

ZTM-BPD Unit, ICAR-IARI, New Delhi
Launched “Arise 2016- launch Pad for Agri Starts ups”
09 June 2016

Zonal Technology Management and Business Planning & Development Unit, ICAR-IARI New Delhi organized Zonal Workshop and Arise Launch Day on 09 June 2016 at ICAR-IARI New Delhi. The program was initiated with welcome address of Dr. K.V.Prabhu Joint Director (Research) ICAR-IARI New Delhi where he welcomed all dignitaries on the dais and off the dais. He emphasized that startup enterprises are the dream of Hon'ble Prime Minister of India and to realize his dream, the launch of Arise 2016 by ZTM-BPD unit is welcome effort. He also urged all knowledge partners, entrepreneurs and Institutions to start building strong viable linkages among themselves to enhance the effectiveness of entrepreneurship development process.

Dr. Sanjeev Saxena, ADG, IP &TM Division, ICAR presented his remarks where he told that IPR in Knowledge management involve exchange of financial resources, knowledge and partnership among all stakeholders and therefore ICAR should build a strong network of institutions and entrepreneurs. He also opined that all ICAR institutes should be partner of such network to facilitate the agri-start ups.

Dr. Ravinder Kaur, Director ICAR-IARI New Delhi in her remarks mentioned that a ZTM-BPD unit plays a crucial role in recognizing and developing technology and also help scientist and other innovators to file their patents. She emphasized that there is high need to commercialize relevant technologies in agriculture especially NRM technologies should be commercialized and made available for stakeholders.

Dr. T. Mohapatra, Secretary DARE and D.G. ICAR presented keynote address where he congratulated ICAR-IARI for its innovative efforts of launching Arise 2016. He mentioned that the word '*Arise*' reminds the visionary words of Swami Vivekananda '*Arise Awake and stop not till the goal is reached*'. He emphasized that only arising without awakening will not produce fruitful results and all institutions, entrepreneurs and other stakeholders must arise and awake. He told the audience that Arise 2016 is in the line of Hon'ble Prime Minister dream of 'Stand up India' and 'Start up India' and will nurture the ideas of budding entrepreneurs. He call upon all ZTM and BPD units to come ahead in form of linkages and partnership to create a big picture where every potential technology is not only nurtured but also put in action. He highlighted the

challenges in front of Indian youths and asked all scientists to come up with viable and potential strategy to link all stakeholders together. He said not only we should study those cases which got success in business but also we should study those who failed so that we can rectify our mistakes in future interventions. He emphasized that the experience of successful entrepreneurs should be recorded in form of success stories, videos etc and should be made available in IARI and ICAR websites so that other budding entrepreneur can be benefitted. He highlighted the importance of marketing intelligence and IPR in developing enterprises. At last he focused on how skills should be inculcated on budding entrepreneurs and how we can link farm entrepreneurs to market.

Dr. Neeru Bhooshan Incharge ZTM-BPD Unit ICAR-IARI presented vote of thanks and told the audience that Arise 2016 will accept online as well as offline applications from 30 June 2016 to 04 August 2016. Budding entrepreneurs can be part of Arise 2016 via Facebook and Twitter. She told that under Arise 2016 mentorship will be provided in two phases viz . virtual mentoring (15 days) and business workshop (6 days). She concluded that the aim of Arise 2016 is to provide one step solution to all stakeholders.