



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

## **Report on Incubation Program on Incubation program for horticultural start-up "Udayanoday - 2" Organized by the Department of Agriculture, IIAST, Integral University**

The Department of Agriculture organized a comprehensive sensitization session for the students pursuing a B.Sc., M.Sc., MBA (ABM) on November 9<sup>th</sup>, 2024, at the Seminar Hall, 1<sup>st</sup> Floor, Department of Agriculture, IIAST, IntegralUniversity, Lucknow. The central objective of this session was to introduce students to the “Incubation program for horticultural start-up "Udayanoday - 2”, 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 Startups based on Urban Horticulture, Precision Agriculture, Organic Farming, Insect trap technology and 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 Udayanoday - 2”, incubation initiative. Dr. Ravi discussed the multifaceted support offered, encompassing capacity building, logistics, mentoring, and unfettered access to institute resources. 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, were diligently conducted to facilitate insightful discussions.

Dr. Suhail Ahmad Khan, utilized his expertise to deliver a motivational discourse during the Udayanoday-2 Incubation Program sensitization. He emphasized students' innovative ideas' tangible real-world impact and transformative potential. Dr. Muzeev Ahmed actively engaged with the students, and concluded with an invitation for students to apply for the "Udayanoday - 2" incubation program, urging them to explore innovative ideas and contribute to the growth of the horticultural sector. 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 endeavours between academia and ICAR-CISH. The focus on entrepreneurial 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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