



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

Brief Report of Sensitization Program (Online) on “Entrepreneurship Development in Agriculture” organized by ICAR-National Academy of Agricultural Research Management (NAARM), Hyderabad in collaboration with Integral Institute of Agricultural Science and Technology, Integral University, Lucknow

The Association for Innovation Development of Entrepreneurship in Agriculture (a-IDEA), Technology Business Incubator of ICAR-National Academy of Agricultural Research Management, Hyderabad in collaboration with Integral Institute of Agricultural Science and Technology, Integral University, Lucknow organised a sensitization programme on “**Entrepreneurship Development in Agriculture**” for the students of Department of Agriculture, Integral Institute of Agricultural Science and Technology, Integral University, Lucknow on 9 February 2024. The primary aim of the sensitization program was to inspire and motivate students towards entrepreneurship in the field of Agriculture. The program aimed to foster a spirit of innovation and Agripreneurship, aligning with the Start-up India initiative and to spread awareness about startup ecosystem in Agriculture and the process of incubation.

Inaugural session

The inauguration of the event commenced with a warm and formal welcome extended by **Dr. Vijay Avinashilingam, N.A., Principal Scientist & Addtl. CEO, a-IDEA, ICAR-NAARM**. Dr. Avinashilingam expressed heartfelt gratitude to the dignitaries and participants, acknowledging their presence and emphasizing the significance of the Sensitization Program. He highlighted the paramount significance of entrepreneurship in agriculture as it is not only a catalyst for individual success but also a pivotal driver for the overall economic growth of the nation. Dr. Avinashilingam elucidated how the cultivation of an entrepreneurial spirit within the agricultural sector can lead to innovative practices, increased productivity, and sustainable development. By linking the promotion of agripreneurship to broader economic goals, he effectively conveyed the role agriculture in the national economy. His insightful remarks resonated with the audience, instilling a sense of purpose and inspiring the participants to recognize their potential as future contributors to the economic prosperity of the country through entrepreneurial endeavours in agriculture. His welcome set the tone for an enlightening and productive event.

Prof. Mohd Haris Siddiqui, Director of Integral Institute of Agricultural Science and Technology, Integral University, Lucknow, brought a wealth of knowledge and expertise to the sensitization program as he delivered his opening remarks and a keynote address. With a commanding presence, he not only welcomed the participants but also set the stage for an enlightening exploration of agripreneurship. Prof. Siddiqui's keynote address delved into the contemporary landscape of agriculture, offering valuable insights into the prevailing trends, challenges, and opportunities within the sector. His comprehensive overview provided the audience with a nuanced understanding of the dynamic nature of agripreneurship, encompassing technological advancements, market dynamics, and sustainability considerations. By shedding light on these critical aspects, Prof. Siddiqui effectively equipped the participants with the knowledge and awareness needed to navigate and contribute to the evolving field of agriculture entrepreneurship. His address served as a guiding beacon, steering the audience towards a more informed and strategic approach to agricultural innovation and enterprise.



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Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM delivered an insightful address about sensitization program. The sensitization programme which is supported by National Bank for Agriculture and Rural Development (NABARD) meant to orient the students of Integral University, Lucknow about the importance of taking entrepreneurship as a profession. a-IDEA, the Technology Business Incubator of ICAR- National Academy of Agriculture Research Management (NAARM), Hyderabad established in 2014 is actively involved in sensitizing the agriculture students throughout the country for taking agri-preneurship. It has incubated over 300 startups with some scaling to growth stage as its credit. In the recent years, the academy has conducted many capacity building programmes in the field of agribusiness like accessing credit for agribusiness ventures in initial stages, skill development programme for agri-graduates and sensitizing programmes for agri-graduates in startup-ecosystem. Dr. G. Venkateshwarlu's insightful address on sensitization programs, particularly focusing on startups in agriculture, highlights the transformative role entrepreneurial initiatives play in the agricultural sector. He stated that Startups in agriculture are pivotal for fostering innovation, sustainability, and efficiency. These ventures often introduce cutting-edge technologies, data analytics, and precision farming techniques, enabling farmers to enhance productivity and optimize resource utilization. Dr. Venkateshwarlu's emphasis on such programs reflects a recognition of the significant impact that entrepreneurial endeavors can have in revolutionizing and elevating the agricultural sector.

Following this, **Prof. Saba Siddiqui, the Head of the Department of Agriculture, IIAST** extended a heartfelt vote of thanks to all the dignitaries, participants and attendees for their presence and contributions to the event. In her gracious expression of gratitude, Prof. Siddiqui acknowledged the dignitaries and attendees for their valuable presence and contributions, emphasizing the collaborative spirit that had been cultivated throughout the sensitization program. She encouraged all participants to carry forward the lessons learned and connections made during the event, fostering a culture of ongoing collaboration and knowledge exchange. Prof. Siddiqui highlighted the significance of agripreneurship in the contemporary agricultural landscape, emphasizing how the sensitization program provided a platform for participants to gain crucial insights and skills. Her remarks reinforced the practical relevance and applicability of the program, highlighting its potential to empower aspiring agripreneurs in navigating the challenges and seizing the opportunities within the agricultural sector. She highlighted that agricultural startups address critical challenges such as access to markets, information, and financial services, empowering farmers and rural communities. By bridging gaps in the traditional agricultural value chain, these startups contribute to food security, economic development, and the overall modernization of the agricultural landscape. Prof. Saba Siddiqui's vote of thanks served as a fitting conclusion, leaving participants inspired and motivated to embark on their entrepreneurial journeys in agriculture.

Technical Session

Dr. Vijay Avinashilingam, N.A., Additional CEO of a-IDEA, provided valuable insights on “**Fostering An Entrepreneurial Mindset In Education**”. With a keen understanding of the intersection between education and entrepreneurship, Dr. Avinashilingam highlighted the importance of cultivating an entrepreneurial mindset among students. He emphasized that beyond traditional academic knowledge, instilling an entrepreneurial spirit involves encouraging



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creativity, problem-solving, and risk-taking within the educational framework. Dr. Avinashilingam discussed strategies to integrate practical experiences, industry exposure, and innovation into educational curricula, aiming to nurture students who are not just job seekers but also potential job creators. By addressing the symbiotic relationship between education and entrepreneurship, he contributed to shaping a vision where educational institutions play a pivotal role in preparing the next generation for the dynamic and competitive landscape of entrepreneurship in various fields, including agriculture.

Dr. B. Ganesh Kumar, Principal Scientist & Head of HRM, brought a wealth of expertise to the sensitization program as he delved into the critical topic of “**Skill Sets For Entrepreneurship**”. Dr. Kumar emphasized the essential skills required to thrive in the entrepreneurial landscape, particularly in the agricultural sector. He outlined a comprehensive framework that goes beyond technical know-how, encompassing skills such as adaptability, resilience, effective communication, and a proactive mindset. By shedding light on the multifaceted nature of skills needed for entrepreneurship, Dr. Kumar provided the audience with a holistic perspective, guiding them on the path to developing a well-rounded skill set. He emphasized the importance of continuous learning and versatility in the ever-evolving field of agripreneurship, empowering participants to not only acquire the necessary technical competencies but also cultivate the soft skills essential for success in entrepreneurial endeavors within the agricultural domain.

Experience sharing by start-ups

Mr. Sandeep Thata, Founder, CEO, Link Organics Private Limited, shared insights into the challenges and triumphs of building and leading a successful start-up. He discussed the initial inspiration behind the company, the identification of a market need, and the development of a unique value proposition. He shared the obstacles he faced during the early stages, such as securing funding, navigating regulatory hurdles, and building a talented team. Mr. Thata had emphasized the importance of resilience, adaptability, and continuous learning in the entrepreneurial journey. Hearing from successful entrepreneurs like Mr. Sandeep Thata had provided valuable insights and inspiration for aspiring business leaders. His experience will offer a realistic perspective on the highs and lows of entrepreneurship and provide guidance for those navigating their own start-up journeys.

Feedback and valedictory

The feedback and valedictory session of the event marked the culmination of an enriching and insightful event. Participants, dignitaries, and speakers had the opportunity to share their thoughts and reflections on the sensitization program. The feedback session provided a platform for attendees to express their appreciation for the well-organized and informative sessions. Participants were encouraged to share specific insights gained, express any challenges encountered, and suggest areas for improvement. The valedictory session featured closing remarks from key figures, expressing gratitude to all contributors and summarizing the key takeaways from the program.

The Sensitization Program was attended by around 400 participants. Participants were encouraged to build a network within the agriculture entrepreneurship community. The sensitization program provided networking opportunities for students to connect with mentors,



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industry experts, and potential collaborators. The sensitization program served as a catalyst for promoting agripreneurship among students, fostering a culture of innovation and self-reliance in the agricultural sector. The program aimed to bridge the gap between academic knowledge and practical implementation, empowering the next generation of agripreneurs.

Glimpses of the Program





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Sensitization Programme (Online) ENTREPRENEURSHIP DEVELOPMENT IN AGRICULTURE

(for students of Department of Agriculture, Integral University, Lucknow)

PROGRAMME SCHEDULE

DATE: 09th February 2024

TIME: 10:00 – 13:00 hrs

Time	Topic	Speaker
10:00 - 10:30 hrs	Inauguration	
10:30 - 11:30 hrs	Fostering Entrepreneurial mindset in Education	Dr. Vijay Avinashilingam, N.A. Additional CEO, a-IDEA
11:30 - 12:30 hrs	Skill sets for entrepreneurship	Dr. B. Ganesh Kumar, Principal Scientist & Head, HRM
12:30 - 12:45 hrs	Experience sharing by startup	Successful entrepreneurs
12:45 - 13:00 hrs	Feedback and valedictory	

Contact Persons

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*Association for Innovation Development of Entrepreneurship in Agriculture
Technology Business Incubator*

ICAR-NATIONAL ACADEMY OF AGRICULTURAL RESEARCH MANAGEMENT
RAJENDRANAGAR, HYDERABAD, TELANGANA - 500030
In collaboration with

Integral Institute of Agricultural Science and Technology, Integral University, Lucknow

Sensitization Programme (Online) **Entrepreneurship Development in Agriculture** (for students of Department of Agriculture, Integral University, Lucknow)

9th February 2024

Inaugural programme

Time (hrs)	Topic	Speaker
10:00 - 10:05	Welcome address	Dr. Vijay Avinashilingam, N.A., Principal Scientist & Addtl. CEO, a-IDEA, ICAR-NAARM
10:05 - 10:15	Remarks	Prof. Mohd Haris Siddiqui Dean, Faculty of Agricultural Science, Integral Institute of Agril. Science &Tech. Integral University, Lucknow
10:15 - 10:25	About sensitization Programme	Dr. G. Venkateswarlu, Joint Director, ICAR-NAARM
10:25 - 10:30	Vote of thanks	Prof. Saba Siddiqui Head, Dept. of Agriculture, Integral Institute of Agril. Science & Tech. Integral University, Lucknow