

## **Industry & Entrepreneurs Meet & Interaction with Primary Stakeholders on “Potentials of Jute and Allied Fibre Crops and Promotion of Jute Based products” at ICAR-CRIJAF**

A one-day Industry & Entrepreneurs Meet & Interaction with Primary Stakeholders on “Potentials of Jute and Allied Fibre Crops and Promotion of Jute Based products” was organized on 08.02.2024 at ICAR-CRIJAF, Barrackpore, Kolkata. The programme was inaugurated by Dr. Subrata Gupta, Additional Chief Secretary, Department of Food Processing Industries and Horticulture, Govt. of West Bengal along with Dr. D. K. Yadava, ADG (Seed), ICAR, New Delhi, Dr. Pravin Kumar, CEO, Agrinnovate India Ltd., New Delhi, Mr. D. Mukherjee, Asstt. Director (Marketing), National Jute Board, Kolkata. At the outset Dr. Gouranga Kar, Director, ICAR-CRIJAF, welcomed the dignitaries, industry people, entrepreneurs, SHGs, FPOs and farmers coming from major jute growing districts of West Bengal. Dr. Subrata Gupta, Chief Guest who appreciated the effort of the institute in contributing towards development of technologies as well as dissemination of the same. Dr. Pravin Kumar, CEO, Agrinnovate India Ltd., New Delhi emphasized on the importance of commercialization of the agricultural technologies and their subsequent take up by the industry people to upscale these for the larger interest of the farming communities. Dr. D. K. Yadava, ADG (Seed), ICAR, New Delhi urged every stakeholder of this sector to work in unison towards the fulfilling of the Govt. of India framed Sustainable Development Goals (SDG) of the nation with special reference to the replacement of plastic with natural fibre products. The programme also witnessed signing of the MoU between ICAR-CRIJAF, Agrinnovate India Ltd. and M/s Creative Pharm for Commercialization of CRIJAF SONA & distribution of ICAR-CRIJAF developed Farm Machineries and CRIJAF SONA powder to the farming communities. About 250 participants (industry people, entrepreneurs, SHG members, farmers, farm women, scientists of the Institute etc.) participated in this programme.



