

## **Sensitization Programme on Entrepreneurship organised**

*27th August 2024, Hyderabad*

The a-IDEA, a Technology Business Incubator of ICAR-National Academy of Agricultural Research Management, Hyderabad organized a Sensitization Programme on “Fostering Entrepreneurship Education in Agricultural and Allied Sectors” for the students of Chaudhary Sarwan Kumar Himachal Pradesh Krishi Viswavidyalaya, Palampur, HP and it’s 4 colleges in hybrid mode to educate them about the entrepreneurial opportunities in agriculture and allied sectors today.

The Chief Guest Dr. Naveen Kumar, Vice-Chancellor, CSKHPKV, Palampur highlighted the pivotal role of agriculture in providing employment and driving economic growth for the needy. He emphasized the importance of acquiring technical knowledge and skills for the students to transform agriculture into a sustainable and profitable venture.



Ch. Srinivasa Rao, Director, ICAR-NAARM, accentuated the multifaceted importance of agriculture in ensuring food security and sustainable development. He briefed about the critical role of entrepreneurship in addressing key challenges such as food production and post-harvest losses. Dr. Rao urged the students to engage in enterprises that not only contribute to economic growth but also promote environmental protection and social well-being.

Dr. N.A. Vijay Avinashilingam, Additional CEO, a-IDEA, NAARM reiterated the need to foster student's mind-set towards entrepreneurship and also highlighted various programmes & schemes implemented by GOI focussing agripreneurship.

Shri Vaibhav, Founder, Inav Agro Mech Private Limited, and an entrepreneur in the field of farm machinery, spoke about his experiences in the journey of turning his idea into a successful startup.

About 1122 students and faculty members of CSKHPKV and ICAR-NAARM virtually participated in the programme.