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# Encourage entrepreneurship in agriculture: NABARD chief

9th convocation of Vignan Deemed to be University held

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Chairman of the National Bank for Agriculture and Rural Development G.R. Chintala has said that agricultural activity went on unhindered during the COVID-19 pandemic, offsetting the losses due to economy, and provided employment to 11.2 million people.

“I urge the students to make a transformation to social engineering. There is a lot of potential in start-ups in agriculture and allied sectors. Fragmentation of land, poor mechanisation, inadequate storage facilities, and low farmer education and awareness are some of the issues holding back Indian agriculture from achieving its potential. Given these challenges, agri-preneurship and technology are the way forward to accelerate agricultural growth and increase pro-



Chairman of NABARD G.R. Chintala being felicitated at the 9th convocation of Vignan Deemed to be University at Vadlamudi on Saturday. ■ T.VIJAYA KUMAR

ductivity,” said Mr. Chintala during his address at the 9th convocation of Vignan Deemed to be University, at Vadlamudi, on Saturday.

Stating that entrepreneurship based out of agriculture combined agriculture and entrepreneurship to tackle a number of challenges faced across the agricultural value chain by disrupting the agri-

culture system with innovative ideas and affordable solutions, Mr. Chintala said that these agri start-ups had become the missing link between the farmers, input dealers, wholesalers, retailers, and consumers, connecting each of them to each other and providing strong marketing linkages and quality products on time.