



Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

Brief Report on Student READY (Rural Entrepreneurship and Awareness Development Yojana) Orientation Programme Organized by Department of Agriculture, IIAST from 21 July 2025 – 30 July 2025

The Department of Agriculture, Integral Institute of Agricultural Science and Technology (IIAST), Integral University had organized Student READY (Rural Entrepreneurship and Awareness Development Yojana) Orientation Programme, as per the directives of fifth Dean Committee of Agricultural education of Indian Council of Agricultural Research from 21 July 2025 –30 July 2025. The primary objectives of the Student READY program were to foster understanding and awareness of rural entrepreneurship, offer hands-on exposure to real-world scenarios in rural agriculture and to promote knowledge and recognition of Agriculture and allied sciences.

The main objectives of Student READY are:

- To provide an opportunity to the students to understand the rural context regarding agriculture and allied activities
- To familiarize students with the farmers' socio-economic situation and challenges
- To impart diagnostic and remedial information to the students relevant to real field situations through practical training
- To develop communication skills in students using extension teaching methods for transfer of technology.
- To develop confidence and competence to solve agricultural problems
- To acquaint students with ongoing extension and rural development programmes

During this orientation event, renowned speakers from various Agriculture Institutes, Agro-industrial sectors and different Krishi Vigyan Kendra interacted with the students of B.Sc (Hons.) Agriculture VIIth Semester and gave them an overview of employability and opportunities in the field of Agriculture. The Coordinator of the RAWA Committee, Dr. Khalid Habib along with members of the RAWA Committee Dr. Malik Mobeen, Dr. Faria Fatima, Dr. Nadeem Khan, Dr. Sunil Kumar, Dr. Ayush Bhushan, Dr. Satish Yadav and Dr. Abhineet enthusiastically organised the whole event under the guidance of Prof. (Dr.) Mohd. Haris Siddiqui, Dean, Faculty of Agricultural Science and Technology and Prof. Saba Siddiqui, Head, Department of Agriculture. The details of the orientation program are as under:

DAY 1 (21.07.2025)

In the welcoming address, **Dr. Malik Mobeen, Associate Professor, Department of Agriculture, IIAST** emphasized the importance of the RAWE program as a valuable platform for experiential learning. He informed the students that the program would offer them an opportunity to explore and appreciate traditional agricultural practices while also deepening their understanding of how modern innovations and techniques can transform the agricultural sector. His encouraging words inspired the students to participate enthusiastically in the RAWE program and fully embrace the knowledge and experiences it offers.



Dr. Dheeraj Kumar Tiwari, Scientist, KVK Unnao delivered an insightful session on the concept of Agri-Clinic and Agri-Business Centers (ACABC). He explained how the scheme supports agriculture graduates in becoming agripreneurs by providing training and financial assistance. Dr. Tiwari highlighted the role of ACABCs in delivering extension services, agri-inputs, and farm advisory to rural farmers. He also emphasized their potential in creating employment opportunities and strengthening rural entrepreneurship. His address motivated students to explore self-employment avenues in agriculture.

Mr. Nimit Singh, Marketing Officer, Honey and Bee Farming Products, Deva Road, Barabanki discussed about Bee farming Products. He emphasized the significance of bee farming as a sustainable agricultural practice. He highlighted the wide range of products derived from bee farming, including honey, beeswax, royal jelly etc which have high market value and health benefits. Dr. Singh also discussed the role of bee farming in enhancing crop pollination, thereby increasing agricultural productivity. He encouraged farmers to adopt bee farming as a supplementary income source, leveraging the growing demand for natural and organic products.



Day 2 (22.07.2025)

Dr. Mohit Singh, Scientist, KVK Hardoi II, Hardoi elaborated on the pivotal role of Krishi Vigyan Kendra (KVK) in agricultural development. He highlighted that KVKs serve as the frontline extension system for technology dissemination to farmers. These centers conduct on-farm trials, training programs, and demonstrations to promote scientific farming practices. Dr. Singh emphasized their role in bridging the gap between research institutions and the farming community. He also mentioned how KVKs empower rural youth and women through skill development and agri-based entrepreneurship initiatives.

Mr. Sandeep Singh Yadav, Assistant Director and Regional In-charge, Spices Board India, Ministry of Commerce and Industry, Govt. of India, Barabanki elaborated on the various activities and functioning of the Spices Board. He explained that the Board is responsible for the development and promotion of Indian spices, including quality control, certification, and research initiatives. He highlighted the role of the Board in providing support to spice growers through training, technical guidance, and infrastructure development. Mr. Yadav also detailed the export procedures, including registration, quality assessment, and compliance with international standards. He emphasized the Board's commitment to boosting India's spice exports by ensuring traceability, hygiene, and value addition.



Day 3 (23.07.2025)

Mr. Tarendra Singh, Regional Marketing Manager, IPL Biological Ltd, Lucknow spoke about the evolving trends in fertilizer production, import, and consumption in India. He highlighted the increasing shift towards balanced and integrated nutrient management practices. He noted that while India is a major importer of chemical fertilizers like urea, there's a growing demand for organic and bio-fertilizers due to environmental concerns. Mr. Singh emphasized the role of technological innovations and government policies in shaping fertilizer use patterns. He also encouraged farmers to adopt sustainable fertilization practices for long-term soil health and productivity.

Mr. Navneet Gupta, Manager, Mushroom Cultivation Technology, Barabanki, highlighted the growing scope and benefits of mushroom production in India. He explained various types of mushrooms cultivated, such as button, oyster, and milky mushrooms, along with their nutritional and economic value. He emphasized the low investment and high return nature of mushroom farming, making it ideal for small and marginal farmers. Mr. Gupta also discussed the importance of proper hygiene, climate control, and post-harvest handling in successful cultivation. He encouraged youth and women to take up mushroom farming as a sustainable livelihood option.



Day 4 (24.07.2025)

Prof H.B. Singh, Former Professor and Head Plant Pathology, BHU elaborated on the crucial role of microbials in promoting sustainable agriculture. He discussed the current scenario, highlighting the growing demand for eco-friendly alternatives to chemical inputs. Prof. Singh emphasized the importance of regulatory frameworks to ensure the quality and efficacy of microbial products. He also addressed challenges in large-scale commercialization, including formulation, shelf life, and farmer awareness. He advocated for greater research, policy support, and industry-academia collaboration to enhance microbial adoption in Indian agriculture.

Dr. Rupam Raghuvanshi, Senior Scientist, KVK Haidargarh, Barabanki provided valuable insights on Participatory Rural Appraisal (PRA). She explained that PRA is a set of participatory tools and techniques used to understand rural conditions through the active involvement of the community. Dr. Raghuvanshi highlighted its importance in identifying local needs, resources, and problems for planning relevant development interventions. She emphasized the role of farmers' knowledge and experience in the PRA process to ensure sustainable solutions. Her session encouraged students and extension professionals to adopt PRA methods for effective grassroots-level planning and implementation.



Day 5 (25.07.2025)

Mr. Indra Deo Shashi, General Manager, Feed Division, Barabanki highlighted the activities and vision of Dayal Group. He explained that Dayal Group is a leading agribusiness company involved in the production of high-quality animal feed, seeds, fertilizers, and other agricultural inputs. Mr. Shashi emphasized the company's commitment to supporting farmers through innovative products, technical guidance, and sustainable farming solutions. He also discussed the role of the Feed Division in enhancing livestock productivity and rural livelihoods. His talk inspired students to explore opportunities in agri-based industries like Dayal Group.

Dr. Daya Kumar Srivastava, Senior Scientist and Head , KVK Katiya, gave insightful information on Integrated Pest Management (IPM). He explained that IPM is an eco-friendly approach that combines biological, cultural, physical, and chemical tools to manage pests sustainably. Dr. Srivastava highlighted the importance of monitoring pest populations and using control methods that minimize risks to humans and the environment. He emphasized the role of farmer education and timely interventions in successful IPM adoption. His session encouraged the use of IPM to reduce chemical pesticide dependency and promote sustainable agriculture.



Day 6 (26.07.2025)

Mr. D.P. Singh, Marketing Development Manager, Microplex Agro Chemical and Fertilizer, Lucknow spoke about the concept and model of Abhimanyu Agribusiness. He explained that it is a progressive agribusiness initiative aimed at integrating modern agricultural practices with rural entrepreneurship. Mr. Singh highlighted the role of innovative agri-inputs, marketing strategies, and farmer training in enhancing productivity and profitability. He emphasized how Abhimanyu Agribusiness supports farmers through customized solutions, field demonstrations, and advisory services. His session motivated students to explore agribusiness ventures as a means of transforming rural agriculture.

Dr. Ayush Bhushan, Assistant professor, IAST, gave presentation on “Experiential Learning Program (ELP) highlighting its role in bridging the gap between theoretical knowledge and practical skills in agriculture. He explained that ELP provides students with hands-on experience in real-world agricultural settings, allowing them to apply classroom concepts to actual farming practices. Dr. Bhushan emphasized that this program enhances students' problem-solving abilities and prepares them for the complexities of modern agriculture. He encouraged students to actively participate in ELP to gain valuable insights and become more proficient in their future agricultural careers. He also discussed the importance of report writing and the proper format of report writing as an essential aspect of the learning process. These insights contribute significantly to a comprehensive agricultural education program.



Day 7 (27.07.2025)

Dr. Sunil Kumar, Associate Professor, IIAST, addressed the students about the significance of the Village Attachment program. He emphasized the importance of engaging respectfully and humbly with farmers and their families to build trust and learn from their real-life experiences. Dr. Kumar highlighted that this field immersion is a valuable opportunity to understand rural life, agricultural practices, and local challenges firsthand. He stressed the need for maintaining detailed and honest records of observations, interactions, and activities during the attachment period. His guidance encouraged students to approach the program with sincerity, empathy, and a learning mindset..

Dr. Khalid Habib. Associate Professor, Department of Agriculture, IIAST, Integral University talked about different components of the RAWE programme and how various components are interactive and conceptualized for building skills, executing decision making, team coordination etc. with end-to-end approach. He highlighted the various components of the RAWE program, including field visits, practical training, farm management, rural engagement, and community interaction. These components are designed to be interactive and experiential. He stated that one of the primary objectives of RAWE is to develop practical skills among students and how students are exposed to activities like soil testing, crop management, pest control, and post-harvest handling, which enhance their technical skills.



Day 8 (28.07.2025)

Mr. Pankaj Shukla, CEO, AGE Foundation elaborated on the growing importance of agri-entrepreneurs in modern agriculture. He emphasized that agri-entrepreneurship offers innovative solutions to rural challenges while creating sustainable livelihood opportunities. Mr. Shukla highlighted various areas for entrepreneurship, including organic farming, agri-input supply, food processing, and digital agri-services. He discussed the role of training, access to credit, and market linkages in supporting aspiring agri-entrepreneurs. His session motivated students to consider entrepreneurship as a powerful tool for rural development and self-reliance.

Mr. Girish Singh Bisht, Senior Manager, Marketing Tafe Motors and Tractor Limited, discussed the legacy and operations of Eicher Tractor Company. He highlighted that Eicher is one of India's leading tractor brands, known for its reliability, fuel efficiency, and suitability for diverse farming needs. Mr. Bisht elaborated on the company's wide range of tractors and their role in mechanizing Indian agriculture. He also spoke about Eicher's customer-centric approach, after-sales service, and commitment to innovation. His session provided students with insights into the agricultural machinery industry and emerging trends in farm mechanization.



Day 9 (29.07.2025)

Dr. Faria Fatima, Associate Professor, IIAST, highlighted the significance of industrial attachment and effective report writing in the RAWE programme. She explained that industrial attachment helps students gain firsthand experience of agri-based industries, their functioning, and real-time challenges. Dr. Fatima emphasized the importance of disciplined observation, active participation, and professional conduct during the attachment. She also guided students on structured report writing, focusing on clarity, accuracy, and proper documentation of experiences and learnings. Her session aimed to equip students with essential skills for academic excellence and future professional success.



Day 10 (30.07.2025)

This day of RAWE Orientation Program was marked by important activities. Firstly, the KVK allotments, a crucial step in the program, were successfully completed. Secondly, all the members of RAWE Committee interacted with the students and gave their valuable inputs about RAWE and Student READY Program and the RAWE booklets, containing essential information and guidelines, were distributed to all participating students. Additionally, the students received further guidance on how to proceed with their respective RAWE assignments.

It's noteworthy that a total of 82 students actively participated in the Orientation program. The feedback and enthusiasm displayed by the students were truly remarkable and exceeded expectations. They showed a high level of interest and engagement in the program, which bodes well for their future involvement in RAWE activities. This positive response from the students indicates a strong commitment to the program and a promising start to their practical agricultural experiences.

