



NEW HORIZON COLLEGE MARATHALLI

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RURAL ENTREPRENEUR DEVELOPMENT CELL

Date: 30th September 2026

Timings: 9:00 A.M. – 4:00 P.M.

Title of the Event: Field Visit

Target Audience: Students of 1st, 2nd and 3rd Semester BBA, B.Com and BCA

Venue: ICAR – Krishi Vigyan Kendra Ramanagara

Organised by: Department of BBA, BCA and B.Com — Rural Entrepreneur Development Cell (REDC)

Cell Head: Ms. Sowmya H L

Coordinators: Ms. Poornima H K , Ms. Surabhi Jain

Student Coordinators: Blessy Keerthana A (Student Head), Darshan N (Student Sub Head), Monisha.R (Student Board Member)

Student Participation: 45 students

About the Session / Event

The Rural Entrepreneur Development Cell (REDC) organised a field visit to ICAR – Krishi Vigyan Kendra on 30th September 2026. The visit was planned to provide students with practical exposure to agriculture, sustainable farming practices, scientific methods of agriculture and rural entrepreneurial opportunities.

The visit also aimed to encourage young students to understand the potential of agriculture and allied activities as avenues for sustainable livelihoods and entrepreneurship.

Objectives of the Field Visit

To create awareness among students about sustainable and scientific agricultural practices.

To encourage youth interest and participation in agriculture and rural development.

To help students understand the concept of Samagra Krishi and integrated agricultural practices.

To familiarise students with different agricultural activities and resources such as mixed cropping, livestock, beekeeping, and manure management.

To understand the importance of biogas, greenhouses, and organic manure in sustainable agriculture.

To provide exposure to opportunities available to micro and macro farmers.

To encourage students to view agriculture as a potential area for rural entrepreneurship and livelihood generation.

To create awareness about the relationship between agriculture, nutrition, and sustainable food production, particularly in connection with National Nutrition Month.

To connect practical agricultural learning with the objectives of REDC and rural development.

Brief Description of the Event

The field visit commenced at 9:00 A.M. with an orientation and interaction at ICAR – Krishi Vigyan Kendra. The students were introduced to various aspects of agriculture, sustainable farming, and scientific agricultural practices.

During the visit, students explored the agricultural fields and observed saplings, mixed-cropping practices, and various agricultural resources. They were also given practical exposure to allied activities, including cows, goats, hens, honeybee hives, and cow-dung manure. These observations helped students understand how different agricultural and allied activities can be integrated for effective resource utilisation.

The students were introduced to the concept of Samagra Krishi, which emphasises a scientific and integrated approach to agriculture. The importance of biogas, greenhouses, and manure management in promoting sustainable agriculture was also explained.

An important part of the interaction was understanding how agriculture can provide opportunities for farmers at different scales, including micro and macro farmers. Students were also introduced to the inspiring success story of Mr. Sadananda, who achieved success through agricultural activities on his two-acre farm, demonstrating how scientific methods and effective utilisation of available resources can contribute to a sustainable livelihood.

The interaction further focused on the importance of motivating young people to consider agriculture and rural-based opportunities. This connected closely with REDC's objective of encouraging students to explore rural entrepreneurship and understand the potential of rural resources.

The visit also coincided with National Nutrition Month in September, providing an opportunity for students to understand the connection between agricultural production, food resources, nutrition, and sustainable living.

Outcome of the Session

The field visit provided 45 students from BBA, B.Com, and BCA with valuable practical exposure to agriculture and allied activities. Students gained a better understanding of sustainable agriculture, scientific farming, resource management, and integrated agricultural practices.

The visit also helped students recognise agriculture as more than a traditional occupation, highlighting its potential for entrepreneurship, innovation, sustainable livelihoods, and rural development. The real-life success story and practical exposure encouraged students to appreciate the role of youth in the future of agriculture.

The visit successfully aligned with the objectives of REDC by connecting students with rural economic activities and encouraging them to explore opportunities within the agricultural sector.

The visit concluded with an interaction and expression of gratitude to the KVK team. Photographs were taken to document the experience, and the KVK team presented seeds to the faculty members as a gesture of goodwill and appreciation.

Event Glimpses:



Entrance of ICAR – Krishi Vigyan Kendra, Ramanagara



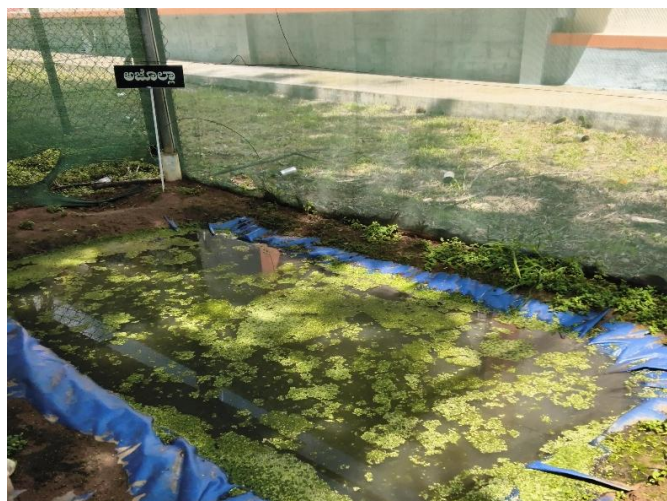
Students at the orientation and interaction session at the KVK



Ornamental fish rearing unit (black platy and red molly) at the KVK



Manure management unit with cow-dung compost beds



Azolla cultivation pond, a sustainable feed resource for livestock



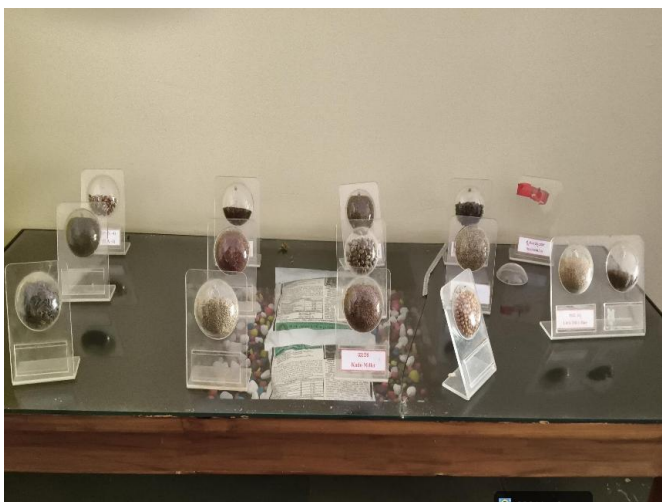
KVK team member explaining integrated farming practices to students using information boards



KVK team presenting seeds to the faculty members as a token of goodwill



Students and faculty exploring the demonstration fields



Display of seed varieties and samples at the KVK



Azolla growing



Group photograph of students, faculty and the KVK team in front of ICAR – KVK Ramanagara

HoD of B. Com	HoD of BBA	Faculty Cell Head	Faculty Coordinators	Student Coordinators
Ms. Kampa Belliappa	Ms. Sunitha. S	Ms.Sowmya H L	Ms.Shambhavi Shankar	Blessy Keerthana. A
			Ms.Chythanya K	Darshan.N
			Ms.Surabhi Jain	Monisha.R