



Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

Report on Incubation Program on “Cultivating Entrepreneurship: Udyanoday Incubation Program Sensitization for BSc Hons Agriculture Students” Organized by Department of Agriculture, IIAST, Integral University

The Department of Agriculture organized a comprehensive sensitization session for the students pursuing B.Sc. (Hons) Agriculture, on January 4, 2024, at the Central Auditorium, Hall no 1, Integral University. The central objective of this session was to introduce students to the “Udyanoday Incubation Program”, launched by ICAR-Central Institute for Subtropical Horticulture (CISH), urging their active involvement in horticulture-based entrepreneurship, while concurrently shedding light on the instrumental role played by ICAR-CISH in horticultural Start ups specifically based on Mango and Guava Value Added Products. The presentations were expertly delivered by key speakers, with Dr. Ravi S.C., Sr. Scientist, CISH, providing a detailed overview of the one-year Udyanoday incubation initiative. Dr. Ravi discussed the multifaceted support offered, encompassing capacity building, logistics, mentoring, and unfettered access to institute resources. Subsequent to this, Dr. Alok Kumar Gupta, Scientist, CISH, expounded on ICAR-CISH's pivotal role in facilitating incubation services for start-ups, emphasizing elements such as technological mentoring, capacity building, and intellectual property management during the incubation period. Dr. Sharad Verma, Incubation Program coordinator, further enriched the students' understanding by delving into marketing and product development support, covering facets like marketing linkages, product prototype development and comprehensive branding. The session, led by Prof. (Dr.) Mohd Haris Siddiqui, Dean Faculty of Agricultural Science and Technology, and Prof. Saba Siddiqui, Head, Department of Agriculture at IIAST, was diligently conducted to facilitate insightful discussions.

Dr. Khalid Habib, Assistant Professor, utilized his expertise to deliver a motivational discourse during the Udyanoday Incubation Program sensitization. He emphasized the tangible real-world impact and transformative potential of students' innovative ideas. Dr. Setu Ratnam, Assistant Professor, contributed valuable insights by offering a nuanced perspective on the challenges and opportunities within the field of horticulture. Dr. Mujeev Ahmed actively engaged with the students, providing practical examples and case studies that showcased the successful journey of Agripreneurs who had focused on Value Added Horticultural products. The sensitization program witnessed the enthusiastic participation of over 100 students, reflecting their keen interest and potential engagement in the transformative journey of horticultural entrepreneurship. This program not only succeeded in heightening awareness but also deepened the understanding of students, potentially fostering an environment conducive to increased engagement and collaborative endeavors between academia and ICAR-CISH. The focus on entrepreneurial



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ventures within the horticulture sector highlights the program's commitment to cultivating a vibrant ecosystem for innovation and industry-academic partnerships..

Glimpses of the program





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