

Startups, entrepreneurs given tips on agri, allied businesses

STAFF CORRESPONDENT

JORHAT, Jan 31: The North East Agriculture Technology Entrepreneurs Hub (NEATEHUB) at Assam Agricultural University (AAU) and the CSIR-North East Institute of Science and Technology jointly organised a sensitisation programme on opportunities for startups and entrepreneurs in the agri and allied agri sectors at CSIR-NEIST at Pulibor on the outskirts of Jorhat.

It may be mentioned here that NEATEHUB was established last year at AAU, Jorhat campus, with an aim to create a sustainable environment for upcoming entrepreneurs of the North East in agriculture and allied branches by providing technical support and guidance.

Speaking on the occasion, CSIR-NEIST Director Dr G Narahari Sastry emphasised

the need for pursuing innovation with passion in order to build robust businesses, stated a press note issued by NEATEHUB.

Dr Sastry mentioned the need for thinking beyond the ordinary and to create businesses that will generate employment for the people in the North East. He said CSIR-NEIST and NEATEHUB will collaborate to assist agri-based entrepreneurs to innovate and scale up their ventures.

As per Dr Sastry's suggestion, a WhatsApp group among the participants was formed as 'Jorhat Innovators' where information on government initiatives on startups and entrepreneurship will be circulated, and innovators and entrepreneurs can ask for any relevant information. Dr Sastry said he will meet all the participants again on February 28, 2020

on the occasion of National Science Day to discuss various issues on entrepreneurship development.

NEATEHUB Chief Executive Officer Dr K Karthikeyan spoke on the various services offered by the hub. He cited examples of some of the successful entrepreneurs under NEATEHUB who have made a mark for themselves through innovative business ideas, products and services. NEATEHUB Marketing Officer Amitava Mukherjee spoke on an upcoming event - Boot Camp-Ideasprout 1.0 for entrepreneurs and startups on February 27-28.

There were 78 participants comprising budding entrepreneurs, startups, rural enterprises and youth from Jorhat and adjoining districts who showed keen interest in furthering their ventures and ideas.