

## Press note

### **One day workshop “Curriculum: Farm Income- Market Linkages- Food System”**

A one day workshop on “Curriculum: Farm Income - Market Linkages - Food System” was organized at Anand Agricultural University, Anand on 28<sup>th</sup> January, 2020 in collaboration with Cornell- Sathguru, Hyderabad, an initiative with funding from Bill & Melinda Gates Foundation and participating Odisha University of Agriculture & Technology (OUAT), Bhuvneshwar and Dr. Rajendra Prasad Central Agricultural University (RPCAU), Bihar. The experts, Dr. K. V. Raman, Dr. Terry Tucker and Dr. Pillar Para from Cornell University, Mr. K. Vijayraghvan from Sathguru Management Consultants and many other experts from reputed organizations including Bill & Melinda Gates Foundation, OUAT, RPCAU, NDDDB, IRMA, NIAM from India participated in the workshop.

The central organizing committee of the workshop included, apart from others, Dr. M. K. Jhala, ADR, AAU & Convener, Dr. R. S. Pundir, Professor & Organizing secretary and Dr. Y. A. Lad, Asso. Prof. & Joint secretary. Dr. M. K. Jhala welcomed the participants and presented brief overview of Anand Agricultural University, Anand. The workshop discussed to explore elements that address ways to introduce farm economics to measure and demonstrate doubling of farmers’ income, farm entrepreneurship, nutrition and allied elements as potential opportunities in curriculum reforms at UG level. A base line meeting was also conducted on 27<sup>th</sup> January to understand the issues in a rigorous and better way.

Deputy Director General (Edu.), ICAR, Dr. R. C. Agrawal presided over the workshop and Hon. Vice Chancellor of AAU, Dr. R. V. Vyas, chaired the afternoon session. The observations emerged from the discussion in the workshop that can help policy makers re-orienting the UG curriculum include adequate focus on farm business planning, commodity futures market, input marketing, retail marketing, farmer producers’ organization (FPOs), agri. entrepreneurship, soft skills, land reforms and economics of nutrition. Dr. Agrawal, President, emphatically said that there is need to change the mindset of the youths and attract them towards agriculture. Majority of the participants also suggested that agriculture need to be transformed in agri. business and UG curriculum need to be reoriented accordingly with adequate focus on practical exposure so that agri. graduate could be job providers instead of job seekers. To address the issue of agri. entrepreneurship, which is need of the hour, business professionals and consultants also need to be involved for the mentorship of the students apart from encouraging and promoting the programmes like student start-ups and RKVY-RAFTAAR through workshops and training programmes.

The guests also visited Food Business Incubator, Vidhya Dairy and Agricultural Education Museum and were inspired by the entrepreneurship focused activities of AAU. The workshop ended with vote of thanks by co-chairman, Mr. K. Vijayraghavan.





