



Institution's Innovation Council

Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib

(Autonomous College)



Guest Lecture on Transformation of Agriculture into Business

Department of Agriculture

The Department of Agriculture, in collaboration with the Institution Innovation Council (IIC), Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib, organized an online guest lecture on “Transformation of Agriculture into Business” on January 16, 2026.

The resource person for the lecture was Ms. Kiran, Executive Assistant, The Himachal Pradesh State Cooperative Bank Ltd., whose vast professional expertise greatly benefited the students of B.Sc. (Hons.) Agriculture.

The session commenced with a warm welcome address by Professor Harpreet Kaur. The lecture aimed to enhance students' understanding of agripreneurship, commercialization of agriculture, financial support systems, and opportunities for starting agri-based businesses.

The resource person began the lecture by explaining the present scenario of the agricultural sector and the various challenges faced by farmers, such as low income, climate change, rising input costs, and market limitations. The speaker emphasized that agriculture must be approached with a business mindset to ensure sustainability and growth. Key concepts such as agriculture as an enterprise, strategic planning, investment management, risk assessment, and profit maximization were discussed in detail. The importance of value addition through processing, packaging, branding, and direct marketing was also highlighted as a means to increase farmers' income.

The lecture further focused on the role of modern technology in transforming agriculture into a profitable business. Topics such as precision farming, use of digital platforms, agri-tech startups, online marketplaces, and supply chain management were explained with suitable examples. Government initiatives and schemes supporting agribusiness, farmer-producer organizations, and young entrepreneurs were also briefly discussed. Real-life success stories of agri-entrepreneurs inspired the participants and helped them understand the practical application of the concepts discussed.

Principal Dr. Jasvir Singh addressed the gathering and encouraged students to actively participate in such academic initiatives to strengthen their theoretical and practical knowledge. On this occasion, Dr. Gurpreet Kaur, President, IIC and Head, Department of English, also motivated the students to enhance their skills and shared valuable insights on entrepreneurship and startup opportunities.

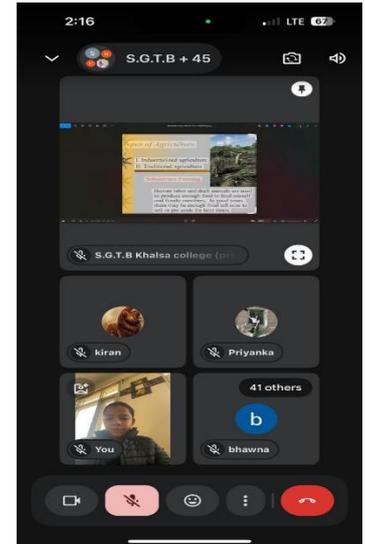
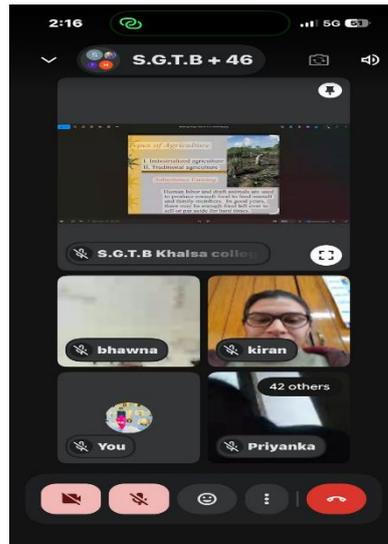
The programme concluded with a formal vote of thanks by Ms. Bhawna Thakur, Head, Department of Agriculture, acknowledging the valuable contribution of the resource person, organizing faculty, and participating students.

Overall, the lecture proved to be an insightful and enriching learning experience for all the attendees.

Total Participants- 50

Facebook link – <https://www.facebook.com/share/1CAAhTVqkD/>

Instagram Link – <https://www.instagram.com/p/DThaB97koaT/?igsh=MW5oZngxbHpnbXV4bA==>



Participants Attending the Online Guest Lecture on 16 January 2026