

## Convert Agriculture into Agribusiness to Enhance Income of Farmers: VC SKUAST-Jammu

### SKUAST Jammu launches Two months Training Program for Agri start-ups



Prof. J. P. Sharma, Hon'ble Vice Chancellor, SKUAST-Jammu and SKUAST-Kashmir voiced his opinion to convert agriculture into agribusiness as it is the way that can help the farmers to enhance their income many folds. Prof. Sharma was speaking as a Chief Guest during the inaugural function of two months Agri-preneurship start up training program being organized by Agri-Business Incubator, SKUAST Jammu: A Unit of Division of Agricultural Economics & ABM. In his inaugural message, Prof. Sharma briefed about the important role of innovation and entrepreneurship in the elevation of the agricultural sector and its various stakeholders. He exhorted the young entrepreneurs to think outside the box and come up with unique creative ideas to tackle modern challenges and opportunities for establishment of their start ups.

Prof. Sharma also delivered a talk to the incubates, faculty members and students on Agri-entrepreneurship under Atma Nirbhar Bharat and What Makes Success for Agripreneurs? Prof. Sharma in his speech deliberated upon Scenario and Status of Agriculture Sector of India in general and Jammu and Kashmir in particular. He also discussed about the major factors that may contribute to the success of agripreneurs. He termed agriculture as one of the most important sector of our country and said that India is mostly number 1 or number 2 in most of the commodities now and there is a new challenge of surplus management and waste reduction. Vice Chancellor also discussed about the various schemes of GoI for the promotion and commercialization of entrepreneurship. He voiced his opinion that it is the ripe time to convert agriculture into agribusiness as it is the only way that can help the farmers to enhance their income many folds. Prof. Sharma also discussed about the success stories of innovative farmers of Jammu and Kashmir. Prof. J. P. Sharma also gave the mantra of success to all the participants. In the end Prof. Sharma pointed out in his motivational speech that Big Dreams, early thinking and innovative action is very important for success. Dr. Sudhakar Dwivedi, Assoc. Prof. thanked Hon'ble Vice Chancellor for a wonderful talk.

Earlier during the inaugural programme, Dr. Jyoti Kachroo, Prof. & Head and P.I, R-ABI Jammu briefed about the RKVY-RAFTAAR Project highlighting Udgam (Agri-preneurship Orientation Programme/Pre seed stage funding) and Pragati (Seed stage funding programme) as Grant in aid to start-ups. She also discussed the training pedagogy and major focus areas to be covered during the training programme and shared in brief the success stories of previously held training programmes. The training programme will focus on Agribusiness startups and will be

instrumental in providing them a unique platform that will act as a launch-pad to give wings to their creative and critical thinking abilities in providing innovative solutions for today's market needs.

Dr. Jag Paul Sharma, Director Research & Registrar and Dr. Bikram Singh, Dean, FoA also spoke on the occasion.

Dr. S.E.H Rizvi, Director Education & Dean F.B.Sc, , Mr. Rajesh Talwar, Director Planning & Comptroller, Heads of various divisions, faculty members and incubates were also present during the event.

Dr. S.P Singh (Asth. Prof.) presented the formal vote of thanks at the end of the inaugural programme. Proceedings of the programme were conducted by Dr. Anil Bhat. Ms. Yamini Raut, Mr. Tarunjeet Singh and Mr. Ashish Kumar Isher, Ms. Sabbey and Ms. Malika Sharma facilitated the arrangements for the event.