

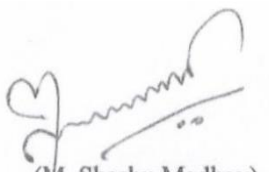
Proceedings of Awareness programme on ‘Entrepreneurship Opportunities in Coastal Areas of Andhra Pradesh’ organised on 27.09.2023

Institute Technology Management Unit (ITMU) of ICAR-Central Tobacco Research Institute (CTRI), Rajahmundry organized an awareness programme on ‘**Entrepreneurship Opportunities in Coastal Areas of Andhra Pradesh**’ on 27.09.2023. Dr. M. Sheshu Madhav, Director, ICAR-CTRI welcomed the participants and briefed the importance of the programme organized by the Institute Technology Management Unit (ITMU) of ICAR-CTRI. Dr. H. Ravisankar, Principal Scientist and Nodal Officer, ITMU, ICAR-CTRI; Dr. V.S.G.R. Naidu, Head, KVK, Kalavacharla; Dr.D.V.S. Raju, Principal Scientist and Head, ICAR-Directorate of Floriculture Research, Vemagiri; Andhra Pradesh community based (APCNF) Natural Farming District Project Manager B. Thatha Rao; Dr. P.C.Vengaiah, Senior Scientist (Food Science & Technology), Dr.Y.S.R.H.U Horticultural Research Station, Pandirimamidi; CTRI Heads of Divisions; Scientists; CEOs of Farmer Producer Organizations, entrepreneurs, NGO members, farmers and farm women, APCNF members participated in the programme.

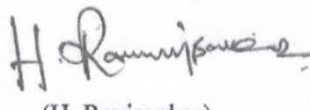


In his presidential address, Dr. M. Sheshu Madhav mentioned about the institute transformation and in addition to tobacco, the institute is focussing on turmeric, chillies, aswagandha and castor. He mentioned that CTRI is focussing efforts on commercial agriculture through value addition and linkages with the collaborative institutions. He has also briefed on CTRI commercialized and licensed technologies like topping tool, poly tray pressing machine, and Tobacco bale pressing machine. The rechristened institute will give a road map for the entrepreneurs working on commercial crops. Further ICAR-CTRI exchanged MoU with APCNF to encourage natural farming practices. Experts gave their presentations on value addition in palms, entrepreneurial opportunities in floriculture, tobacco commercialized technologies and

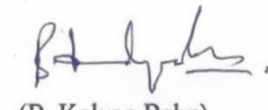
value addition options in chillies and turmeric. An interaction session was organized with entrepreneurs in agriculture and allied sectors namely Sri Mavireddy Srinivas (fodder), Tedley Prasad (Millets), G.Ashok, CEO-KVK, Kalavacharla FPO (Turmeric), N.Phani Kumar and K.Murali Krishna (Coir industry), H.V. Prasad, SARD FPO, NGO, A.Kasi Vishwanadham and Sri Venkata Ramana (Natural farming), Sri Satyanarayana, Rudra Industries (Turmeric and chillies) and Sri Vijay (Y. Ramavaram Sri Gubbamma FPO Ltd) and Smt. Padmalatha, NGO- SASS, Samalkota and Sri R. Sudhakar, Ex-SMS, KVK, Kalavacharla. They shared their experiences in entrepreneurship development. These entrepreneurs were felicitated with a memento as a token of encouragement.



(M. Sheshu Madhav)
Director & Chairman



(H. Ravisankar)
Nodal officer, IP&TM



(B. Kalyan Babu)
Member, ITMC