

KRISTU JAYANTI (DEEMED TO BE UNIVERSITY) ORGANISES CAMPUS FARMERS' MARKET UNDER MAKE IN INDIA INITIATIVE – VIKSIT BHARAT @ 2047

A burst of freshness filled the campus of Kristu Jayanti (Deemed to be University) when farmers, entrepreneurs, and students came together for the launch of the Campus Farmers' Market under the 'Kristu Jayanti Sarva Vikas Initiative', aligned with the Government of India's One District One Product (ODOP) scheme.

The programme was inaugurated in the presence of Mr. Sai Kolla, Convener - CII Quality Panel, Chief guest, and Rev Fr Dr Marialal Joseph, Director, Centre for Research and Development, Kristu Jayanti University. Mr Kolla commended the University for creating a platform that connects Farmers and Entrepreneurs with young learners. Dr Marialal Joseph, in his remarks, highlighted the significance of sustainable living and community empowerment, affirming the institution's commitment to holistic development through such initiatives.

The market featured farm-fresh vegetables supplied through Farmer Producer Organisations (FPOs) from Chintamani, Chitradurga, and Bijapur. Alongside, the event

showcased Home-Made Spice products developed by Women Start-ups incubated at the Kristu Jayanti Incubation Centre. Homemade Snacks, Oils, and Pickles prepared by women entrepreneurs were also encouraged, reflecting the Institution's support for inclusive growth and empowerment aligned with Viksit Bharat @ 2047 and the spirit of Make in India, marking a decade of promoting innovation, local economies, and sustainable practices.

The Campus Farmers' Market, driven by the Institution's Innovation Council in association with the Women's Empowerment Cell of Kristu Jayanti University, seeks to build a bridge between agriculture and academia while encouraging students and staff to adopt healthier, eco-friendly choices.

