



**Kanoria  
PG Mahila  
Mahavidyalaya  
Jaipur**

**National Workshop and Exhibition on  
'Organic Urban Farming: Entrepreneurial Opportunities and Challenges'**

**Date: 27<sup>th</sup> – 28<sup>th</sup> January, 2023**

**1. Brochure:**

**National Workshop & Exhibition on**

**Organic Urban Farming**

Entrepreneurial Opportunities & Challenges

January 27-28, 2023, Jaipur

Organized by: In Collaboration with: Under the Auspices of: In Association with:

**ABOUT WORKSHOP**

Urban farming is the practice of cultivating, processing and distributing food in or around urban areas. It can provide fresh locally grown produce, create green spaces in the city and offer entrepreneurship opportunities. Starting an urban farm can be a rewarding and challenging entrepreneurial endeavour. Due to the rising concerns related to chemical farming, there is a growing interest in organic farming, particularly in an urban setting. The workshop focuses on cultivation of organic produce in urban farms, such as backyard gardens, rooftop gardens and vertical farms. It focuses on business models, funding, marketing and sales with emphasis on home waste management and hands-on training session.

**THEMES**

- Need for Urban farming
- Opportunities of Urban farming
- Technologies for Urban farming
- Environmental Sustainability
- Entrepreneurship Opportunities
- Food and Nutrition Security

**REGISTRATION DEADLINE**

**January 26, 2023**

Contact - +91-9829134111, +91-9460501085

**ORGANIZING COMMITTEE**

**PATRONS**  
Prof Rajeev Jain  
VC, University of Rajasthan  
Prof Ashok Kumar  
President ISLS  
Prof Rashmi Chaturvedi  
Director, Kanoria PG Mahila Mahavidyalaya

**CO-PATRONS**  
Prof Manoj Pandit  
Director, IGR  
Prof G. C. Jain  
Vice President ISLS  
Prof S.L. Sharma  
Principal, University Rajasthan College  
Dr Atul Gupta  
Vice President ISLS

**CHAIRPERSON**  
Dr Seema Agrawal  
Principal, Kanoria PG Mahila Mahavidyalaya

**CONVENERS**  
Dr Suman Bhatta  
Dr Ranjana Agrawal

**CO-CONVENERS**  
Dr Manju Lata  
Dr Sameer Sharma  
Dr Randheer S. Gajraj

**CO-CHAIRPERSONS**  
Prof Nimali Singh  
Prof Vinod Kumar Sharma  
Dr Suman Kumar Sharma  
Dr Hemant Pareek

**ORGANIZING SECRETARIES**  
Dr Ritu Jain  
Dr Sunil Chhimpa

**CO-ORGANIZING SECRETARIES**  
Dr Richa Chaturvedi  
Dr Vikas Yadav

**TARGET BENEFICIARIES**

- Faculty Members from all disciplines
- Students - Post Graduates, Graduates, U.G.
- Research Scholars of various streams
- Student entrepreneurs/Start-ups
- Incubation Centers
- All interested people

**REGISTRATION FEE & LINK**

Category	Fee in INR
Delegate Academia & Others	900 /-
Students	500/-

Registration Link  
Delegates must submit registration form along with the registration fee through Google form  
<https://forms.gle/7XddpMSWmU4EpA88>

**ACCOUNT DETAILS**

International Society for Life Sciences  
Bank : ICICI Bank Ltd, Babu Nagar, Jaipur  
Account No. 674701701545  
IFSC Code: ICIC0006747



**VENUE: AUDITORIUM, KANORIA PG MAHILA MAHAVIDYALAYA, JLN MARG, JAIPUR**

**2. List of Resource Person/ Guests:**

1. Mr. Anand Mani Tripathi, Aryavarta Organics Pvt. Ltd.
2. Mr. Abhishek Jain, EMRI Green Health Services Pvt. Ltd.
3. Mr. Anand Mani Shukla, Amritansh Organics Pvt. Ltd.
4. Ms. Shyama Verma, Kitchen Garden Association.
5. Mr. Prateek Tiwari, Living Greens.
6. Mr. Shubhendu Das, Access Development Service.



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**3. Geotagged photograph of the event:**







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## 4. Attendance Sheet:

Two Days National Workshop & Exhibition  
**'Organic Urban Farming- Entrepreneurial Opportunities & Challenges**  
 in collaboration with International Society for Life Sciences, Jaipur and University of Rajasthan, Jaipur  
 (27th - 28th January, 2023)

Date 27-1-2023 Session \_\_\_\_\_

S. No.	Name of Participant	Department	Institution	Mobile No.	Email ID	Signature
1.	Deepu	B.Sc Part-3	KMM	7073332124	---	[Signature]
2.	Anmoldeep Kaur	B.Sc (Maths) Part-3	KMM	6338700020	anmoldeep2002@gmail.com	[Signature]
3.	Suseta Meena	B.Sc (maths) Part-1	KMM	944255360	---	[Signature]
4.	Shish Kumari	B.Sc (maths) Part-1	KMM	7050978800	---	[Signature]
5.	Manisha Meena	B.Sc (Maths) Part-1	KMM	7568088248	---	[Signature]
6.	Romy Meena	B.Sc (math) part-1	KMM	7091604152	---	[Signature]
7.	Ekti	BA Part-3	KMM	9680634282	---	[Signature]
8.	Princy Pasrook	BA Part-3	KMM	6376392210	---	[Signature]
9.	Soda Parmar	BA Part-3	KMM	6102932575	---	[Signature]
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11.	Dr. Sumita Mathur	BA FM	KMM	9929434026	---	[Signature]
12.	Dr. Manjari Bhardwaj	ABT	KMM	9783005569	---	[Signature]
12.	Si. Sharmasti	Rest	"	7099826042	---	[Signature]
14.	Dr. Meenakshi Farayed	Biotechnology	"	9079221665	meenakshi.f@kanoriacollege.in	[Signature]
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16.	Dr. Nishi Mahgwar	"	"	910000761	nishi.m@kanoriacollege.in	[Signature]

Two Days National Workshop & Exhibition  
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Date 27/1/2023 Session 2022-23

S. No.	Name of Participant	Department	Institution	Mobile No.	Email ID	Signature
1.	Lakshi Vijay	BSC part III (Bio)	Kanoria PG Mahila Mahavidyalaya	7877512801	shivivijay48@gmail.com	[Signature]
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7.	Nikita Bawal	BSC Part II (Bio)	Kanoria PG Mahila Mahavidyalaya	8502989319	nr3c4568@gmail.com	[Signature]
8.	Vijaylakshmi Mina	B.Sc Part II (Bio)	Kanoria PG Mahila Mahavidyalaya	8079095057	vijaylakshminam@gmail.com	[Signature]
9.	Navya Kanchi	B.Sc Part II (Bio)	"	9461163774	navya_kanchi18@gmail.com	[Signature]
10.	Saloni Yadav	M.Sc (Sem-I)	Kanoria PG Mahila Mahavidyalaya	8955171953	saloniyadav774@gmail.com	[Signature]
11.	Sureya Agrawal	M.Sc Sem-1 Botany	Kanoria PG Mahila Mahavidyalaya	9509711145	sureyagrawal33@gmail.com	[Signature]
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**Seema**  
Principal

Kanoria PG Mahila Mahavidyalaya  
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Organic Urban Farming- Entrepreneurial Opportunities & Challenges**  
in collaboration with International Society for Life Sciences, Jaipur and University of Rajasthan, Jaipur  
(27th - 28th January, 2023)

**Attendance List**

Date 28/01/2023 Session \_\_\_\_\_

S. No.	Name of Participant	Department	Institution	Mobile No.	Email ID	Signature
1	Esha Raghav	M. Com (EAFM) Sem-III	Kanoria PG Mahila Mahavidyalaya	7217462281	esharaghav142000@gmail.com	Esha
2	Tulsi Gurjar	M. Com (EAFM) Sem-III	Kanoria PG Mahila Mahavidyalaya	7668385080	Tulsi.gurjar2912@gmail.com	Tulsi
3	Mamta	BSc Biotech II <sup>nd</sup> yr	Kanoria PG Mahila Mahavidyalaya	8362145160	namamta550@gmail.com	Mamta
4	Himanshi Gera	BA (Hons) II <sup>nd</sup> yr	Kanoria PG Mahila Mahavidyalaya	7014663073	gerahimanshi2002@gmail.com	Himanshi
5	Sujata Bhanuwarika	Home Science (BEd) (Resistant)	Rajasthan University	9660841158	Yash Bhanuwarika1992@gmail.com	Sujata
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8	Sona Parmar	B.A Part 3	KMM	8102926285	sonaparmar16@gmail.com	Sona
9	Priya Parvez	B.A Part 3	KMM	6576392210	ParvezPriya1900@gmail.com	Priya
10	Rashmi Choudhary	B.Sc II <sup>nd</sup> year	KMM	7726072020	Rashmi.Choudhary7720@gmail.com	Rashmi
11	Palak Chaudhary	BA Hons III year	KMM	9653160771	palakchaudhary1994@gmail.com	Palak
12	Priya Parmar	BA III year	KMM	9079995081	Priya.Parmar2002@gmail.com	Priya
13	Ekta	BA III	KMM	9680634292	ektabanawa5534@gmail.com	Ekta
14	Diksha	BA III	KMM	9521033265	dikshabans50@gmail.com	Diksha
15	Yeshu Panchal	BSc I <sup>st</sup> year	KMM	7976920038	Yeshupanchal20@gmail.com	Yeshu

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**Attendance List**

Date 28/01/23 Session \_\_\_\_\_

S. No.	Name of Participant	Department	Institution	Mobile No.	Email ID	Signature
1	Dr. Anita Gajraj	Zoology	KMM, Jaipur	8963848804	anita.g@kanoriacollege.in	Anita
2	Dr. Sarit Sharma	physics	KMM, Jaipur	9828600678	Sarit.s@kanoriacollege.in	Sarit
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5	Ms Sushli Sharma	Biotechnology	JNU, Jaipur	8767393771	sushlisharma2405@gmail.com	Sushli
6	Veelamsh Bhatia	Biotechnology	JNU, Jaipur	9779922661	veelamshbhatia@gmail.com	Veelamsh
7	Swati Kushwaha	Biotechnology	JNU, Jaipur	8955262405	Kushwahawati2509@gmail.com	Swati
8	Saumya Rai	BIOTECHNOLOGY	JNU, JAIPUR	8306088874	saumyasukha.ra@gmail.com	Saumya
9	Shashi Sakhar	Zoology	RU, JAIPUR	8816965701	shashisakhar10@gmail.com	Shashi
10	Astha Mathur	Zoology	RU, JAIPUR	7597071595	asthamathur56@gmail.com	Astha
11	Deepika Upadhyay	Biotechnology	JNU, Jaipur	9324137133	menaupadhyay4002@gmail.com	Deepika
12	Sanshil Chaudhary	Biotechnology	JNU, Jaipur	9351613032	SanshilChaudhary@gmail.com	Sanshil
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**Seema**  
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## Report: National Workshop & Exhibition on Urban Organic Farming Entrepreneurial Opportunities & Challenges

Urban farming is the practice of cultivating, processing and distributing food in or around urban areas. It can provide fresh locally grown produce, create green spaces in the city and offer entrepreneurship opportunities. Starting an urban farm can be a rewarding and challenging entrepreneurial endeavour. Due to the rising concerns related to chemical farming, there is a growing interest in organic farming, particularly in an urban setting.

In this context, a National Workshop and Exhibition on 'Entrepreneurial Prospects and Challenges of Urban Organic Farming' organised on 27 and 28 January 2023 under the joint aegis of International Society for Life Sciences and Center for Nutrition Sciences, University of Rajasthan and Kanoria PG Mahila Mahavidyalaya to motivate cultivation of organic produce in urban farms, such as backyard gardens, rooftop gardens and vertical farms. It focused on business models, funding, marketing and sales with emphasis on home waste management and hands-on training session.

Inaugural session started with the lamp lightening by all the dignitaries, Principal, Dr. Seema Agrawal, Secretary, Vimal Kumar Bhatia, Prof. Ashok Kumar, President, International Society for Life Sciences, Mr. George Cheriyan, Director, CUTS and Mr. Mukesh Gupta, Mentor and Chief Editor, Hello Kisaan.



The session continued with the welcome of dignitaries. **Principal, Dr. Seema Agrawal** gave the welcome note by focusing on the brainstorming session of the workshop. She talked about the uniqueness of the workshop as this will give the participants ideas about start-ups using Urban Organic Farming. All were encouraged to be an entrepreneur. She also enlightened about the importance of organic farming nowadays. She also gave information on how we can get rid of certain malignant diseases and infectious diseases using organic products. She also talked about the



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International Society of Life Sciences and their inputs towards scientific growth. The achievement and important steps of this organisation were also discussed.

The session continued with the introduction of workshop by the **Organising Secretary, Dr. Ritu Jain**. She started with a quote of Mahatma Gandhi. She talked about the significance explaining the need for conducting this workshop. She also mentioned economic urban centres situated all over the country. She discussed about unlimited need of humans to be fulfilled with locally grown products using organic farming. She said that these foods and vegetables will provide good health and nutrition to humans. Besides this will also help in maintaining biodiversity and to reduce soil pollution that occurs in conventional farming.



**Mr. Mukesh Gupta, Keynote Speaker**, enlightened the session with the few aspects of organic farming. He focused on the needs of this farming in the present scenario of low land & various health issues & growing food demand, pesticide contamination & lifestyle, root causes of various diseases in India were mentioned as the use of pesticides contaminates food and milk products.

He also talked about the Chinese culture of auctioning "Burial Plots". He talked about vertical and landscape farming also and called them the basis of organic farming. He talked about Jaipur organic farm culture, where the requirement of water is less for cultivating organic ones comparative to conventional ones. Jaipur can be a good centre for urban farming providing a good basis to entrepreneurs for their startups. This workshop will help to remove the constraints related to the initiation of organic farming. He also suggested top 10 vegetables which can be easily grown in Jaipur. He concluded with all positive aspects of organic farming over conventional one.



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The session was further continued with the gracious presence of Eminent Chief Guest, **Mr. Pratap Singh Khachariyawas, Cabinet Minister, Food Civil Supplies and Consumer Affairs, Government of Rajasthan.** He enlightened the gathering with his words of wisdom. He talked about the fruitfulness of Urban Farming which is being supported by certain governmental organisations. He concluded with information on how one can get help from government bodies for their urban organic farming projects.



The session continued with encouraging words of **Special Guest, Mr. George Cheriyan.** He mentioned the significance of organic farming. He also talked about the green revolution in our country in context to food production. He said that food grain production has been increased 4 times in recent years. Indiscriminate use of chemical fertilisers and pesticides are the main reasons for starting Urban Organic Farming as they are deteriorating our agricultural framework. He introduced the national programme of agriculture. He concluded with an idea of connecting urban organic farming with solid waste management.

**Guest of Honor Prof. Ashok Kumar** further continued the session with his valuable words. He gave his insight about the importance and need of organic farming. He also gave ideas for entrepreneurship.







## Kanoria PG Mahila Mahavidyalaya Jaipur



Presidential address was given by **Prof. Rajiv Jain, Vice-Chancellor, University of Rajasthan, Jaipur.** He started his talk with wide use and application of organic farming. He talked about various start-ups and focussed on innovations in organic farming. He concluded with the fruitfulness of this topic. Session successfully completed with the vote of thanks by Dr. Richa Chaturvedi, Co-organising Secretary.

**Technical Session-I** started with invited talk of **Mr. Anand Mani Tripathi, Founder & CEO, Aryavarta Organics Pvt. Ltd.** on the topic 'Need of Organic Urban Farming'. In his session, he explained Urban Farming and its benefits in the present scenario. He emphasised that organic farming is the best way for a sustainable and holistic development.



The second invited talk was by **Mr. Abhishek Jain, Data Analyst, EMRI Green Health Services Pvt. Ltd.** on the topic 'Opportunities and Technology available for Urban Farming'. In his talk, he focused on initiation of startups like installation of modular vegetable garden on rooftop, growing and selling microgreens, flowers etc., developing Hydroponics, Aquaponics, Vertical garden/ farms, Consultancy agency and data collection of start-ups initiated. He said that we should always remain connected to nature for better mental health and a good happiness index.





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Technical Session-II started with Hands-on-Training by **Mr. Anand Mani Shukla, Founder & CEO, Amritansh Organics Pvt. Ltd.** on the topic 'Microgreens'. In the session, he explained about microgreen, their health benefits. Then he demonstrated the step-by-step process for growing microgreens, materials and nutritional requirements and their harvesting.



The second Hands-on-Training session was by **Ms. Shyama Verma, Ex. President, Kitchen Garden Association** on the topic 'Tray Gardening and Ornamental Plants'. She briefly explained the various activities conducted by the Kitchen Garden Association. She demonstrated the making of a very beautiful and creative Tray Garden which was appreciated by all dignitaries and participants.

On 28th January, 2023 the second day of the workshop started with Technical Session-III, Hands-on-Training by **Mr. Prateek Tiwari, Founder & CEO, Living Greens on Topic - 'Rooftop Farming'**. He explained the concept of converting the rooftop to an organic farm. In Urban areas, rooftops are unutilized spaces available which if converted to organic farms will not only have health benefits but will also help in sequestering carbon dioxide from air, reducing global warming and will generate employment for the youth. He demonstrated the rooftop farming pack which comprises Portable Farming pack, organic input kit and plant doctor programme.





## Kanoria PG Mahila Mahavidyalaya Jaipur



The second Hands-on-Training was by **Mr. Shubhendu Das**, Vice-President, Access Development Service on 'Waste Management and Composting', in which he demonstrated the process of compost formation with the help of food waste generated in our kitchen.

Technical Session-III was followed by a Panel Discussion with Dr. Seema Agrawal, Mr. Shubhendu Das, Mr. Anand Mani Shukla and Mr. Pratik Tiwari chaired the session. The session was very interactive with many discussions regarding the Urban Farming concepts.



Valedictory session was chaired by Chief Guest **Mr. Zubair Khan**, Chairman (State Minister status accorded), Mewat Regional Development Board, Rural Development Department, Government of Rajasthan, Jaipur. Special Guest, **Prof. Nimali Singh**, Syndicate Member, University of Rajasthan, Jaipur, Director, Centre for Nutrition Sciences, University of Rajasthan, Jaipur, Guest of Honour

Prof. P.J. John, Director, PG School of Life Sciences, Co-ordinator, ECH - Incubation Centre & Chief Co-ordinator E-Yuva, University of Rajasthan, Jaipur and Prof. Ashok Kumar, President ISLS, Dr. Seema Agrawal, Principal, Kanoria PG Mahila Mahavidyalaya and **Dr. Hemant Pareek**, Secretary, ISLS presided over the function. The welcome speech was delivered by Dr. Seema Agrawal.





## Kanoria PG Mahila Mahavidyalaya Jaipur



**Prof. P.J. John** in his speech congratulated for the success of the workshop and said that we must think out of the box do utilise the limited space for urban farming and reduce pesticide loaded food consumption.

**Prof. Nimali Singh** in her speech congratulated the college for the workshop and students for their participation.



**Dr. Hemant Pareek** in his speech illustrated the anti-cancer campaign by ISLS and he also said that to prevent cancer nutritious food is necessary and this can be made possible by Urban Organic Farming.

The prize distribution was followed by speech by **Chief Guest, Mr. Zubair Khan**. He talked about the relevance of Urban Farming in today's scenario. He said that there is difference in the quality and taste of organic and chemical farming products. Due to consumption of pesticide rich food, cases of diabetes, cancer and heart attack are increasing. He assured that he would try to subsidise Urban organic farming and promote urban farming at the state level.





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**Prof. Ashok Kumar**, in his speech spoke about the concept of Urban Farming which may lead to Green City & sustainable ecosystem and environment. Prof. Ashok Kumar's speech was followed by prize distribution for ISLS Volunteers for Conference held by ISLS 2022 - XII Annual Meeting of ISLS-International Conference on Impact of Environment, Food & Nutrition on Human Health.



The Two-Day Workshop on Urban Organic Farming concluded with Vote of thanks by Dr. Ranjana Agarwal, Convenor of Workshop followed by the National Anthem.



In this two-day workshop, a total of 150 participants from various educational institutions, research scholars, volunteers from ISLS participated.

*Leema*  
Principal  
Kanoria PG Mahila Mahavidyalaya  
JAIPUR

**Dr. Ritu Jain**