



## **School of Agriculture**

### **Report of Webinar on Opportunities for Entrepreneurship through Agriculture Programme organized on Friday, 22<sup>nd</sup> July 2022**

Agriculture is one of the major sectors contributing significantly to entrepreneurship development. Agriculture also contributes towards significantly to nutritional and economic security of the country as well as livelihood security of the rural community. Even though India is the largest producer of food commodities, there is a trend of migration of rural population towards industrial sector. Therefore, there is an urgent need for human resource and entrepreneurship development in this sector by motivating the younger generation for startup and enterprise development. In our country, limited institutions are offering entrepreneurship and skill development programmes in agriculture and food processing sector and IGNOU is the front runner. The different courses of the School of Agriculture can be effectively integrated into the degree programmes of the University by offering them in the bouquet of skill enhancement courses. This will make the learner employable and future ready.

The proposed webinar was organized with the following objectives:

- To sensitize the target group about the entrepreneurship in agriculture sector through different programmes of the school of agriculture.
- To motivate the stakeholders to acquire the knowledge and skills through ODL/online learning in agriculture.

#### **Target Group**

- General Public, IGNOU alumni, learners, 10+2 pass out, students of agriculture/veterinary universities/Self Help Groups.

The webinar was organized on the Zoom platform and simultaneously livestreamed on Facebook and YouTube. The programme was attended by a total of 76 participants on all the platforms.

The programme started with welcome address by Professor S.K. Yadav followed by a brief presentation about the school and its programmes emphasizing on the entrepreneurial opportunity by the Dr. Praveen Kumar Jain, Director, SoA.

Dr. Rashmi Singh, Principal Scientist, IARI, New Delhi delivered the keynote address on Women Entrepreneurship in Agriculture. She covered various aspects of entrepreneurship development with the help of some success stories of a few successful women entrepreneurs. Dr. Manroop Singh Meena, Pro Vice Chancellor, IGNOU emphasized on the importance and scope of entrepreneurial activities particularly in the food processing sector in his address. Prof. Sumitra Kukreti, Pro Vice Chancellor, IGNOU delivered a special address and motivated the participants by informing about the various entrepreneurial opportunities available by enrolling in the different programmes of the School of Agriculture.

The IGNOU Alumnae Mrs. Safeena and Mrs. Arpita and Alumni Mr. Himanshu and Mr. Shailender Singh shared the experiences. They informed that the SoA programmes were very useful in gaining knowledge and skills which further helped them in setting up of their enterprise. They also appreciated the effort and commitment shown by the IGNOU faculty and staff.

Prof. Nageshwar Rao, Honorable Vice-Chancellor, IGNOU could not attend the webinar, but has shared a message that the webinar on Opportunities for Entrepreneurship through Agriculture Programmes is a timely intervention by the school. He has also congratulated all the faculty and staff of the school for this good initiative.

The programme ended with the vote of thanks by Dr. P. Vijayakumar.

The webinar was moderated by Dr. Mita Sinhamahapatra and coordinated by Dr. Mukesh Kumar.





