

SEMINAR REPORT

1. Title of the Seminar

Entrepreneurship Opportunities through SSIP & Other Government Initiatives

2. Date, Time and Venue

- ✓ Date: 28 January 2026
- ✓ Time: 10:00 AM
- ✓ Venue: PGIABM, Junagadh Agricultural University (JAU), Junagadh

3. Organizing Institute

Post Graduate Institute of Agribusiness Management (PGIABM), Junagadh Agricultural University, Junagadh

4. Participants

- ✓ Students: MBA (Agri-Business) students
- ✓ Faculty Members: PGIABM
- ✓ Total Participants: 60 (Students and Faculty)

5. Objective of the Seminar

- ✓ The seminar was organized with the objective of:
- ✓ Creating awareness about entrepreneurship opportunities in agribusiness
- ✓ Understanding the Student Startup and Innovation Policy (SSIP) and other Government of India and Government of Gujarat initiatives
- ✓ Motivating students to take up start-ups, self-employment, and agripreneurship
- ✓ Providing practical insights for career building and enterprise development

6. Background

With the transformation of agriculture into a business-oriented sector, the demand for professionally trained agribusiness managers and entrepreneurs has increased significantly. Recognizing this need, Junagadh Agricultural University introduced the MBA (Agri-Business) programme in 2008. In line with this vision, the seminar was organized to bridge academic knowledge with real-world entrepreneurial opportunities supported by government initiatives.

7. Resource Person

The seminar was delivered by an experienced professional, **Dr. C. S. Matholiya (SSIP Coordinator and Assistant Professor, CAET, JAU, Junagadh)** who shared valuable insights on entrepreneurship development, start-up ecosystems, and government support mechanisms relevant to agribusiness students.

8. Content of the Seminar

The seminar covered the following key areas:

- ✓ Overview of Entrepreneurship in Agribusiness
- ✓ Importance of innovation, value addition, and market linkage
- ✓ Detailed explanation of SSIP (Student Startup and Innovation Policy)
- ✓ Government initiatives supporting start-ups such as:
- ✓ Financial assistance and seed funding
- ✓ Incubation centers and mentoring support
- ✓ Subsidies, grants, and credit-linked schemes

Opportunities in:

- ✓ Specialized agricultural production
- ✓ Post-harvest management
- ✓ Agri-processing and value-added products
- ✓ Supply chain and logistics
- ✓ Agribusiness marketing and branding
- ✓ Real-life examples and success stories of agripreneurs
- ✓ Guidance on converting business ideas into viable enterprises

9. Interaction and Discussion

An interactive session was conducted at the end of the lecture where students actively participated by asking questions related to:

- ✓ Start-up registration procedures
- ✓ Funding and eligibility under SSIP
- ✓ Challenges in agribusiness entrepreneurship

- ✓ Career opportunities after MBA (Agri-Business)
- ✓ The resource person provided practical and motivating responses, encouraging students to explore entrepreneurship as a career option.

10. Outcomes of the Seminar

- ✓ Enhanced understanding of government-supported entrepreneurship opportunities
- ✓ Increased motivation among students towards start-ups and self-employment
- ✓ Awareness about policy support, funding mechanisms, and incubation facilities
- ✓ Helped students align their academic learning with practical career pathways





