

**ICAR-NIANP, Bengaluru organized Scientist-Industry-Farmers Interaction meet
on 22nd march 2024**

A Scientist-Industry-Farmers Interactive Meet was organised by ICAR- National Institute of Animal Nutrition and Physiology, Bengaluru, in collaboration with IP&TM Unit, ICAR, New Delhi on 22.03.2024. Dr. K T Sampath, Former Director, ICAR-NIANP was the Chief Guest of the event. Dr.Sampath emphasized the increased need of feed and other agri-based industries in reaching the technology products to the livestock farmers. Dr.Jeetendra Verma, a renowned poultry consultant, and NIANP-RAC member was the Guest of Honour at the event and remarked the need of closer academia and industry interaction. A feed chart for fattening lambs developed by Dr D Rajendran and team was released on this occasion.

Dr.Atul P Kolte, In-charge ITMU presented the NIANP strengths as well as the mechanism of technology licensing through Agrinnovate along with other support provided by ICAR to industry and start-ups. Dr NKS Gowda, Director, ICAR-NIANP presented the potential animal feed related technologies for the entrepreneurs and advisory technologies for the stakeholders. Subsequently, Dr PSP Gupta, Head, AP Division, presented the ready technologies in the area of Animal Physiology and Reproduction. The technologies for improving the productivity in changing climate as well as mitigating the climate impact of animal production were presented by Dr P K Malik, Head, BEES division. The industry and stakeholder interactive session was chaired Dr KT Sampath and Dr AK Pattanaik, Head R&D, Godrej Agrovet. The major concern raised by the industry was on the costing of the Contract Research Projects. The entrepreneurs shown interest in 'Fertiminplus' and 'Reprovardhak' and has separate interaction with the inventors. Additionally, technology demonstration for farmers and other stakeholders were also organized on this occasion.

A total of 150 participants representing different stakeholders participated and contributed to the successful execution of the event.



