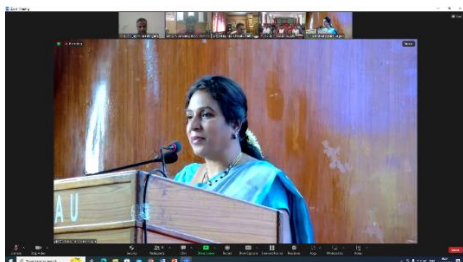
14th June, 2024

ICAR-NAARM and TNAU, Tamil Nadu organized organized Sensitization Programme Online on “Entrepreneurship Development in Agriculture and Allied sectors” for the students of Tamil Nadu Agricultural University (TNAU), Coimbatore and its constituent 18 colleges viz., Agricultural College and Research Institute (AC&RI), Coimbatore; Agricultural Engineering College and Research Institute (AEC&RI), Coimbatore; Horticultural College and Research Institute (HC&RI), Coimbatore; AC&RI, Madurai; Community Science College and Research Institute, Madurai; AC&RI, Killikulam; Anbil Dharmalingam Agricultural College and Research Institute, Trichy; HC&RI for Women, Trichy; HC&RI, Periyakulam; Forest College and Research Institute, Mettupalayam; AEC&RI, Kumulur; Dr. M.S.Swaminathan Agricultural College and Research Institute, Eachangkottai; AC&RI, Kudumiyamalai; AC&RI, Vazhavachanur; AC&RI, Karur; AC&RI, Chettinadu; AC&RI, Keezhvelur; HC&RI, Paiyur etc., to encourage and motivate them towards agripreneurship today. About 6000 students participated in the program from different colleges located in different parts of Tamil Nadu.

Dr. V. Geethalakshmi, Vice-Chancellor, TNAU, Coimbatore, who was chief guest during the programme emphasized the critical role of agriculture in ensuring food security and economic stability in the era of changing climatic conditions. She also encouraged the students to be a catalyst in initiation and establishing enterprises.

Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM in his presidential remarks underlined the importance of strategic aggregation of farmers for input purchase, selling and marketing to optimize the supply chain and boost overall profitability. He also insisted the students of agriculture to take entrepreneurship as a profession and lend jobs than seeking.

Dr. N. Venkatesa Palanichamy, Dean (UG), TNAU, Coimbatore, shared the university’s expectations from the programme and underscored the significance of fostering entrepreneurial skills among agricultural students.



Dr. N.A. Vijay Avinashilingam, Addtl. CEO, a-IDEA highlighted the need for transforming innovative ideas into successful, market ready ventures as startups and the role of incubators in startups survival.

Dr. B. Ganesh Kumar, Principal Scientist & Head, HRM gave an outlook on acquiring necessary skill sets required for a budding entrepreneur to establish an enterprise.

Miss. Bhargavi, Director, Nyasta Gramojvala Solutions, Hyderabad & an entrepreneur in irrigation solutions shared her experiences of turning her idea into a successful start-up.

At the end of the awareness programme, Dr. E. Somasundaram, Director (ABD) proposed vote of thanks and about 6000 students and faculties virtually participated in this programme.