



CSA University Lead: Student Agri-Startup & Nutri Smart Village in Country

Dr. T. Mohapatra, Secretary , DARE and Director General, Indian Council of Agricultural Research, New Delhi on Friday, 11 September 2021 virtually inaugurated nine buildings and new initiatives by C S A University of Agriculture and Technology, Kanpur , among them CSA-Centre for Incubation & Innovation, ITC conference room, 75 KVA solar plant, Administrative buildings of KVK Dalipnagar and Farrukhabad. On this occasion, Dr. D. R. Singh, Vice Chancellor of this university welcomed all dignitaries of the function and appraises about the university progress report and new initiatives led by university. In order to encourage student work and initiatives on start-up, the students of B Sc Ag final year, first time of its history of university presented their agri start-up. Mr. Kartavy Kishor Verma founded his **Agri Startup" FIT BiTE**- a bit towards fitness. Mr. Verma said that during unprecedented time of corona, one thought came in my mind that how can we assist people in tough time of corona. The Salad, which is mostly preferred by Indian, We prepared varieties of salad which contain high minerals & vitamin profile with flavanoid which induce immunity system and health of the people and after getting order, delivered it online. We and our team members earned fairly amount of money. Another start-up on "**GREEN RESIDENT**" initiated by Mr. Shubham Tiwari and Manish Pandey. They told in his presentation that when I got the admission in Kanpur in 2017, I here face the severe problem of air pollution and Kanpur considered the most polluted city in India. One of the notable point that although it seems outside pollution is more than indoor but it's just the opposite but in real sense Indoor pollution is 10 times more harmful and it consists of pollutants from paints, plastic, benzene, formaldehyde, TCE , radon etc. People spend 90% of their time indoors like in companies, colleges, schools, hospitals etc. therefore indoor air pollution is more harmful to humans. So, out of 40 varieties of plants that purify air to a greater extent, we started marketing of twelve air purifier plant on demand.

Dr. Mohapatra whole heartily praises the effort of Dr. D.R. Singh, Vice Chancellor to initiate such type of encouragement for student to initiate this agri startup by the C.S.A. University of Agriculture and Technology, Kanpur students. He stated that this start-up will encourage and motivate student of other University also. Director General of ICAR Dr. T. Mohapatra was so excited that he instructed to Dr. R.C. Agrawal, Deputy Director General, Education, ICAR to include this activity in main agenda of Vice Chancellors Conference which will be held very soon in future at New Delhi. Indeed an idea converted into start-up will be very helpful to become of job provider instead of job seeker.

In response of Malnutrition Problem prevailed in Kanpur Dehat and in this direction efforts made by University under the leadership of Dr. D.R. Singh, Vice Chancellor of this University, DG, ICAR is highly praised and told that this sustained initiatives by university to accelerate achievement, particularly related to food and nutrition security to achieve Millennium Development Goals (MDGs) as "**Bio fortified Village**" for Mal-nutrition free Kanpur will be one of the leading role model in country and it will also be included in main agenda of Vice chancellor conference. On this concept, Nutri Smart village will also be established in country. DDG, Education, ICAR Dr. R.C Agrawal was very impressed to know about the progress of CAST and NAHEP activity run in university. During these inaugural occasions, 143 faculty members are linked with this meeting . Vote of thanks presented by Dr. H. G. Prakash, Director Research, Programme anchored by Dr. Shweta and supported by Pro. Vijay Kumar Yadav, Chairman, C SA- Centre for Incubation and Innovation to Agri startup. All Dean and Directors are linked with this programme.

