

G.T.N. ARTS COLLEGE (Autonomous), Dindigul - 5

[Affiliated to Madurai Kamaraj University]

[Accredited with 'B' Grade by NAAC]



**Webinar
on**

**“Role of Youth in Agro
Entrepreneurship Development”**

Organized by

VISHWA YUVAK KENDRA [VYK], New Delhi

In association with

INTERNAL QUALITY ASSURANCE CELL (IQAC)

On

02-02-2022 (Wednesday)



G.T.N. ARTS COLLEGE (Autonomous),
Dindigul -5

Circular No.160/Faculty Members/2021-22

Date: 31.01.2022

CIRCULAR

IQAC in association with **Vishwa Yuvak Kendra (VYK)**, New Delhi is organizing a one - day Virtual Seminar entitled **“Agro Entrepreneurship Development”** on **2nd February 2022** (Wednesday) at **02:30 p.m.**

The Seminar will be organized through Zoom platform. The Invitation, Registration link and Zoom link are posted in the GTNAC HoDs and Teaching Staff WhatsApp group.

HoDs and Class Incharges are asked to post the same in their 1st and 2nd year students' WhatsApp group and make all the students to attend the seminar and get benefitted.

IQAC COORDINATOR
(Dr. M. MUTHUMARI)

PRINCIPAL
(Dr. P. BALAGURUSAMY)

Circular to: All Faculty Members (Aided & SSP)

Copy to: i) Academic Director (SSP)
ii) Vice-Principal (SSP)

Submitted to the Secretary & Correspondent

Webinar on

Agro Entrepreneurship Development

2nd February 2022

Zoom Webinar ID: 863 6266 2923

Password: 593009



2:30 PM- 4:30 PM



Dr. Jayaraj Diraviam
Senior Scientist & Head
ICAR, Krishi Vigyan Kendra
(Speaker)



Mr. Haribhai Mori
President - CSR
Bajaj Group
(Speaker)



Dr. K.Divya
Associate Professor
Tamil Nadu Agricultural University
(Speaker)



Mr. C.M.Vishnu
Founder
Dheeran Live World
(Speaker)



Mr. Uday Shankar Singh
Chief Controller
Vishwa Yuvak Kendra
(Leadership)



Dr. P.Balagurusamy
Principal
G.T.N.Arts College
(Leadership)



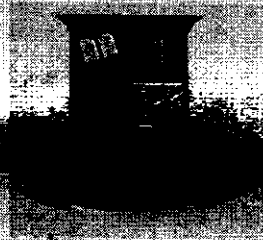
Dr. M.Muthumari
Coordinator-IQAC
G.T.N.Arts College
(Leadership)



Dr. P. Ravichandran



Mr. Rajat Thomas



Center for Entrepreneurship Development
Department of Agriculture, Government of Karnataka

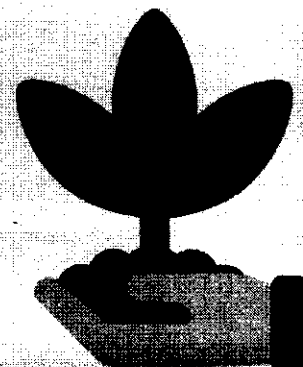
CONCEPT NOTE

Webinar on

Role of Youth in Agro Entrepreneurship Development



Center for Entrepreneurship Development



Introduction

The global population is projected to reach 9.7 billion in 2050 and could peak at nearly 11 billion around 2100. At the same time, the world's youth population is expected to reach 1.4 billion by 2065. This dynamic is projected to increase by 62 percent by 2050 in sub-Saharan Africa, Oceania, and Northern Africa and Western Asia, accounting for more than half of the projected global growth. Compounded by the challenges we are currently facing, such as the COVID-19 outbreak and climate change, concerted global action, and the meaningful engagement and participation of young people is required. The involvement of young people will be essential to the success of the 2030 Agenda. Entrepreneurs, change agents, and innovators are needed to build inclusive and sustainable models that improve employment prospects and livelihoods. We can learn valuable lessons on how youth represent the future of our world.

Initiatives such as the **Agribusiness** and **Agribusiness** are **potential** for **agribusiness** and **agribusiness** participation in this sector and options for overcoming them. With climate change and increased climate variability, farmers need to adopt climate-smart technologies that will improve yields, create more drought-resilient crops and livestock, resulting in higher incomes, and improved food security. With increased technological advancement in the agriculture sector, there is a need to identify and create opportunities for the youth by bringing them into the formal agribusiness economy. Stimulating Youth Start Ups Entrepreneurship is increasingly accepted as an important means and a valuable additional strategy to create jobs and improve livelihoods and economic independence of young people. There is need. Young people who are studying agriculture programmes such as agronomy, animal husbandry etc should also be taught business principles. Youth should be encouraged to develop business plans and investment models and small ticket investments should be given them.

With this in mind, the **Agribusiness** with agriculture universities and teaching business principles to young students pursuing such educational programmes, Vishwa Yuvak Kendra, in collaboration with G.T.N. Arts College, Tamil Nadu, is organizing a Webinar on Agro Entrepreneurship Development on 2 February 2022 (Wednesday), from 2.30 pm to 4.30 pm. Around 500 students are expected to attend the webinar and enhance their knowledge.

Objectives

The objectives of the webinar are as follows:

To enlighten the youth with various available government

To create the awareness among the Agri students about the available and upcoming technological innovations in agriculture to make them an eminent Agri-Entrepreneur

Technologies those reduce the cost of production and provide social and psychological benefits to farmers will open a new opportunity for Agri Entrepreneurship

To be successful at market-oriented farming, the farmer being an entrepreneur, a way of life and a trait, is growing all the world. An entrepreneurial farmer makes farming decisions in a complex competitive and collaborative environment

Value Add Agricultural and Business ways

Crop Insurance

Food Processing

Removing Middlemen/Barriers

Zero Pesticide Farming and Organic Farming

Resource Persons

The resource persons would include academicians and subject experts who would speak on the various facets of the topic. Practitioners would also be invited as share their success stories so as to motivate the students.

Sub-Themes

The webinar will cover all the following sub-themes:

- **An Overview and Current Scenario of Agri-Entrepreneurship**
- **Introduction to Agri-Entrepreneurship**
- **Strategies for Business Support and Market Linkage**
- **Success Story on Agro Entrepreneurship**



About Vishwa Yuvak Kendra

Indian Youth Centres Trust, set up on 10 August 1961, established Vishwa Yuvak Kendra (VYK), with a mission of developing youth work in the country on scientific lines and to provide training on a continuous basis in youth work aimed towards nation-building.

To achieve its main objective, VYK conducts in-house training programmes, seminars and workshops on relevant social issues like education, health, entrepreneurship development and organizes state level thematic programmes on a collaborative basis in different states on subjects of regional and national relevance, like disaster management, fundraising, right to information, NGO management, promotion of agro-entrepreneurship etc. Apart from the above, VYK also organizes Integrated Community Development Programme in its adopted urban slum communities, where it provides free regular medical care, conducts health camps, awareness generation programmes on cleanliness, health and hygiene etc. Kendra also regularly organizes Sports and Culture Programme for the youth from disadvantaged sections of the society where opportunity is provided to the youth to showcase their talents. *Since its inception, Kendra's programmes have seen a direct participation of nearly 1 lakh youth and reached nearly 50 lakh population.*

G.T.N. Arts College, Tamil Nadu



G.T.N. Arts college is the first creation of the Trust. The foundation stone of the College was laid on 20th January 1964 by the veteran statesman and ardent educationist, the Honorable Sri. M. Bakhavatsalam, the then Chief Minister of Government of Madras. The College was formally inaugurated on 2nd July 1964. In the first year of inception, the college was affiliated to the University of Madras offering instruction in Pre-University only. In 1965, the college grew in stature into a first-grade institution by securing affiliation from the University of Madras in B.A. Br. I/History, Br. XII English Literature and B.Sc. Br. I Mathematics.

The self-finance stream was successfully launched in the year 2000 with B.Com and B.Com (H) programmes. M.Sc. Chemistry was started in 2002. Based on demand, B.C.A. in 2003, B.Sc. (IT) in 2004 and B.Sc. (IT) were introduced. During 2006 B.Sc. IT and M.Sc. (CS & IT) were included. In 2010, M.A. English was begun. In 2012, B.A. English was started.

In 2013, B.A. Tamil and M.Com. were included. In 2015, B.Sc Chemistry, in 2016 M.A. Tamil, B.Sc. (Maths) and M.Sc. (Maths) were introduced. In 2017, Hotel Management and Catering Science and B.Sc Physical Education were started. In 2018, M.Sc. (Physics) was started. In 2019, M.S.W (Master of Social Work), B.Com (Banking & Insurance), (Professional Accounting) have been started. Research Programmes leading to Ph.D. in Chemistry and Commerce have also been started in 2003. Certificate Programmes in Telugu and Gandhian Thought were introduced in 2004. In 2008-09 Choice Based Credit System was introduced as per Government directions in order to improve the quality of education and for better job opportunities. M.Phil Programme is offered in Commerce, Chemistry, English and Tamil. Tamil and English upgraded as Research centre from this Academic year onwards.





Vishwa Yuvak Kendra



G.T.N Arts College

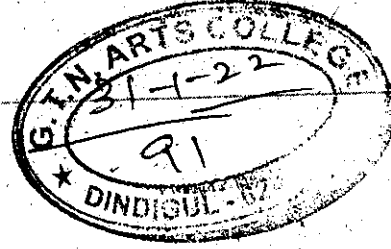
Webinar : **Agro Entrepreneurship Development**
 Organisers : **Vishwa Yuvak Kendra and G.T.N. Arts College**
 Day & Date : **Wednesday, 2 February 2022**
 Time : **2:30pm to 4:30pm**

PROGRAMME SCHEDULE

TIME SLOT	PARTICULARS	SPEAKERS
2.30 pm – 2.40 pm	Welcome Note & Background of the programme	Mr. Rajat Thomas Programme Officer Vishwa Yuvak Kendra
2.40 pm – 2.45 pm	Brief about College and its Agricultural Programmes	Dr.P.Balagurusamy Principal, G.T.N.Arts College,Tamilnadu
2.45 pm – 3.10 pm	An Overview and Scope on Agro Entrepreneurship	Dr. J.Diraviam Senior Scientist and Head ICAR Krishi Vigyan Kendra, Karur
3.10 pm – 3.35 pm	Integration of Traditional Process, Modern Technology and Innovation in Agro Entrepreneurship	Dr. K. Divya Associate Professor TNAU, Tamil Nadu
3.35 pm – 4.00 pm	Strategies for Business Support and Market Linkage	Mr. Haribhai Mori President – CSR Bajaj Group
4.00 pm – 4.25 pm	Success Story on Agro Entrepreneurship	Mr. C M Vishnu Founder Dheeran Live World
		Mr. A. J. Kumar Secretary, Dept. of Entrepreneurship & Development G.T.N.Arts College
4.55 pm – 5.00 pm	Way Forward and Vote of Thanks	Dr.M.Muthumari Coordinator-IQAC G.T.N.Arts College,Tamilnadu

FW: Confirmation letter-collaborative webinar on Role of Youth in Promotion of Agro Entrepreneurship Development

From: Rajat thomas (thomas@vykonline.org)
 To: principal@gtnartscollege.ac.in; gtncollege@yahoo.co.in
 Date: Monday, 31 January, 2022, 12:09 pm IST



From: Rajat thomas
 Sent: 31 January 2022 11:52
 To: 'principal@gtnartscollege.ac.in' <principal@gtnartscollege.ac.in>; 'gtncollege@yahoo.co.in' <gtncollege@yahoo.co.in>
 Subject: FW: Confirmation letter-collaborative webinar on Role of Youth in Promotion of Agro Entrepreneurship Development

From: Ravi Chandran
 Sent: 25 January 2022 14:51
 To: rajat.thomas1988@gmail.com; thomas@vykonline.org
 Subject: Confirmation letter-collaborative webinar on Role of Youth in Promotion of Agro Entrepreneurship Development

Warm Greetings from GTN Arts College, Dindigul, Tamilnadu

The GTN arts College Management is pleased to inform you that we are willing to organize the collaborative webinar on "Role of Youth in Promotion of Agro Entrepreneurship Development" with VYK, New Delhi on 2nd Feb 2022 (Wednesday) from 2.30pm to 4.30 pm. 300 to 500 Students are willing to participate the webinar. We here in attach our College Logo and Organisers PP Size Photo and their designation for your kind perusal. We expect your favourable response in this regard.

1. Dr. P. Balagurusamy, Principal, G.T.N. Arts College (Autonomous), Dindigul, Tamilnadu
2. Dr. P. Ravichandran, Head and Associate Professor of Economics
3. Dr. M. Muthumari, Coordinator-IQAC

With Regards

Dr. P. Ravichandran
 Associate Professor & Head
 Department of Economics
 Dean of Academic Affairs
 G.T.N. Arts College (Autonomous)

Dr. P. R. C

D. M. M. (G. P. O. C.)

31/01/22

Dindigul., Tamil Nadu.

Mob: 9150447279

----- Forwarded message -----

From: Rajat Thomas <rajat.thomas1988@gmail.com>

Date: Mon, Jan 24, 2022, 4:31 PM

Subject: Webinar on Role of Youth in Promotion of Agro Entrepreneurship Development

To: Ravi Chandran <gtnravi@gmail.com>, <principal@gtnartscollege.ac.in>

Cc: <udayshankar@vykonline.org>, <ajit@vykonline.org>, <vyk@vykonline.org>

Dr. P.Balagurusamy

G.T. N. Arts College,

(Autonomous)

Affiliated to Madurai Kamaraj University

Accredited by NAAC with 'B' Grade

Karur Road,

Dindigul - 624 005

Respected Sir,

Greetings from Vishwa Yuvak Kendra (VYK)!

As you are perhaps aware, VYK is a pioneering youth organization engaged in conducting training programmes, seminars and workshops on relevant social issues. It was established with the active support of Pandit Jawaharlal Nehru and was inaugurated in 1968 by the then President of India, Dr. Zakir Husain. The Kendra also organizes thematic workshops in Delhi as well as other states on subjects of regional and national relevance, besides organizing Integrated Community Development Programme in its adopted project areas where it provides free medical care, conducts health camps, awareness generation programmes on cleanliness, health and hygiene etc. A short profile of the organization is attached herewith for your ready reference. In case you wish, you may also refer to our website www.vykonline.org for additional information.

Due to COVID-19 pandemic the agricultural sector has been affected in a difficult, with this idea to "Encourage the Agro. Entrepreneurship among Youth" which includes the use of innovative technologies to reduce the cost of production and increase the benefit of the farmers will open new opportunities for Agri-entrepreneurship. To support the equitable provision and wise governance of technology for current and future generations and to empower youth from Agri background in Tamilnadu to manage the available technology for promoting the Agri entrepreneurship in an efficient way. **Considering these facts, VYK intends to collaborate with G.T. N. Arts College, Dindigul, Tamil Nadu to organize a webinar on "Role of Youth in Promotion of Agro Entrepreneurship Development".**

Considering the wide range of scope to support the campaign Educational Institutions and CSOs can play an immense role. Hope you will consider the concepts and ideas. This will bring a great collaboration opportunity for all of us. Your invaluable input solicited. We are proposing to organize a Programme in the series through Zoom Webinar on **2nd February 2022(Wednesday) from 2.30 pm to 4.30 pm**, so that the youth of your college may benefit from the interaction with the experienced Resource Persons who have made a significant impact on the society. For successful organization of the webinar, we would require the following arrangements at your end: viz., Logo, Name of Representatives from College. A detailed programme agenda will be shared once we receive your confirmation.

It would also be appreciated if you can ensure maximum participation from your college. Looking forward to collaborate and move further to make this drive successful. In anticipation of your kind response.

Looking forward to a positive response from your end and a confirmation.

Looking forward to listen your innovative ideas and wonderful thought.

Thanking you,

Yours sincerely,

Rajat Thomas

Programme Officer

Vishwa Yuvak Kendra

(International Youth Centre)

Teen Murti Marg, Pt.Uma Shanker Dikshit Road

Chanakyapuri

New Delhi - 110021

Ph: 011 23013631 - 35 ext 213

Fax: 011 23016604

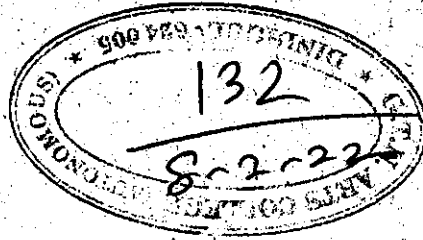
Mobile: - 8130144866

Email : thomas@vykonline.org

Heartfelt Thanks & Sincere Gratitude : Agro Entrepreneurship Development

From: Uday Shankar (udayshankar@vykonline.org)
 To: principal@gtnartscollege.ac.in; gtncollege@yahoo.co.in; gtnravi@gmail.com
 Cc: thomas@vykonline.org; venu@vykonline.org; vyk@vykonline.org
 Date: Friday, 4 February, 2022, 10:52 am IST

Dr.P.Balagurusamy
 Principal
 G.T.N.Arts Collège
 Dindigui,Tamilnadu



Dear Sir,

Greetings from Vishwa Yuvak Kendra, Delhi !

Firstly, we at Vishwa Yuvak Kendra convey our heartfelt appreciation, thanks and gratitude to you for your kind support in our endeavors as always. We are happy with wonderful efforts put in by you and your dedicated team i.e., (GTN Arts College) to make this event a grand success, for which you deserve a high mention! Our participants have appreciated your inspiring words and vibrant speech a lot. Indeed, we are so happy to have association with your vibrant network. Kindly accept our heartfelt thanks. We are also enclosing herewith a few screenshots captured during the webinar for your reference and sweet memories of the occasion. The main highlight of the webinar was active participation from participant across all corners of Tamil Nadu and other states as well. Special thanks to the students of your institutions who turned up in large number which shows the great willingness to learn.

We are also enclosing herewith a few screenshots captured during the webinar for your reference and sweet memories of the occasion.

Kindly convey our warm regard to all your network members.

Look forward to host many more wonderful programmes in days to come.

Thanking you,

With warm regards,

Uday Shankar

Uk

Uday Shankar Singh
 Chief Controller
 Vishwa Yuvak Kendra
 Pt. Uma Shankar Dikshit Road,
 Teen Murti Marg, Chanakyapuri

To
 Dr. P. R. C.
 Dr. J. M. M. (C.R.A.C.)
 OB
 4/2/22

Report of the Agro Entrepreneurship Development – Webinar

Vishwa Yuvak Kendra(VYK), New Delhi in association with G.T.N. Arts College (Autonomous), Dindigul organized a webinar on “Role of Youth in Agro Entrepreneurship Development” on 02-02-2022 (Wednesday).

Mr. Rajat Thomas programme coordinator welcomed the gathering and gave an introduction on VYK and highlighted the significance of Agro Entrepreneurship.

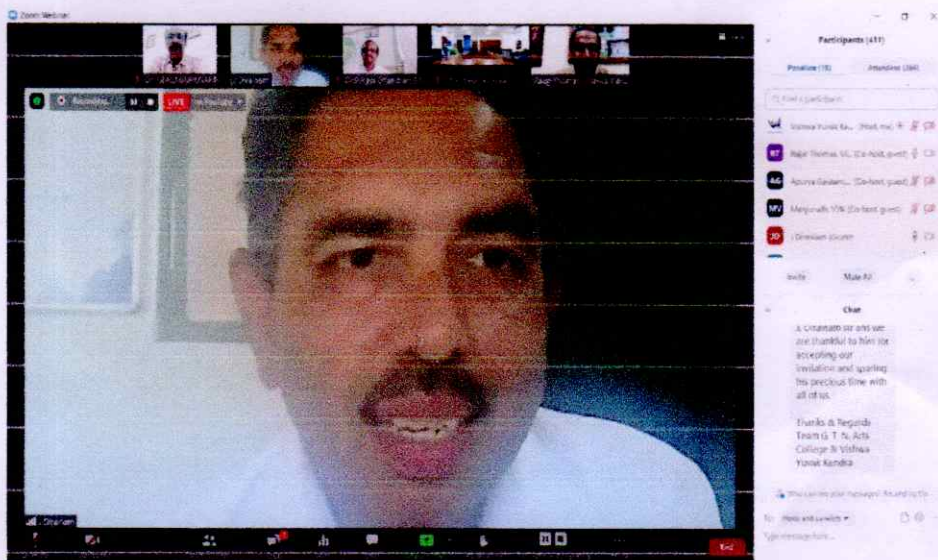


Dr. P. Balagurusamy, Principal, G.T.N. Arts College has briefed on G.T.N. Group of Institutions with special emphasis on Pushkaram College of Agricultural Sciences, Pudukottai, Tamil Nadu.



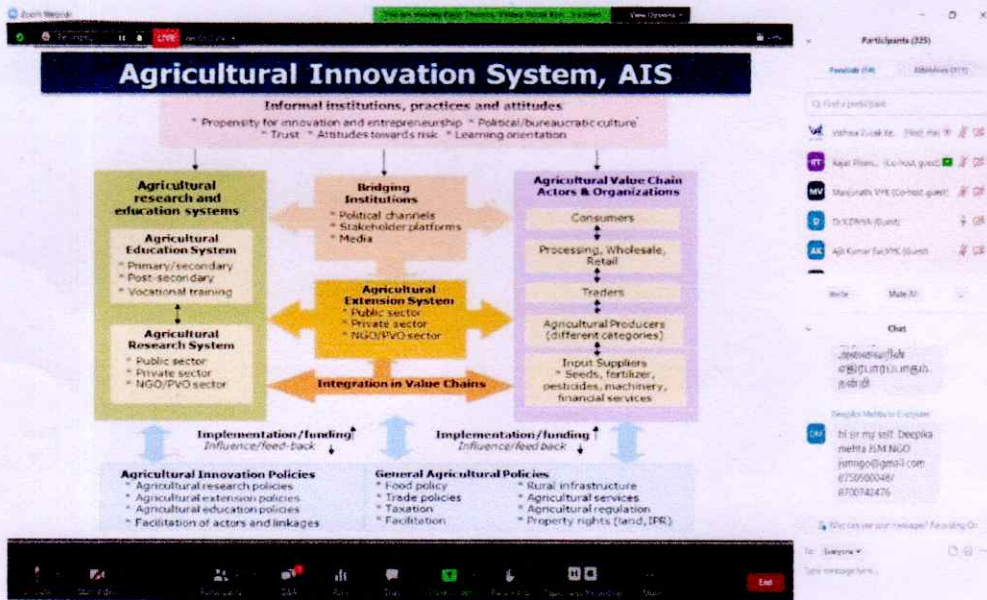
Technical session I

Dr.J.Diraviam, Senior Scientist and Head ICAR, Krishi Vigyan Kendra(KVK), Karur delivered a lecture on **“An Overview and Scope on Agro Entrepreneurship”**. He focused on Activity wise Agriventures. He insists on learning skills, Team work and core values to be followed by the young Agripreneurs and also elaborated on the financial supporting agencies such as NABARD, KVK, RSETI, IDBI, WCP and SHGs. He also explained case studies using clippings.



Technical session II

Dr. K. Divya, Associate Professor, TNACI, Coimbatore has given a talk on **“Integration of Traditional Process, Modern Technology and Innovation in Agro Entrepreneurship”**. She touched upon the scope for Agri Entrepreneurship in India and also mentioned about the demand for organic products in the local and International market. In the course of the lecture she pinpoints the Artificial Intelligent enabled Self Driving Tractors, Smart Sensors, Vertical Farming, Land Saving Concept of Vertical Farming and their significance in improving oxygen level in apartments.



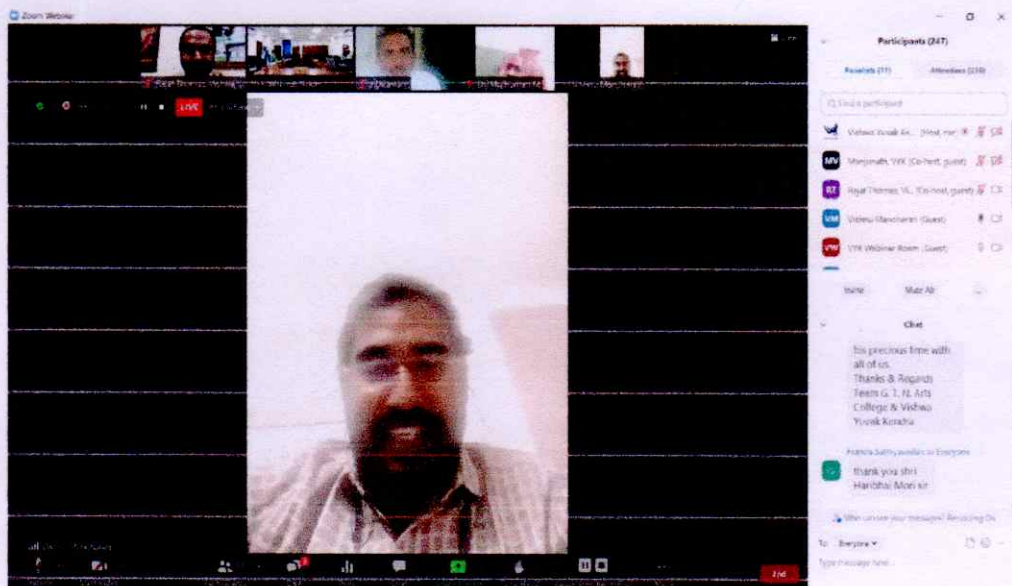
Technical session III

Mr. HariBhai Mori, President, CSR, Bajaj Group, delivered a lecture on the topic “Strategies for Business Support and Market Linkage”. He highlighted empowering farmers not only as farmers but also as traders. He inspired the participants with an example by narrating the story of a Farmer generating an income of Rupees 40 lakh from his four acres land. He reinforced that land is one’s employment source.



Technical session IV

Mr. C.M. Vishnu, Founder, Dheeran Live World Spoke about **“Success Story on Agro – Entrepreneurship”**. He motivated the participants to start Beekeeping an agri-based business and also pointed out the profit and scope of the business.

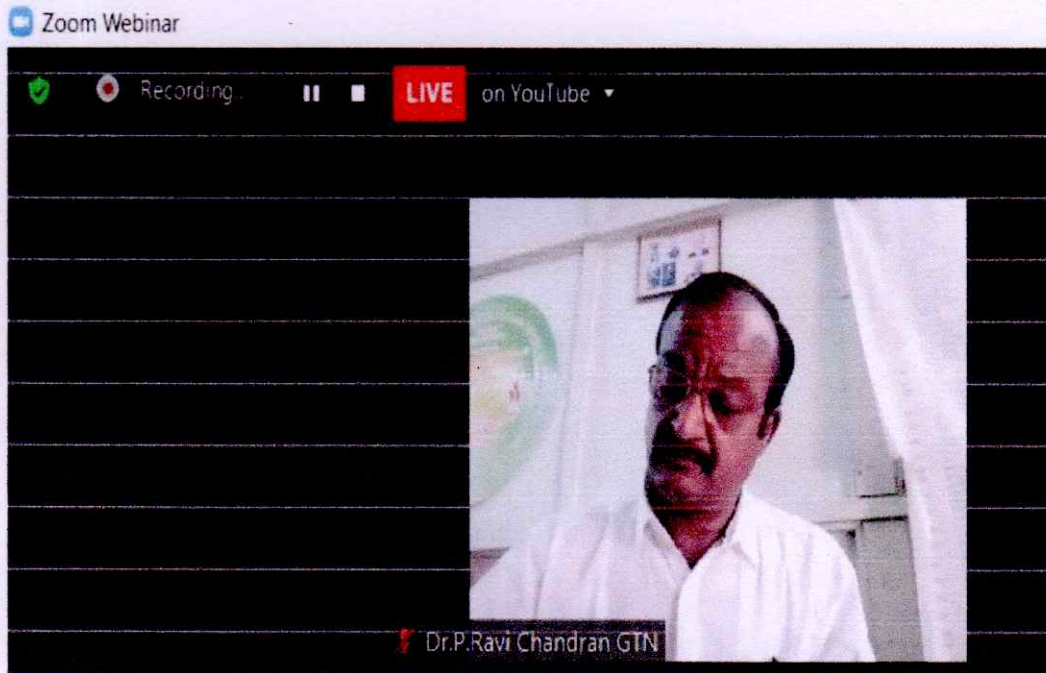


Question / Answer Session

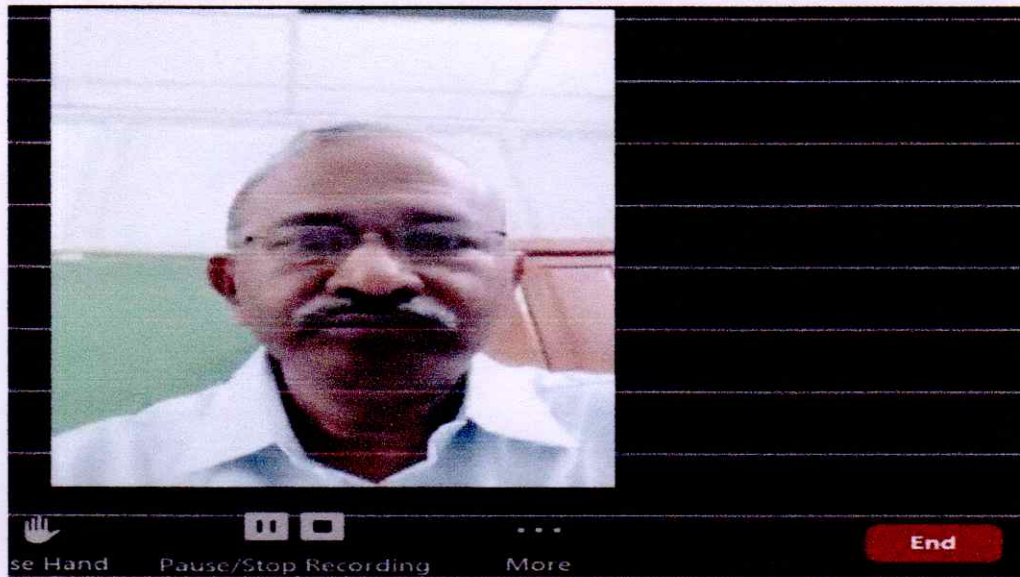
Mr. Ajith Kumar Rai, Senior Officer, Sustainability and Development Vishwa Yuvak Kendra moderated the Question / Answer Session. The participants interacted well with the resource persons and got their doubts clarified.



Dr. P. Ravichandran, Head, Department of Economics, Coordinated the Webinar.



The webinar came to an end with a vote of thanks proposed by **Dr. M. Muthumari**, IQAC Coordinator, G.T.N. Arts College, Dindigul.



Around 411 participants took part in the webinar and benefited.

The screenshot displays a Zoom meeting interface. At the top, it shows 'Participants (411)' with tabs for 'Panelists (15)' and 'Attendees (396)'. A search bar is present with the text 'Find a participant'. Below this, a list of participants is shown:

- Vishwa Yuvak Ke... (Host, me) with icons for mute, video off, and chat.
- Rajat Thomas, Vi... (Co-host, guest) with icons for mute and video off.
- Apurva Gautam,... (Co-host, guest) with icons for mute and video off.
- Manjunath, VYK (Co-host, guest) with icons for mute and video off.
- J Diraviam (Guest) with icons for mute and video off.

Below the list are buttons for 'Invite', 'Mute All', and a three-dot menu. A 'Chat' section is visible with a message from J. Diraviam: 'J. Diraviam sir ans we are thankful to him for accepting our invitation and sparing his precious time with all of us. Thanks & Regards Team G. T. N. Arts College & Vishwa Yuvak Kendra'. At the bottom, there is a status bar indicating 'Who can see your messages? Recording On', a 'To: Hosts and panelists' dropdown, and a 'Type message here...' input field. A red 'End' button is located at the bottom left of the interface.

M. Muthumari
22/12/2022
Submitted to the Principal
(Dr. M. Muthumari)

Dr. P. Balagurusamy
Principal
(Dr. P. Balagurusamy)