

## Students sensitized on ABI Draksha activities

ABI Draksha, the ABI Centre of ICAR-NRC for Grapes, Pune organized an “Agripreneurship Sensitization Program” on 5<sup>th</sup> March, 2024 for the students working under various projects of the institute. Dr Kaushik Banerjee, the Director, highlighted the importance of science-based entrepreneurship developments in his address. He invited the young minds for bringing more and more innovations to enrich the agriculture based business domain involving fresh grapes and processed products. Dr Ajay Kumar Sharma, Principal Scientist and Principal Investigator of ABI Draksha, updated the audience group on objectives of ABI Draksha and activities being conducted to support business culture in grapes and overall horticulture sector of the country. He presented the importance of startup initiatives in the country and requested the students for joining the ABI Draksha to convert their ideas to reality. He also cited many examples where startups and business ideas are changing the socio-economic scenario. A presentation on available opportunities and technologies developed by this research centre was also delivered by Mr Hemant Saste, a project staff. This sensitization program was attended by more than 50 students, who actively participated in various discussions with the faculties and among them.



