

REPORT OF SESSION ON – AGRIPRENEURSHIP AS A CAREER

Title: Agripreneurship as a Career

Date: 23rd September 2019

Speaker Name: Dr. K. Karthikeyen, CEO – NEATEHUB (AIC-AAU), Jorhat

Speaker Profile:

Dr. K. Karthikeyen is the present CEO of North East Agri Tech Entrepreneurs Hub (NEATEHUB) established as Atal Incubation Center (AIC) at Assam Agriculture University (AAU), Jorhat

Dr. Karthikeyen is a Graduate in Science and Masters in Business Administration in International Business. He holds a Doctorate in Natural Therapeutics.

He has a rich experience of over 24 years in diverse fields of Management Consulting, Spearheading NGOs, Policy Consultation, CSR consultation etc. He has worked closely on key leadership roles with prestigious organizations like – NABARD, Vodafone, Ministry of Telecommunication, PepsiCo. etc.

He is also the founder of niche Agri-Business Consulting firm 'Ek Gaon Consulting Services'.

Participants Profile:

The Session was attended by students of MBA Program

Description about the Session:

The session began with drawing inspiration from various successful start-ups of India and how entrepreneurs struggle to achieve success. Various stages of entrepreneurship development and the role of an Incubator was discussed in length, the session emphasized upon the facilities, support and consultancy offered by a professional Incubator towards new start-ups.

During the session Dr. Karthikeyen talked about the facilities and the mentoring support provided to various start-ups of the north east region, who are currently undergoing through the orientation program at NEATEHUB. The discussion was followed by a question and answer session where students clarified many doubts about setting up new business ventures in this region.