

Awareness Programme on Business Opportunities in High-Tech Seed Potatoes

The ICAR-Central Potato Research Institute Regional Station in Modipuram in collaboration with CPRI-Agri Business Incubation, successfully organized a one-day training and awareness programme on "Business Opportunities in High-Tech Seed Potatoes" on 25 June, 2024. The programme witnessed enthusiastic participation from 100 farmers eager to learn about the latest advancements in the field.

The event commenced with an insightful inaugural session, where Dr. Brajesh Singh, Director of CPRI, emphasized the crucial role of high-tech seed potatoes in revolutionizing the potato industry. He highlighted the numerous business opportunities that arise from adopting advanced seed potato production techniques, which open up new avenues for entrepreneurship and economic growth.

Dr. RK Singh, Head of CPRI RS Modipuram, highlighted the importance of adopting high-tech seed potato production techniques to enhance crop quality, yield, and profitability. He emphasized the institute's commitment to supporting farmers in their endeavors to embrace modern technologies and explore new business opportunities.

Er. Sukhwinder Singh, a renowned expert in the field, provided valuable insights into the business opportunities available in seed potato production. He discussed the growing demand for high-quality seed potatoes and the potential for farmers to tap into this lucrative market.

Dr. Dhruv Kumar, a distinguished scientist from CPRI, elaborated on the seed plot techniques essential for quality seed production. He emphasized the importance of maintaining strict quality control measures and adopting best practices to produce disease-free, high-yielding seed potatoes.

The programme also featured a session on high-tech seed business models, jointly conducted by Er. Sukhwinder Singh and Dr. Brajesh Nare. They presented various business models suitable for farmers venturing into seed potato production, discussing the advantages, challenges, and potential returns associated with each model.

The event concluded with an interactive discussion session, where farmers engaged with the scientists and experts, seeking clarification on various aspects of high-tech seed potato production and business opportunities. The open forum fostered a lively exchange of ideas and experiences, enabling farmers to gain practical insights and network with their peers. CPRI remains committed to supporting the farming community through such initiatives, ensuring the sustained growth and development of the potato industry in the region.



