



# Proceedings and Recommendations

## Regional Workshop **Youth as Torch Bearers of Business Oriented Agriculture in South India**

October 21-22, 2019

University Auditorium

Professor Jayashankar Telangana State Agricultural University  
Rajendranagar, Hyderabad, Telangana State.

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# Trust for Advancement of Agricultural Sciences

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*Progress Through Science*



**Dr. R.S. Paroda**  
*Founder Chairman*

## Foreword

Agriculture and youth have profound impact on the economic and global leadership status of the country with its youth population of 356 million, which is likely to have the world's largest workforce by 2027, with one billion people aged between 15 and 64 years. Young men and women play an important role in stimulating and revitalizing agriculture sector. This obviously echoes a bright future for youth and agriculture as greater proportion of nearly 200 million young people living in the rural areas. On the contrary, a larger section of young people do not perceive a good future for themselves in agriculture due to low profitability and income in the traditional agriculture, and lack of infrastructure and required basic amenities in rural areas. Recent studies showed that hardly 5 per cent youth are engaged in agriculture and less than 1.2 per cent have interest in agriculture. It is because they do not find agriculture a creative, profitable and above all a respectable profession. Current agriculture is facing numerous daunting challenges such as: over-exploitation of natural resources (land, water and agrobiodiversity), a continued decline in factor productivity, costly inputs, low income and production uncertainties due to adverse effects of climate change. Therefore, ageing agriculture coupled with waning interest of youth and multi-facet agricultural challenges are posing serious threats to sustain agricultural production and achieve sustainable development goals (SDGs) by 2030.

To empower and motivate rural youth, there is also an urgent need to transform the agricultural extension system into a mass innovation platform that delivers technology based demand driven knowledge services. This obviously pitches a new institutional challenge for pluralistic agricultural extension i.e. a mix of public-private sector involving participation of youth in particular. Empowering youth (both men and women) through vocational training and building a cadre of "Technology Agents" to provide technical backstopping as well as custom hire services to the smallholder farmers would go a long way in linking research with extension and thereby accelerating agricultural growth. The Agricultural Technology Agents need to become "job creators" and not "job seekers" and provide the best technologies as well as quality inputs at farmer's doorsteps. Agri-Clinics also need to be established where technology agents are able to join hands to ensure single window system of advisory and knowledge services to the farming community.

In view of the emergent need for motivating and attracting youth in agriculture and agri-entrepreneurship, Professor Jayshankar Telangana State Agricultural University (PJTSAU), Hyderabad organized a Regional Workshop titled "INSPIRE - Youth as Torch Bearers of Business Oriented Agriculture" in collaboration with Trust for



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Progress Through Science

Advancement of Agricultural Sciences (TAAS), Asia-Pacific Association of Agricultural Research Institutions (APAARI) and ICAR-National Academy of Agricultural Research Management (NAARM) at Hyderabad during 21-22 October 2019. The workshop was attended by 500 participants including 150 students, 75 faculty from different SAUs and allied Universities, 100 innovative farmers / agripreneurs, from South Indian States and representatives of industry, financial institutions, and ICAR institutes at Hyderabad. The main objectives of the workshop were: i) to provide a platform to share knowledge and experiences, innovations, success stories and opportunities for youth engagement in modern farming, ii) to discuss impediments/constraints in executing innovative ideas and suggest measures for their redressal, iii) to discuss role of institutions – public/private/development sector for effective networking for technical, financial and policy support, iv) to develop strategies and road map for promoting and attracting youth in agriculture and agripreneurship, v) to define the role of youth in rural advisory services for knowledge dissemination, and linking farmers to markets and suggest needed policy reorientation, and vi) to build a neutral platform for collaboration and partnerships among stakeholders in South India to motivate and attract youth towards agriculture.

The conference was a great success. Clearly, it achieved the envisaged outcomes. A clear Road Map was also developed for motivating and attracting youth in agriculture. Hence, needed policy and institutional support is critical for its speedy implementation, especially to accelerate growth in southern states especially through motivation of youth to remain in agriculture.

I place my appreciation on record for the leadership of Dr Praveen Rao, Vice Chancellor, PJTSAU, Hyderabad and sincere efforts of his entire team for organizing the Regional Workshop so successfully.

I am sure this publication will prove useful to the policy makers, scientists, development officials, entrepreneurs, farmers and students alike.

(R.S. Paroda)  
Chairman, TAAS,  
Former Secretary, DARE &  
Director General, ICAR



## Preface



**Dr V Praveen Rao**  
Vice Chancellor, PJTSAU

The trend across the globe has been to draw up implementable plans to attract a growing and vibrant youth population to take up agriculture and allied activities as a remunerative occupation. We in India are not behind in that effort with the Government, R&D organizations, Industry and Finance providers making efforts to bring some convergence in motivating youth, particularly in the rural areas to take up farm and off farm enterprises through various incentives. The focus has shifted from mere food production to food processing and value addition to develop into a business oriented enterprise. Disruptive technologies such as IOT based solutions promise to change the farming landscape, offering tools to tackle climate change, enhancing resource use efficiency, marketing and value addition. This scenario garners well for the teaming youth in the country, provided, they are adequately educated, skilled and supported in developing into farmers, agripreneurs and agri service providers.

We at PJTSAU felt the need to expose the young faculty and students to the opportunities and challenges in building agrienterprises. Thus was born the idea of hosting INSPIRE, a two day Regional Workshop on "Youth as Torch bearers for Business Oriented Agriculture in South India" bringing together students and faculty from SAUs, Horticultural and Veterinary Universities from Karnataka, Tamil Nadu, Andhra Pradesh and Telangana apart from young farmers and successful entrepreneurs on a single platform. The essence of the deliberations at the various sessions, the Ideathon competition IGNITE and the agri enterprise Exhibition on the sidelines have been brought out as "Proceedings and Recommendations", which I am sure will make an interesting read for all those interested in viewing agriculture as a viable business proposition. I am happy that the conference has fostered productive networks between the various stakeholders and the proceedings of the conference have brought out interesting take home messages for future action apart from building confidence in the student community to venture towards agri business.

I thank all the distinguished speakers, experienced farmers and enthusiastic delegates, for making this conference a grand success. I also take this opportunity to commend the efforts of the organizing team at PJTSAU for efficiently managing the event. The editorial team deserves appreciation for bringing out a comprehensive compilation of the deliberations.

Date: 28-12-2019

Place:Hyderabad

  
(V. PRAVEEN RAO)







## Acknowledgements



**Dr. V. Anitha**  
Director (P&M Cell), PJTSAU

On behalf of Professor Jayashankar Telangana State Agricultural University (PJTSAU) it is a great pleasure for me to acknowledge and profusely thank all the Co-organizers – Trust for Advancement of Agricultural Sciences (TAAS), Asia Pacific Association of Agricultural Research Institutes (APAARI) and ICAR – NAARM for their respective roles in successfully organizing INSPIRE – Regional Workshop on “Youth as Torch bearers of Business Oriented Agriculture in South India”. We register our profound gratitude to Dr. TAMILISAI Soundararajan, Hon'ble Governor, Telangana State for delivering the inaugural address at the workshop and setting the tone for the deliberations. We wholeheartedly thank Sri. S.NIRANJAN Reddy, Hon'ble Minister of Agriculture, Sri. S.K.Joshi, Chief Secretary and Sri B. Vinod Kumar, Vice Chairman, Planning Board, Government of Telangana for their valuable messages during the workshop. The organizing team is immensely grateful to Dr. Raj Paroda, Dr. Bhag Mal (TAAS), Dr. Ravi Khetrpal and Ms. Martina Spisiakova (APAARI), Dr.V. Praveen Rao, Vice Chancellor (PJTSAU), Dr. Kalpana Sastry (TISS) for their valuable guidance, suggestions and encouragement during the preparation and organization of the workshop. We also thank all the distinguished speakers in the inaugural/valedictory as well as the technical sessions for sharing their knowledge and experiences which contributed to thought provoking deliberations among the participants and useful insights for future action.

We place on record our gratitude to all the Vice Chancellors of the SAUs of South India, for honoring our request to nominate students, faculty and farmers from their respective States whose presence and participation has enriched the interactions at the workshop. We also thank the representatives from Industry and enterprising agripreneurs for their participation in the Exhibition and the sessions which has provided exposure to the students on promising enterprises. Grateful thanks are extended to all the Chairmen and Co-chairs for conducting the respective sessions efficiently and steering the discussions, which resulted in important and useful learnings and action points presented in this document. All the rapporteurs and facilitators of technical sessions and panel discussions are acknowledged for meticulously capturing the salient points that emerged from the presentations / discussion. My special thanks are due to Dr. Bhag Mal for his very relevant comments on the document at short notice, which helped in fine tuning the Proceedings of the workshop.

Most sincere appreciation is extended to all the staff members of PJTSAU & TAAS who were part of the conference secretariat for their concerted, untiring efforts and valuable contributions in the preparatory phase as well as during the event. They have worked constantly behind the scene to manage with all financial, logistic and administrative aspects in organization of the conference. We register our special appreciation to the staff and students of SABM, PJTSAU and

a idea, ICAR- NAARM, especially Dr. K.Srinivas and Mr. N.Vijay and his team for working tirelessly to make the IGNITE event a huge success. We are indebted to our Principal Sponsor, NABARD for providing generous funding to the workshop, closely collaborating with PJTSAU in encouraging agriprenurship in the youth. Last but not the least our heartfelt gratitude is extended to all the Co sponsors–Kaveri Seeds, TAFE Ltd, TSSOCA- Telangana State Seed & Organic Certification Authority, Coromandel International Limited, State Bank of India, Andhra Bank, TAAS and APAARI who honoured our request for sponsorship and contributed for the organization of the event.

The workshop brought together a diverse group of academicians, industry stalwarts, young out of the box thinkers, farmer business men/women, students who actively participated in all the events of the workshop that made it a unique experience. I wish and hope that this publication will contribute to implementable policy to encourage agri based entrepreneurship among youth, specially students of agriculture and allied Sciences.



**(V.ANITHA)**

Director (Planning and Monitoring ) and  
Organizing Secretary  
PJTSAU, Rajendranagar,  
Telangana , India

## The Organizers

The Youngest Agricultural University located in Telangana State, instituted on the 3rd of September 2014, Professor Jayashankar Telangana State Agricultural University (PJTSAU) has been ranked 6th among the Indian Agricultural Universities by Indian Council of Agricultural Research. It strives to produce globally competitive human capital, generate cutting edge technologies to address contemporary challenges of Agriculture and allied sectors and evolve responsive and dynamic farmer outreach mechanism through its dedicated man power. More than 3500 students are mentored by a 520 strong well qualified and committed faculty in the 9 constituent colleges, 6 in Agriculture, 1 each in Agricultural Engineering, Food Science & Technology and Community Science, offering 4 undergraduate degree programmes, 22 postgraduate and 17 doctoral programmes in various faculties. In addition, there are 13 polytechnics (11 in Agriculture, 1 each in Seed Technology & Agricultural Engineering) offering two year Diploma in Agriculture & Seed Technology in Telugu and three year Diploma in Agricultural Engineering in English. The 15 research stations across the state focus on developing climate resilient crop varieties, sustainable natural resource management, community science, farm mechanization, post-harvest and precision agriculture technologies. The 9 DAATTCs and 8 KVKs serve as PJTSAU's ambassadors for the research technologies to take root in the farmer's fields.



The Trust for Advancement of Agricultural Sciences (TAAS) is an outcome of the 88th Session of Indian Science Congress held under the General Presidentship of Dr.R.S. Paroda at the Indian Agricultural Research Institute (IARI), New Delhi in 3-6 January 2001. The trust was established on 17 October 2002 with its headquarters at the Indian Agricultural Research Institute (IARI), New Delhi. The objectives of TAAS are to: i) act as a think tank to deliberate on key issues relating to agricultural research and innovation for development (ARI4D) and influence science based policy decisions; ii) organize workshops, conferences, brainstorming sessions, policy dialogues, seminars and special lectures on emerging issues and new developments in agricultural sciences; iii) disseminate knowledge among stakeholders through publication of proceedings, strategy papers and policy briefs ; iv) recognize and award the scientists of Indian and foreign origin for their outstanding contributions towards Indian agriculture v) to motivate and attract youth (including women) in agriculture, and vi) facilitate scientific interactions and partnership at the national, regional and global level to ensure science- led growth in agriculture.



The Asia-Pacific Association of Agricultural Research Institutions (APAARI) is a voluntary, membership-based, apolitical and multi-stakeholder regional organization. It is bridging national, regional and global stakeholders to bring about collective change in agri-food systems of Asia and the Pacific. APAARI's wide network of members and partners comprises of national agricultural research institutes (NARIs) and national agricultural research organizations (NAROs), CG centres, Association of International Research and Development Centers for Agriculture (AIRCA), universities, extension service providers, civil society organizations, (farmers' organizations – FOs and non-governmental organizations – NGOs), international development organizations and the private sector. The close links and collaboration with these stakeholders are instrumental in strengthening agri-food research and innovation systems towards more sustainable development in Asia and the Pacific region.



The ICAR-National Academy of Agricultural Research Management (NAARM) was established by the Indian Council of Agricultural Research in 1976 at Hyderabad. The major mandate of the Academy is to build capacity in agricultural research, education and extension education systems, and provide policy advocacy for the National Agricultural Research and Education System (NARES). To fulfill these mandates, Academy organizes various capacity building programmes for researchers, academicians, extension personnel, scholars, and other stakeholders in NARES. The Academy strives to enhance individual and institutional capacity for innovation in NARES. Considering the strategic importance of agricultural research in food security and economic growth of the country, leadership, governance and innovation are emerging as prerequisite for the transformation of NARES into a more pluralistic innovation system.



## Acronyms & Abbreviations

AIS	-	Agricultural Innovation System
AIM	-	Atal Innovation Mission
AI	-	Artificial Intelligence
ANGRAU	-	Acharya N.G. Ranga Agricultural University
APAARI	-	Asia-Pacific Association of Agricultural Research Stations
ASCI	-	Advertising Standards Council of India
ARYA	-	Attracting and Retaining Youth in Agriculture
CRIDA	-	Central Research Institute for Dryland Agriculture
CCMB	-	Centre for Cellular and Molecular Biology
CIA	-	Centre for Innovation and Agri-preneurship
DST	-	Department of Science & Technology
EDII	-	Entrepreneurship Development and Innovation Institute
EU	-	European Union
GAP	-	Good Agricultural Practices
ICAR- NAARM	-	National Academy of Agricultural Research Management
ICRISAT	-	International Crops Research Institute for Semi-arid Tropics
ITMUs	-	Institute Technology Management Units
IIMR	-	Indian Institute of Millet Research
KAU	-	Kerala Agricultural University
MSSRF	-	M.S. Swaminathan Research Foundation
NARI	-	Nutri-sensitive Agricultural Resources and Innovations
NOP	-	National Organic Program
NPOP	-	National Programme for Organic Production
NABARD	-	National Bank for Agriculture and Rural Development
NHB	-	National Horticultural Board
NGOs	-	Non-governmental organizations
NSTEDB	-	National Science & Technology Entrepreneurship
NIFT	-	National Institute of Fashion Technology
NFDB	-	National Fisheries Development Board
PJTSAU	-	Professor Jayashankar Telangana State Agricultural University
PVNRTVU	-	P V Narashima Rao Telangana State Veterinary University
SERP	-	Society for Elimination of Rural Poverty
SOP	-	Standard Operating Procedures
TAAS	-	Trust for Advancement of Agricultural Sciences
TAFE	-	Tractors and Farm Equipment Limited
TNAU	-	Tamil Nadu Agricultural University
TANUVAS	-	Tamil Nadu Veterinary and Animal Sciences University
TEC	-	Technology Enabling Centre
TBI	-	Technology Business Incubator
UAS	-	University of Agricultural Sciences
USDA	-	United States Department of Agriculture
UoH	-	University of Hyderabad
VIF	-	Veterinary Incubation Foundation
VLPC	-	Village Level Procurement Centres
YPARD	-	Young Professionals for Agricultural Development





## Executive Summary

India is likely to have the world's largest workforce by 2027, with one billion people aged between 15 and 64 years of which a greater proportion of 200 million youth live in rural areas for whom agriculture does not appeal as an attractive profession. Heeding the call for urgent efforts to enthuse, educate and empower youth in enterprise development, low cost innovations in farming, marketing and value addition, Professor Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad, India hosted a two day regional workshop on "Youth as Torchbearers for Business Oriented Agriculture in South India" - INSPIRE, jointly organized by Trust for Advancement of Agricultural Sciences (TAAS), New Delhi; Asia-Pacific Association of Agricultural Research Institutions (APAARI), Bangkok and ICAR- National Academy of Agricultural Research Management (NAARM), Hyderabad during 21-22 October 2019 at the University Auditorium, PJTSAU, Hyderabad, India.

The main intent of the workshop was to INSPIRE youth to – Ideate, Navigate, Skill, Perform, Innovate, Reach out and Engage community for making the farming a viable business enterprise. The workshop provided a platform to share knowledge and experiences concerning innovations, success stories on agri-entrepreneurship and opportunities for specialty modern farming, discuss impediments/constraints in executing innovative ideas and suggest measures for their redressal, discuss the role of institutions – public/private/ development sector for extending technical, financial and required policy support; and explore opportunities for building a neutral platform for collaboration and partnerships in South India.

The Workshop was inaugurated by the Honorable Governor of Telangana, Dr. Tamilsai Soundararajan, who holds farmers in high esteem. She urged Universities to make the subject of agriculture interesting and remunerative so that pre-college

students opt for it as first choice and not as a last option. She lauded the efforts of both Central and State governments for implementing farmer welfare programmes and pushed for Universities and industry to come up with innovative programmes for sustaining livelihoods of rural youth. The Minister for Agriculture, Sri Singireddy Niranjan Reddy echoed the Hon'ble Governor's thoughts and emphasized on the need for developing enterprises in food processing, value addition and with an export orientation. Distinguished speakers, Dr. R.S. Paroda, Chairman, TAAS and Ex DG, ICAR, Dr. V. Praveen Rao, Vice Chancellor, PJTSAU, Sri B.V.R. Mohan Reddy, Founder & Executive Chairman, CYIENT, Dr. Peter Carberry, DG, ICRISAT shared their valuable experiences and thoughts with a message to harness the digital IOT technologies to foster large scale agri-entrepreneurship, to bring change in academic curriculum towards enterprise development and to build strong linkages with industry for nurturing creative minds.

Apart from the technical sessions, the attraction of the workshop was a novel IDEA contest for students – IGNITE and an Exhibition "Potential Agri-Enterprises" which provided direct interaction with successful entrepreneurs showcasing their enterprises on the sideline. The workshop recorded a footfall of over 500 participants including 150 students and 75 faculty members from different SAUs and allied Universities, 100 innovative farmers/agripreneurs, from the South Indian States, and representatives of Industry, financial institutions and ICAR Institutes located at Hyderabad.

IGNITE – Agripreneurial Idea Contest powered by a-IDEA, ICAR, NAARM attracted 118 entries which were screened to shortlist 19 promising ideas for the preliminary round from where five finalists further refined their business plan which was judged by a four member jury and awarded the 1st, 2nd and 3

consolation prizes to Ms. K. PadmaSree and team, College of Food Science and Technology, Rudrur, PJTSAU (CHITOSAN – Shrimp shell waste based edible films), Ms. Divya Sriram & team of CCMB, Hyderabad (SUPPHAL- AI enabled BlockChain for supply of organic food and meat products), Mr.E. Suraj Kumar & team, Agricultural College, Jagtial (HEMPEROR – Hemp based oil, edible protein and fibre), PJTSAU, Ajay Verma & team, PVNRTVU, Hyderabad (VET VISIT – Mobile App for animal care), Mrs. PadmaSree Mishra, Presidency University, Bengaluru (BAL BHOJ – nutritious school meals for children).

The exhibition on “POTENTIAL AGRI-ENTERPRISES” was inaugurated by the Hon'ble Governor who visited and interacted with all the exhibitors comprising 25 enterprises, industry represented by TAFE, Coromandel International Ltd, Kaveri Seeds, Five Farmer Producer Organizations (FPOS) powered by NABARD; Finance providers- State Bank of India and Andhra Bank. The Exhibition elicited a good response from 1,500 visitors including college students, school children, faculty and young farmers from nearby districts.

The technical sessions covered diverse themes focusing on: 1) International and National Initiatives on Youth Empowerment in Agriculture, 2) Scaling Innovations, Steering Partnerships and Nurturing Agri-preneurship – Corporate and Innovative Farmers /Agripreneurs Experiences and Learning, 3) Interaction with innovative farmers and Agripreneurs, 4) Agri Incubators – Policy and Innovation in Mentoring and Fostering Young Minds, 5) Gender Inclusive Agri-preneurship- Learnings and Way Forward, and 6) Panel discussion on Enabling Policies and Financial Support for Agri-preneurship and Youth in Agriculture.

The common message that emerged through all the sessions was that the key players should focus on food processing, value addition, supply chain management where there are ample opportunities for young people. Further, Universities and Government should concentrate on building functional capacities of youth in commercial horticulture, niche farming, digital/precision farming, organic products sector, agro-advisories, agri-extension, custom hiring farm machinery, IOT based agri-innovations and ensure that Youth especially women are a part of policy advocacy concerning agri-preneurship

Speaking at the Valedictory of the workshop, Sri B.Vinod Kumar Vice Chairman, Telangana State Planning Board impressed upon the audience the opening up of umpteen opportunities for food processing and value addition of farm produce in the Telangana State in the context of the increased irrigated area facilitated by the Government enabled irrigation projects. He mooted for organizing similar meets for youth at district level to motivate them towards agriculture. Dr. S.K. Joshi, IAS, Chief Secretary, GoT advised PJTSAU to establish an Agri – Hub on the lines of T- HUB providing mentorship to students and prospective agripreneurs. The CGM, NABARD, (Telangana), Principal Sponsor of the workshop, Sri M.Vijay Kumar stressed on promoting value added products of millets and health foods as per consumer demands by young entrepreneurs interested in the farm and food industry. Dr. Paroda in his closing remarks emphasized on the need for introduction of agriculture subject in the syllabus right from school level and initiating a short-term vocational course in agriculture and allied areas along with launching of a Mission on Youth in Agriculture.



## Action points for Stake holders

*The deliberations of the 2 day workshop put forth several action points for various stakeholders that deserves inclusion in policy and implementation in Agri and allied Universities to encourage youth towards agriculture. The recommendations for implementation by various stakeholders are presented herewith*

### Universities

Establish Agri-hubs/incubators in Universities to offer vocational training, mentoring and hand holding services for students, faculty and rural/urban unemployed youth to develop themselves as agripreneurs.

Develop Agri-Technology parks in Universities in collaboration with allied institutes or organizations to showcase innovative technologies and enterprises to prospective agripreneurs.

Universities need to develop IPR policy and establish an IP Cell to enable research prioritization tending towards patentable innovations in technology for Agriculture and allied Universities.

Encourage the faculty for sabbatical/deputation to Industry to build innovation ecosystem in the Universities.

Attract Industry sponsored PG and Ph.D. research for skill development among student community.

Facilitate change in mindset/attitude, aligned to entrepreneurship both in faculty and students through capacity building, exposure visits, networking workshops and Ideathons.

Incentivize promising innovations brought out by faculty and students.

Promote a congenial environment for healthy collaboration amongst applied, technology and basic science Universities for promoting agri-innovations.

Solicit Alumni support – technical and financial for faculty and student agri innovations.

### Industries

Create “Innovation Corpus Fund” to support Agri-Incubators in Agricultural Universities and Government recognized Rural Innovation Centres.

Promote commercialization of innovations and technologies developed by Universities as CSR activity.

Encourage synergy between private and public institutions in promoting rural innovations in food processing, value addition, mechanisation, supply chain management and IoT based agri-innovations.

### Government

Launch a dedicated “National Mission on Youth in Agriculture” to INSPIRE and empower youth towards digital agriculture and agribusiness.

Provide policy support and incentives to promote Agri-Start ups with special emphasis on Self-Help Groups, Farmer Producer Organizations and rural youth.

Incorporate agriculture and agri-entrepreneurship in school and pre-graduate curricula in close collaboration with Universities and Industries to attract them towards agriculture sciences.

Converge activities of all Government departments concerning agriculture and allied sectors for skill and enterprise development among rural youth especially women.

Establish Rural Innovation Centres to mentor and support grass root level innovators in collaboration with development sectors/and organize INSPIRE workshops at district level to empower rural youth.

### Financial Institutions

Formulate agri-entrepreneurial friendly norms for financial lending and recovery to support entrepreneurial activities of farmer collectives, rural youth especially women.

Sponsor capacity building workshops, skill development trainings for rural youth including farmers for fostering agri-entrepreneurship.

Support to innovations – products and processes in agri and allied Universities.



## Background

*“The youth can be attracted to and retained in farming only if it becomes economically rewarding and intellectually satisfying”.*

*Prof. M. S. Swaminathan*

India is experiencing change in two areas that promises to have profound impact on the economic and global leadership status of the country – Agriculture and Youth. With its youth population of 356 million, it is likely to have the world's largest workforce by 2027, with one billion people aged between 15 and 64 years (Live Mint, 2017). Half of the population is under the age of 25 years and two-thirds are less than 35 years which could be a game changer to exploit avenues for engaging them effectively in modern agriculture to sustain agriculture production in order to meet with the demand of the increasing population. The increasing literacy rate in the rural youth makes them amenable to modern farming technology including internet of things (IOT) based farming practices, much needed in the changing scenario of market oriented farming. However, it has been observed that changing aspirations and lure of stable income from sedentary jobs in urban cities induce rural youth to neglect agriculture that supports their families.

Revitalizing agriculture sector is the most important policy agenda in the country. Nearly 200 million young people live in the rural areas, a large section of who do not perceive a good future for themselves in agriculture due to low profitability and income in the traditional agriculture, and lack of infrastructure and required basic amenities in rural areas. Even the agriculture professionals are moving away to alternate sectors which are a big concern for 0.4 million workforce trained in Indian agricultural universities and institutes. At the same time, current agriculture faces numerous daunting challenges such as: over-exploitation of natural resources (land, water and agro-biodiversity), a continued decline in total factor productivity, costly inputs, low income and production uncertainties due to adverse effects of climate change. Therefore, ageing agriculture coupled with waning interest of youth and multi-facet agricultural challenges are posing serious threats to sustain

agricultural production and achieve sustainable development goals (SDGs) by 2030.

The sustainable development goals (SDGs) emphasize the need for food and nutritional security to bring down poverty and malnutrition. In tune with this objective, farming in India today is changing from a production for quantity to meeting the market oriented designer food requirements of the global populace. While taking into consideration the changing resource availability, life style changes based consumer needs, health consciousness and nutritional dietary preferences, there is a disconnect between the producer, processor and the consumer, resulting in poor price realization for the farmer, lost opportunities for processors and higher price of food products for consumers. Urban development is pulling away youth from rural areas leaving farming to older generation and women who are disadvantaged by skewed land ownership policies and connected subsidies, banking and finance opportunities. With this backdrop, it is the ideal time to relook at the way agriculture is promoted – at all levels to make it appealing to the youth of today – rural or urban – who are a powerhouse of creativity, vibrant energy, innovation and focused motivation – which, when not channeled in the right direction would turn into a wasted destructive resource for the country.

There is a need to INSPIRE - ideate, navigate, skill, perform, innovate, reach out, engage community) – Sow an idea, skill and sustain, plan and precipitate, innovate through IOT, reach out to technology and finance providers and finally end users to sell the product for making the farm a viable business enterprise. There are several corporate organizations, community based organizations, development sector organizations, farmer cooperatives, processing industries, input providers, public domain institutions which have the knowhow to empower the interested youth (men and women) in the art of profitable farming while ensuring welfare of communities.

However, the linkages between these change agents are localized depriving a larger audience to learn about the opportunities, challenges and success stories of young men and women who have ventured into the agribusiness domain. There is an obvious need to create an appropriate platform for exchange of ideas, sharing knowledge and experiences, suggesting measures for solving problems, providing inputs for creating needed policies and most importantly a networking among the stakeholders.

In the past, a few organizations/institutions such as Tamil Nadu State Planning Commission (2013), M.S. Swaminathan Research Foundation (MSSRF) (2016) and National Institute of Agricultural Extension Management (2016) have also debated options for greater involvement of youth in agriculture.

More recently, the Trust for Advancement of Agricultural Sciences (TAAS), in collaboration with Indian Council of Agricultural Research (ICAR), MSSRF, Asia-Pacific Association of Agricultural Research Institutions (APAARI) and Young Professionals for Agricultural Development (YPARD) had organized a Regional Conference on Motivating and Attracting Youth in Agriculture (MAYA) in New Delhi on 30-31 August, 2018. The Professor Jayashankar Telangana State Agricultural University (PJTSAU), the youngest agricultural university in the country catering to an industrious farming community of the State of Telangana, has initiated a unique skill oriented, enterprise building training program for young farmers (men and women) under 35 years, known as

*“Telangana Yuva Rythu Sagubadi”* in 2015 which has received high appreciation from the beneficiaries.

Inspired by earlier successes and considering an urgent need for motivating and attracting youth in agriculture especially through agri-entrepreneurship, PJTSAU hosted a “Regional Workshop on Youth as Torch Bearers of Business Oriented Agriculture in South India” in collaboration with Trust for Advancement of Agricultural Sciences (TAAS), New Delhi; Asia-Pacific Association of Agricultural Research Stations (APAARI), Bangkok and ICAR- National Academy of Agricultural Research Management (NAARM), at Hyderabad during 21-22 October, 2019.

### **Objectives**

To provide a platform to share knowledge and experiences concerning, innovations, success stories on agri-entrepreneurship and opportunities for specialty modern farming

To discuss impediments/constraints in executing innovative ideas and suggest measures for their redressal.

To discuss the role of institutions – public / private / development sector for extending technical, financial and required policy support.

To develop a Road Map for MAYA in agri-preneurship and build a neutral platform for collaboration and partnerships in South India.

To define role of youth in rural advisory services and for linking farmers to markets.





L to R ( Dr. V. Praveen Rao, Dr. R.S. Paroda, Dr. Tamilisai Soundararajan, Sri S. Niranjana Reddy, Dr. B.V.R. Mohan Reddy, Dr. Peter Carberry)

Rapporteurs	<ol style="list-style-type: none"> <li>1. Dr. G. Uma Devi, Senior Professor &amp; University Head, Dept. of Plant Pathology, College of Agriculture, Rajendranagar, Hyderabad</li> <li>2. Dr. D. Shivani, Professor, Dept. of Genetics and Plant Breeding, College of Agriculture, Rajendranagar, Hyderabad</li> </ol>
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Dr. V. Praveen Rao, Vice-Chancellor, PJTSAU welcomed all the dignitaries on and off the dais, while giving the opening remarks on the need to organize the INSPIRE workshop. He opined that India had a great opportunity, having the largest workforce with 3.6 million youth aged between 15- 30 years who need to be motivated to engage in modern agriculture powered by IOT based farming practices since most of the rural youth are migrating to urban cities for employment. He highlighted the success of the “Telangana Yuva Rythu Sagubadi” a skill based training programme organized by PJTSAU in 2015, to 330 young farmers in the age group of 18-35 years of Telangana some of whom have become innovative farmers after the training.

Dr. Peter Carberry, Director General, ICRISAT recalled his journey as a doctoral student at ICRISAT in 1982 to heading the Institute currently. While throwing light on the initiatives taken up by ICRISAT in Africa and India towards promoting agri enterprises, he opined that India being a leader in cereal production should transfer technology innovations to less advanced countries in Africa. He saw tremendous potential for students in digital agriculture to work in Start-up models.

Sri B.V.R. Mohan Reddy, Founder and Executive Chairman, CYIENT complimented Dr. Praveen Rao and his team for promoting business culture in agriculture with focus on youth. He was of the opinion that the 10 million dollars allocated by the Prime Minister, Sri Narendra Modi into Indian agriculture, five years ago towards agriculture can be gainfully utilized through promoting entrepreneurship. In the last 200 years, technological intervention has propelled exponential growth and explaining the power of computing and connectivity, he extolled the virtues

of sensors in human life. Management of Information System (MIS) is a tool for real time decision making. Acceleration and amplification of technology has created many jobs for youth. Next generation genomics and ability to store energy in batteries is available today which India as the second largest producer of food grains, milk, cotton, spices can harness. India experiences all 15 climates and has 46 types of soils out of total 60 types in the world. Agriculture produces 17.32 % of GDP, employs 42% of able bodied work force. He cited the example of 200 farmers in Gujarat using mobile phones for agricultural applications to enhance their income by Rs.7000/-. He opined that young people should come forward to get trained in Precision agriculture – use of drones for spraying pesticides to reduce pesticide usage and make things better.

Dr. R.S. Paroda, Chairman, TAAS quoted the former President Dr. APJ Abdul Kalam who took initiative to inspire youth to work hard and achieve their dreams and take India to great heights. He lauded Dr. Mashelkar, Director, CSIR for organizing a session in Indian Science Congress on “Youth in Agriculture” during 2000 itself. A National Innovation Fund was also introduced to inculcate and encourage youth towards agriculture. Through regional initiatives, conferences were organized in Pakistan and India, MAYA – Motivating and Attracting Youth in Agriculture being one such initiative in India with the largest strength of Youth, half of them being women. He felt it was time to revolutionize agriculture and do business differently. Youth should act as farmers, knowledge providers and extension agents and they also should be trained to become input providers. He urged Institutions and Universities to support in training the youth both through formal and vocational education in agriculture.

Sri. Singireddy Niranjan Reddy, Minister of Agriculture, Telangana State and Guest of Honour enlightened the forum about the pro farmer initiatives of the Telangana government – Rythu Bandhu, Rythu Bhima, Mission Kakatiya for Canal irrigation etc. The Government was also keen on appointing one agricultural officer to each mandal and one AEO for 5000 acres. Lamenting that only 20% of youth from rural families are employed in agriculture he once again reiterated that youth have to be drawn back to agriculture. Knowledge on dairy, aquaculture, mushroom production and other allied activities should be provided through trainings and financial support to attract young men and women to farming. He suggested bringing about change in thinking and attitude of rural youth, providing crop production inputs to youth, improving post-harvest operations, advertisement and delivery services, increasing the number of scholarships for agriculture. Digital information should be available to agriculture to make it more business oriented.

Dr. Tamilsai Soundararajan the Hon'ble Governor, Telangana State lauded the efforts of Vice-Chancellor and his interest to improve and introduce new academic and scientific reforms in agriculture and the University. Agriculture being the provider of food to all people she urged school students to opt for it as a first option. Praising the Hon'ble Prime Minister Sri Narendra Modi's initiatives for improving farmers livelihoods she also expressed her deep commitment to the farmers by choosing Agriculture as her topic for the upcoming Governor's Conference. She opined that "INSPIRE" is the need of the hour as Indian youth are clever and will be inspired if agriculture is made innovative and interesting. In her concluding remarks she urged all present to put the farmer on the highest pedestal and work for his well-being.

The session closed with the formal vote of thanks presented by Dr. V. Anitha, Director Planning & Monitoring Cell, PJTSAU as organizing secretary of the workshop.



An auspicious start of the workshop - Lighting of the lamp by the dignitaries on the dais



## Glimpses of the Inaugural









L to R ( Drs. Sanjeev Saxena, K.S. Vara Prasad, Ashok Dalwai, Peter Carberry, Ariz Ahammed, R. Inigo Arul Selvan )

### International and National Initiatives on Youth Empowerment in Agriculture

<b>Chairman</b>	Dr. Ashok Dalwai, CEO, National Rainfed Area Authority
<b>Co-Chair</b>	Dr. Peter Carberry, Director General, ICRISAT
<b>Rapporteurs</b>	Dr G. Padmaja and Dr. K. Kavita, PJTSAU

This session focussed on the challenges for attracting youth to agriculture and various initiatives of National and International organizations for remedying the situation.



**Dr. Ashok Dalwai** in his opening remarks opined that illusions attached to entrepreneurs arising from agriculture need to be dispelled while directing the youth to take up agriculture as a profitable enterprise by producing commodities for market and creating the demand. Agriculture being a biological system, is more prone to risk at production and post-production level, hence focus needs to be shifted to value addition to make profits. Secondary line of production linked to business through bee keeping, lac culture and other aspects can be thought of to rescue the farmers from risks of depending on agriculture alone.

**The various speakers put forward the following challenges from the perspective of their respective organizations that required urgent attention**

1. Disproportionately high levels of youth unemployment in the country
2. Attracting youth to agriculture sector
3. Inadequate investment
4. Food loss and Food wastage
5. Few value added products and poor cold storage facilities
6. Agri logistics throughout value chain

**Dr. Peter Carberry**, provided a brief review of the CGIAR assets and initiatives for youth as torch bearers for business oriented agriculture. The initiatives taken up by ICRISAT in attracting youth into the agricultural sector were discussed such as,



- Training on processing and packaging of sorghum in Nigeria
- Grafting in vegetables for higher yield and income in AP and Karnataka
- Engaging youth to operate primary processing plants
- Skill based training in operating machinery as a business enterprise in Karnataka, Uttar Pradesh, Telangana and Odisha
- Launching of I Hub in 2017 to accelerate opportunities for agri-tech in India through cutting edge digital innovations viz., IOT, drones, AI, Big data and Block chain

He opined that success of digital technologies in agriculture rests on the five pillars viz., agriculture extension, farm management, peer to peer collaboration, market linkages and research efficiency.

**Dr. K. S. Varaprasad**, Associate, APAARI, Bangkok, stated that the main vision of APAARI is to strengthen research and innovations for sustainable development in Asia and the Pacific. He cited examples of webinars and training programmes organized in collaboration with various Indian Universities – TNAU, PJTSAU, SKDAU, CSK HPAU. Citing the key func-





tional capacity gaps identified in fostering an Agricultural Innovation System in Universities he enlisted the following at various levels -

Individual – Interpersonal skills, team work, recognition of individual effort, transparency in interpersonal relationships, leadership quality, Capacity to stay updated with latest technologies, planning and execution, perseverance, adaptability to new environment, linking basic to applied research, interdisciplinary research, knowledge of advanced statistical tools and equipment, improvement in quality of research outputs

Organizational – Simplification of complex hierarchy, effective monitoring and evaluation, prioritization and execution of works, time management, performance based evaluation and academic auditing, openness to change, responsibility, development of second line functionaries, research and analysis of the farmers situation, programmes for scaling up, continuous refinement of released technologies, popularization of newly released varieties and technologies for increased visibility and impact creation, Interdisciplinary research

Addressing these gaps and providing an enabling environment would reflect in the form of improved team work, coordination among functional units, utilization of manpower, better utilization of specialized manpower in advanced laboratories, performance based promotions, collaboration and networking.

Dr. Varaprasad explained the APAARI strategy for youth in the following points

1. Bringing together diverse Agricultural Innovation System (AIS) and knowledge needed to create agri-food innovations
2. Promoting new technologies and process innovations
3. Creating a learning environment to share and discuss ideas, identify solutions and explore opportunities for collaboration
4. Developing technical and functional capacities (soft skills) to realize the potential of innovation
5. Bringing out the voices of women and youth
6. Influencing strategies and policies to improve investment
7. Facilitating a shift in mindset and attitudes of youth to agri-business

**Dr. Sanjeev Saxena**, ADG, IPTM&PME, ICAR, New Delhi, India, shared the experiences of ICAR in Agriculture R&D and business oriented agriculture in the form of policy instruments such as National IPR Policy (2016) and Start Up India 2016 which have encouraged more Industry-Academia partnership in agricultural R&D, Institute Technology Management Units (ITMUs) providing incubation services, business services, technology portfolio management, capacity building and regulatory services.



He also emphasised on stages of growth for start-up enterprise and technology development framework. ICAR has also introduced new extension services for farmers and rural youth and women through initiatives such as Farmer FIRST; ARYA; KSHAMTA; VATICA and NARI

- ✓ **Farmer FIRST:** Farm Innovations, Resources, Science and Technology: 51 Projects in 20 states covering 48921 farm families in 114 villages
- ✓ **ARYA** (Attracting and Retaining Youth in Agriculture): 97 KVKs; 12783 youth trained; 1022 Enterprises Developed
- ✓ **KSHAMTA** (Knowledge Systems and Homestead Agriculture Management in Tribal Areas) – 26800 demonstrations; ~2 lakh farmers trained in 125 tribal dominated districts
- ✓ **VATICA** (Value Addition and Technology Incubation Centers in Agriculture): 25 KVKs promoted value addition and entrepreneurship development
- ✓ **NARI** (Nutri-sensitive Agricultural Resources and Innovations): Promoting women-centric health and nutrition campaign through family farming, nutri-thali and also nutri-smart village concept



**Dr. Ariz Ahammed**, IAS, Managing Director, NHB, explained about the roadmap to make Indian Horticulture profitable, safe and affordable, sustainable & global through

Provision of centralized services through speciality centres for horticultural crops viz., Centre for horticulture Innovation and business: Centre for standards and protocols; Centre for organic fruits and vegetables, Centre for market and business intelligence

Constitution of commodity wise commissions and associations

Cluster development for various crops to decide and evolve appropriate innovation, technology,

financing, marketing and operational models for each cluster, mentor cma and cta and other stakeholders

Building awareness, cooperation, support and participation among cluster members

Focus on Food loss and food wastage, Cold chain development & Agri-logistics

Efforts to increase the consumption of fruits and vegetables in domestic and international markets

Protect the grower investment in the brand against trademark infringement in all markets.

Outreach to industry and membership to gain cooperation, support, awareness, and participation in the commission's primary activities.

Promote fair trade / commodity bargaining councils/ optimal trade monetization in cluster development.

He discussed global models of horticulture development viz., Green ports of Netherland, Spain: Almeria, Chile, Peru, Columbia and Mexico and cited Indian success stories of NDDDB-White Revolution, Mahagrapes-Grapes, Sahyadri Farms-Grapes and Tanflora- Floriculture to inspire the young audience to take up horti enterprises.



**Dr. R. Inigo Arul Selvan, DGM, NABARD, Hyderabad** explained about the initiatives for empowerment of youth in agriculture from the perspective of a banker / finance provider.

#### 1. Financial Initiatives

- a) Policy Advocacy for focused / targeted lending
- b) Capacity building of rural financial institutions
- c) Reduction of cost of capital
- d) Enabling access to finance
- e) Implementation of sector specific schemes

#### 2. Enabling an Eco-system for agricultural development

#### 3. Support to farmer collectives- nurturing their role in value chain

#### 4. Developmental Initiatives

- a) Natural resource management for improving productivity
- b) Transfer of technology
- c) Skilling the rural youth
- d) Support to rural non-farm sector
- e) Support for innovations-product/process

**Dr. Ashok Dalwai** in his concluding remarks encouraged youngsters to utilize the workshops such as INSPIRE to become entrepreneurs and act as job providers rather than job seekers. He opined that innovation is possible for everyone, with a little interest by procuring ideas from other places of the world and up scaling locally.







L to R ( Mr. P. Surender, Mr. G.V. Subba Reddy, Mr. Anil V. Epur, Dr. V. Praveen Rao, Dr. Ashok Dalwai, Mr. K. Gopinath, Mr. G. Krishna Kumar, Mr. S. Raj Sekhar Reddy, Dr. V. Venkataramana)

### Scaling Innovations, Steering Partnerships and Nurturing Agripreneurship- Corporate & Innovative Farmers/Agripreneurs Experience and Learning

<b>Chairman</b>	Mr. Anil V Epur, Past Chairman, CII, Telangana
<b>Co-Chair</b>	Dr. V. Venkata Ramana, Vice-Chairman, TSCHE
<b>Rapporteurs</b>	Dr. M.V. Nagesh Kumar and Dr. V. Sunitha, PJTSAU

This session focussed on the corporate sector experiences while fostering agri-entrepreneurship, the challenges that prospective agri-preneurs face and potential for agri-enterprises as livelihood options. The successful agri-preneurs also shared their stories, problems that they encountered and the secret behind their success.



The Chairman, **Mr. Anil V Epur** in his opening remarks cited a 2014 report, wherein it was stated that 61% of the farmers had quit farming. Hence he felt it was imperative to modernize agriculture and make it lucrative to farmers by combining traditional

hard work with modern technologies, value addition and efficient marketing. He further added it is essential to explore the potential opportunities in farm production, marketing, processing, logistics, research & development, warehousing etc. for developing Agri-sector. He reiterated that for achieving the goal a strong commitment from all stakeholders in Agri-sectors and Incubators is essential. Further he spelt out a few discussion points viz., exploring avenues for trading, motivating and facilitating students, Facilitating access to higher production by setting up farm service centres and developing ware houses, facilitating access to major supply chain including exports, improving socio-economic and infrastructure facilities in rural areas to attract youth to farming, encouraging value addition of agri products for specific defined markets, establishment of farm schools as in Europe to encourage family farming and timely recognition of

innovators and young entrepreneurs through awards and incentives to energize the youth to agriculture.

The presentations of the speakers in the session brought out a few common challenges for promoting agripreneurship that are listed hereunder –

- Limited reach of Public sector extension
- Lack of integration between private and public players in extension outreach
- Fragmentation of land holdings
- Limited opportunities for contract farming
- Lack of suitable farm implements/ machinery for small farms
- Credit availability constraints to small and marginal farming/businesses
- Poor infrastructure and supply chain management
- Lack of alignment of agricultural production to market requirement

Experiences of Corporate Sector – Key Learnings

**Mr. G.Krishna Kumar**, Vice President, ITC Limited, Guntur, Andhra Pradesh – enlightened the delegates on the presence of ITC in various sectors across the nation and specifically gave some examples of agri business initiatives taken up by ITC to encourage young farmers and graduates towards enterprise development.



Value chain development in chilli for food safety through public-private partnership, which facilitated 15% increase in farmers income per acre – Govt. of A P and Karnataka.

Establishment of e-Choupal, a digital platform in different States of the country to promote farm-fresh vegetables and other agri-related products

Transition from conventional to Precision farming among community

ITC's agriculture work experience programme for capacity building of agri students in Andhra Pradesh

Partnership with startups for crop monitoring, online inspection, smart irrigation, monitoring system, price prediction and community development



**Mr. G.V. Subba Reddy**, Vice President & Divisional Nutrition Head (South), Coromandel International Hyderabad, – Farm input Marketing described the company's presence in the South of India as a One stop shop for agri needs with a customer reach of 3 million farmers annually through

its 10,000 dealers and 800 retail business stores (Mana Gromor centres) across Andhra Pradesh, Karnataka and Telangana – providing farming products and services. Highlighting some of the innovative initiatives to attract youth participation, he mentioned a few such as

Digital intervention Gromor Shakti- for increasing customer reach virtually for enhancing product sales and delivery

Setting up custom hiring centres for facilitating farm mechanization in paddy

Farmer education on input use efficiency through webinars, touch screen kiosks, nutrient manager software and nutri- clinics

Collaborations with NETAFIM for promoting drip irrigation and CYIENT for drone pilot soil testing based nutrient recommendation

Forming young farmers clubs for facilitating farmer to farmer interactions and technology transfer

**Mr. P. Surender**, Head, Custom Hiring Division, TAFE, Chennai, elaborated on the various initiatives in the farm mechanization sector, supported by TAFE, which is a leader in bringing about innovation in farm machinery catering to all farm sizes. TAFE



had established J Farm services – Custom Hiring Centres as CSR initiative in 13 States of India with 420,000 plus enrolled farmers apart from rolling out tractor and other farm equipment rental app for

convenient booking services. He quoted the success of custom hiring centres of farm mechanization in Rajasthan as an example. He also informed that TAFE provides access to farm equipment for entire cropping cycle (Rotary tiller, plough, seed drill, thresher, harvester, etc.) through fair and transparent rental process at desired timeslots. Another initiative worth mentioning is the F2F platform which creates rural entrepreneurs from existing tractor and implement owners where equipment is underutilized on one hand and prohibitive cost of high end farm machinery limits access to small and marginal farmers on the other hand. TAFE also partners with State Governments and other organizations to set up J Farm services for promoting farm mechanization and rural youth entrepreneurship in various parts of the country. He emphasized the great opportunities that youth have to become successful entrepreneurs through custom hiring centres for harvesters in major crops, inter-cultivators and large scale plant protection sprays through drone technology.

**Mr. Rajasekhar Reddy Seelam**, CEO, SRESTA Natural Products – 24 Mantra Organic Store, presented his transformation from an agri graduate to an entrepreneur in the organic food business, starting out singly and currently engaging 500 employees under the 24 Mantra umbrella.



He informed that 24 Mantra Organic was founded in 2004 with integrated operations from farm to fork across 15 States, 250000 acres and 45000+ small & marginal farmers as participants. Wide range of value added organic food comprising over 150 products viz., staples, beverages, breakfast cereals & spreads, snacks & confectionary, ready to cook, health foods etc., are marketed through nationwide operations. Speaking about the working model, he informed that SRESTA works with local communities, compiles best practices, provides training & crop advisory services, certification and buyback directly from farmers while the business model of SRESTA includes domestic & international market and supply chain. Domestic & International sales are facilitated by certification for USDA NOP, EU & Indian NPOP.

Mr. Reddy explained the constraints for growth of Organic food market in the country at various levels – farm, quality, operations and supply chain.

Farming Challenges - Convincing farmers to take up organic farming; small farm holdings which are non contiguous resulting in logistics issues; non uniform quality of produce; lack of knowledge of organic cultivation practices and ensuring organic integrity.



Quality & Operational Challenges – Pest infestation and consequent use of prohibited chemicals; food safety issues – pesticide residues; mycotoxins; microbial contamination; Consistency of quality in terms of size; colour and nutrient content; poor shelf life

Supply Chain Challenges– Identifying a viable and loyal market; an enabling ecosystem through policy support; integrity and interest of people in organic product supply; Financial sources (funding) for supply chain management.

Elaborating on the essentials for building an Organic business he enlisted some tips for prospective entrepreneurs such as -

- Vision, commitment & right culture
- Find unique solutions which makes sense for the local context
- Low cost brand & market building
- Develop alternative channels
- Build a team with the right values
- Build the ecosystem



**Mr. Gopinath Koneti**, Executive Director, KPMG, Hyderabad explained about changing dynamics of nutritional demands which offers excellent opportunities in horticulture for agri – entrepreneurs while digital tools and their applications offer wide scope for innovation in product diversification. He advised youth to concentrate on problem statement, sizing the business, observing business/ market/ consumer trend, participate in

mentoring workshops, seek support from incubators, peer group, friends & families, explore funding/ collaborative opportunities from / with State and Central government departments -Ministry of Food Processing, Agriculture, Horticulture, Fisheries, AH & Dairy, Poultry etc., Developmental organizations /NGOs

**Dr. V. Venkata Ramana**, Co Chair, summarized the session and called upon the students and young entrepreneurs to take up careers in interesting and emerging areas such agri-tourism, green bucket challenge, farming camps etc., He further added that incubation centers should not end up as training centers for students, instead should be programmed to identify their interests and mentor them for start ups. He saw the need to include success stories of agripreneurs as classroom material for students to provide inspiration. He concluded that Attention, Interest, Desire, Action and Satisfaction will help in capturing and marketing agri products successfully. He applauded the organizers for a wonderfully planned session.



Overall, the session gave an overview of the opportunities available to the students in agri-preneurship. While the students are aware of the career options in government and public sectors, the session gave a glimpse of new and emerging employment /entrepreneurship opportunities available in private sector such as custom hiring, farm mechanization, organic farming, export marketing especially in horticulture etc., in addition to the opportunities in seed and agri-chemical sectors.







L to R ( Dr. Jawaharlal, Mr. Mohammed Basha, Mr. Sampath Kumar, Mr. L. Ravi Teja, Dr. Y.G. Prasad, Dr. Bhag Mal, Mr. B. Veera Reddy, Dr. A. Manohar Rao, Dr. D. V.V. Reddy, Mr. Harish Raghu, Dr. A.J. Peter )

### Interaction with Innovative Farmers & Agripreneurs

<b>Chairman</b>	Dr. Y.G.Prasad, Zonal Director (X), ATARI, CRIDA, Hyderabad
<b>Co-Chair</b>	Dr. Bhag Mal, Senior Consultant, TAAS, New Delhi
<b>Rapporteurs</b>	Dr. T. Uma Maheswari and Dr.K.Parimala, PJTSAU

The Chairman invited the nine entrepreneurs dealing with diverse agri business portfolios to talk about their journey from ideating to execution, their trials and triumphs in the process, in order to enthuse the young audience to follow their footsteps. The stories have been summarized briefly giving insights into their efforts and innovative spirit.



**M/s.Varsha Bioscience and Technology, Hyderabad –Bio-pesticides & Bio-fertilizers - Dr. A. John Peter**, Managing Director, an entomologist turned first generation entrepreneur, invested all his savings and started a company in 2003 with three staff which has

grown to 72 employees at present with a DSIR recognized R&D facility producing eight registered bio-pesticides and permitted to produce and market 14 bio-pesticides in 2019. He worked as a scientist in ICRISAT and NAARDI (a subsidiary of Nagarjuna fertilizers) which gave him the necessary experience to dabble with bio pesticides. He explained the pros and cons in taking up bio-pesticide production as an enterprise, regulatory issues and need for policy support.

#### Success mantra

- Innovation at every point of business
- Training in quality control and production technology
- Analysis of market trends.

Focus points – He laid emphasis on the following points to encourage agri entrepreneurship

Institutions should encourage youth to take up bio-pesticide and bio-fertilizer production and also serve as crop advisors.

Improve regulatory requirements for bio products and bio fertilizers.

Encourage use of bio-fertilizers to save 25% of fertilizer usage

Create awareness among farmers on bio-pesticides and bio-fertilizers for greater penetration

**M/s L'ESPERANZA - Sacred Essential Oils** is a family owned company of **Mr. Ravi Teja Leburi**, an Agricultural Engineer and MBA graduate from one of the top Business Schools in France, cultivating aromatic plants and extracting essential oils since last five years.



#### Success mantra

Creating a win-win situation for both farming communities and end customers

Studying abroad gave exposure to varied consumer interests

Handling all the products with utmost care from sowing to distillation and packaging & getting product on to retail shelves.

Focus points – He stressed on the following points

Prominent role of mechanization in cultivation of aromatic plants and extraction of quality essential oils

Capacity building to interested youth on essential oils as an enterprise



**Ms/ Simply Fresh Pvt. Ltd.** - A startup company was founded by two Australia-based software engineers, **Mr. Sachin Darbarwar** and **Mrs. Shweta Darbarwar** in 2013 at Shameerpet, Hyderabad in a 9 acre farm that catered to retail and Horeca segments in local markets supplying premium greenhouse produce like lettuce, capsicum, cucumber, coriander and palak to the customers online. They graduated to export in 2014 and realized the demand for safe and traceable agricultural produce. Simply Fresh uses AI technology in farming for growing, nourishing, picking and processing medicinal plants and fresh produce year round at greenhouses using soil less farming technology. The company raised close to USD 30 million through private equity investors in 2018 to expand its farming with a 150acre facility in Arjunpatla, Siddipet. The farm is digitally controlled by bit data, which determines and detects climate conditions and nutrient requirement for the plants.

**Success Mantra**

- Dream big
- Seek advice from Industry and
- Keep on trying

Focus Points : Mr Sachin felt that youth should focus on these four important points to achieve success

- Be Innovative: Always find new ways to cultivate and deliver.
- Be Transparent: Take from nature-but never harm nature.
- Be Responsible: Adhere to sustainable methods of cultivating and serving produce.
- Be Ethical: Be truthful to customers, employees, stakeholders and most importantly, Mother Earth

**Karimnagar Dairy & Farms Pvt. Ltd, Chairman, Mr. Ch. Rajeshwar Rao,** an agricultural graduate from



Karimnagar has shared his experiences in the development of Karimnagar Dairy in achieving a business turnover of Rs.312 crores with 2,00,000 litres of milk procurement. The unit was established during 1997 and later converted into farmer producers company during 2003. Presently the company runs 38 dairy parlors and markets 23 milk products. Introduced several welfare schemes including old age pensions, scholarships, children marriage expenses, *Paala bharosa* insurance etc. for farmer's families and healthcare of milch animals with success and honesty. The cooling and chilling units established have benefitted 84,000 farmers.

**Success Mantra**

- Cooperative effort
- Self-reliance for feed and fodder of animals
- Technology adoption and quality assurance with honesty
- Welfare initiatives for all stake holders
- Tie ups with financial institutions to provide loans to the dairy farmers for purchase of milch animals and maintenance

Focus points : He opined that Governments and Organizations should concentrate on

- Encouraging youth to take up dairy units in villages by creating awareness programmes and offering financial assistance
- Developing local fodder to increase milk yields with assistance from national and international technology providers
- Bringing Innovation in product development
- Networking for input supply and marketing
- Giving Insurance to dairymen/women as an incentive

**Madurai Malle – Vangaurd Exports, Coimbatore -**

**Dr. Jawarhar Lal,** Director of Extension, TNAU shared the success story of Mr. Sethu Madhavan, a science graduate who turned into a successful entrepreneur with *Madurai Malle* by preserving *Malle* (Jasmine flower) and exporting to UAE and USA. Using simple post-harvest techniques he was able to retain 15-20% fragrance enabling exports to far off places resulting in a turnover of Rs.25 to 30 crores per year. He started experimenting with various methods for extending shelflife of different flowers and ended up patenting the quick dip of *Gundumalle* with boric acid @ 4% followed by packing in thermocole box lined with aluminum foil (Patent No. 1370/che/2010). Presently he exports 3-5 tons of delicate *Malle* to Dubai and 6 tons to USA per year.



**Success Mantra**

- Innovation
- Industry
- Perseverance
- Linkages with technology providers

Focus points : Dr Jawaharlal emphasized on focussed R&D and involvement of post graduate students in

- Research on different post-harvest techniques of different flowers leading to agri- business opportunities

Harness benefits of nanotechnology in reducing post-harvest losses



**Mr. Veeramaindan** from Chennai, Tamil Nadu shared his experiences and success with ornamental fish farming, breeding different types of exotic fishes. It is a viable business option for middle class farmers, women self-help groups, backyard farmers under South

Indian conditions. Besides breeding he supplies exotic fish belonging to fifteen different families in metro cities. He is supplying ornamental fish metro cities. He explained that most of the ornamental fishes are exotic, easily available and well suited to south Indian tropical condition.

#### Success Mantra

Thinking differently

Focus points : Mr. Veeramaindan showed a lot of opportunity for youth in the following areas

Ornamental fish breeding and whole sale trading

Retail aquarium shop keeping

Ornamental fish feed production and trading

Ornamental fish medicines and additives production and trading

Aquarium furniture manufacturing

Aquarium servicing and maintenance

Whole sale trading of Aquarium accessories

Natural collection, culture and trading of live feeds



**Mr. Ravi Kiran**, an automobile engineer from Hyderabad shared his innovative ideas to develop need based machinery in post-harvest technology for small and marginal farmers that can develop into an entrepreneurship. He developed a multicrop harvester with reduction in loss of <1% and

chilli harvester saving time and labour cost.

#### Success Mantra

Innovation

Hard work

Focus points : Mr. Ravikiran felt that there was a lot of scope for youngsters to take up

Small and marginal farm machinery as viable business enterprise

Machinery for post-harvest operations

**Mr. Harish Raghu**, an agricultural graduate with 23 years of experience in rural banking started **SaGgraha Management Services Pvt. Ltd.** in 2014

which is a finance resource linking enterprise operating in 7 States. As the Managing Director & CEO, he along with his team focused on activity based lending instead of asset based lending and laid emphasis on financial literacy programmes and capacity building to rural customers. The Company was instrumental in facilitating the opening of 2 lakh Jandhan accounts. It aims to scale about 2000 crores of AUM (Assets Under Management) in the next four years while offering assets, liabilities, remittances and third party products thus delivering an array financial services to rural population. He urged the youngsters to first understand the financial system, gaps and rely on team work to face new challenges.



#### Success Mantra

Effective delivery of financial services to the excluded population

Customized array of financial services

Experienced team of professionals in core areas

Focus points–Mr Raghu urged the youngsters to CARE to become successful entrepreneurs

Customer first

Adapt through continuous learning

Responsible and vigilant

Ethical and Transparent in offering financial products for inclusive development

**Mr. Mahaboob Basha**, a post graduate in horticulture, established Green Tech Landscape Consultancy and provides advice in landscaping earning an annual income of Rs. 20.0 lakhs. Following his experience as a student of horticulture he transformed into a practitioner with his creativity and hard work.



As a hortus consultant he has succeeded in transplanting 100 year old trees.

#### Success Mantra

Entrepreneurial outlook

Creativity and industry

Focus points : Mr Basha projected that there was ample scope for youth to take up landscaping

Maintenance, landscape care products

Skilled technicians; quality service providers

Customized and affordable landscape solutions

Farmers as Entrepreneurs– Experiences





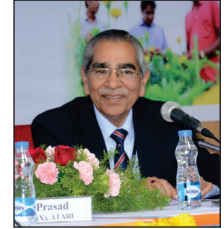
**Sri P. Sampath Kumar**, farmer from Warangal narrated his story of producing mangos and vegetables without chemical use through natural farming. Apart from production he started his own Green organic store and supplies chemical free fruits and vegetables, earning an income of Rs. 40,000/month



**Shri Bachu Veera Reddy**, an agripreneur from Kachireddypalli (vil) Gangadhara, Karimnagar district, Telangana, India, is an agriculture graduate who is passionately involved in exploring indigenous technologies for the benefit of the farming community. He developed "PANCHAMRUTAM" for which received the Certificate of Appreciation for Rice Innovations from the Director General, Indian Council of Agricultural Research during Innovative Rice Farmers Meet - 2011, at Directorate of Rice Research, Hyderabad. PANCHAMRUTAM is prepared from Neem, Custard apple, Cow urine, Calotropis and

Devil's trumpet (Datura) plant and used for all types of rice pests. Alongside, he established a firm M/s Veera Reddy Seeds in Karimnagar which has been serving the farmers through seed production and marketing of improved varieties of cotton, rice, pulses and oil seeds.

**Dr. Bhag Mal**, Co Chair congratulated the speakers for bringing alive the session through their inspiring stories, while recounting experiences from the MAYA conference held at New Delhi which paved way for the regional conference. He urged the young students and farmers to take a cue from the entrepreneurs and start thinking out of the box, put the necessary effort and avail mentorship from agri incubators and capital funding from public and private financial institutions. Dr. Y.G.Prasad also urged the rural youth to take advantage of the vocational trainings organized by the Krishi Vigyan Kendras and also the various enterprise support schemes of the Government to become agripreneurs.





L to R ( Mr. P. Sagar, Dr. Seema, Dr. P. Radika, Dr. K. Srinivas, Dr. G. Ravindra Chary, Dr. V. Praveen Rao, Mr. P.V.G.K Murthy, Dr. SK Soam, Mr. Subham, Dr. D. Srinivas Reddy )

### IGNITE-Agripreneurial-IDEA Contest Powered by a-IDEA, ICAR-NAARM

<b>Jury</b>	Dr. Ch. Srinivas Rao, Director, ICAR, NAARM Dr. Soam, Joint Director, ICAR NAARM Dr. G. Ravindra Chary, Director, CRIDA, Hyderabad Dr. K. Srinivasa Rao, CEO, a-IDEA, NAARM Sri P.V.G.K. Murthy, Director, Ingrain Technologies, Hyderabad
<b>Rapporteurs</b>	Dr. M. Sridhar and Dr.Indudar Reddy, PJTSAU

This session was conceived with an idea to trigger innovative entrepreneurial proposals based on Agricultural enterprises and to identify most valuable Agri-preneurial ventures from the student community. About 118 proposals received from students from various agri-related institutions online were screened and the following nineteen (19) proposals were invited

to present their ideas to a designated jury comprising of Dr. Ch.Srinivas Rao, Director, ICAR, NAARM; Dr. Soam, Joint Director; ICAR- NAARM, Dr.C.Ravindra Chary, Director CRIDA; Dr. K.Srinivasa Rao, CEO, a-IDEA, NAARM and Sri. P.V.G.K Murthy, Director, Ingrain Technologies, Hyderabad.

Participant Details	Idea Presented
Mr. Sai Shiva Rama Krishna GKVK, Bengaluru	Oneiro market-Single tier marketing system
Ms. Vishwaradhya School of Agribusiness Management, PJTSAU	Solar power harvester system
Ms. NoorenFathima Agricultural College, Jagtial, PJTSAU	Hydroponics
Ms. S. Sri Soundarya PJTSAU, Hyderabad	Block Chain Technology in Supply Chain Management
Mr. Venkateshwarlu Puli College of Food Science & Technology, Rudrur, PJTSAU	Instant Desi Chicken Mix
Mr. D. Neeraj Reddy Sreenidhi Institute of Science and Technology, Hyderabad	B-Agrimech-App for Farm Mechanization
Mr. Ajay Verma College of Veterinary Sciences, PVNRTVU, Hyderabad	Vet Visit Mobile App



Participant Details	Idea Presented
Ms. K. Padma Sree College of Food Science & Technology, Rudrur, PJTSAU	CHITOSAN
Ms. Shwetha R Pujar Karnataka Veterinary, Animal and Fisheries Sciences University, Bidar	IRON BINDI
Mr. E. Suraj Kumar Agricultural College, Jagtial, PJTSAU	HEMPEROR - Industrial Hemp Product Company
Ms. C. Vidya Veterinary College, Shimoga	BIOINDUCER - Let nature heal our health
Mr. B Karthik NIFTEM, Haryana	Choco Nutri Balls
Mr. Akash Kumar Gade JNTU, Hyderabad	Traditional Fish Farm Production using Bio filter Hydroponics, Aquaponics & Aeroponics
Ms. Padmasree Mishra Presidency University, Bengaluru	Bal Bhoj based on "Food for kids with Balanced Nutrition
Mr. K Ashutosh Sreenidhi Institute of Science and Technology, Hyderabad	PAFF BOT
Ms. Anurag Bandi University of Hyderabad	Digital platform for peer to peer lending
Mr. P. Bhanupratap Sri Krishnadevaraya College of Agricultural Sciences, ANGRAU	GREENPAY FinTech
Ms. Divya Sriram CCMB, Hyderabad	SuppHal - An AI (Artificial Intelligence) based supply chain management system
Ms. S.K.Kubendiran VIT University, Vellore	Preparation and marketing of drug with nano-particles from turmeric

Out of the 19 presentations in Round-1 of IGNITE Session, 5 teams were selected for Round-2 as detailed below

1. Mr.Ajayverma,College of Veterinary Sciences, PVNRTVU, Hyderabad- Vet Visit Mobile App
2. Ms.KalvaPadmasree,College of Food Science & Technology, Rudrur, PJTSAU, Hyderabad- CHitosan -Edible plastic films from shrimp shell
3. Mr.E. Suraj Kumar, Agricultural College, Jagtial, PJTSAU, Hyderabad- Hemperor- Industrial hemp product company
4. Ms.Padmasree Mishra,Presidency University, Bengaluru- Bal Bhoj-Food for kids with balanced nutrition
5. Ms.Divya Sriram,Centre for Cellular and Molecular Biology (CCMB), Hyderabad - "SuppHal", an AI (Artificial Intelligence) based supply chain management system





L to R ( Drs. K. Srinivasa Rao, Saravanan Raj, V. Praveen Rao, K. S Vara Prasad, D. Rama Rao, G.S. Prasad, Harini Kumar, )

### Agri-Incubators – Policy and Innovation in Mentoring and Fostering Young Minds

<b>Chairman</b>	Dr. K. S. Vara Prasad, Senior Consultant, APAARI
<b>Co-Chair</b>	Dr. D. Rama Rao, NIRF Professor & Former Director, NAARM
<b>Rapporteurs</b>	Dr. G.Sridevi and Dr. Jemima, PJTSAU

This session focused on the functioning of various agri-incubator models operating under Universities and Govt institutions, highlighting initiatives, challenges and action points. The session had two halves, the first one dealing with the functioning of agri incubators and the second half devoted to a discussion by Heads of Universities on the role of these incubators and Universities in mentoring students and faculty to turn into entrepreneurs.

The Chairman introduced the topic for discussion and invited the speakers for the first half of the session to present the functioning of the Agri Incubators in their respective organisations highlighting the progress and challenges that they have faced during the journey.

The Co-Chair further requested the speakers to give a brief report of type of innovators the support given by the incubators to engage the students in the taking up the business enterprises.

Technology Business Incubator - University of Agricultural Sciences (Bengaluru)



**Dr. K.M. Harini Kumar,**  
Coordinator, Agri. Innovation Centre speaking about the need for agri incubation centres, enlisted the policy incentives of Government of India and initiatives taken up by UAS (B)

through the agri incubation model.

Policy support from Government of India for Agri - incubators

START UP INDIA

Atal Innovation Mission (AIM)

NewGen Innovation and Entrepreneurship

Development Centre (NewGen IEDC) under National Science & Technology Entrepreneurship Development Board (NSTEDB)

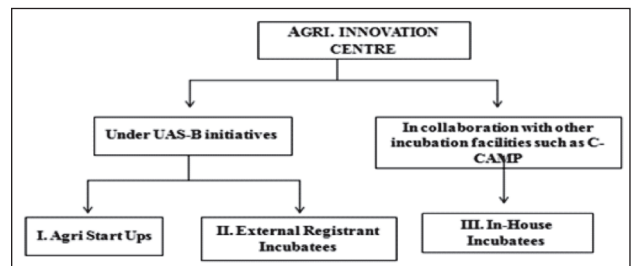
Dairy Entrepreneurship Development Scheme promoted by National Bank for Agriculture and Rural Development (NABARD)

Venture Capital Finance Assistance (VCA) Scheme Aspire (MSME)

AGRI-UDAAN programme

Skill India

#### Models of incubation at UAS (Bengaluru)

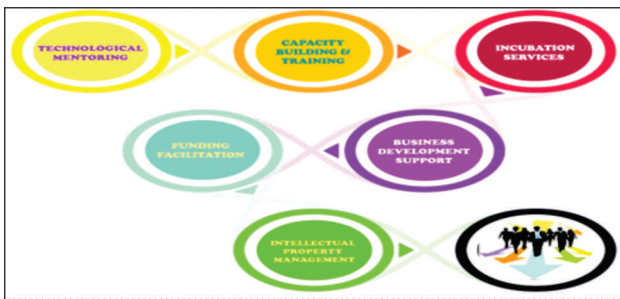


He enlisted some of the policies for mentoring youth for agri entrepreneurship as given under

1. Educate youth about job opportunities and entrepreneurs opportunities
2. Establishment of Agri. Incubation Centre in the Academic institutes & providing financial assistance
3. Survey of the product and technologies that have high potential for commercialization
4. Identifying few deserving entrepreneurs and support the implementation of their programmes.
5. Providing platform for youth/students to exhibit their ideas.

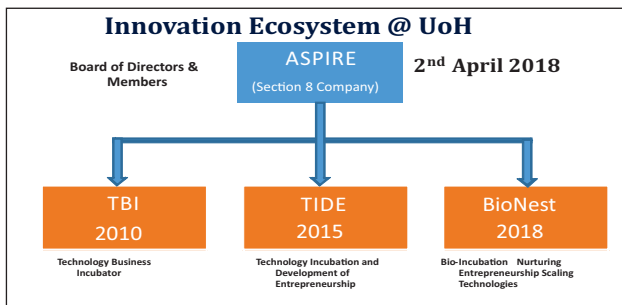
6. Guiding youth to bring their idea into proof of concept stage.
7. Shedding light on different funding sources available from different government organizations.
8. Nurture the entrepreneurs to establish a self-sustained Agri business activities and commercialization of their products.
9. Assisting youth in getting technical and business plan and to establish the incubator business model.
10. Guiding them to write project proposal for pilot scale activities.
11. Conducting boot camp activities of the incubators to facilitate the back-links to market, create sustainable logistics systems to promote marketing initiatives, and help agri-tech startups scale up.
12. Marketing and export.

The Incubation Process at UAS (B) was explained through the Fig. starting from technology mentoring, capacity building, incubation services, funding facilitation, IPR management to birth of a full fledged entrepreneur.



### University of Hyderabad Incubation Ecosystem and Initiatives - Prof. G. S. Prasad, Director, TIE-U UoH

University of Hyderabad (UoH) creates and augments an ecosystem to build network between faculty of UoH and other institutes along with industrial partners to share the knowledge leading to technology development and enablement. Dr. Prasad discussed the incubation model at UoH and elaborated on the policy support for evolution of the system.



### Initiatives

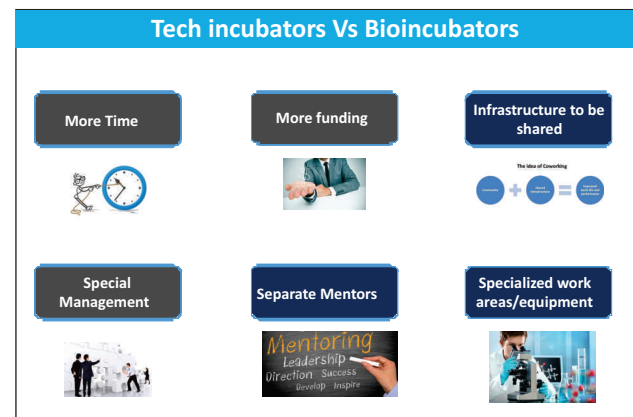
1. UoH spent more than Rs. 12 crores for creating state of art infrastructure for nurturing innovations and Entrepreneurship
2. Technology Incubation and Development of Entrepreneurship (focus on Electronics, Information Technology and Communications Technology) was started in 2015 and was supported by DEITY

### Focus points of Technology Innovation and Entrepreneurship Unit (TIE - U)

1. Support the university faculty/students in converting the creative science into intellectual property.
2. Evaluate the potential of the project proposals at the inception stage to identify potential IPR/Technologies.
3. Act as repository for Innovation activities in the University.
4. Interface between university faculty and industry partners, and coordinate the industry sponsored research.
5. Assess the market potential of the IPR/Technologies developed by the university staff.
3. Recruited a Professor of Innovation Studies
4. Established IPR Cell & IPR policy
5. Put in place guidelines for undertaking Industry sponsored and consultancy projects
6. Initiated Faculty Enterprise Scheme (FES)
7. Prepared Research policy of the UoH
8. Instituted Chancellor awards to young faculty (below 45 years)

Projects under TIE-U: Technology Enabling Centre (TEC) - TDTC, DST; Innovation Facilitation Centre (IFC), NRDC; Enhancing Female Entrepreneurship in India, EU.

Dr. Prasad highlighted the need to treat bio incubators differently from technology incubators as illustrated in the Fig

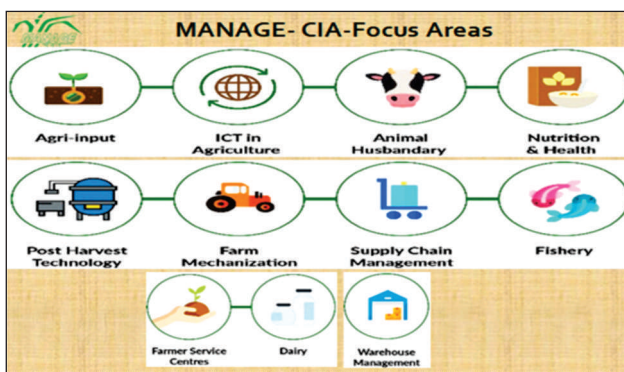


## Remunerative Approaches for Agriculture and Allied Sector Rejuvenation- RAFTAAR- MANAGE:



Dr. Saravanan Raj, Director, Extension, informed that MANAGE had initiated startups in 2002 and Agri-clinics for self-employment to compliment agribusiness and so far 67,192 people have been trained, 28,512 ventures established (42%), and 350 success stories were documented.

CIA (Centre for Innovation and Agripreneurship) was started in 2018, offering large no. of services, wherein 850 Agri graduates, Diploma holders and other science graduates were trained to act as consultants and 350 mentors were enrolled. The CIA focus areas were Agri inputs, use of ICTs in agriculture, animal husbandry, nutrition and health, dairy, fishery, farm mechanization, post harvest technology, supply chain management, farmer service centres, warehouse management in which prospective entrepreneurs are trained and handheld for enterprise development as depicted in the Fig



Dr. Saravanan highlighted another program implemented by CIA supported under RKVY (RAFTAAR) partnering with 5 knowledge centers-TNAU, ANGRAU, IIMR, KAU which runs two programs for entrepreneurs.

**Ideas to Agri-Ventures...**  
MANAGE Centre for Innovation and Agripreneurship

Supported by RKVY-RAFTAAR

**Agri Incubation Program**

- Encouraging Agri Startups
- Grant in-aid upto Rs.25 lacs
- 2 years incubation program
- 8 week residential incubation workshop
- Mentorship by Industry experts
- Funding assistantship

**Agri Orientation Program**

- Encouraging Agri graduates, research scholars, youth and farmers
- Grant in-aid upto Rs.5 lacs
- Stipend upto Rs.10000 p.m
- 60 hours specialized training program with hands on experience
- Mentorship by Industry experts
- Internships Opportunities with niche Start-ups

**Partner Institutes**

- Andhra Veterinary University (ANGRAU)
- Kerala Agricultural University (KAU)
- Tamil Nadu Agricultural University (TNAU)
- Indian Institute of Millet Research (IIMR)

Facilitated by MANAGE as knowledge partner

- Building Agripreneurship Ecosystem
- Creating Livelihood

National Institute of Agricultural Extension Management (MANAGE)  
(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)  
Rajendranagar, Hyderabad - 500 030, Telangana, INDIA. www.manage.gov.in

Speaking from experience, he drew attention to the fact that, the incubation programs attracted only 20%

agri graduates while the rest were from other fields. Hence Dr. Saravanan stressed on the need for rural innovation centres.

a-IDEA, (Association for Innovation Development of Entrepreneurship in Agriculture) ICAR- NAARM, Hyderabad - Dr. K. Srinivas, CEO, explained that a IDEA isa Technology Business Incubator(TBI) hosted by ICAR-National Academy of Agricultural Research Management, Hyderabad (ICAR-NAARM) & Department of Science & Technology, Govt. of India (DST, GoI). a-IDEA has been housed in the Centre for Agri-Innovation at ICAR-NAARM for fostering innovation and entrepreneurship in agriculture in India. a-IDEA aims to help entrepreneurs ideate, incubate and accelerate their innovative early stage startups that are scalable to become competitive food and agri-business ventures through capacity building, mentoring , networking and advisory support. It supports broad spectrum of technologies in the value chain of agriculture starting from farm to fork. Through this approach a-IDEA intends to nurture, support and scale technologies that can bring efficacy in the value chains, improve productivity and benefit the stakeholders involved in such Agri-value chains. The technologies developed by technology developers, scientists, students, entrepreneurs, startups, institutions qualify under the focus areas of technologies supported by a-IDEA.



Sharing his experiences in the inception, development and journey with a-IDEA he expressed that inability to understand system, fundraising, converting to commercial format etc. were some constraints in the process. Emphasizing the need for good agribusiness professionals as mentors he mooted the idea of doing business before mentoring to gain experience. Sustainability of the projects after 5 years of funding is an important aspect that needs to be addressed through building corpus funds.

### Discussion on

### Agri Incubators – Policy and Innovation in Mentoring and Fostering Young Minds - The SAU perspective.

#### Panelists

1. Dr. Jawaharlal, Director (Extension), TNAU, Coimbatore
2. Dr. Balachandran, Vice Chancellor, TANUVAS, Chennai
3. Dr. A.S. Dhawan, Vice Chancellor, Vasant Rao Krishi Vidyapeeth, Parbhani
4. Dr. V. Praveen Rao, Vice Chancellor, PJTSAU, Rajendranagar, Hyderabad



Following the discussion on agri incubators a panel of eminent administrators from Universities deliberated on the challenges and potential of agri incubators in Universities drawing from their experiences.



**Dr. Jawaharlal, Director (Extension), TNAU, Coimbatore** threw light on the various pro entrepreneurship initiatives supported by ICAR and promoted by the State Agricultural Universities like Farmers FIRST, Student READY, ARYA etc, to attract youth to enter

into agricultural activities. Horticulture particularly floriculture holds promise as a viable entrepreneurial venture for women and rural youth through avenues in loose flowers/cut flower industry, nursery industry, seed industry, natural dye industry, dry flower industry, perfume industry, landscaping, floral arrangements in offices/ homes and commercial spaces. Horticultural eco-tourism and horti – therapy are innovative ideas which can be taken up by young farmers and entrepreneurs.

Apart from horticulture youth can engage in general agricultural and allied activities for fruitful employment and income generation as indicated in the box.

- Mobile Soil & Water testing kits and laboratories
- Customized Land preparation consultancy
- Compost preparation and vermi composting out of rural waste and marketing
- Micro-irrigation lay out consultancy
- Hybrid Seed production skills
- Custom hiring centres for low cost small farm implements and machinery.
- Production and marketing of eco-friendly plant protection products (neem oil; NPV; Trichocards)
- Price forecasting advice
- Consultancy and Agriculture Journalism

#### Focus points

- Capacity Building of youth
- Engage youth activity in commercial agriculture
- Link youth to planning and policy efforts/ financing institutes
- Identify youth in their individual interests
- Facilitation - Youth Communication, Advocacy and Networking



**Dr. Balachandran, Vice Chancellor, TANUVAS,** Chennai opined that in the context of Doubling farmer's income, Integrated Farming System can yield better income to the rural youth. He

informed that a proactive State Government is supporting the Veterinary sector, through procuring milk from large animals, while Poultry has been fully commercialized and integrated.

The first incubation centre at TANUVAS was established with an outlay of Rs.3.0 Crores which has now given rise to the Veterinary Incubation Foundation (VIF) @ TANUVAS which is a Section 8 company with the financial support of Entrepreneurship Development and Innovation Institute (EDII), Chennai, Government of Tamil Nadu undertaking. VIF@TANUVAS nurtures start-up companies and entrepreneurs in the area of veterinary, animal sciences and allied sectors.

He emphasized the need for shift in translation of technology into innovation harnessing cross technologies such as IoT and Artificial Intelligence (AI). He visualized a huge gap between academicians and industry requirements which called for involvement with the industry for commercialization of technologies requiring facilitation of faculty sabbatical. There is a need to incorporate Agri-preneurship into curriculum of students in Veterinary, agricultural and allied Universities. Based on the interest of the students at the beginning of the final year, they should be mentored for taking up an enterprise of their choice. TANUVAS has initiated programmes on developing of business models and door step diagnosis for animals. Citing a success story wherein 3-4 students started an industry in dairy and food technology and commercialized 33 products.

**Dr. A.S. Dhawan, Vice Chancellor, Vasant Rao Krishi Vidyapeeth,** Parbhani opined that

running successful incubators in Agriculture is not as easy as in case of Engineering. There is a need for suitable framework to enable smooth functioning of an incubator. Any model developed needs to be business oriented and commercialized. He emphasized



on mind set training of the students and need for linking up entire course curriculum to industries. Research which is not patented and further commercialized is incomplete and hence prioritization of research projects to fulfill this objective is essential. Farmer Producer Companies have a huge potential in enterprise development and hence the farmers need to be motivated towards business model of farming. He cited several success stories of FPOs from Maharashtra and also the IT professionals taking up farming as a successful business venture.

**Dr. V. Praveen Rao, Vice Chancellor, PJTSAU,** Rajendranagar, Hyderabad proposed that Agricul-

tural Universities should shift from production oriented outlook to developing enterprises. He opined that there was a need for attitudinal change in faculty, mentoring for students and channelizing youth towards entrepreneurship. Both faculty and students need to take advantage of freely available knowledge/information in the digital space to respond on a real time basis to innovate and develop enterprises, thus increasing their chances to succeed. In this context he emphasized the need for soft skills to succeed as an entrepreneur.

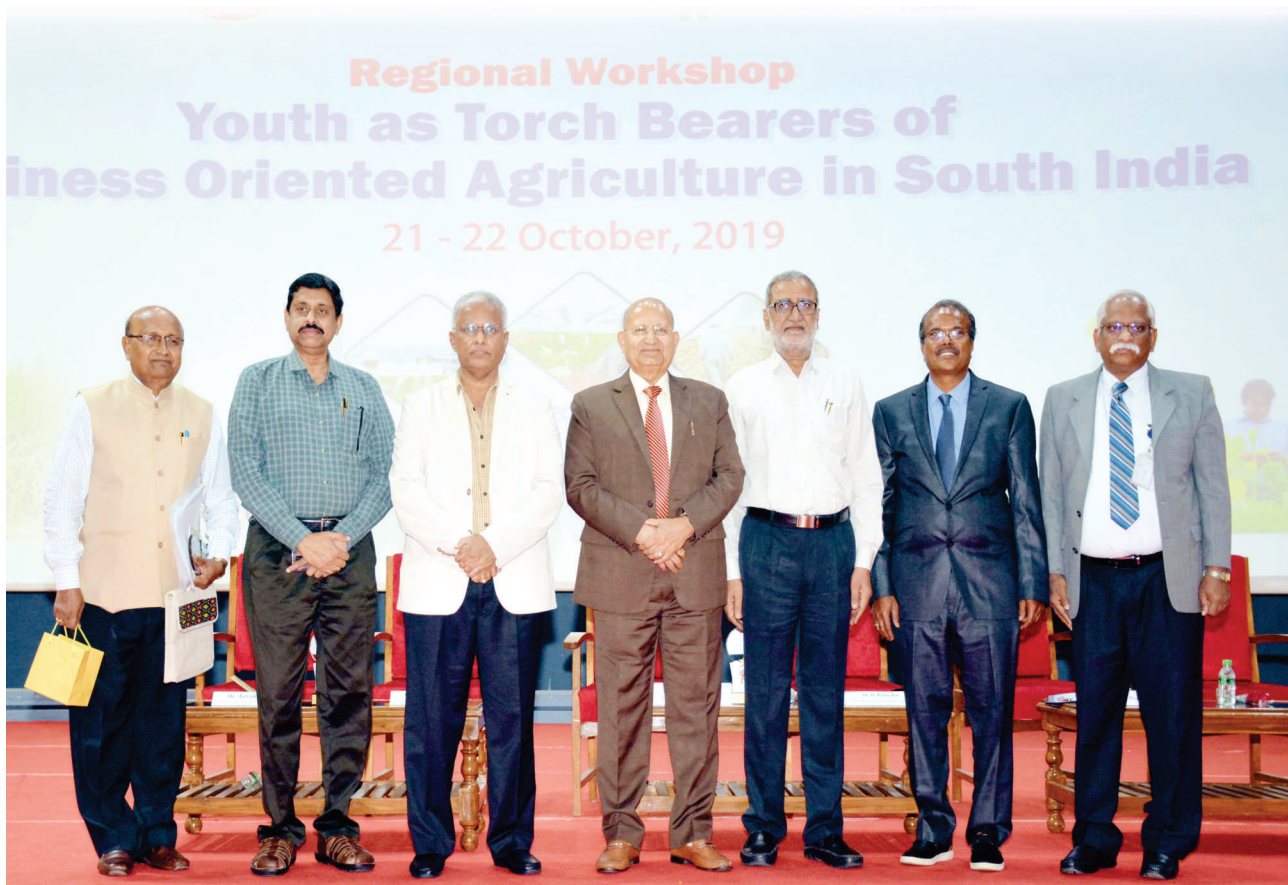


The Chair and Co-chair summed up the session highlighting the differences in functioning of incubators in the Universities and national institutes and summarized the following key learnings and challenges

**Key Learnings and Challenges**

University incubators are discipline and research based while those in the national institutes are more general covering enterprises that are more diverse. Some of the challenges put forth by the speakers were

1. Inability to understand agri-incubation eco system including fundraising and commercialization
2. Hiring good Agribusiness professionals as mentors with proven business experience
3. Sustainability of the projects after 5 years of funding
4. Lack of trained human resource in identified sectors of agri-enterprises
5. Need for Rural Innovation centres across the country to promote rural innovations
6. Limited conversion of research into patents
7. Lack of system for filing patents in the Universities
8. Need for upgrading managerial and technical skills of scientists/faculty to commercialize research outputs/ technologies through agri-business incubators
9. Need for proper framework and institutional support for Innovation
10. Enhancing Female Entrepreneurship in the country
11. Encouraging innovation in agriculture both on field and in laboratories with a cross flow.
12. Encouraging faculty to take sabbatical and work in industry to mentor students at a later date







L to R ( Dr. D. Vishnuvardhan Reddy, Ms. Maya Vivek, Ms. Keerthi Chikoti, Ms. Sathyavathi, Ms. Deepika Joshi, Ms. Pausami Basu, Dr. Kalpana Sastry, Ms. Josephine Selvaraj, Ms. Deepika Sarode, Dr. Mahalakshmi V Reddy, Ms. G. Vijaya, Dr. D Raji Reddy)

### Gender Inclusive Agri-preneurship Learnings and Way Forward

<b>Chairman</b>	Dr. Kalpana Sastry, Former Joint Director, ICAR, NAARM
<b>Co-Chair</b>	Ms. Pausami Basu IAS, CEO, SERP
<b>Rapporteurs</b>	Dr. R. Vijaya Kumari and Dr. B. Padmaja, PJTSAU



**The Chairman, Dr. Kalpana Sastry** in her introductory remarks welcomed the lady entrepreneurs and urged them to share their stories as the session was totally dedicated to gender inclusive entrepreneurship. She informed that the first two speakers represented female collectives

and the rest were individuals who started enterprises. The purpose was to understand the working models and challenges of both collectives and individuals in the business space.



**Ms. Pausami Basu, IAS, CEO, SERP** (Society for Elimination of Rural Poverty), Telangana mentioned the role of Self-Help Groups and Farmer Producer Organizations, while explaining the strategies adopted by SERP in addressing poverty. She illustrated how the key stone of SERP,

Co-operation, is achieved through 4 lakh women SHGs federated into district, block and village levels. SERP carries out these measures in three steps through i) access to institutional finance ii) livelihood intervention iii) improvement of quality of life. The main aim of FPOs is to ensure Community Managed Sustainable Agriculture. SERP promotes supports and incubates FPOs in production, post production and product handling stages. SERP enables FPOs to tackle two critical components of an enterprise, risk bearing and market attachment. Citing an example

of 'Be'nishan' a women led FPO which succeeded in gaining 4 lakh net profit in one month by procuring mangoes which were supplied to *Ratnadeep*, a retail store. SERP serves as a POPI (Producer Organization Promoting Institution) through Standard Operating Procedures (SOP), ensuring Good Agricultural Practices (GAP) and Village Level Procurement Centres (VLPC). She emphasized the need for learning managerial skills to cope with the dynamic agri-business environment which would enable more women to become agri-entrepreneurs.

#### Success mantra

- Having right people at the right place
- Involving farmers at every stage
- Government as enablers rather than regulators
- Ensuring collective action and sustainability
- Taking the local ecosystems into account
- Facilitating skill development and resource access for sustainable livelihoods.

#### Mrs. Vijaya, Managing Director,

**Mulkanoor Women's Mutually Aided Milk Producers Cooperative Union Limited, Warangal Urban, Telangana** informed that this all woman cooperative dairy has stood as a role model for cooperative enterprise after it was initiated as a small self-help group



in 1997. The savings of the group were invested in the dairy in 2002 when they started with 5000 members collecting 14000 litres which has now



grown to 25000 members collecting 68000 litres/day which they supply in and around Warangal city. They have acquired a loyal customer base due to the quality assurance of the milk and milk products delivered. The dairy takes care of the education and health of the members' children and also provides employment to them in the dairy. The profit earned is distributed as bonus to all the members of the Cooperative society.

**Success mantra**

- Cooperative effort
- Ceiling on the procurement distance
- Target on smaller cities
- Initial product portfolio
- Local human Resource
- Ensuring higher stakes for members
- Quality assurance



**Dr. Mahalakshmi V. Reddy, Founder and Managing Partner, Lyo Florals LLP, Hyderabad** realized the importance of flowers as a potential resource and started her journey as an entrepreneur after her retirement from PJTSAU, at the age of 63. After 8 years of

serious research in freeze drying flowers, she ventured into building a business enterprise out of it. A Micro Enterprise with a value addition to flowers through new and Innovative Process methodology and registered with MNES in September 2016 under agriculture and floriculture. She started with an initial Investment of 22 Lakhs. She emphasized on the utilization of perishable resources through value addition which is in vogue in other countries. She continues to work on techniques to prolong the life of cut flowers up to 10-15 years by turning them into dry flowers. Her enterprise is totally self-funded and self-managed. Dr. Mahalakshmi also preserves most tropical flowers and uses them to create premade gifts which attracts export markets also.

**Success Mantra**

- Research translated to business enterprise
- Creativity and value addition
- Zeal for innovation



**Ms. Deepika Sarode, Founder, PikaLove, Hyderabad**, an alumni of College of Home Science, Saifabad, Hyderabad and a Masters in Fashion management from NIFT founded PikaLove, an Indian clothing brand that bridges modern style and age old traditions. Her inspiration was a

training programme on natural dyes which she underwent that opened avenues to explore the potential of plants as colouring agents. Taking a cue from this she set up Pika Love which now helps up skill artisans using conventional weaving looms with new weaving techniques. Clothes are handwoven and handcrafted from handpicked organic cotton or linen using multiple weaving techniques to give it a distinguished look and feel. The clothing is yarn dyed in natural color dyes and sun dried. Ms. Deepika's USP is sustainable fashion to minimize the harmful effects on planet earth through focusing on the naturally dyed fabrics.

**Success Mantra**

- Converting skill to business enterprise
- creativity coupled with environmental sensitivity
- Empowering and employing local artisans

**Mrs. Satyavathi, Ornamental fish producer,**

Warangal, a private school teacher from Warangal first trained at National Fisheries Development Board in ornamental fish rearing. After working at the NFDB as a technician for some time she started her own enterprise of ornamental fish breeding with the technical and financial support from the Fisheries Department. She turned into a successful entrepreneur cum trainer of ornamental fish production for many house makers to start the enterprise in their backyards.



**Success Mantra**

- Perseverance
- Hard work

Ms. Deepika Joshi and Mrs Keerthi Chikoti are members of COWE, Hyderabad

**Ms. P. Deepika Joshi, Founder and Director, IDEAOVATOR Solutions, Private Ltd, Hyderabad,**

a software engineer by profession became an entrepreneur in Agriculture in the area of IoT (Internet of Things) through Ideaovator Solutions Pvt Ltd providing ideas and Business solutions for sustainability. She develops and markets mobile based devices to meet all kinds of farm managerial issues right from climate to nutrient and pest / disease management. Few of her products are, a device to operate water pump from anywhere, a nutrient and moisture calculator which provides data on pH, organic manures, minerals with recommendations for management of crops. They also provide consultations on Agriculture 4.0 which is mainly based on recycling and reuse.





**Mrs. Keerthi Chikoti**, Proprietor, **Chekoti Bio Organic Products**, Hyderabad, returned from Nigeria leaving her lucrative profession, shared her experience on how she started cultivating the Noni crop (Indian Mulberry) in Pakala, Warangal initially as a medicine for

her family member and later transformed into a successful agri-entrepreneur of organic products. She specializes in Certified Organic Product cultivation, manufacturing and marketing both for domestic and exports under the brand name CHEKORGANICS. All Groceries like different types of Rice, Cereals, Spices, Wonder fruit - NONI, Groundnuts and fresh Vegetables are marketed. She is a member of COWE (Confederation of Women Entrepreneurs) which has been a strong source of motivation in her journey.

#### Success mantra

- Identifying a niche area
- Entrepreneurial fervor
- Networking



**Mrs. Josephine Selvaraj**, Founder, **Vibis Natural bee Farm**, Madurai, Tamil Nadu, started bee keeping in 2006 after undergoing training on bee keeping at KVK, TNAU, Madurai. With an initial investment of Rs.5,000 and ten boxes to rear the bees, Josephine

earns about a lakh rupee per month, and rears bees in more than 8,000 boxes. Her journey started with financial support from the government in the form of various subsidies under IFSM and ATMA schemes. She offers free training to people across schools, colleges, housewives and spread awareness among as many people as possible on honey bee rearing and has trained 140 housewives and more than 50,000 people. Josephine Selvaraj's initiatives are not only aimed at providing better health and income with less investment but also provided employment to many rural women in Vadipatti town and nearby areas of Madurai district. Josephine sells the honey under the 'Vibis' brand name and today offers 36 varieties of honey (11 single flower honey and 25 value added products). She also supplies other bee keeping products like bee box, veil, stand and bee extractors. All the honey produced by Vibis Natural Honey Bee Farm is organic and Josephine ensures there are no fertilizers or chemicals involved in the honey produced on their farm. Neem, jamun, cashew, *Moringa*, *Leucasaspera*, eucalyptus, tamarind are some of the flowering species on which they rely upon for placing bee boxes. She holds a Guinness record, and also a

recipient of numerous State and national awards for her valuable contributions. She also wrote 3 books on bee keeping. She highlighted her success story as a way forward for brown revolution in the country for building a healthy Nation.

#### Success Mantra

- Never give up attitude
- Unshakable Faith in herself
- Innovation
- Hard work
- Social consciousness

**Ms. Maya Vivek**, Founder and CEO, **Holywaste/Oorvi Sustainable Concepts Pvt Ltd**, Kompally, Hyderabad founded Holy waste startup in 2019 along

with Mrs. Minal Dalmia with an aim to convert temple floral wastes into different value-added premium products (incense sticks, soaps, compost etc.) through the process of flo-rejuvenation. The products are 100% natural, sustainable & handcrafted for the customers. The startup is currently



engaging with 10 temples and eyeing to engage with more than 200 temples by next year. Flowers are also collected from malls, water bodies and landfills, dried, processed and marketed under the Brand name of "Holy Waste". Holy Waste is less than a year old and has won the Best Green Startup award under Eco Ideas by Green India Awards 2019. They have also turned into social entrepreneurs with their eco-friendly ideas providing employment to local women.

#### Success Mantra

- Recycling organic waste
- Innovation
- Social sensitivity
- Creativity

Participants posed queries on economic loss management, potential of organic farming, pest and disease management in organic farms which were appropriately answered by the speakers. The invited speakers unanimously advocated that entrepreneurs need a risk bearing mindset, resilience, and a never give up attitude to flourish. Ms. Deepika Joshi assured to offer internships to the students of the University in her startup while Mrs. Satyavathy was willing to train the interested students on ornamental fish rearing. The Co Chair Ms. Basu congratulated all the dynamic women entrepreneurs for their inspiring journeys in varied fields and urged the young students to pick up cues from them to think differently and with a little daring.



L to R ( Mr. Emmanuel Murray, Mr. Vijay Nadiminti, Dr. V. Praveen Rao, Dr. B. Sarath Babu)

### IGNITE – Agripreneurial a-IDEA Contest – Final Round

<b>Jury</b>	Dr. V. Praveen Rao, Vice Chancellor, PJTSAU Dr. B. Sarath Babu Director, NBPGR Mr. Vijay Nadiminti, COO, a-IDEA, NAARM Sri Emmanuel Murray, Senior Advisor, Caspian Impact Advisors Ltd.
<b>Rapporteurs</b>	Dr. A. Madhavi and Dr. D. Srinivasa Reddy, PJTSAU

The Final round of IGNITE-Agri-preneurial idea contest powered by a-IDEA,ICAR-NAARM was held in the main Auditorium, PJTSAU. The jury evaluated presentations made by the five teams.



**Ms. Padmasree Mishra** and her team, Presidency University, Bangalore- **BAL BHOJ**. Presented an idea on supply of nutritious and quality food for kids in the Ellahanka area of Bangalore under the name of “BAL BHOJ”. The basic business plan of *Bal Bhoj* is

delivering fresh, quality and nutritious packed healthy Brunch cum Lunch directly to children studying in first to fifth standard at their schools She conducted a market survey in Ellahanka area of Bangalore where 5760 potential students where majority of their mothers were working and had the paying capacity. The team also estimated the business potential to be Rs.15 crore of INR and the business can be run 10 months in a year and 22 days in a month. The various costs worked out by the team included selling price, cost of lunch box and unit revenue per lunch box were Rs.120.00, Rs.38.18 and Rs.81.82, respectively. The per month gross income, total costs and total revenue were also worked out to be Rs.13,20,000, Rs.4,19,980 and Rs.9,00,020, respectively. Potential competitors for Bal Bhoj business model were identified as Mumma's Box, School Meal and Lunch Aunty. The team was confident that BalBhoj can overcome competition through their USP of

maintaining quality standards, steam cooking, balanced diet, customised menu and live chat with parents.

**Mr. E. Suraj Kumar** and his team, Agricultural College, Jagtial, PJTSAU- **HEMPEROR** presented an idea of taking up industrial hemp production for high yield of oils, edible proteins and fibers with different product applications across the whole array of industries. The team argued that cotton can be replaced with industrial hemp which has much lower crop production cost and high economic output over cotton. Industrial hemp has a \$4.6b global market size, while India's contribution to the global Hemp market currently stands at a dismal 0.001%. The team planned to reach 5% of market size in India in next 5 years. It was estimated that production from one acre of area was 350-400 kg of seed and 600-700 kgs of fibre. Initially to popularize their products, this team wanted to advertise their Hemp products through ads on social media and campaigning in major cities. The team worked out economics like cost of production/service per annum (16.72 Lakh INR),Revenue/Income per annum(in INR 27 Lakh) Net profit per annum during 1st year INR 7 Lakh and 23.72 lakh INR in second year, respectively . Two major competitors were identified as Namratha Hemp company and Bombay Hemp Company.







**Ms. Divya Sriram** and her Team, CCMB, Hyderabad - **SUPPAHAL** presented a concept based on using Artificial Intelligence (AI) enabled Block Chain Platform in the supply chain of organic food and meat products. She emphasized the need for organic

food products and suggested an innovative idea of usage of block chain technology in supply chain management of organic food and meat products. She opined that present supply chain of organic food products are being contaminated and not trust worthy in some of the cases. To ensure quality and hygienic food, team suggested the artificial intelligence enabled block chain technology is the one where food products are traced right from seed, sowing, production, harvesting, processing, supply to retail. She mentioned that in India, organic food market has been growing at CAGR of 25 per cent, where global rate is 16 per cent. In India, presently organic food products market is INR 40,000 millions and expected market is INR 100,000 to 120,000 million by 2020. In her opinion this method would be useful to transform present unorganized organic market towards organized one and would be a win-win mechanism to all the stakeholders in the supply chain i.e., farmers, middlemen, processors and consumers.



**Mr. Ajay Varma** and his team, P V Narasimha Rao Telangana Veterinary University, Hyderabad - **VET VISIT** spoke about a Mobile App, which connects people with professionals (veterinary doctors and representatives) and provides

authentic information as a one stop service centre about veterinary products and services. The idea intends to address some gaps in the existing system related to veterinary services, veterinary products marketing and medical facilities. The app shall provide information like breeds, feed, medical facilities, NGO information, adoption, rehabilitation,

heat detection and other pertinent information is available. He mentioned cost of production /service per month(in INR 0.1-1.0Lakh) as initial investment. He also worked out economics like monthly cost of service as 0.05-0.10 lakhs, Revenue/Income per month as 1.05LNR and profits per month as 1.0 Lakh in INR. He opined that there would be a market of INR 2780 million in India by 2020.

**Ms. Kalva Padmasree** and her team, College of Food Science and Technology, Rudrur, PJTSAU - **CHITOSAN** presented a concept



where shrimp shell waste can be converted to edible films coated on fruits and vegetables to enhance their shelf life. The group suggested this innovative business model where pollution from shrimp shell can be reduced and shelf life of fruits and vegetables can be enhanced and there by reduction of wastage of fruits and vegetables. The major targets for marketing of chitosan are Food processing industries, Pharmaceutical industries, Wine industries and Water treatment plants.

Worked out economics as cost of production /service per month (in INR Lakh)asRs.11.7 lakhs, Revenue/Income per month(in INR Lakh)as Rs.20 lakhs and Profits per month (in INR Lakh)as Rs.7.3 lakhs with production of 2 tonnes per month. Main competitors for chitosan are Marshall marine products, Tamil Nadu and CSR Agro products, Andhra Pradesh. Future goal is to produce chitosan edible films and to export them for companies.

**Ms. Kalva Padmasree** and team from College of Food Science and Technology (CFST), Rudrur, PJTSAU, won the first prize and bagged the INR 10,000 cash prize award

**Ms. Divya Sriram** and group of CCMB, Hyderabad, won second prize and got INR 5000 of cash prize award. Mr. Suraj Kumar and team, Mr Ajay Verma and Ms. Padma Shree Mishra and team were adjudged as third, fourth and fifth best ideas respectively and were awarded consolation prizes at the Valedictory.





L to R ( Mr. S. Rajashekar Reddy, Mr. Santhosh Panda, Mrs. Usha Rani, Dr. V. Praveen Rao, Dr. R.S. Paroda, Dr. Ch.Srinivasa Rao, Dr. C. Balachandran, Dr. T. Shantha)

## Enabling Policies and Financial Support for Agri-preneurship and Youth in Agriculture

<b>Chairman</b>	Dr. R.S.Paroda, Chairman, Trust for Advancement of Agricultural Sciences (TAAS), New Delhi
<b>Panelists</b>	Mrs. Usha Rani, IAS, Director General, MANAGE, Rajendranagar, Hyd. Dr. Shantha. T, CEO, T-Hub, Government of Telangana Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM, Rajendranagar, Hyd. Dr. C.Balachandran, Vice Chancellor, TANUVAS, Chennai Sri S. Rajashekar Reddy, CEO, 24 Mantra, Hyderabad Mr. Santosh Panda, Regional Head (East), ASCI, New Delhi
<b>Rapporteurs</b>	Dr. T. Hymavathi and Dr. P.Radhika, PJTSAU



**Dr. R.S.Paroda** in the opening remarks highlighted the need for a better environment for new ideas generation, mentoring, handholding, capacity building and financial support and emphasized on the MAYA road map for motivating youth to take up agriculture and agri-preneurship.



**Ms. Shantha**, spoke about the activities undertaken by T-Hub to promote entrepreneurship in the sector of agriculture and allied sectors like electricity. She was of the view that there are ample opportunities for startups in India at present, with so many incubation centres in IITs, State and

Central organizations, and government policies such as NITI AYOG encouraging the startup culture. She also mentioned how the T-hub is playing an important role as ecosystem builder in linking corporates with entrepreneurs. However, she opined that scaling up and sustaining is the major problem, and one should develop a lot of endurance to sustain in the business; she advised the youth to think globally and remain accessible locally.

**Smt. Usha Rani**, lamented on the Indian mindset of seeking government jobs and need for encouraging children to be innovative to become entrepreneurs. She pointed out the need for innovation in agricultural education orienting towards entrepreneurship. She suggested certain entrepreneurship building ideas for students viz., introducing a project during RAWEP/RHWEP, location-based business ideas, providing internship with innovators and startups. She strongly opined that in order to bring change in the student mindset, reorientation to the faculty, encouraging the innovators, creating good ecosystem are needed at every institute. The Universities should facilitate this experimentation through allocation of funds. She suggested that mechanisms need to be developed for team building and identification of rural innovations such as saving natural resources and methods designed to encourage startups. Present day agriculture needs sustainability and hence ideas should revolve around sustaining natural resources. She advised the young participants of the workshop to start early and





believe in themselves. She mentioned how MANAGE is building an ecosystem for entrepreneurship.



**Dr. Balachandran**, spoke about the role of the institutions to facilitate youth to think differently. He was of the opinion that in the initial stages of entrepreneurship, students require mentorship and fundraising avenues, as students though have a good idea, do not have any clue as to how to raise

funds. He opined that every University should have an incubation center and these centres should support in skill development, orientation on accessing funds for youth to become entrepreneurs. He also advised on starting a course in an informal way to support student entrepreneurship. He emphasized the need to provide market access to the young entrepreneurs and the need to train them in the abilities required for an entrepreneur. Universities can encourage teachers to become entrepreneurs, and they can help students to become sensitized towards the avenues available to become entrepreneurs. He was of the view that Universities are at crossroads and they have to think not only of production but the ways and means to make produce reach from farm to fork. He emphasized the importance of incentives to the startups and quoted the example of Tamil Nadu.



**Mr. Santhosh Panda**, spoke about the initiatives at the Government level to encourage startups in the area of agriculture. He mentioned that most of the population of India is unskilled and only 5% are skilled and that large section of the population is under 29 years of age. He pointed out although

farmers are skilled in producing as well as in marketing, they are called as unskilled. He was of the opinion that, if farmers have access to infrastructure and if they are trained to develop skill sets to cultivate certain crops in the offseason, farmers will be able to increase their incomes. He advised the universities to put more emphasis on entrepreneurship oriented courses instead of job oriented courses. He further advised to conduct stakeholders' workshop for designing courses for entrepreneurship.

He mentioned how ASCI conducts meetings with various stakeholders related to a skill to bring them all together. The role of ASCI is to design courses, design assessments and train the master trainers. ASCI aims to make India the skill capital of the world; usually, they take up the design of courses and train the trainers based on the requirements they receive.

In conclusion, he stressed on taking forward the Skill India concept by 2020 in all sectors. He emphasized to develop courses to improve the skill of farmers, skill of students and skill of entrepreneurs.

**Sri S. Rajashekar Reddy** initially shared his experiences in becoming an entrepreneur and the difficulties he had encountered in establishing his enterprise in the organic sector. He opined that policy support is much better now in comparison to what he had experienced twenty years ago;



however, he felt that the IT and other industry-oriented sectors are better funded than startups in the agriculture sector. He has classified the Agri. Startups into three types; micro and small enterprises, firms in the value chain management and organizations that can cause technological disruptions. He stated that doubling the farmer's income is possible only when a value is added at the local level, so that farmer benefits more and rural economies flourish. He strongly felt that farmers require guidance in marketing and funding opportunities and mentioned that SRESTA, to some extent is guiding the farmers. He also said that many entrepreneurs fail due to a lack of mentoring.

He was of the opinion that many people are interested in enterprises but need a lot of mentoring in carrying out the business and the risks involved in it. He said that if the budding entrepreneurs network, then established business firms will be ready to provide solutions for some of the problems they face. Under the value chain management startups, he said that price discovery, the weekly market process, forward market mechanisms must be transparent and robust. In the field of agriculture, especially on the production side scaling up is difficult because farmers will not lease out their land easily and tenancy laws make it much more difficult. The marketing system and laws are very draconian and make things difficult for farmers as well as entrepreneurs in the value chain. He also mentioned that equity funding doesn't understand the agriculture, that lot of angel investors and other level of investors are not aware about the opportunities available in the agriculture sector. He advised the Universities to reorient their research and bring about innovations in technology-oriented research, such as IT enabled Agriculture and Biotechnology. He pointed out the need to develop disruptive technologies that emphasize on maximum production, low cost and maximum profit. He strongly opined that intervention at the policy level is essential.



**Dr. Ch. Srinivasa Rao** said that agricultural sector is contributing to 14% of the GDP and there is a strong



need to increase this share through innovation in agriculture and Agri entrepreneurship. He cautioned that any other country can depend on imports for its food needs but not India. He urged the youth to take advantage of the ARYA program of the central

government to make a career in agriculture and to turn from job seekers to job providers. India needs to move from a nation of primary agriculture to a nation of secondary agriculture to compete in the world market and to get better incomes for its farmers. He mentioned about the A-IDEA, NAARM activities in sensitizing people across India on agri preneurship opportunities.

He emphasized the importance of RAWE program and the need to reorient it to be more practical and entrepreneurship oriented. He advised the Universities to allow students to do their thesis work attached to an industry as is done abroad. INSPIRE fellowship can be offered to students who work with industry or

to those students who want to test an innovative idea. He said that 4 to 5 likeminded people can come together and work on an idea to improve the value chain in agriculture as this aspect needs more attention to better incomes for the farmers. He opined that formal courses in entrepreneurship should be designed as a part of the curriculum at the undergraduate level, and teachers should be trained to offer such courses.

In this context, Ms. Shantha opined that youth should be part of the policymaking for creating an attractive and conducive environment for entrepreneurship.

While concluding the Session, the Chairman mentioned about enabling environment, more initiatives to relook and reorient the existing policies, financial support with low interest from State Bank of India, NABARD etc. In the end, he motivated the youth by saying that sky is the limit for today's youth, and they have more risk taking abilities apart from a supporting policy environment. In response to the suggestions made by the panelists, the Chairman highlighted the need to develop "Technology Parks" in all the Universities on similar lines as established in the Universities abroad.





L to R ( Dr. V. Praveen Rao, Dr. R.S. Paroda, Sri B. Vinod Kumar, Sri S.K Joshi, Sri M. Vijay Kumar)

The deliberations of the INSPIRE workshop came to a close with the Valedictory session where Sri B. Vinod Kumar, Vice Chairman, Telangana State Planning Board was the Chief Guest and Dr. S.K. Joshi, IAS, Chief Secretary Govt. of Telangana and Sri Vijay Kumar, CGM, NABARD were the Special guests. Dr. R.S. Paroda Chairman, TAAS, while presenting the summary of the various sessions, favoured introduction of agriculture syllabus from school level and of a short term vocational course in agriculture and allied areas along with launching a "Mission on Youth in Agriculture" at the national level.

Speaking at the valedictory session Sri S.K. Joshi, stressed on the need to encourage youngsters to take up agriculture as a profession to meet the food security needs of the country. He appreciated the efforts put forth by the University in organizing INSPIRE at the current juncture where youth do not perceive agriculture as a viable profession. He reiterated the need to introduce agriculture from basic education and urged at least 10-20% of agri-graduates should become successful agripreneurs and opined that providing proper inputs, increasing production efficiency would make agriculture profitable. He further stressed the need for establishment of Agri-hubs like T-hub at Agricultural Universities to provide incubation facilities and financial assistance through institutes like NABARD.

Sri Vijay Kumar informed that agriculture revolves around three words - producer, purchaser and consumer. He suggested various measures to be adopted viz., adoption of integrated farming system, innovative methods of cultivation, climate resilient cropping systems, integrating production with value addition, changing cropping system based on consumer demand for achieving the goal of doubling farmers income. NABARD, established in 1982 with a mandate of rural prosperity, is assisting in developing FPOs, a unique concept of business bringing farmers under one umbrella with a motto of service and profit while working in convergence with research organiza-

tions such as Agricultural Universities, ICRIASAT, etc. to transfer apt technologies to farmers. A venture capital fund for agri and rural start-ups has been introduced to provide boost to agripreneurs and credit linked capital subsidy scheme for small and micro entrepreneurs. He urged the agri-graduates to study the market and explore value addition prospects for the produce and its bi-products to resolve the problem of marketing of agri produce. He further assured assistance from NABARD to the agri-graduates in production, capacity building and agri start-ups. He finally concluded that all students should adopt WIT i.e. willingness, imagination and thoughts to develop as successful agripreneurs.

Addressing the delegates, Sri B. Vinod Kumar, informed that the Government of Telangana had been implementing several farmer centric programmes for last five years including construction of lift irrigation projects, reengineering of existing irrigation projects, revival of minor irrigation tanks through which one crore acres of land could be brought under irrigation. He foresaw a major challenge in providing appropriate marketing facilities for the expected huge production in years to come for which he advised the agri allied universities and research organizations to find an appropriate solutions. He further urged the young agri graduates to come up with innovative ideas to make agriculture remunerative and profitable. He suggested the Vice Chancellor to organize such meets at district level too so as to reach the common man and to inspire the rural youth to take up agriculture which has multifaceted avenues like processing, marketing, value addition etc.

The IGNITE contest winners were presented cash prizes, a certificate and memento by the Chief Guest and Guests of Honour. The workshop ended with the vote of thanks presented by Dr. Seema, Associate Dean, College of Agriculture, Rajendranagar and Coorganizing Secretary of the Workshop.



## Snapshots of the Valedictory





## Snapshots of the Valedictory





## Winners of IGNITE



## Consolation Prizes

## **“POTENTIAL AGRI ENTERPRISES” – A Side event of INSPIRE**

Apart from the thematic sessions at the workshop, It was felt that the delegates should actually experience the opportunities available in different agri related areas to set up enterprises through showcasing them in an exhibition “Potential Agri Enterprises” where in agri incubators, agri preneurs, FPOs, industry sponsors, banking sector representatives were invited to display their business ideas, products and

share their stories with the participants and students. The exhibition was inaugurated by Dr. Tamilisai Soundararajan, the Hon’ble Governer , Telangana State. The showcase attracted more than 1500 viewers including students from agricultural and veterinary and horticultural Universities, students from nearby schools, trainee farmers/ agripreneurs from WALAMTARI, NAARM, MANAGE etc.

### **List of Exhibitors**

Sl.No.	Name
<b>1-5</b>	PJTS Agricultural University
	Millet Processing and Incubation Centre, PJTSAU
	Natural Dye Processing and Incubation Centre, PJTSAU
	Department of Apparels and Textiles, College of Community Science, PJTSAU
	Department of Resource Management & Consumer Science, College of Community Science, PJTSAU
	AICRP on Home Science - Department of Clothing and Textiles, College of Community Science, PJTSAU
	AICRP on Home Science - Department of Food and Nutrition, College of Community Science, PJTSAU
	AICRP on Home Science- Department of Child Development, College of Community Science, PJTSAU
	Bio-fertilizer Production Unit, College of Agriculture, Rajendranagar, PJTSAU
<b>6-9</b>	a-IDEA, NAARM-TBI
	Home Crop
	Fishy Farmer
	Oorvis
<b>10-12</b>	National Institute of Agricultural Extension Management (MANAGE)
<b>13-15</b>	Agribusiness & Innovation Platform - ICRISAT
	Farmringg
	eFresh Agribusiness Solutions Pvt. Ltd.
	Perfura Technologies Pvt. Ltd.
<b>16</b>	Transactional Research Platform for Veterinary Biologicals, TANUVAS, Chennai
<b>17</b>	Millennova Foods Pvt. Ltd.
<b>18</b>	Y B Natural Products
<b>19</b>	RDP Food Products
<b>20</b>	Millet World
<b>21</b>	Vibrant Living Pvt. Ltd.
<b>22</b>	Sri Saraswathi Mahila Gruh Udyog
<b>23</b>	Doctor Mushrooms Centre
	Science of Wellness Enterprises



Sl. No	Name
24	Lyo Florals LLP
25	PikaLove
26	Fopple Drone Tech Pvt. Ltd. (DRONE RAJA)
27	Sree Nidhi Institute of Science and Technology
28	IDEAOVATOR Solutions Pvt. Ltd.
29-30	TAFE, Chennai
31-35	NABARD, Telangana, RO
	Mallaigudem SDP, Aswaraopet (FPO's)
	Raja Rajeshwari Mahila Group, Sircilla
	Sri Sedy Rythu Seva Samithi, Nalgonda
	Chetra Organic Agriculture Producer Company, Adilabad
	Waligonda Farmers Producers Company, Waligonda
	DNT Farmers Producers Company, Adilabad
	Kandergula Farmers Producers Company, Kandergula
36-37	Coromandel International Ltd
38	K N Bio Sciences India Pvt Ltd
39	Varsha Bioscience and Technology India Ltd.
40	Apiculture Technology Centre
41	Infinity Green Farms
42	Meher Beverages Pvt Ltd
43	Netrin's Spirulina LLP
	Mediherbz Herbal Products
44	Lesperanza Naturals Pvt. Ltd.
	Sriv Rain
45	Aqua Paradise
46	<i>Palle Srujana</i>
47	State Bank of India
48	Andhra Bank
49-50	Kaveri Seeds

## Showcasing Agri. Enterprises





## Showcasing Agri. Enterprises





## Showcasing Agri. Enterprises





## Regional Workshop on "Youth as Torchbearers of Business Oriented Agriculture in South India"

21<sup>st</sup> and 22<sup>nd</sup> October, 2019  
University Auditorium, PJTSAU, Rajendranagar, Hyderabad

### PROGRAMME

<b>DAY 1 – 21<sup>st</sup> October, 2019 (Monday)</b>		
0830–0900 hrs	Registration of the Participants	
<b>Inaugural Session</b>		
Venue: : University Main Auditorium		
Rapporteurs: : Dr. G.Uma Devi, Professor (Pathology), CoA : Dr. D. Shivani, Professor (Plant Breeding), CoA		
0900–0905 hrs	University Song & Lighting of the lamp	
0905–0915 hrs	Welco me and Introductory Remarks	Dr. V. Praveen Rao, Vice Chancellor, PJTSAU
0915–0925 hrs	Address by Special Guest	Dr. Peter Carberry, Director General, ICRISAT
0925–0935 hrs	Address by Special Guest	Sri. B.V.R. Mohan Reddy, Founder and Executive Chairman, CYIENT
0935–0945 hrs	Address by Chief Patron	Dr. R.S. Paroda, Chairman, TAAS
0945–0955 hrs	Address by Guest of Honour	Sri. SingireddyNiranjan Reddy, Hon'ble Minister for Agriculture, Cooperation, Marketing, Food & Civil Supplies & Consumer Affairs, Government of Telangana
0955–1015 hrs	Inaugural address by Chief Guest	Dr. Tamilisai Soundararajan, Hon'ble Governor, TS & Chancellor PJTSAU
1015–1020 hrs	Vote of Thanks	Dr.V.Anitha, Director, Planning & Monitoring Cell & Organizing Secretary
1020–1025 hrs	National Anthem	
1025–1100 hrs	<b>Tea/Coffee Break &amp; Group Photograph</b>	
1040 hrs	<b>Inauguration of Exhibition " POTENTIAL AGRI ENTERPRISES" by Dr. Tamilisai Soundararajan, Honourable Governor of Telangana State</b>	

<b>Technical Session – I</b> <b>International &amp; National Initiatives on Youth Empowerment in Agriculture</b>		
<b>Chairman</b>	<b>: Dr. Ashok Dalwai, CEO, National Rainfed Area Authority</b>	
<b>Co-Chair</b>	<b>: Dr. Peter Carberry, Director General, ICRISAT</b>	
<b>Rapporteurs</b>	<b>: Dr G.Padmaja, Professor &amp; Head, Dept. of SSAC, CoA Dr. K. Kavita, Assoc .Professor, AINP on Pesticide Residues</b>	
<b>Venue</b>	<b>: University Auditorium</b>	
<b>1105–1120 hrs</b>	ICRISAT/CGIAR Initiatives	Dr. Peter Carberry, DG, ICRISAT
<b>1120–1135 hrs</b>	Asia-Pacific Initiatives: APAARI	Dr. K.S. Varaprasad, APAARI Associate
<b>1135–1150 hrs</b>	Indian Council of Agril. Research (ICAR): Initiatives	Dr. Sanjeev Saxena ADG (IPTM & PME)
<b>1150–1205 hrs</b>	Role of Youth in Doubling Farmers Income	Dr. Ashok Dalwai, CEO, National Rainfed Area Authority
<b>1205–1235 hrs</b>	National Horticulture Board: Initiatives	Dr. Ariz Ahammed, IAS, Managing Director, NHB
<b>1235–1250 hrs</b>	Financial Sector: Initiatives	Representative, NABARD and Representative Andhra Bank, Hyderabad
<b>1250-1300 hrs</b>	Wrap up	
<b>1300–1345 hrs</b>	<b>Lunch Break</b>	
<b>Technical Session – II</b> <b>Scaling Innovations, Steering Partnerships &amp; Nurturing Agripreneurship – Corporate &amp; Innovative Farmers / Agripreneurs Experiences and Learning</b>		
<b>Chairman</b>	<b>: Mr. Anil V Epur, Past Chairman, CII, Telangana</b>	
<b>Co-Chair</b>	<b>: Dr. V. Venkata Ramana, Vice-Chairman, TSCHE</b>	
<b>Rapporteurs</b>	<b>: Dr. M.V. Nagesh Kumar, Professor, Dept. of Plant Breeding, CoA, Dr. V. Sunitha, Assoc. Professor, AINP on VPM, R'Nagar</b>	
<b>Venue</b>	<b>: University Auditorium</b>	
<b>1345–1355 hrs</b>	ITC: Initiatives, Experiences and Learning on Value Addition & Value Chain	Mr. G . Krishna Kumar, Vice President, ITC Limited, Guntur, Andhra Pradesh
<b>1355–1405 hrs</b>	Coromandel: Initiatives, Experiences and Learning on Farm Input Production/Marketing	Mr. G.V. Subba Reddy, VP & Divisional Nutrition Head (South), Hyderabad
<b>1405–1415 hrs</b>	TAFE: Initiatives, Experiences and Learning on Farm Mechanization	Mr. Surender , Head, Custom Hiring Division, TAFE, Chennai
<b>1415–1425 hrs</b>	Sresta Natural 24 Mantra: Initiatives, Experiences and Learning in Organic Food Retailing	Mr. S.Rajasekhar Reddy, CEO, 24 Mantra, Hyderabad
<b>1425–1435 hrs</b>	Agripreneurship Initiatives – the KPMG & YES Bank Experiences	Mr. Gopinath Koneti, Executive Director, KPMG, Hyderabad
<b>1445–1455 hrs</b>	Wrap up	
<b>1455–1510 hrs</b>	<b>Lunch Break</b>	



<b>Technical Session - III (Concurrent Session – I)</b> <b>Interaction with innovative farmers &amp; Agripreneurs</b>		
<b>Chairman</b>	: Dr. Y.G.Prasad, Zonal Director (X), ATARI, Hyderabad	
<b>Co-Chair</b>	: Dr. Bhag Mal, Senior Consultant, TAAS, New Delhi	
<b>Rapporteurs</b>	: Dr. T. Uma Maheswari, Professor, Dep-t. of Entomology, CoA Dr.K.Parimala, Scientist, SRTC, Rajendranagar	
<b>Venue</b>	: Seminar Hall-I, University Auditorium	
<b>1510–1800 hrs</b>	Bio-fertilizers / Bio-pesticides	Dr. John Peter, Managing Director, Varsha Biosciences, Hyderabad
	Protected Cultivation	Mr. Sachin & Shweta Darbarwar, CEO - Simply Fresh Hyderabad
	Dairy	Mr.Ch. Rajeshwar Rao, Chairman, Karimnagar Dairy, Karimnagar
	Madurai Malle	Mr. Sethu Madhavan , Vanguard Exports, Chennai
	Ornamental Fish Rearing	Mr. Veeramaindhan, Chennai
	Farm Mechanization	Mr. Ravi Kiran, CEO,
	Essential Oils	Mr. Ravi Teja L, Hyderabad
	Financial Resource Linking	Mr. Harish Raghu, Bengaluru
<b>1800–1830 hrs</b>	<b>Tea / Coffee Break</b>	
<b>Technical Session – IV (Concurrent Session – II)</b> <b>IGNITE– Agripreneurial Idea Contest powered by a-IDEA, ICAR, NAARM</b> <b>(Preliminary Round – Presentations by 15 shortlisted candidates from various Universities)</b>		
<b>Jury</b>	: Dr. Ch. Srinivas Rao, Director, ICAR, NAARM Dr. Soam, Joint Director, ICAR NAARM Dr. C. Ravindra Chary, Director, CRIDA, Hyderabad Dr. K. Srinivasa Rao, CEO, a-IDEA, NAARM Sri. P.V.G.K. Murthy, Director, Ingrain Technologies, Hyderabad.	
<b>Rapporteurs</b>	: Dr. M. Sridhar, Principal Scientist and Head MOFPI, QC Lab, Dr. Indudar Reddy, Scientist, ACRC, ARI, R’Nagar	
<b>Venue</b>	: Seminar Hall - II, University Auditorium	
<b>1510 - 1800 hrs</b>	7-9 minutes presentation by each team and 2 min discussion	
<b>1800 - 1830 hrs</b>	<b>Tea / Coffee Break</b>	
<b>1830 - 2000 hrs</b>	<b>Cultural Programme Followed by Dinner</b>	

<b>DAY 2 - 22<sup>nd</sup> October, 2019 (Tuesday)</b>		
<b>Technical Session – V (Concurrent Session - I)</b>		
<b>Agri Incubators – Policy and Innovation in Mentoring and Fostering Young Minds</b>		
<b>Chairman</b> : Dr. K. S. Vara Prasad, Senior Consultant, APAARI <b>Co-Chair</b> : Dr. D. Rama Rao, NIRF Professor & Former Director, NAARM <b>Rapporteurs</b> : Dr. G.Sridevi, PS & Head, AINP on Pesticide Residues Dr. Jemima, Asst. Professor, AINP on Pesticide Residues, <b>Venue</b> : Seminar Hall-I, University Auditorium		
<b>0930 -1130 hrs</b>	a-IDEA, NAARM	Dr. K. Srinivas, CEO a-IDEA
	RAFTAAR ABI-MANAGE	Dr. Saravanan Raj, Director (Extension)
	University of Hyderabad	Prof. G. S. Prasad, Director, TIE – U UoH
	UAS, GKVK, Bengaluru	Dr. Harini Kumar, Professor and In-charge TBI
	<b>University perspective-A Discussion</b>	
<b>1020-1130 hrs</b>	TNAU, Coimbatore	Dr. Jawaharlal, Director (Extension)
	TANUVAS, Chennai	Dr.C.Balachandran, Vice Chancellor
	Vasant Rao Krishi Vidyapeeth,Parbhani	Dr.A.S.Dhawan, Vice Chancellor
	PJTSAU, Hyderabad <b>Wrap up</b>	Dr.V.Praveen Rao Vice Chancellor
<b>1130 – 1150 hrs</b>	<b>Tea / Coffee Break</b>	
<b>Technical Session VI (Concurrent Session - II)</b>		
<b>Gender Inclusive Agri-preneuship Learnings and Way Forward</b>		
<b>Chairman</b> : Dr. KalpanaSastry, Former Joint Director, ICAR, NAARM <b>Co-Chair</b> : Ms. Pausami Basu IAS, CEO, SERP <b>Rapporteurs</b> : Dr. R. VijayaKumari, Professor, Dept. of Agril. Economics, CoA Dr. B. Padmaja, Assoc. Professor, Dept. of Agronomy, CoA <b>Venue</b> : Seminar Hall-II, University Auditorium		
<b>0930-1130 hrs</b>	SERP	Ms. Pausami Basu, IAS, CEO, SERP
	Mulkanoor Women’s Dairy Cooperative	Mrs. Vijaya, Managing Director, Karimnagar
	Organic Farming	Mrs. Keerthi Chikoti, Hyderabad
	IDEAVATOR	Mrs. Deepika Joshi, Hyderabad
	Holy Waste	Ms. Maya Vivek, Hyderabad
	Lyo Florals	Dr. Mahalakshmi V. Reddy, Hyderabad
	Honey Bee Keeping	Mrs. Josephine Selvaraj Madurai
	Textiles	Ms.Deepika Sarode, Hyderabad
	<b>Wrap up</b>	
<b>1130 – 1150 hrs</b>	<b>Tea / Coffee Break</b>	

<b>Technical Session VII</b>		
<b>IGNITE– Agripreneurial Idea Contest (Presented by Final 3-4 student teams, 10 min each)</b>		
<b>Jury</b>	: Dr. V. Praveen Rao, Vice Chancellor, PJTSAU Dr. B. Sarath Babu Director, NBPGR Mr. Vijay Nadiminti, COO, a-IDEA, NAARM Sri. Emmanuel Murray, Senior Advisor, Caspian Impact Advisors Ltd.	
<b>Rapporteurs</b>	: Dr. A. Madhavi, PS, STCR, R'nagar Dr. D. Srinivasa Reddy, SABM, CoA, R'nagar	
<b>Venue</b>	: Seminar Hall / Main Auditorium Hall	
<b>1150–1300 hrs</b>	Presented by Final 3-4 student teams, 10 min each Feedback and discussion by Panel Members	
<b>1300–1400 hrs</b>	<b>Lunch Break</b>	
<b>Panel Discussion</b>		
<b>Enabling Policies and financial Support for Agri-preneurship and Youth in Agriculture</b>		
<b>Chairman</b>	: Dr. R.S. Paroda, Chairman, TAAS	
<b>Co-Chair</b>	: Dr. T. Papi Reddy, Chairman, TSCHE, Hyderabad	
<b>Rapporteurs</b>	: Dr. T.V. Hymavathi , Professor & Head, Dept. of FN, R'Nagar Dr. P. Radhika, Assoc. Prof. & Head, SABM, CoA , Rajendranagar	
<b>Venue</b>	: University Auditorium	
<b>1400–1540 hrs</b>	<b>Panelists:</b> Dr. Shanta T, CEO, T HUB, Govt. of Telangana Mrs. Usha Rani, IAS, Director General, MANAGE, Hyderabad Dr. Ch. Srinivas Rao, Director, ICAR-NAARM Dr. C. Balachandran, Vice Chancellor, TANUVAS, Chennai Mr. Santosh Panda, Regional Head (East), ASCI, New Delhi	
<b>1540-1600 hrs</b>	<b>Tea / Coffee Break</b>	
<b>Valedictory Session</b>		
<b>1600–1605 hrs</b>	Welcome Address	Dr. V. Praveen Rao, Vice Chancellor , PJTSAU
<b>1605–1625 hrs</b>	Highlights of the workshop	Dr. R.S. Paroda, Chairman, TAAS
<b>1625–1635 hrs</b>	Address by Guest of Honour	Mr. Vijay Kumar, CGM, NABARD
<b>1635–1645 hrs</b>	Address by Guest of Honour	Dr. S.K. Joshi, IAS, Chief Secretary, Govt. of Telangana
<b>1645-1655 hrs</b>	Prize distribution for winners of Ideathon – IGNITE	By Guest of Honour & Chief Guest
<b>1655–1715 hrs</b>	Address by Chief Guest	Sri. B. Vinod Kumar, Vice Chairman, Planning Board, Govt. of Telangana
<b>1715-1720 hrs</b>	Vote of Thanks	Dr. Seema, Associate Dean, COA, Rajendranagar and Registrar i/c
<b>1720-1725 hrs</b>	<b>National Anthem</b>	



## Advisory Committee

### Chairman

Dr. R.S. Paroda, Former Secretary, DARE & DG, ICAR, Chairman, TAAS, New Delhi.

### Co- Chairman

Dr. V. Praveen Rao, Vice Chancellor, PJTSAU, Hyderabad.

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Dr. Ch. Srinivas Rao, Director, ICAR-NAARM, Hyderabad.

Mr. Vijay Kumar, CGM, NABARD, Hyderabad.

Mr. Anil V Epur, Chairman, CII, Telangana - Agriculture division, Hyderabad.

Dr. Kalpana Sastry - Former Deputy Director, NAARM and Adjunct faculty, TISS.

### Organizing Secretary

Dr. V. Anitha, Director (P&M), PJTSAU, Hyderabad.

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16.	Dr. Seema, Associate Dean, College of Agriculture, Rajendranagar	Co -Organizing Secretary
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4.	Dr. R. Sudhakar, Professor Aca demic, O/o Dean of Agriculture	Member
5.	Dr. B. Savitha, Asst.Director of Extension, O/o Director of Extension	Member

<b>III</b>	<b>IGNITE Competition Committee:</b>	
1.	Dr. P. Radhika, Assoc. Professor & Head, SABM, CoA, R'Nagar	Chairman
2.	Dr. D. Srinivasa Red dy, Asst. Professor, SABM, CoA, R'Nagar	Member
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1.	Dr Hemalatha, Professor, Dept. of GPBR, CoA, R'Nagar	Chairman
2.	Dr. Bhanurekha, Assoc. Professor, Dept. of Agronomy, CoA, R'Nagar	Member
3.	Dr. T.Lavanya, Assoc. Professor, Dept. of Agril. Economics, CoA, R'Nagar	Member
4.	Dr. Supta Sarkar, Asst. P rofessor, Dept. FN, CHSc, Saifabad, Hyd.	Member
<b>VI</b>	<b>Technical and Rapporteurs Committee:</b>	
1.	Dr Uma Devi, Professor & Head, Dept. of Plant Pathology, CoA	Inaugural
2.	Dr. D.Shivani, Professor, Dept. of Plant Breeding, CoA	Session
3.	Dr G.Padmaja, Professor & Head, Dept. of SSAC, CoA	Session -I
4.	Dr. K. Kavita, Assoc .Professor, AINP on Pesticide Residues	
5.	Dr. M.V. Nagesh Kumar, Professor, Dept. of Plant Breeding, CoA,	Session –II
6.	Dr. V. Sunitha, Assoc. Professor, AINP on VPM, R'Nagar	
7.	Dr. T. Uma Maheswari, Professor, Dept. of Entomology, CoA	Session –III
8.	Dr.K.Parimala, Scientist, SRTC, Rajendranagar	
9.	Dr M. Sridhar, Principal Scientist and Head MOFPI, QC Lab, Rnagar	Session –IV
10.	Dr.Indudar Reddy, Scientist, ACRC, ARI, R'Nagar	
11.	Dr. G.Sridevi, PS & Head, AINP on Pesticide Residues	Session –V
12.	Dr. Jemima, Asst. Professor, AINP on Pesticide Residues, R'Nagar	
13.	R. Vijaya Kumari, Professor, Dept. of Agricultural Economics, CoA,	Session –VI
14.	Dr. B. Padmaja, Assoc. P rofessor, Dept. of Agronomy, CoA, R'Nagar	
15.	Dr. Hymavathi , Professor & Head, Dept of FN, PGRC, R'Nagar	Panel
16.	Dr P Radhika, Assoc. Prof. & Head, SABM, CoA	Discussion
17.	Dr. Madhu Babu, Professor &Head, Dept of Agril. Extension, CoA	Valedictory
18.	Dr G.Ramya, Asst. Prof., Dept. of Plant Pathology, CoA, Rajendranagar	Session
<b>VII</b>	<b>Accommodation Committee:</b>	
1.	Dr. R.Sudhakar, Professor Academic, O/o Dean of Agriculture	Chairman
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4.	Dr. L.Krishna, Senior Scientist Rice Section, ARI, Rnagar	Member
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7.	Dr. S. Upender, Assoc. Professor, Dept. of Entomology, CA, R'Nagar	Member
8.	Dr. D. Sashibushan, Sr.Scientist, SRTC, Rajendranagar, Hyderabad	Member
9.	Dr. S. Ameer Basha, Assoc. Professor, Dept. of Pl.Path., C.A, R'Nagar	Member
10.	Dr. K. Pavanchandra Reddy, Assoc. Professor, Dept. of SS&AC, C.A, R'Nagar	Member
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5.	Sri Hari Krishna, Record Assistant, AD's Office, CoA, R'Nagar	Member
<b>IX</b>	<b>Invitation Committee:</b>	
1.	Dr. G.E.Ch. Vidya Sagar	Chairman
2.	Dr.P. Ramesh Babu, Prof. & Head, Dept. of English, CoA, R'Nagar	Member
3.	Dr.M. Shankar, Sr. Scientist, AICRP on micronutrients	Member
4.	Dr. G. Kiran Reddy, Scientist, AICRP on IFSR	Member

<b>X</b>	<b>Food Committee:</b>	
1.	Dr. Syed Ahmed Hussain, Professor (Agro), College Farm, R'Nagar	Chairman
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3.	Dr.P.Radhika, Associate Professor& Head, SABM, Rajendranagar	Member
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5.	Dr. M.Pallavi, Asst. Professor, AI&CC, ARI, Rajendranagar	Member
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6.	Dr.Prashanth, Scientist, Electronic Wing, ARI, Rnagar	Member
7.	Dr.Spandana Bhatt, Scientist, Rice Section, ARI, Rnagar	Member
8.	Smt.M.Pallavi, Scientist, AI&CC and University Press, ARI, Rnagar	Member
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2.	Dr.B.V.Vara Prasad, Assoc. Professor, CoA, Rnagar	Member
3.	Dr.A.Meena, Asst.Prof., CoA, Rnagar	Member



## Profile of Distinguished Guests and Speakers



**Dr. TAMILISAI Soundararajan**  
Hon'ble Governor, Telangana  
State and Chancellor PJTSAU

**Dr. TAMILISAI Soundararajan** (born 2 June 1961) is a medical doctor, the Governor of Telangana and former President of the Tamil Nadu BJP. She was a National Secretary and Tamilnadu State Unit President of the BJP prior to this appointment. Soundararajan became interested in politics from childhood, having been brought up in a political family. She was elected as a student leader during her studies at Madras Medical College. She served the Tamil Nadu state BJP unit in various capacities starting from South Chennai District Medical Wing Secretary in 1999, State General

Secretary Medical Wing in 2001, All India Co-Convenor (Medical Wing for Southern States) in 2005, State General Secretary in 2007, State Vice-President in 2010 and elevated as National Secretary, All India BJP in 2013. She was appointed as the Governor of Telangana on 1<sup>st</sup> September 2019 by the order of the President of India, Ram Nath Kovind. She took charge as Governor of Telangana on 8<sup>th</sup> September 2019. Soundararajan is a supporter of the #metoo movement and emphasizes that any women who had faced sexual harassment should get justice.

**Sri Singireddy Niranjana Reddy** was born in Pangal, Wanaparthy District in Telangana in a humble farmers' family. He did his B.Sc. and LLB from Osmania University. Sri Reddy was a practicing lawyer before joining the TRS party as a founder member in 2001. He was appointed as Vice

Chairman, Telangana State Planning Board in December 2014. He was appointed as cabinet minister on 19 February 2019 for Agriculture, Marketing, Cooperation, Food & Civil Supplies, Consumer Affairs, Government of Telangana.



**Sri Singireddy Niranjana Reddy**  
Hon'ble Minister for Agriculture,  
Govt. of Telangana



**Dr R S Paroda**  
Chairman, TAAS

**Dr. Raj Paroda**, former Director General, Indian Council of Agricultural Research (ICAR) & Secretary, Department of Agricultural Research and Education (DARE), Government of India, is an accomplished plant breeder and geneticist by profession and an able research administrator. He is known for modernization and strengthening of the national agricultural research system (NARS) in India as well as in Central Asia and the Caucasus. He has received numerous awards and recognitions, like Rafi Ahmad Kidwai Prize, ICAR Team Research Award, FICCI Award, Om Prakash Bhasin Award, BP Pal Gold Medal, Borlaug Award, Mahendra Shiromani Award and

the prestigious Padma Bhushan awarded by the Government of India in 1998. Dr Paroda had been the founder chairman of Global Forum on Agricultural Research (GFAR) based at FAO, Rome. He was also the President of Indian Science Congress in 2000-2001 and President of the National Academy of Agricultural Sciences, besides a dozen scientific societies in agriculture. He also served for more than two decades as Executive Secretary of Asia-Pacific Association of Agricultural Research Institutions (APAARI), which is based in Bangkok. Currently, he is Chairman of the Trust for Advancement of Agricultural Sciences (TAAS).



**Dr. V. Praveen Rao**  
Vice Chancellor, PJTSAU

Dr. Praveen Rao Velchala holds a Ph.D. degree in Agronomy with specialization in crop water requirements, irrigation scheduling and crop modelling. Since 1983, he has been serving for 36 years as teacher, researcher, extension agronomist and administrator in PJTSAU in different capacities. Dr. Rao has also served as Technical Advisor on micro-irrigation to several State governments and Expert Member on micro-irrigation committees in India & abroad. He worked as an International Micro-irrigation Consultant for 5 years in Israel promoting implementation of sustainable water conservation technologies in twenty Asia-Pacific, African and Latin American Countries. Dr. Rao guided about 25 M.Sc. and Ph.D. students to date in crop

water requirements and has published more than 120 research articles, authored 10 books and delivered over 50 international and key note lectures in water requirement and micro irrigation. He is a Fellow of several national and international societies and is an active Member of the American Society of Agronomy, Soil Science Society of India, American Society of Agricultural & Biological Engineers, International Society of Horticultural Science, Asian PGPR Society of Sustainable Agriculture. He has received national and international awards. His vision has steered the position of PJTSAU towards 79th position in NIRF 2019 rankings and 6th in Agricultural University rankings in India.

Dr. Peter Carberry holds a Ph.D. in Agriculture from the University of Sydney. Before joining ICRISAT in 2015, Dr. Carberry was a Chief Research Scientist in the Commonwealth Scientific and Industrial Research Organization (CSIRO), Australia. His expertise is in crop physiology and in the development and application of systems models. He is a key developer of the Agricultural Production Systems Simulator (APSIM) cropping

systems model. He received several honors including the Australian Medal of Agriculture Science and the Officier de l'Ordre National du Burkina Faso from the Government of Burkina Faso, and is an Elected Fellow of the Australian Academy of Technological Sciences and Engineering, and the Australian Institute of Agricultural Science and Technology. He has published over 100 journal papers and many book chapters and conference papers.



**Dr. Peter Carberry**  
Director General, ICRISAT



**Sri B. V. R. Mohan Reddy**  
Founder and Executive  
Chairman,  
CYIENT

Dr. Reddy holds postgraduate degrees from IIT-Kanpur, and University of Michigan, USA. Dr. BVR Mohan Reddy is a visionary who firmly placed India on the global engineering, research and development (ER&D) services map by establishing CYIENT(formerly Infotech Enterprises) in 1991. Dr. Reddy is also the Founding Director of T-Hub, the largest start-up incubation center in the country. He took up several leadership positions to promote higher education in India and is currently the Co-Chair of its National

Education Council and Chairman of the Board of Governors of IIT-Hyderabad. Dr. Reddy received several awards including Padma Sri in 2017, the Distinguished Alumnus Award from IIT Kanpur and Lifetime Achievement Awards from Hyderabad Management Association (HMA), Hyderabad Software Enterprises Association (HySEA) and the Centre for Organization Development (COD). He is the recipient of honorary doctorates from JNTU-Hyderabad, JNTU-Kakinada, Andhra University, and KL University



**Mr. Anil V. Epur**  
CII, Telangana

Mr. Anil V. Epur has been involved with the Confederation of Indian Industry (CII), India's apex Industrial Organization in its various activities, especially in the Agriculture and Food Sectors, for over 25 years. He was the first Co-Chairman of the Food and Agriculture Sector of the Indo-British Partnership, an initiative of the governments of the U.K. and CII. Mr. Anil V. Epur holds B.S., M.E.E. and M.B.A. degrees from Cornell University, USA. He was the

Director responsible for establishing VST Natural Products Limited, a 100% Export Oriented Agri-Business company. He is presently on the Board of various leading companies. He is a member of the expert committees for the Govt. of Andhra Pradesh such as "Implication of W.T.O. on Agriculture, Agri Industries & Farmers"; "Policy for Agro Industries" & "Vision 2020". He is also the Chairman of WWF (World Wide Fund for Nature) – Hyderabad.

Prof. V. Venkata Ramana holds a M.B.A. and Doctoral degree in Management and received advanced training at IIIIEE, Sweden and IC2 Institute, University of Texas. Prof. V. Venkata Ramana, is Senior Professor, School of Management Studies, University of Hyderabad, where he also served as Dean for 7 1/2 years. He also served as visiting Professor at San Diego State University, University of New Orleans, USA, Mahasarakham University, Thailand and Poznan University of Economics and Business, Poland. He has extensively worked in the area of innovation, incubation and

Entrepreneurship and was the founder of the TBI (Technology Business Incubator) at UoH. His research interests include General Management, Corporate Governance & Strategy, Marketing and Strategic Management. In August, 2017 in recognition of his contributions to the field of Higher Education in general and Management Education in particular, he was appointed as Vice-Chairman of TSCHE by Govt. of Telangana. He has authored 10 books and published over 40 scholarly articles in National and International journals and is a popular speaker at various National and International Conferences.



**Prof. V. Venkata Ramana**  
Vice Chairman, TSCHE



**Sri G. Krishna Kumar**  
Vice President, Agri and IT businesses, ITC Limited, Guntur, Andhra Pradesh

Mr. G. Krishna Kumar is currently the Vice President- Crop Operations & Sustainability, Agri Business Division of ITC Limited, also head of Centre of Excellence for Agriculture. He has spent over 30 years in Agriculture sector heading various operations such as Sustainable agriculture, Agri input business, Crop development & Procurement. He played a key role in various Crop value chain development initiatives like PPPIAD projects with Govt of

AP and Karnataka deploying digitally enabled Integrated Agri Extension Platform to improve Crop competitiveness in terms of productivity, quality and price maximizing value and ensuring better farmer returns. He is a member of various national and international agricultural associations aiming at embedding sustainability in the farm value chain.





**Mr. Rajasekhara Reddy Seelam**  
CEO, 24 Mantra, Hyderabad

Mr. Rajasekhara Reddy Seelam is the founder and Managing Director of Sresta Natural Bioproducts Pvt Ltd, the leader in Organic food business in India. An MBA graduate from IIM, Ahmedabad, Mr. Seelam worked with a large Indian Agribusiness conglomerate, manufacturing pesticides, fertilizers, seeds bio-inputs, sugar and other products. He became an entrepreneur in 2000. He co-founded INZA CRM Tech, involved in customer relationship management and Promuk Hoffmann International, an Indo German Joint Venture involved in light engineering Industry. His vision is to create sustainable livelihoods and life styles for farmers and consumers

alike. He is currently the CEO of Sresta Natural 24 Mantra, which produces and markets over 200 organic food products in India, Europe, North America, Middle East etc. Mr. Seelam is the Founder Chairman of Association of Indian Organic Industry, former Board Member of International Competence Centre for Organic Agriculture, Co Convener of CII, Telangana Agri Taskforce, Member of South zone Agri taskforce of CII, FICCI, AP Chapter. A member of the Organic Sub-committee, Eleventh five year plan, Planning Commission, Government of India and an invited speaker at many National & International conferences.

Mr. Gopinath Koneti worked in seed industry, agricultural crop and weather insurance and is now in food and agribusiness consulting and project advisory services. His specializations are medium to large scale food and agri business projects techno economic viability analysis, strategic advisory for agri start-ups, mega food parks, agro

parks, cold chain development, agricultural marketing, farmer services, agricultural risk management including designing crop and weather insurance contracts, rural transformation studies, connecting farmer's produce to the global markets and development of Agroparks.



**Mr. Gopinath Koneti**  
Executive Director,  
KPMG, Hyderabad



**Dr. Y.G. Prasad**  
Zonal Director (X), ATARI

Dr Y.G. Prasad is currently Director, ICAR-Agricultural Technology Application Research Institute (ATARI) at Hyderabad since 2015 coordinating 72 KVKs in AP, Telangana, TN and Puducherry. Earlier he worked as a research scientist at DOR for 7 years and at CRIDA for 15 years.

As an entomologist, he worked extensively on farmer participatory evaluation of bio-intensive IPM practices in dryland crops, developed granulosis virus as an eco-friendly biopesticide, implemented monitoring and evaluation strategy for on-farm sustainable initiative on cotton in collaboration with World-wide Fund for Nature-India. Led multi-institutional consortium

projects funded by NATP on pest forewarning and by NAIP on development of decision support systems. As convener, coordinated the country-wide efforts on preparation of district level agricultural contingency plans to meet aberrant weather situations, while at CRIDA. He coordinated the Technology Demonstration component of NICRA project operated through 121 KVKs across the country. He is a recipient of the Netherlands government NUFFIC International scholarship, awarded Dr Bap Reddy Memorial Award 2012 for IPM by Plant Protection Association of India, Valuable partner in achieving the Golden Globe Award for CROPSAP project by Ministry of IT, Gol.



**Dr. Bhag Mal**  
Senior Consultant,  
TAAS, New Delhi

Dr. Bhag Mal is a Senior Consultant at TAAS, New Delhi since January 2017. Prior to this, he worked as Senior Consultant, APAARI for 6 years, South Asia Coordinator for 9 years and Senior Research Fellow for 4 years in Bioversity International. He also served the Indian Council of Agricultural Research (ICAR) in various positions as Head, Crop Improvement Division at IGFRI, Jhansi; National Coordinator for Underutilized Crops Programme at NBPGR, New Delhi; Assistant Director General (Food Crops; Seeds), ICAR, New Delhi; and Director, IGFRI, Jhansi.

Dr Bhag Mal had been the President of Indian Society of Range Management and Agroforestry and Indian Society of Plant Genetic Resources and Vice President of Indian Society of Genetics and Plant Breeding, Indian Society of Plant Genetic Resources and Indian Society of Plant Sciences. He has been the

Chief Editor of Indian Journal of Plant Genetic Resources and Bioversity-APO Newsletter. Dr Bhag Mal had been the Member Secretary, ICAR Scientific Panel on Plant Breeding (1988); Member, Central Sub-Committee on Notification and Release of Crop Varieties, Govt. of India (1995); Member, National Functional Committee on Plant Genetic Resources (2000-2007); Chairman, Expert Committee for Developing Guidelines for Management of Genetic Resources; Chairman, Quinquennial Review Team, All India Coordinated Project on Underutilized Crops; and Member, Quinquennial Review Team, All India Coordinated Project on Medicinal and Aromatic Plants. Dr Bhag Mal has been a renowned plant breeder and developed 16 varieties of fodder crops, cereals and pulses; authored 155 research papers, 18 books/ monographs and 24 book chapters.

Dr. A. John Peter is a former scientist of ICRISAT and NARDI. During his tenure as Scientist, Peter handled funded research projects of Department of Biotechnology (DBT), Natural Research Institute (DFID), UK and Monsanto Research Center, India. The outcome of the research contribution has been published in peer reviewed National and International journals and books. He was an appointed auditor of International Finance Corpora-

tion, USA for two years to audit the Socio-Environmental Practices in crop protection implemented through its franchisees. With the vast experience gained on Agri-Biotech, Dr. Peter started this company in the year 2003 with a vision to provide environmentally safe and high quality bio-products. An entomologist turned First generation entrepreneur his R&D facility received DSIR recognition.



**Dr. A. John Peter**  
Managing Director,  
Varsha Biosciences, Hyderabad



**Mr. Sachin and  
Shweta Darbarwar**  
CEO - Simply Fresh,  
Hyderabad

Mr. Sachin and Shweta Darbarwar of Simply Fresh with a software engineering and marketing background from Australia have been cultivating exotic flowers, vegetables, fruits and leaves in almost two acres of land through hydroponic farming and are now the biggest and the sole suppliers of all salad leaves, exotic berries, salad veggies, and edible flowers to almost all leading star hotels in Bengaluru, Chennai, Hyderabad and Mumbai.

At their farm at a village on the Medchal highway, they grow imported varieties of salad leaves, veggies, berries and flowers using hydroponics and their farm is digitally controlled by bit data, which determines and detects climate conditions and requirement for the plants and alters the environment to suit their need. Sachin spent three years learning the process in Australia and later developing the technique.



**Mr. Ch. Rajeshwar Rao**  
Chairman, Karimnagar Dairy,  
Karimnagar

The Karimnagar dairy has been running in profit and has been benefiting 65,000 milk producers in the district since the last decade and a half. Mr. Rajeshwara Rao, an agri graduate has introduced several welfare schemes for the benefit of milk producers and their

cattle. He has taken several measures to increase milk production and sales which has made the dairy stand first in the State. His commitment and responsibility assures implementation of more welfare schemes for milk producers in the years to come.

Prof. Dr. M. Jawaharlal, is specialized in the field of Floriculture and Landscaping. He graduated B.Sc. (Ag.) in Annamalai University, M.Sc.(Hort.) and Ph.D. (Hort.) in TNAU, Coimbatore. He has 33 years of teaching in under graduate, post graduate & Ph.D teaching and in research at different stations and colleges of TNAU. He has guided 18 Ph.D and 34 M.Sc. students in various research aspects of floriculture. Handled externally funded projects worth Rs. 1034 lakhs as Principal Investigator and Co-PI. He has developed five varieties in horticultural crops viz., PKM 1 Acid lime, CO.1 Dolichos lab-lab, CO.7 Papaya, CO.3 Sapota and CO 1 Star Jasmine which are largely popular among the farmers. He has developed 14 technologies including five national technologies. He organized 2 international

and 3 national conferences and seminars. He has published 182 research articles in national and international scientific journals, 89 abstracts and 91 popular articles. He has authored 17 books and 16 practical manuals on various aspects of horticulture have contributed to effective teaching-learning process. He visited USA, Thailand, Malaysia, Singapore, Holland and Srilanka to disseminate his expertise and to facilitate sponsorships for students from International agencies such as National Parks Board, Singapore and the Hebrew University, Israel. Dr. Jawaharlal is a recipient of eleven awards for his research contributions and Life Time Fellowship of Confederation of Horticulture Association of India (2012), 7 best research paper awards and 2 recognitions.



**Prof. Dr. M. JAWAHARLAL**  
Director of Extension Education,  
Tamil Nadu Agricultural University,  
Coimbatore



**Mr. NUS. Veeramaindhan**  
Chennai

Mr. NUS. Veeramaindhan, a B.Sc (Zoology) graduate, is the first farmer to register in Fish Farmers Development Agency in Thiruthuraiipoondi in 1989, who also started the first seed production center. He entered into shrimp farming industry in the year 1994 and aquaculture in 1998. He introduced 100 species out of which 55 varieties were of South African chichilids and 40+ varieties were of South American Chichilids,

and has many firsts to his credit. He was instrumental in training 25 polio affected students in fisheries and also actively participates in training activities of College of Fishery Sciences in Tuticorin and Department of fisheries, Tamilnadu since 2004. He also works as an advisory committee member in Kattupakkam ornamental fish farmers committee since last 5 years.





**Mr. Galla Ravi Kiran Goud**  
CEO, Farm Mechanization

Mr. Galla Ravi Kiran Goud is a proud Mahindra Samridhi India Nation Award Winner in the area of "Farm Mechanization" for breaking the established stereotypes and being instrumental in driving mechanization and innovative farming technologies,

thereby making a positive impact on the agricultural community and enabling them to RISE for newer and better opportunities. He is also a proud inventor of a "45 HP Harvester" and "Rikshaw that runs on electric Charging", which are used for various farming activities.

A B-Tech (Agricultural Engineering) from Acharya N. G. Ranga Agricultural University in 2006 and MBA in 2011, Mr. Ravi Teja has been an Agripreneur since then. From 2015, he is involved in monitoring Purchasing, production and marketing of Essential Oils and also several other aspects including introducing latest, stringent quality checks, spreading

awareness and importance of quality among farming community, providing extension services to farmers through a group of advisors at every level, reaching out to different consumers in various domains. RT Essential Oils, located in Hyderabad, Telangana, has made a name for itself in the list of top suppliers of Essential Oils & Aromatics in India.



**Mr. Ravi Teja L**  
Hyderabad



**Mr. Harish Raghu**  
MD & CEO,  
SaGgraha Management  
services Pvt Ltd., Bengaluru

Mr. Harish Raghu is an alumnus of Agriculture College, Aswaraopet, PJTSAU and holds management diploma from IIM Bangalore. He has 23 years of experience in Agriculture and rural sectors including Agri Input industry handling marketing/logistics and Rural banking. He has worked with various organizations like ICICI, Fullerton etc at leadership level focusing on Rural Financial services, Agriculture lending and financial inclusion. In 2014 he founded SaGgraha Management Services Pvt Ltd with a mission to contribute to the country's financial inclusion effort. The organization is a financial services provider focussing on Financial inclusion and works as an extended arm of commercial banks linking almost 3 lakh families to the formal banking

system. They are operating in 7 states with 150 branches and 1200 employees. They helped opening of 2lakh plus Jandhan accounts and very actively conducting financial literacy programs through Audio Visuals. Making Technology as a core competency they co-developed paper-less loan origination system with Tab and Mobile applications resulting in low cost and efficient mechanism to operate in remote areas. They currently manage 700 Cr assets of various banks and operate micro ATMs across branches customers through adhaar enabled payment systems. Harish is also on board of MFIN-Micro Finance Institutions Network, an national industry body and Self-regulatory organization as accredited by Reserve bank of India.



**Dr. Ch. Srinivasa Rao**  
 Director,  
 ICAR-National Academy of  
 Agricultural Research  
 Management,  
 Rajendranagar, Hyderabad

Dr. Ch. Srinivasa Rao has completed his Ph.D. from IARI and Post-Doctoral fellowship from Tel-Aviv University, Israel. He has worked at several institutes like Indian Institute of Soil Science-Bhopal, Indian Institute of Pulses Research-Kanpur, ICRISAT, Patancheru and CRIDA, Hyderabad and has been the Project Coordinator (All India Coordinated Research Project on Dryland Agriculture) (2013-14), Director, ICAR-Central Research Institute for Dryland Agriculture (2014-17) and is presently Director, ICAR-National Academy of Agricultural Research Management (since 2017). His areas of work include Soil Carbon Seques-

tration, Climate Change, Contingency Planning, Rainfed Mission Development, Agriculture Research Management and Strategy/Policy Development for ICAR. He led many important programs such as ICAR-flagship program on Climate Change, NICRA, National Mission for Sustainable Agriculture (NMSA) and was the Climate Change Negotiator in Indian delegation represented at UNFCCC, SBSTA, COP meetings at Germany and France. He has several important awards including those received from President and Prime Minister of India and several recognitions to his credit along with hundreds of research publications.

Dr. Soam joined ICAR in 1993 and served at National Research Centre for Sorghum, Hyderabad, and Indian Grass and Fodder Research Institute, Jhansi, as Scientist. In 2000 he joined NAARM as Senior Scientist and working since then in various capacities as Senior Scientist; Head (Information & Communication Management division; Joint Director. Major area of research and capacity building: WTO/IPR Issues, Research Project Management and Agricultural Knowledge Management. He has handled various consultancy projects from Govt. of Andhra Pradesh, Kerala,

Madhya Pradesh, and Telangana state, and International Agencies such as United Nations (UNCTAD); CIRAD, France; FAO, Bangkok. He has received International training at International Agricultural Research at ICRA, The Netherlands; International Trade and IPRs at WTI, Switzerland; Technology Management at WSU, USA; Leadership in Singapore, Australia and New Zealand etc. He has won several national and international recognitions and worked in several expert committees. He has developed three online softwares which is being used in 08 countries



**Dr. Soam**  
 Joint Director,  
 ICAR NAARM



**Dr. G. Ravindra Chary**  
 Director, CRIDA,  
 Hyderabad

Dr. Ravindra Chary holds a Ph. D. in Agronomy. He joined Agricultural Research Service in 1991. Since then has worked at NAARM (August 1991 to Jan 1992), IIPR, Kanpur (Jan 1992 to July 1992), NBSS & LUP, Nagpur (July 1992 to July 2002) and at CRIDA

Hyderabad. He is Fellow of Indian Society of Pulses Research and Development, IIPR, Kanpur. His major areas of research include Land evaluation, Watershed based Land use Planning and Cropping Systems.



**Dr. R. Kalpana Sastry**  
Former Joint Director,  
ICAR, NAARM

Dr. Kalpana started her career as Scientist at Central Plantation Crops Research Institute (CPCRI), Kasaragod, in 1986. Later she joined Directorate of Oilseeds Research (DOR), Hyderabad, in 1987 and served there for nine years. In 1996 she joined NAARM as Senior Scientist. She received many prestigious awards like Prof. M.G. Narasimham Award for best research paper oration; Indian Phytopathological Society Gold Medal; Smt. Chandaben Mohanbhai Patel Vasvik Award for

Best Women Scientists; ICAR-AHRD fellowship by FAO; FAO under AGPC program on "Use of experts for technical co-operation among developing countries ; Occasional Lecture Award (OLP) Award under Fulbright Scholar Program OLP, Fulbright Senior Research Fellowship at the international level. Her research revolves around Agricultural innovations, intellectual property and technology management systems; policy issues in agricultural research management.

Ms. Keerthi Chekoti, B.Sc Graduate, is a proud USDA Certified (since 2010) Organic farmer cultivating since 12years. Until 2015, an NRI and during one vacation in Nov15, after seeing farm produce like fresh vegetable going waste due to improper marketing, ignited a thought in her to stay back and launched their company CHEKOTI BIO-ORGANIC PRODUCTS. Under Brand CHEKORGANICS, an exclusive Organic store in Vikrampuri, Secunderabad was started in Jan 2016. Ms.Keerthi cultivates and packs their organic farm products like superfood NONI, Rice, Dals, Ground nut, Spices, millets, fruits and vegetables Pakala village in Jangoan District.

Their flagship product, CHEKORGANIC NONI JUICE, is

made of wonder fruit called NONI (Botanical name: Morinda Citrifolia-L), which claims to have 150+ nutraceuticals and other medicinal properties. Ms. Keerthi is proud of their Brand because, it is the only product in India made by an organic farmer in their own brand in the purest and the most traditional way. Though in Agriculture with multi-problems like high labor turnover, getting authentic seeds etc., they are still driving in taking challenges and realized that the only way to grow is to introduce value added products like CHEKORGANIC NONI JUICE, Noni fruit powder, Noni soaps, shampoos and Ready-To-Cook & Ready-To-Eat products, from their own produce and also by joining hands with similar associated farmers for commercial success.



**Ms. Keerthi Chikoti**  
Organic Farming, Hyderabad



**Dr. Mahalakshmi V. Reddy**  
Lyo Florals,  
Hyderabad

Prof Dr.Mahalakshmi V.Reddy retired from PJTSAU services as Associate Dean, College of Home Science, Hyderabad on 30th April 2016. Born in Alandur village, Chennai and educated in Tamil Nadu, basically as Interior Designer and higher qualification in the Housing. Started professional service in ANGRAU in 1981, continued in PJTSAU till 2016. Served as teaching faculty for 35 years in the Dept. of Family Resource Management and worked as Scientist in AICRP, SLTP

and DST research project of Govt. of India to explore advanced methodology for preservation of flowers. Retirement in 2016, did not come in the way of passion to live and work with flowers. Owning a personal Lyo-lab was a major asset to strengthen research on preserved flowers. Gained skill to run a enterprise, built self-confidence to establish a micro-enterprise by name - Lyo Florals at Jubilee Hills. Happiness lies in healthy, active and well-engaged life.





**Ms. Josephine Selvaraj**  
Honey Bee Keeping, Madurai

Besides her original name, Josephine Selvaraj is known by quite a few nicknames, and of the lot 'Queen Bee' is the one even she is proud to flaunt. Josephine Selvaraj is both an entrepreneur and a social entrepreneur. Dr. Josephine Arockia Mary an MA. in History, trained in Krishi Vigyan Kendra ,Agricultural College and Research Insititute, Madurai. She started her business model with 10 Boxes in 2006 and is now a proud owner of 10,000 BEE boxes in 2019. She rears honeybees, 80,000 bee colonies reared and sold; cultivates honey and other products, including the royal jelly bee venom, wax , pollen and propolis. She also sells 35 varieties of honey such as - natural, multi flower Coorg, lichi, sunflower, Drumstic, crangh, Kumkum, Neem, Naval, Ugalibtus, Hill, Kombu, forest, value added ginger, Garlic, tulsi, amla, apple, dry fruits, fig, Dates, Patham, Mango, Rose, Spiralina, Pine Apple, Lavanga Pattai, banana, Aloevera, Orange, Vettiver apart from special Products royal jelly, pollen, Honey wax, honey comb. Mrs. Josephine

also provides employment opportunity to 45 people permanent employees and 60 people as season workers. She also supplies boxes with honey bees and equipments to farmer and self-help group women's ,all over tamil nadu all district mostly government schemes under the national horticulture mission , agriculture Department and Kathi and Village Industries. Their team is trying to create BROWN REVALUTION throughout India. 1,700 people became entrepreneurs in honey sector among whom 480 are women through free training. She provided 30,000 free training programmes to farmers, wrote 3 Books -Thenee Valarppu and Velaan Devathaigal and Medicinal value of Honey and received 38 States Awards and 6 National Awards. The important Awards are 5 District Collector Awards; Farmer Teacher Award (First time in Tamil Nadu by Government of Tamil Nadu; Velan Chermal Award by Tamil Nadu Government; L.M Patel (Asspee) award; Janki Devi Puraskar Award (Bajaj); Madicia Award

Ms. Deepika Sarode studied under graduation in College of Home science and masters in Fashion Management at NIFT, Hyderabad. Post graduating in 2013, she worked with Slow Color, a USA based luxury sustainable Brand in Colorado. While at Slow Color she handled multiple roles from textile designer to content writer. In 2014 she joined 6Degree, one of India's premier Fashion Consulting company as a Product Manager and went on to head the marketing and PR team. Whilst at 6Degree, Deepika orchestrated multiple designers to showcase their collections successfully at Lakme Fashion Weeks, India Beach Fashion Week, Fuji Fashion Week and Mysore Fashion week to name a few. In 2016, Deepika moved on from her role at 6Degree to focus on her roots and her love for Handloom and organic fabrics and ventured into her own eponymous label PikaLove. Her work

at PikaLove is highly detailed and focuses only on organic cotton and linen, naturally dyed with herbal based or low impact dyes, hand-crafted on looms in her hometown Narayanpet. Focused on the retail aspect of her business, PikaLove is present on multi-designer stores Pernia's Pop Up Shop, Jivaana, IBFW, and participating in various exhibitions across the country promoting sustainable fashion. In addition to PikaLove, Deepika is a regular fashion writer and columnist for The Hans India and guest faculty at NIFT, Hyderabad. She also works as a fashion stylist and celebrity coordinator and has worked with Soha Ali Khan, Vidyut Jamwal, Amala Paul, Pooja Hegde, Pooja Gor. Most recently she styled was part of the Rangasthalam styling team for the last shoot schedules and Bigg Boss contestant Kireeti for the Bigg Boss Telugu finale.



**Ms. Deepika Sarode**  
Pika love, Hyderabad



**Mrs. Vijaya**  
Managing Director,  
Mulkanoor Cooperative Society,  
Karimnagar

Mrs. Vijaya, Managing Director, Mulkanoor Cooperative Society, Karimnagar, started as a small Self-Help group in 1992 and it raised from a membership of 5000 farmers collecting only 14000 litres to a membership of 25000 members now collecting 68000 litres of milk. This dairy is being solely operated and managed by women with quality assurance in

place which is the main reason for their success and increased the demand for their products in nearby small cities. The dairy takes care of the education and health of the members' children and also provide employment to them in the dairy. The profit is being distributed as bonus to all the members of the society.

Mrs. Satyavathi from Warangal a private school teacher grew to an entrepreneur of ornamental fish producer. Having taken both technical and financial support from the Fisheries Department, now she turned as an entrepre-

neur cum trainer of ornamental fish production for many house makers in their backyards. Earlier, she worked as a technical person in fisheries department.



**Mrs. Satyavathi**  
Warangal



**Ms. Deepika Joshi**  
Software engineer

Ms. Deepika Joshi, a software engineer by profession became an entrepreneur in Agriculture in the area of IoT (Internet of Things). She is developing and marketing mobile based devices to meet all kinds of farm managerial issues right from climate to nutrient and pest / disease management. Few of her products are a device to

operate water pump from anywhere, a nutrient and moisture calculator which provides data on pH, organic manures, minerals with recommendations for management of crops. She mentioned that they also provide consultations on Agriculture 4.0 which is mainly based on recycling and reuse.

Ms. Maya Vivek, from Hyderabad works on production of flower soap, agarbathis and compost from the used flowers collected

from malls, water bodies and landfills and markets them under the brand name of 'Holy Waste'.



**Ms. Maya Vivek**  
Hyderabad



**Mr. Vijay Nadiminti**  
Chief Operating Officer,  
a-IDEA, NAARM

Mr. Vijay Nadiminti, a Horticulture Graduate with MBA in Agribusiness Management, has worked across Seed sector, Agri retail, Wholesale Spot Markets operations & terminal markets feasibility, Agri value chain mapping, , agribusiness consulting, Capacity building & Business modelling for farmer groups across Development sector, Setting up Innovation Bridge, AgriTech startups, incubation, accelerators and seed investments.

He started his career as management trainee at Premium Farm Fresh Produce Ltd in 2009, promoted India's first Private wholesale Spot market, worked on terminal market operations and

consulting on terminal markets in Haryana and Himachal Pradesh with Rungis Marche world's largest wholesale market operator. Later joined TechnoServe, a US based Not for Profit organization as an Area Manager and worked on various agribusiness consulting and operational projects for clients like Walmart, Olam, Mondelez, World Bank, USAID. He then joined a-IDEA, NAARM TBI in May, 2015, as COO and focusing on TBI operationalization. His job also includes networking, Program Coordination, Angel Affiliations with Investors, relationship development with different stakeholders, fund raising, managing physical and human resources.



**Dr. Ashok Dalwai**  
CEO,  
National Rainfed Area Authority

Dr. Ashok Dalwai, a post-graduate in Agricultural Economics and Ph.D. in Economics, is a member of the Indian Administrative Service of the 1984 batch served the Odisha Cadre. He was one of the initial members of UIDAI team that rolled out bio-metric based resident enrolment for Aadhaar. As Head of the Technology Centre of UIDAI, his role in building a robust technology platform has been well appreciated. After serving as Additional Secretary from 2015, he moved up to be serving as Chief Executive Officer, National Rainfed Area Authority in the rank of Secretary to Govt. of India. Some of the important contributions include the first Agriculture Policy of the State of Odisha, first Textile Policy of Karnataka, Self-Assessment Scheme for Assessment of Property Tax in the city of Bengaluru (which was subsequently adopted across the country), launch of Swachh Bengaluru - a new initiative in solid waste management, Participatory Irrigation Management,

restructuring of State PSUs etc. For Government of India, he has drafted the Model Agriculture Produce & Live Stock Marketing (Promotion & Facilitation) Act, 2017; Model Contract Farming & Services Act, 2018; and Guidelines for Gramin Rural Agriculture Markets (GrAMs) etc. He is also leading the initiatives on transforming India's pulse, oilseed and millet segments, and heads the concerned Committees.

He has also published several research papers and written general interest articles, has addressed at several national and international fora including universities. He is a life time member of Indian Society of Agricultural Economics and Indian Society of Agricultural Marketing. He has been conferred with several awards and recognitions one among them being the Honorary Doctorate by the University of Agricultural Sciences, Dharwad in 2016, for his services to the society in general and agriculture, in particular.



Smt. V. Usha Rani, IAS, assumed charge as Director General; MANAGE with effect from 1st August 2015. Smt. Usha Rani belongs to the 1995 batch of Indian Administrative Service (Andhra Pradesh cadre). Prior to taking over charge as Director General MANAGE she was the Commissioner and Secretary, Horticulture,

Govt. of Andhra Pradesh. She has been Commissioner, School Education; State Project Director, Sarva Shiksha Abhiyan; Commissioner, Agriculture and Commissioner, Women & Child Welfare. She was also the District Collector and District Magistrate of Mahboobnagar and Khammam districts of present Telangana state.



**Mrs. Usha Rani, IAS**  
Director General, MANAGE



**Dr. C. Balachandran**  
Vice Chancellor,  
Tamil Nadu Veterinary and  
Animal Sciences University  
(TANUVAS), Chennai

Dr. C. Balachandran assumed charges of Vice-Chancellor of Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) on 09-04-2018. He obtained B.V.Sc., PG and Ph.D. degrees from Madras Veterinary College. He started his career at Namakkal in 1980 and promoted as Associate Professor in 1988 and Professor in 1996. He also served as Registrar of TANUVAS and as the Dean, Madras Veterinary College. He has published about 400 scientific articles including 73 articles in International journals. His areas of

research interests are poultry diseases, cancer and indigenous medicinal effects. He has published about 50 popular articles. He served as Editor, Kalnadai Kathir, a TANUVAS Tamil Popular Magazine. He has about 90 awards to his credit. Notable Awards: University gold medal for the best thesis in avian diseases, Fellow of FAO, IAVP, National Academy of Veterinary Sciences and Academy of Science for Animal Welfare, Tamil Nadu State Scientist Award.

Mr. Vijay Kumar is the Chief General Manager of National Bank for Agriculture and Rural Development (NABARD), Telangana Regional Office. A native of Nizamabad, Telangana, Mr. Vijay Kumar did his B.Sc (Agril.) from the then Acharya N G Ranga Agricultural University (Present Professor Jayashankar University) Rajendranagar in 1983. He joined the NABARD head office, Mumbai during 1985 and also worked in Kerala, Andhra Pradesh (united), Madhya Pradesh, Assam and Gujarat in various capacities. He worked as District Development Manager (DDM), Mahabubnagar district for 6 years (1996-2002). He was also in-charge of Project

Monitoring Unit (PMU), during the period 2010-2013 and looked after watershed projects in Nizamabad, Medak, Rangareddy, Mahabubnagar and Nalgonda, having head quarter at Sangareddy. He worked as Chief General Manager and officer-in-charge of NABARD, Jammu & Kashmir Regional Office for more than two years before taking over charge of the NABARD, Telangana Regional Office. He has a rich experience in Agriculture and Rural Banking, Credit Planning, Microfinance Strategy Development, Liaison with State Government for infrastructure development, etc



**Mr. Vijay Kumar**  
CGM, NABARD



**Dr. S.K. Joshi, IAS**  
Chief Secretary,  
Govt. of Telangana

Dr. S.K. Joshi (born 20 December, 1959) got his Bachelor's Degree and Master of Technology in Engineering from IIT, Roorkee (1981) and IIT, Delhi (1983) respectively and PhD (2010) from TERI School of Advanced Studies. He started the Civil Services career as Assistant Collector in Nellore followed by careers as Sub-Collector of Tenali and Vikarabad, Joint Collector and Collector of Krishna District. He has handled the departments of Information Technology, Irrigation and Command Area Development, Municipal Administration and Urban Development, Energy, Medical and Health and Revenue in the State Government.

He had a 9 years' stint with Government of India in the Ministry of Environment, Forests and Climate Change in various capacities dealing with Ganga River Conservation, National Afforestation and Eco-Development Board, International Cooperation, handling and negotiating Montreal Protocol on Ozone Depleting Substances, Conventions on Climate Change and Biodiversity. Sri Joshi also served as Private

Secretary to Hon'ble MoS in the Power, Non-conventional Energy Sources and Agriculture Ministries during the United Front Government. As the Joint Secretary, Sri SK Joshi was the National Focal Point for Climate Change (including Clean Development Mechanism), Global Environment Facility and the United Nations Environment Program and also served for a year as the Vice-Chairman of Joint Implementation Mechanism of Kyoto Protocol in Bonn, Germany. He holds the unique distinction of being associated with the United Nations' Conference on Environment and Development (1992), Rio de Janeiro and the United Nations' Summit on Sustainable Development (2002), Johannesburg. As a key negotiator of India, travelled many countries and participated in several bilateral and multinational negotiations. He is appointed as Chief Secretary to Government of Telangana on 31st January, 2018. Sri SK Joshi was Special Chief Secretary to Government, I & CAD Department before the appointment as CS.

Sri Boianapalli Vinod Kumar (born 22 July 1959) is an Indian politician, advocate and Ex-Member of Parliament. He represents the Karimnagar constituency of Telangana State and previously represented Hanamkonda in the 14th Lok Sabha (2004-2009). He is one of the founding members of the Telangana Rashtra Samithi (TRS) party and is presently a politburo member and the party's deputy Floor Leader in the Lok Sabha. Vinod Kumar, an advocate by profession, practiced law in

Warangal district till 1998. Later, he started his practice in the Andhra Pradesh High Court at Hyderabad. He is a member of the Andhra Pradesh Bar Council. Mr. Vinod Kumar has been appointed as the Vice Chairman of the State Planning Board to utilise his understanding about the geographical, social and financial aspects of Telangana State apart from his experience in State politics and administrative matters



**Sri B. Vinod Kumar**  
Vice Chairman, Planning Board,  
Govt. of Telangana

## Participants Feedback



**Vasavi J, PJTSAU**

'INSPIRE' has been an extremely informative workshop for Agriculture students, as we gained wide knowledge on Agri-enterprises and their management, which is far different from theoretical circle of academics. It's our sheer pleasure to have attended the workshop, as the experiences shared by each of the entrepreneurs strongly motivated us towards Agripreneurship. The two-day workshop has highlighted the need for agriculture enterprises in the wake of changing lifestyles and consumer preferences. I am really thankful to our Hon'ble Vice Chancellor Dr. Praveen Rao Sir for conducting this workshop at our University.

I am happy to be a part of the conference INSPIRE. Such workshops help in disseminating my concept "BalBhoj" which I started with an objective to provide nutritious lunch for school going children at a faster pace rather than television and advertisement. The platform brought together several young agripreneurs who showcased their innovative technologies.



**Padmasree Mishra, Presidency University, Bengaluru**



**Sai Siva Ramakrishna, UAS, GKVK, Bengaluru**

I appreciate PJTSAU and their associates for organizing a wonderful conference which is really encouraging for the budding agri-entrepreneurs. The sessions were very informative and the exposure we got from this conference has really inspired us and has encouraged us to take up agri enterprises as a profession. We were exposed to a lot of agri-enterprises through which we could fetch great ideas which would help us for our future endeavours.



**Ranjith Reddy, MANAGE Fellow**

I feel glad to be a part of this programme, IGNITE as part of entrepreneurship for students and young agriculture graduates. It is a perfect platform to bring out the talents of young enthusiastic minds to nurture agro ecosystem in the country. The speakers at the session were inspiring and have encouraged us towards agri-preneurship. The exhibition was an added bonus to see firsthand the range of innovations.

This workshop would help us to motivate and inspire the students pursuing agriculture. I feel proud and happy for providing livelihood for many people through my profession. The sessions are inspiring and have further encouraged me as budding entrepreneur.



**Ravindra, Millenova Foods Pvt. Ltd.**



## Participants Feedback

I thank the organizers for giving me an opportunity to participate in the event. I feel very happy to share my experiences as an agripreneur which would definitely inspire the students. In the current scenario where agriculture is considered as a non-profitable enterprise, INSPIRE has served as a platform to motivate youth towards agriculture and agripreneurship. I appreciate the students who are pursuing agriculture and look forward for a great future for you.



**Keerthi Chikoti**  
Women Entrepreneur, Jangaon



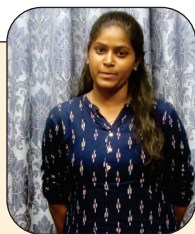
**A. Prahasitha**  
B.Sc.(Ag.)  
IV Year, PJTSAU

I was very much inspired by the speakers in different sessions who gave a broad outlook on entrepreneurship in field of value addition, value chain, production of farm inputs, marketing and farm mechanization. The innovative technologies of successful entrepreneurs on increasing shelf life of jasmine, essential oils, ornamental fish rearing, dry flower technology have inspired us to grab opportunities in agribusiness. I thank the Hon'ble Vice chancellor, Dr. V. Praveen Rao for conducting such programs and look forward for such programs in future at the University.

Showcasing our drone technology at the exhibition we received a lot of inputs and feedback on our technology which would help us in designing better products useful for the farming community in future.



**Srinija, Alekhya, Vaishnavi and Vinay Praveen**  
Sri Nidhi Institute of Science and Technology, Hyderabad



**Niharika**  
B.Sc.(Ag.) IIIrd Year, PJTSAU

I am very glad to participate in the workshop which had really inspired me and paved the way to set my future goal as a successful agripreneur. All the sessions in the workshop were interesting. I am really happy participating in the workshop as I acquired a lot of knowledge on innovation especially in agriculture.

## IGNITE Participants Feedback



**S. JAYA SREE**  
MBA (ABM) II YEAR

*IGNITE the word itself denotes "to set a fire" which cause fuel to burn. I in the same way, the competition nurtures our brain to set a innovative business idea and this idea is accompanied by the support of our university. It is very fortunate to get a chance to participate in this kind of events so that your business idea is noticed by officials.*

*It was a great opportunity for us to gain knowledge from such eminent speakers. The entire workshop focused on how youth can enter into agriculture. All panel members motivated us to enter into agribusiness sector. We framed our future in this workshop by great ideas from speakers. It was a challenge for us to organize such a big event, we learned from this challenge also how to manage all the things. All the business ideas from youth are excellent and unique. Some speakers from organic agriculture motivated us to sustainable agriculture. Finally it was a great experience and we have IGNITED our minds from this IGNITE....*



**V. MOUNIKA**  
MBA (ABM) II YEAR



**K. SRUJANA**  
MBA (ABM) II YEAR

*I have enjoyed the workshop to the fullest as I have been a part of organizing as well as audiences. I have many learning from the workshop as to how to organize and conduct workshops in such a huge manner. The business ideas instilled passion in me towards venturing into my own business in the future. I would be happy to serve and volunteer further more events to grab different opportunities and ideas from many innovative minds in the society.*



**D.R. PRAVALLIKA**  
MBA (ABM) II YEAR

*The workshop was a great opportunity for igniting the minds of the students with the assorted panel discussions lead by eminent speakers from government bodies and private institutions. It was a challenge for us to organize one of the biggest Agripreneurial idea contest – IGNITE. Hosting the contest gave me immense happiness and joy. It was interesting to improve my public speaking skills. It also helped us in networking with people from various states and multiple disciplines through sharing their thoughts, ideas and feedbacks about the program. The workshop threw light on the entrepreneurial avenues, the funding sources and other aspects for setting up agri-startups. The IGNITE contest has drawn many good ideas from the youth and triggered creative thinking among the audience. It ended on a happy note with appreciation from all the team members and faculty that pushes us to achieve further more targets in future.*

*"I have really liked the way this workshop has been conducted for 2 days; it was very interactive, which benefitted all the participants enormously! I had the opportunity to present business plan in IGNITE Competition and discuss how to make them better as entrepreneur after graduation and each technical session was wonderful and informative. I was delighted with Dr. Ashok Dalwai sir dynamic speech! Thank you so much PJTSAU."*



**B. VISHWARADHYA**  
MBA (ABM) II YEAR



**K. PREETHIKA**  
MBA (ABM) II YEAR

*The Workshop gave me a sense of belonging towards my university as I have been volunteering as an event organizer. Being a part of organizing committee it made me interact with participants from various regions in south India who showed varied interests. I could find that there are lots of passionate participants who were eager to showcase their ideas and talents which made me put even harder efforts to make the event a grand success. It was a "learning from doing" thing for me as I got to know many technical and management aspects involved in organizing an event. It was overwhelming to be a part of this event and to have the privilege to be surrounded with experienced and wise people around me. T-Hub also gave a funding opportunity to two finalist's ideas which was really appreciable.*





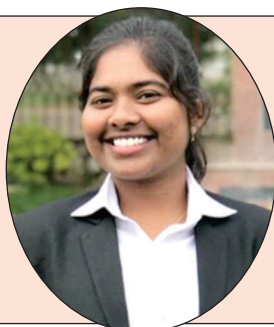
*It took a month long effort to conduct the event. I felt all the efforts were worth it after we have come across wonderful panel of dignitaries and best contestants with great enthusiasm and courage. I was amazed with the unique business ideas presented in the contest. The arrangements, the kits provided at the registration desk also made everyone delighted. Overall workshop was well conducted and organized. We had the privilege to hear from many experienced speakers and orators.*

**A. PRASHANTH**  
MBA (ABM) II YEAR

*The event was chaired by many experienced heads from various backgrounds. It had given a chance to have a glance of many agriculture startups. The participants were very competitive and high spirited with all the energy to present their innovative ideas. I would like to further take part in many other competitions ahead to gain insights that would help me to achieve my future endeavor of being an entrepreneur.*



**B. KAUSTUB**  
MBA (ABM) II YEAR



*Being at the back end of the event and having the opportunity to volunteer for organizing gave me true happiness. The workshop was all about the entrepreneurial era that we are presently trending with. The panel discussions were very fascinating and helped me imbibe many different thoughts worth pondering upon. I have learned how work in unison and manage time. It was an experience to be remembered for lifetime. I enjoyed being a part of the workshop and I look forward to participate in many more such events in the future.*

**RAM SRAVYA SREE**  
MBA (ABM) II YEAR

## Some More Impressions

Met lot of people and received lot of inputs and feedback from all the people that will help us to make our product much better.

**Srinija & Alekhya**  
Srinidhi Institute of  
Science & Technology

I learnt how to become an entrepreneur from this workshop, what to choose after final year, that confusion has gone and gained some knowledge and inspiration

**Niharika**  
B. Sc – III year, PJTSAU.

have developed the concept of Ball Bhoj for the school going children where breakfast and lunch will be provided with out loosing the nutrients. I feel more than Television, Advertisements word of mouth in this type of conferences makes stronger marketing which can be beneficiary to use.

**Padmasree Mishra**  
Presidency University, Bangalore

It was a very good experience for sharing my story which I hope inspires some of you. I believe students are the future of agriculture, unfortunately most of them don't consider agriculture as profitable business. They are the back bone of the country in the future . I appreciate the students here for taking the course of Agriculture, seeking a better future.

**Keerthi Chikoti**  
Jangaon, District,  
Women entrepreneur, Telangana

This conference is direct motivation for the students of different Agri Universities to become entrepreneurs. It gives me a great feeling providing livelihood for many people

**Ravindra**

Millenova foods pvt ltd

I felt glad to be a part of this programme. This particular program IGNITE sparked of entrepreneurship ideas particularly in students and young Agricultural graduates. Great opportunity to bring out the talent that nurtures Agri Eco System in the Country

**Ranjith Reddy**

MANAGE Fellow, Hyderabad

Sessions are very very informative. I love the Exhibitions in the work shop. I have got great ideas to start my career and I have seen so many people doing innovative things in Agriculture. It was a great conference to begin with. It was a very nice conference. It discussed about recent advances in Agriculture and how it can be club with technology . The best part of this work shop here is I met with real people like farmers, entrepreneurs, Academics, Research Organisations and Incubators

**Divya Sriram**

CCMB, Hyderabad



Time to Relax- Students talent to the fore





# Call for innovation in agri practices

- Governor opens workshop on 'Youth as Torch Bearers of Business-Oriented Agriculture'
- Agriculture Minister S Niranjan Reddy also participates in the inauguration ceremony

HANS NEWS SERVICE

**Rajendranagan:** Governor Dr Tamilisai Soundararajan has said that the central and state governments have initiated several schemes for welfare of farmers and for the development

of farming sector to enhance the income of farmers. The governor was speaking at the regional workshop at university auditorium in PJTSAU on Monday morning.

Professor Jayashankar Telangana State Agricultural University (PJTSAU) is hosting a regional workshop on 'Youth as Torch Bearers of Business-Oriented Agriculture in South India', in collaboration with Trust for Advancement of Agricultural Sciences (TAAS), Asia-Pacific Association of Agricultural Research Institutions (APAARI) and ICAR - NAARM on October 21 and 22.



Soundararajan, who inaugurated the workshop, said that Telangana is rapidly moving forward in agriculture and that it stood as an example for

Innovation is very much needed in agriculture sector for making it a profitable venture. The youth of India must utilise the opportunities available in agricultural sector, and should become torch-bearers for business-oriented agriculture

- Governor Dr Tamilisai Soundararajan



many states in the country by implementing several programmes of the state Government. The governor informed that in the governors' meeting to be held in New Delhi. She said that she had decided to talk and to make presentation on agriculture and the central schemes implemented by the central government as well as the Telangana State. "Innovation is very much needed in agriculture sector for making agriculture a profitable venture. The youth of India must utilise the opportunities available in agricultural sector, and they should become torch bearers for business-oriented agriculture," she said.

The governor praised Vice Chancellor Dr V Praveen Rao for organising the regional workshop and for working for the betterment of agriculture sector in Telangana. She also praised Agriculture Minister S Niranjan Reddy for practicing agriculture and exporting mangoes to European countries.

Niranjan Reddy listed out the state government's initiatives for the farmers like farm loan waiver, subsidisation of farm mechanization, micro irrigation, uninterrupted power supply

Rythu Bandhu and Farmers Group Life Insurance (Rythu Bima) are acclaimed across the country and also at International level," he said.

Attracting youth towards agriculture is a challenging task in a present economic and competitive environment, said Former Director General of ICAR Dr RS Paroda. He said that there is a need to encourage the youth in becoming successful entrepreneurs and in ensuring sustainable growth in agricultural sector. "India has witnessed the green, yellow white and blue revolutions in the last several decades, and the time has come to start profitable agriculture enterprises to utilise the business opportunities in this sector by the agriculture graduates. It also requires changes in academic curriculum," he said.

PJTSAU Vice Chancellor Dr Praveen Rao has delivered the welcome address. He gave the background in organizing the Regional workshop. The VC said that there is a need to INSPIRE - sow an idea, skill and sustain, plan and precipitate, innovate through IOT, reach out to technology providers, finance

Telangana Today

## Governor lauds TS agri schemes

Says State rapidly moving forward in field



Governor of Telangana, Dr Tamilisai Soundararajan, at a workshop on agriculture at PJTSAU on Monday.

BY BUREAU Hyderabad

Governor of Telangana, Dr Tamilisai Soundararajan on Monday lauded the Central and state governments for initiating schemes aimed at enhancing income to farmers. The Governor, while taking part in the inaugural session of a two-day regional workshop on 'Youth as Torch Bearers of Business-Oriented Agriculture in South India' at Professor Jayashankar Telangana State Agricultural University (PJTSAU) appreciated the State government in implementing innovative initiatives for betterment of farmers in Telangana.

example for many other Indian States for efficient implementation of farmer welfare programmes.

Dr Tamilisai also praised Prime Minister Narendra Modi for implementing farmer welfare programmes including doubling farmer income, farm insurance and input support scheme to farmers.

About 400 agricultural graduates from southern States, Vice-Chancellors from several agricultural universities, framers and entrepreneurs are participating in the regional workshop. Agriculture Minister, S Niranjan Reddy, Former Director General of ICAR, Vice-Chancellor PJTSAU, BVR Mohan Reddy, Founder Chairman, CYIENT, Peter Charberry, Director General ICRISAT were also present.

### 8 SKYLINE Hyderabad

## State Governor inaugurates Workshop in PJTSAU



(By Our Staff Reporter) Rajendranagan: Governor Dr Tamilisai Soundararajan, Telangana state Governor regional workshop on 'Youth as Torch Bearers of Business-Oriented Agriculture in South India' at Professor Jayashankar Telangana State Agricultural University in Trust for Advancement of Agricultural Sciences (TAAS) APAARI, ICAR, NAARM The two day workshop will...

Governments have initiated several schemes for the development in farming sector. The Governor lauded the efforts of the Prime Minister in ensuring doubling of farmers' income. Farm insurance, input support scheme to farmers improve their life style. She emphasized the importance of innovative farming to enhance farmers' income. She referred Mahatma Gandhi's reference of farmer that he is benefit the farmer. Secondly conduct of such workshops will go a long way in enabling her familiarize with the subject and can address the Governors Delhi. The Governor had a word of appreciation for the Agriculture Minister in improving the state agrifood sector and access to daily filling state products, Niranjan Reddy Minister has heaped praise on the...

Moharak Rythu Bima and others, the multipurpose projects are nearing completion will make the State of Telangana more prosperous. Dr Praveen Rao the Vice-Chancellor of the University has said that it is imperative to sow an idea, plan and precipitate innovative through ROI. Former Director General of ICAR Dr RS Paroda has suggested about the full entrepreneur and ensure sustainable growth in agriculture. He observed that the time has been ripe enough to commence profitable agri enterprises by utilizing the business opportunities in this sector. BVR Mohan Reddy, Founder Chairman, CYIENT, Peter Charberry Director General of ICAR on the occasion. The Governor has inaugurated an agri exhibition...

10/12

### యువతను వ్యవసాయ రంగంపై ఆలోచింపజేయాలి

గవర్నర్ తమిళిసై సౌందరరాజన్

జయశంకర్ తెలంగాణ రాష్ట్ర వ్యవసాయ విశ్వవిద్యాలయంలో (PJTSAU) జరిగిన 'గ్రామీణ యువతను వ్యవసాయ రంగానికి ఆకర్షించేటందుకు' అనే అంశంపై నిర్వహించిన రెండు రోజుల పాటు జరిగిన ప్రాంతీయ సదస్సుకు గవర్నర్ శ్రీ తమిళిసై సౌందరరాజన్ ప్రాథమికంగా పాల్గొని ప్రసంగించారు. గవర్నర్ ప్రసంగంలో గ్రామీణ యువతను వ్యవసాయ రంగానికి ఆకర్షించేటందుకు ప్రభుత్వం చేపట్టిన వివిధ ప్రయత్నాలను గురించి వివరించారు. గవర్నర్ ప్రసంగంలో గ్రామీణ యువతను వ్యవసాయ రంగానికి ఆకర్షించేటందుకు ప్రభుత్వం చేపట్టిన వివిధ ప్రయత్నాలను గురించి వివరించారు. గవర్నర్ ప్రసంగంలో గ్రామీణ యువతను వ్యవసాయ రంగానికి ఆకర్షించేటందుకు ప్రభుత్వం చేపట్టిన వివిధ ప్రయత్నాలను గురించి వివరించారు.







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