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<https://www.sandipuniversity.edu.in>

## **School of Commerce & Management Studies**

### **Report on Industrial Visit for MBA General Semester 2**

### **On the Course “Entrepreneurship Development”**

#### **Theme of the Industry Visit –**

#### **Rural Entrepreneurship & Sneak Preview of Agripreneurship**

**Convenor: Dr. Rupali Khaire, Dean, SOCMS**

**Organized by: Dr. Amit Aggarwal, Professor, SOCMS**

**Date: 1<sup>st</sup> March 2025**

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

The poster is for an event organized by Sandip University's School of Commerce & Management Studies (SOCMS). It features the university's logo and name at the top left. The main title is "Industry Visit on Rural Entrepreneurship; Sneak Preview of Agripreneurship". Below this, it mentions an included session on "Zero Budget Natural Farming to Boost Rural Entrepreneurship" by Dr. Subhash Palekar, a Padma Shri Awardee. The date is 1<sup>st</sup> March 2025. A photo of Dr. Subhash Palekar speaking into a microphone is shown. At the bottom, it lists the convenor as Dr. Rupali Khaire, Dean of SOCMS, and the organizer as Dr. Amit Aggarwal, Professor of SOCMS. The venue is Godavari Farms, Sinnar - Thangaon Rd, Padali, Nashik.

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**"Industry Visit on Rural Entrepreneurship;  
Sneak Preview of Agripreneurship".**

Including Session on  
"Zero Budget Natural Farming to  
Boost Rural Entrepreneurship"  
by "Padma Shri Awardee" Dr. Subhash Palekar

**1<sup>st</sup> March 2025**

**Convenor**  
**Dr. Rupali Khaire**  
Dean, SOCMS

**Organised by**  
**Dr. Amit Aggarwal**  
Professor, SOCMS

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:**







