



AIC Anand Foundation of AAU Sensitizes Rural Youth of BRS College, Kahanvadi under its Futurepreneur-ખોજ @Gujarat Initiative



As part of Futurepreneur-ખોજ @ Gujarat—an initiative by AIC Anand Foundation of Anand Agricultural University, Anand, aimed at reaching every district of the state to build a strong #agrifood startup ecosystem in Gujarat—a dynamic sensitization programme on "How to Build a Rural Startup" was organized on 6th August 2025.

The programme witnessed enthusiastic participation from over 60 students and 6 faculty members of the Bachelor of Rural Studies programme from Shri I. K. Chavda Gram Vidhyapith, Kahanvadi village, Affiliated to Veer Narmad South Gujarat University, Surat.

Mr. Nikunj Soni, CEO of AIC Anand Foundation, delivered an inspiring talk, sharing success stories of startups supported by the incubation center. He highlighted the ecosystem of resources, mentorship, and support available at AAU, encouraging students to ideate innovative solutions for real-world rural challenges. Each participant received a **Futurepreneurs Diary**—a simple and thoughtfully designed tool to nurture creative habits and entrepreneurial thinking.

The event also featured interactive brainstorming activities session led by **Dr. Jignesh Macwan**, Assistant Manager, and **Mr. Sagar Gabu**, Business Executive at AIC Anand Foundation. Their engaging approach helped enhance participants' creative thinking and sparked entrepreneurial curiosity. To provide hands-on exposure, students were divided into teams and given product-based tasks focused on creative product development. Each team collaborated to build innovative concepts and presented their ideas to the group, showcasing commendable creativity and teamwork.

The session concluded on a high note, with students actively engaging in all discussions and activities, marking yet another small step toward building Gujarat's next generation of rural entrepreneurs.



