

## **CCRI-CitriHub's Incubation Initiative for Nurserypreneur from Rajasthan**

CitriHub, the Agri-Business Incubation Centre of ICAR-Central Citrus Research Institute (ICAR-CCRI), Nagpur has successfully conducted a specialized incubation program aimed at nurturing entrepreneurship in citrus nursery business. Shri Mahendra Kumar from Rajasthan participated in this initiative, which focused on "Citrus Nursery Management and Nurserypreneurship," equipping him with cutting-edge skills to excel in the citrus industry. The program commenced with comprehensive training on critical aspects of citrus nursery operations, including the development and maintenance of mother blocks, traditional and micro-budding techniques, containerized nursery practices, accreditation processes, marketing strategies, and formulating sustainable business plans.

Dr. Dilip Ghosh, Director of ICAR-CCRI, engaged with the participant to discuss the status and potential of citrus nurseries in Rajasthan, particularly concerning Kinnow and Daisy mandarin varieties. He highlighted the institute's commitment to providing tailored technical guidance, mentorship, and brand-building support to address regional challenges and unlock growth opportunities for emerging citripreneurs.

Expressing his gratitude, Shri Mahendra Kumar commended CitriHub for its impactful training and entrepreneurial support, stating that the program had significantly enhanced his skills, confidence, and strategic approach to managing his nursery business.

The program was meticulously coordinated by a dedicated team comprising Dr. S. S. Roy, Principal Scientist (Horticulture) and PI (ABI), Dr. A. K. Das, Principal Scientist (Plant Pathology), and Dr. Darshan Kadam, Scientist (Horticulture), who ensured the program's success through expert guidance and hands-on learning modules.

This initiative reinforces CCRI-CitriHub's unwavering dedication to fostering citripreneurship and empowering nurserypreneurs across India to achieve new heights of success.

(Dilip Ghosh)  
Director  
ICAR-CCRI, Nagpur



(Source: ICAR-Central Citrus Research Institute, Nagpur, Maharashtra)