



AAU Incubation Center (AIC Anand) launched 'AgCatalyst: Agripreneurship Mentor Development Program' on 10.06.2024

AAU Incubation Center (AIC Anand) has developed a seven-day certificate course, '**AgCatalyst: Agripreneurship Mentor Development Program**,' scheduled to be organized from June 10-16, 2024, in collaboration with **CCS National Institute of Agricultural Marketing, Jaipur**. This innovative first of its kind program aims to equip professors and experts working in the agriculture sector with the skills needed to act as mentors for entrepreneurship development in agriculture. The program will cover important topics such as cultivating a mentor mind-set, creative thinking skills, strategies for successful business, different potential business models, technology commercialization etc.

During the program's inaugural function, **Dr. K. B. Kathiria**, Hon. Vice Chancellor of AAU, in his presidential address highlighted the program's goal of fostering mentorship from professors, scientists, and industry stakeholders. He emphasized their role in providing inspiration and guidance to students and startups within the food, agriculture and allied sectors. **Dr. Kathiria** also mentioned the initiative of creating an ASPIRE CLUB in every college, with the aim of inspiring and motivating students towards Agripreneurship.

Dr. G. R. Patel, Registrar, AAU, highlighted the importance of the program and congratulated the participants for taking the first step towards empowering future student entrepreneurs.

Dr. Samit Datta, Principal & Dean of CFPTBE, AAU, extended a warm welcome to all the dignitaries attending the program. He provided an overview of the program and encouraged everyone to contribute towards its success. **Dr. H. Pandey**, Co-PI of R-ABI at AAU, extended the vote of thanks, expressing gratitude to all attendees and congratulating Team AIC Anand for organizing the successful event.

Twenty-two enthusiastic participants, including professors, scientists, and stakeholders from various universities and institutions, are set to undergo seven days of comprehensive training at AIC Anand. The inaugural function was graced by university officials, principals, deans of various colleges, faculty members, and other dignitaries.



Glimpses of Inaugural Function of 'AgCatalyst: Agripreneurship Mentor Development Program

