

## An Awareness Programme on “Entrepreneurial Opportunities and Value Addition in Cashew Apple” in collaboration with ICAR-KVK, Mangalore, Dakshina Kannada, Karnataka

An awareness programme on “Entrepreneurial Opportunities and Value addition in Cashew Apple” was organized by ICAR-Directorate of Cashew Research, Puttur, under Agri-Business Incubation (ABI) scheme on 3<sup>rd</sup> August 2024 in collaboration with ICAR-KVK, Mangalore, Dakshina Kannada. A total of 35 participants attended this programme.

Dr. Veena G L, Scientist (Fruit Science) Coordinator and Co-PI of ABI, ICAR-DCR, Puttur explained about the valorisation of cashew apple, and cashew apple-based technologies developed at ICAR-DCR for commercialization. She also briefed about the role of ABI in improving the Agri-entrepreneurship, the procedures to become an incubate as well as cashew value addition and its scope for startups.

Dr. Ramesh K, Head, KVK, Mangalore Dakshina Kannada addressed the gathering about the cashewnut value addition and encouraged the gathering to think about entrepreneurship opportunities available in cashew sector about Agri startups. The participants were then asked to share their experiences, ask queries, and give their feedback about the awareness programme. Dr. Manjesh G N addressed the participants and briefed them about Hortiprunership opportunities in the present era. The programme was concluded with National Anthem



