

**One day training on ‘Entrepreneurship Development in Manjari Medika grapes’
under ABI project**

Training Programme entitled ‘Entrepreneurship Development in Manjari Medika grapes’ was organized by Agri-Business Incubation Centre of ICAR-National Research Centre for Grapes, Pune, on 16th February, 2021. Dr A K Upadhyay, Principal Scientist and Director (In Charge) of the Centre highlighted opportunities in grape growing in general and Manjari Medika in specific in his opening remarks. He urged to adopt this variety for betterment of consumers and better earning of farmers. Dr Ahammed Shabeer TP (Senior Scientist) apprised the trainees on health benefits of Manjari Medika grapes and described ‘Zero Waste Processing’. He updated on juice making and utilization of generated waste in making high quality nutraceutical products. Dr Ajay Kumar Sharma, Principal Scientists and PI of ABI Centre informed on growing practices of the variety. He suggested to popularize Manjari Medika juice as health drink due to its health benefits. He updated ABI activities to trainees and requested them to join ABI for starting agri-business or propagate ideas as startups in the field of interest. Trainees visited vineyard of Manjari Medika and trainees were impressed by the crop and color of juice. A demonstration of juice making, pasteurization and bottling was also arranged. A total of 25 trainees including student-cum-farmers, farmers, students, NGO and KVK participated in this program.

