

Sandip University, Nashik (MS), India

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School of Commerce & Management Studies

Report on Industrial Visit for MBA General Semester 2

On the Course "Entrepreneurship Development"

<u>Theme of the Industry Visit –</u>

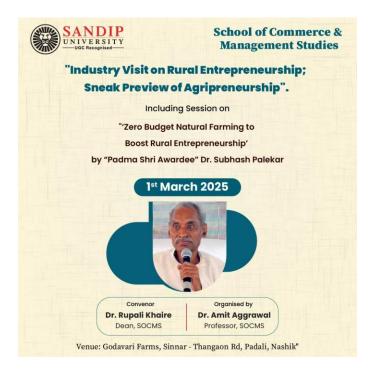
Rural Entrepreneurship & Sneak Preview of Agripreneurship

Convenor: Dr. Rupali Khaire, Dean, SOCMS

Organized by: Dr. Amit Aggarwal, Professor, SOCMS

Date: 1st March 2025

Venue: Godavari Farms, Sinnar - Thangaon Rd, Padali, Nashik



Industry Visit Overview:

The School of Commerce and Management Studies (SOCMS) organized an industrial visit focusing on rural entrepreneurship development, specifically providing a sneak preview of agripreneurship. The visit included an insightful session on **Zero Budget Natural Farming**

(ZBNF) conducted by Padma Shri Awardee Dr. Subhash Palekar, a pioneer in the field natural farming and the founder of Subhash Palekar Krishi (SPK) Jan Andolan.

MBA (General) semester 2 students participated in the visit, gaining firsthand knowledge of Entrepreneurship in Rural domain.

Key Highlights

1. Session on Zero Budget Natural Farming (ZBNF)

- a. Dr. Subhash Palekar explained the significance of ZBNF in boosting rural entrepreneurship.
- b. Guidance on adopting sustainable agricultural practices that reduce dependency on external inputs.

2. Use of Celery in Natural and Organic Farming

- a. Dr. Palekar emphasized the importance of using celery-based natural fertilizers.
- b. Demonstrations were conducted on the process of making celery, which includes cow dung, gomutra, gram flour, forest soil and jaggery.

3. Harvesting Techniques

- a. Participants witnessed the harvesting of red and white cabbage, beetroot, sweet
 corn, marigold, and other crops.
- b. Dr. Palekar also emphasized the importance to following the **two-crop harvesting method**, highlighting its significance in enhancing Soil fertility, optimizing resource utilization, and ensuring sustainable agricultural practices.
- c. Practical insights were shared on improving crop yield through natural methods.

4. Farmers' Participation & Language Accessibility

- a. Around **1400 farmers** from across India attended the event.
- b. Approximately **530 farmers from South India** participated.
- c. **Mr. Reddy and Mr. Rupnayan** translated Dr. Palekar's insights for the South Indian farmers and agripreneurs.

Outcomes of the Visit for MBA Students:

- Enhanced awareness of **Zero Budget Natural Farming** [**ZBNF**] as a sustainable agricultural model.
- Gained practical knowledge on **natural fertilizers** and **organic farming techniques**.
- Strengthened entrepreneurial opportunities in the **agriculture sector** through knowledge sharing and networking.

• Students were able to connect theoretical knowledge with practical insights in agripreneurship.

Conclusion:

The industrial visit was a **valuable learning experience** for all attendees, providing practical insights into **agripreneurship and sustainable farming**. The event successfully connected **farmers, students, and aspiring entrepreneurs** with innovative agricultural techniques, reinforcing the significance of rural entrepreneurship. The School of Commerce and Management Studies looks forward to conducting more such **experiential learning opportunities** in the future.

Glimpses of the Visit:















