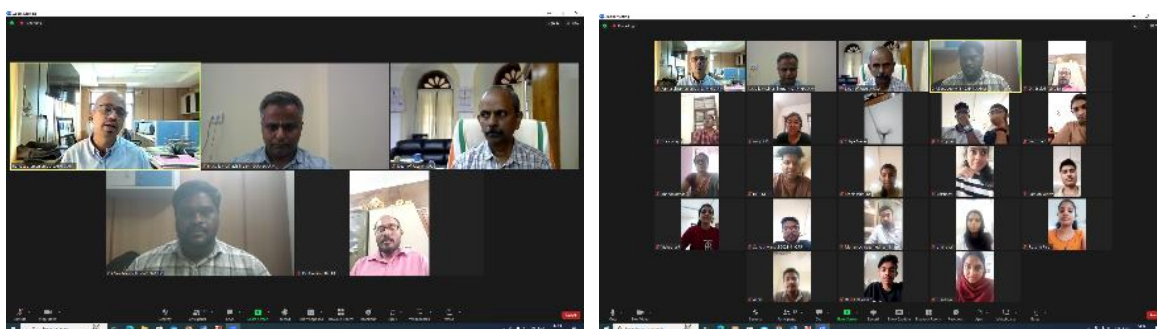


## **Entrepreneurship programme for the students of Kerala organised**

*23rd October 2024, Kerala*

The Association for Innovation Development of Entrepreneurship Development in Agriculture (a-IDEA), Technology Business Incubator of ICAR-National Academy of Agricultural Research Management, Hyderabad organized a sensitization programme on entrepreneurship development in agriculture for the students of the College of Agriculture (COA), Kerala Agricultural University (KAU), Vellayani to foster entrepreneurial education today.



Dr V. Ramasubramanian, Act. Joint Director & Head, RSM, ICAR-NAARM, spoke about government initiatives supporting agricultural ventures. He emphasized the importance of entrepreneurship in agriculture. He highlighted ICAR-NAARM's pivotal role in nurturing start-ups and fostering innovation within the agricultural sector.

Dr Vijay Avinashilingam, N.A., Addl. CEO, a-IDEA, highlighted the critical role of educational institutions in promoting entrepreneurial culture among students. He spoke about the strategies to inspire young individuals to address challenges in the agriculture sector and convert them into business opportunities.

About 137 students and faculty members of the College of Agriculture, KAU, virtually participated in the programme.