

IIMN signs MoU with govt Agribusiness Network Project

■ Institute to give agri management lessons to farmers

LOKMAT NEWS NETWORK

NAGPUR, JUNE 20

The Indian Institute of Management (IIM), Nagpur, has signed a MoU with Maharashtra Agribusiness Network (MAGNET) Project Society. The MAGNET Society is a special purpose vehicle to roll out major changes in the agriculture sector.

IIM Nagpur will be collaborating with the Government of Maharashtra for the MAGNET project which is supported by the Asian Development Bank. The MoU was signed by Anoop Kumar, additional chief secretary, cooperation and marketing, Deepak Shinde, project director, MAGNET and Dr Bhimaraya Metri, director, IIMN.

With this, IIMN will assume the role of a Centre of Excellence (CoE) for training and hand-holding various stakeholders like farmers, Farmer Producer Organization (FPOs), self-help groups (SHGs) and startups. While speaking on the occasion, Kumar said that migration of village population has to be



(Left to Right) Director of IIM-Nagpur, Dr Bhimaraya Metri, additional chief secretary for cooperation and marketing, Anoop Kumar and project director of MAGNET Deepak Shinde during the MoU signing ceremony.

stopped, potential entrepreneurs have to be retained to bring about the change in rural areas.

“Vidarbha farmers have suffered because there has been no technological intervention. While formulating the policy for the MAGNET project, the Asian Development Bank and other consultants insisted on focusing on Vidarbha and Marathwada and establishing the missing links of post-harvest management systems,” Kumar said.

Elaborating on the role of IIM Nagpur, Dr Metri said:

“MAGNET focuses on farmers and FPC/FPO to help and stay in touch with the new realities of the agro industry. IIMN, under the leadership of MAGNET Society, will help build up value-change infrastructure. Today horticulture is the need of the hour. This MoU will help connect the right product to the right market. IIMN, with its management and capacity building strategy, will help improve agricultural practices, which in turn, will enhance farmers’ income,” Dr Metri said.