



Brainstorming Session

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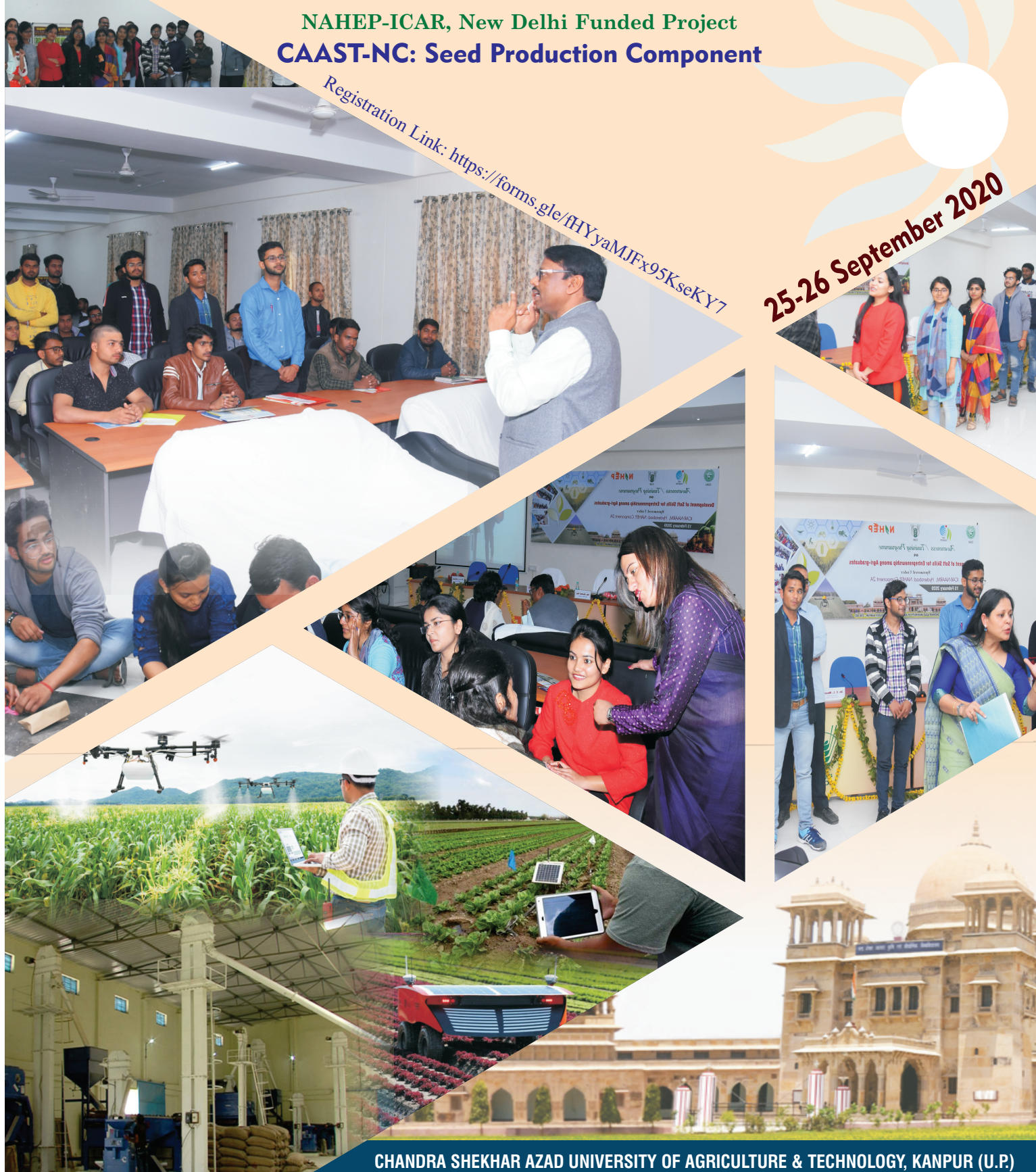
Communication Skills Development for Seed Entrepreneurship

Sponsored under

NAHEP-ICAR, New Delhi Funded Project
CAAST-NC: Seed Production Component

Registration Link: <https://forms.gle/fHYyaMJF95KseKY7>

25-26 September 2020



CHANDRA SHEKHAR AZAD UNIVERSITY OF AGRICULTURE & TECHNOLOGY, KANPUR (U.P.)

About the University

C. S. Azad University of Agriculture and Technology, Kanpur is the leading agricultural institution of the country and having strong foundation laid as early 1893. This institution continued its journey in independent India attaining its present status of university after several stages of metamorphosis- from the School of Agriculture in 1893 to status of university in March 1975. The University serving the nation since last 114 year through research, education and development of technologies for farmer of the country. The University has mandate of planning, execution, monitoring, co-ordination, evaluation and impact assessment of research programmes across the faculties to cater the research need of South-Western Semi-Arid and Central Plain zones covering 22 districts of Uttar Pradesh with its seven colleges in which four colleges (Agriculture, Horticulture, Agroforestry and Home Science) are located at university HQ (Kanpur) and three colleges (Fisheries, Dairy Technology and Agricultural Engineering) at Etawah campus. A second college of Agriculture is also established at Lakhimpur Kheri, Uttar Pradesh. As the mother of several ICAR institutions, Chandra Shekhar Azad University of Agriculture and Technology, Kanpur continues to serve as the leading organization for agricultural studies, research and extension in the country.

About the Project

The Centre for Advanced Agricultural Science and Technology on Nutritional Crops is the World Bank funded project, implemented by Government of India through National Agricultural Higher Education Project-Indian Council of Agricultural Research, New Delhi. This project seeks to establish partnership with national/international/private organizations and scaling of capacity building of postgraduate students as well as faculties for enhancing their research and teaching capabilities. The project aim is to promote production-oriented research as a way to enhance productivity and ensuring the prosperity of rural communities and developing knowledge centre for quality seed production of nutritional crops.

About the e-Brainstorming

The productive harvest is highly relying on the availability of quality seeds. The Indian seed market reached a value of US\$ 4.8 Billion in 2019, exhibiting a double-digit growth during 2014-2019. This could have been possible due to untiring endeavour of public and private seed players of the country. Approximately 600 private players are involved in seed business in our country and still there is a huge scope of initiating new seed ventures for our passing out agri-students because there is a dire need of quality seeds of agri-horti crops to fetch desired level of production and productivity. Realizing the importance of availability of quality seed to the farmers in adequate quantity, the government policies geared towards promoting and fostering entrepreneurship of new entrepreneurs to create sustainable new seed ventures.

To be a successful either entrepreneur or employee of any organisation, one should possess a set of skills/attributes which helps in achieving the organisational goals in due course of time by overcoming day to day hindrances arising in the way of organisational performance of the many attributes, an inevitable attribute is the ability to communicate. Communication occurs daily in our society through conversations either face to face, on the phone, Internet, letter and host of other means. The significance of communication is very crucial to the continued understanding, cooperation and development in society, organisation and entrepreneurial ventures. Effective communication in any entrepreneurship is important for decision making and successful functioning. Thus communication skills play a pivotal role in grooming of professional career, entrepreneurship and venture seeking.

On one side our agricultural education is tailor-made to manufacture job seekers; not job creators, on the other there is hardly any provision for nurturing communicative competency. UNESCO rightly pointed out that developing entrepreneurial skill should become major concerns of higher education in order to facilitate employability of graduates. Unfortunately, developing communication skills are being given the least importance at graduation levels in agricultural universities. Surprisingly, communication is taught as a subject in one or two semesters only. The condition is no different at post-graduation level too. This is one of the major reasons why most of student coming out of institutions are weak in their communication skill. In view of above, the present brainstorming session is designed to foster the communication skills of PG students to make them ready for industry/organisation and to be a successful entrepreneur.

Target Audience

Students [M.Sc. (Ag)/M.Tech./M.H.Sc./Ph.D./MBA-ABM] are eligible to register and are requested to take advantage of the brainstorming session during the Covid-19 lockdown period. The students currently pursuing their degree programme will be preferred.

Registration

The e-training will be available to 250 registered eligible candidates. Preference will be given to the candidate first come first serve basis.

The link for the online registration is: <https://forms.gle/fHYyaMJF95KseKY7>

Or use QR code provided here.

Registration is opened till **23 September, 2020 upto 5:00 pm**

There is no registration fee for e-Brainstorming session.



About the Selection

The WhatsApp group of the selected candidates will be formed at least one day before the start of the e-brainstorming session and the communication regarding the e-brainstorming session will be posted in the group.

Lectures through online platform will be conducted along with online interaction. The link/Id for joining the session will be communicated through WhatsApp group/email of selected candidates on **24 September 2020**.

Patron



Dr. R.C. Agrawal
DDG (Education) & National Director
NAHEP, ICAR, New Delhi

Patron



Dr. D. R. Singh
Vice-Chancellor
CSAU&T, Kanpur

Guest Speaker



Dr. B. Kumar
Ex-Professor/Scholar-In-Residence
RPCAU, Pusa, Samastipur, Bihar

Guest Speaker



Dr. Lakshmi Mantha
Assistant Professor
Osmania University, Hyderabad



Dr. Prabhat Kumar
NC (CAAST & Component-2)
NAHEP, ICAR, New Delhi



Dr. H. G. Prakash
Director Research
CSAU&T, Kanpur



Dr. C. L. Maurya
Professor/Course Director
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For further clarification please contact :

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Note: Registered candidates have to stay connected 15 min. before start of the each session/e-lecture. To get e-certificate, online presence of candidates during the entire session is mandatory. Online certificate will be issued to registered candidates after submission of their feedback Report.