

Sensitization and Outreach Programme on “Innovating Agriculture: Startups and Entrepreneurship Opportunities by Cultivating Entrepreneurial Mindset” under SSIP 2.0 was organized by University Startup Cell, Navsari Agricultural University, Navsari on 7th October, 2024 at College of Forestry, NAU, Navsari. Programme was chaired by Dr. T. R. Ahlawat - Chairman University Startup Cell, NAU, Navsari and Director of Research and Dean PG Studies, NAU, Navsari and co-chaired by Dr. M. B. Tandel - Chairman Startup Club, College of Forestry, NAU, Navsari. Dr. Jayesh Pathak - Startup Cell Member, CoF, NAU, Navsari welcomed the dignitaries and participants by welcome speech. Programme was initiated with lighting of lamp by dignitaries followed by floral welcome. Dr. Swati Sharma – Programme Director brief about the SSIP 2.0 scheme. Dr. M. B. Tandel emphasized on the forestry based startup and entrepreneurship such as carbon credit, consultancy for cultivation of forest crops, nursery, apiculture, non-timber forest based industries, medicinal plants based entrepreneurship. Dr. T. R. Ahlawat focused and motivated the participants to become entrepreneur rather than government employees. Also, insist participants to take advantages of such schemes and mentors. Programme was followed with the journey and experiences of two successful SSIP 2.0 aspirants from College of Agriculture – Waghai, NAU (Mr. Aditya Trivedi and Mr. Pankaj Parmar). The certificate of *Scroll of Honour* was presented to the both successful aspirants of previous SSIP 2.0. Inaugural session was concluded after vote of thanks by Dr. M. S. Sankanur, Startup Cell Member, CoF, NAU, Navsari. After inaugural session technical session was started with special lectures by Dr. Swati Sharma (Cultivation Innovation: Unleashing Startup Potential in Agricultural Entrepreneurship), Dr. Mehul G. Thakkar (Strengthening psychological muscles for becoming business Ready), Dr. Kuldeep Chaudhary (Agripreneurship Opportunities: Government Support for Entrepreneurship and Startups in India), Dr. M. S. Sankanur (The Emerging Forestry Startups: A Paradigm Shift in Forestry Resources Management) and Dr. Jayesh Pathak (Entrepreneurial opportunities in Bamboo handicrafts and bamboo furniture industry in India).