

## **A Village Level Awareness Programme on Agri-business Incubation in Cashew for Women Self Help Group at Bettampady**

ICAR-Directorate of Cashew Research, Puttur, under Agri-Business Incubation (ABI) scheme organized a Village Level Awareness Programme on Agri-business Incubation in Cashew for Women Self Help Group at Bettampady on 1<sup>st</sup> March 2024. A total of 25 women participants attended the programme.

Dr. D. Balasubramanian, Principal Scientist, Nodal officer ABI, ICAR-DCR, inaugurated the programme and discussed about the status of entrepreneurship in India, and role of ABI in improving the Agri-entrepreneurship in India. Further, cashew value addition and its scope for startups was discussed. He created awareness and inspired the gathering by explaining the scope and importance of agribusiness in cashew.

Dr. Veena G L, Scientist (Fruit Science) coordinator of this programme explained about the cashew apple value addition, and technologies developed at ICAR-DCR, Puttur and procedures to be followed to adapt the technologies. Dr. Jyoti Nishad, Scientist (Food Technology) coordinator briefed about the cashewnut value addition and importance of FSSAI labelling and packaging in commercialization of the product. A demonstration of cashew apple and cashewnut value added products was given to the participants followed by sensory evaluation of the products.

Mrs. Anitha a progressive women farmer and entrepreneur addressed the gathering by sharing her experiences and encouraged the participants about Agri startups. The participants were then asked to share their experiences, ask queries, and give their feedback about the awareness programme.

The programme was concluded with National Anthem and group photo.

