



November 22, 2022

Workshop on Agriculture Entrepreneurship held at IUST

Awantipora, November 22: The Centre for Innovation and Entrepreneurship Development (CIED), IUST organized a workshop on Agricultural Entrepreneurship today. The main speakers were Dr. Rahul Mirchandani, Chairman/Managing Director, Aires Agro Limited, and Mr. Khursheed Dar, Deputy Director, Confederation of Indian Industry.

The aim of the workshop was to expose the students of Business and Management Studies to entrepreneurship opportunities in the agricultural sector. The Director spoke at length about the innovative measures that the agricultural companies are undertaking to offer sustainable solutions to the problems faced by farmers across the country. He emphasized that sincerity and loyalty are critical for branding of any institution and said that women possess master marketing brains, with a huge potential to excel in agricultural entrepreneurship.

Mr. Dar discussed various employment opportunities available in the agricultural business and encouraged students to select their education options wisely so that they acquire the relevant skills.

Prof. Shakil A Romshoo Honourable Vice-Chancellor launched the Cultinno Innovation Challenges in collaboration with CII and Aires Agro Limited and appreciated the need for building the required kind of skills among the students so that they are able to compete for jobs at the national level.

The program was coordinated by Dr. Parvaiz A Mir, Director CIED. Pertinently, CIED, IUST is a Section 8 Company established to promote innovation and entrepreneurship with eight verticals including Women Entrepreneurship Development Cell, IPR Cell, Skill and Capacity Development Cell, Technological Business Incubator Cell, Centre of Excellence, Design Innovation Cell, and a vertical for Technology Innovation in Renewable Energy & Climate Change.