

Newspaper Clippings

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CAMPUS
TALK

BS PROMOTIONS

KRISTU JAYANTI COLLEGE STRENGTHENS FARM-TO-CAMPUS LINK WITH WEEKLY FARMERS' MARKET

Kristu Jayanti College organised the Campus Farmers' Market (CFM) as part of the Government of India's One District One Product (ODOP) Scheme, under the Make in India and Unnat Bharat Abhiyan initiatives. The event aimed to support local farmers, promote sustainable commerce, and strengthen the farm-to-campus connection by eliminating intermediaries.

"By hosting the Farmers' Market every Friday, we aim to establish a direct link between producers and consumers, ensuring fair pricing and quality produce while addressing farmers' key challenges, such as inventory management and selling," said a professor from the Faculty of Management.

Farmers from the Farmers' Producers Organisation (FPO) in Doddaballapur and Malur set up stalls on campus, offering 20 varieties of fresh organic vegetables directly to customers at affordable prices. The event recorded a revenue of ₹8,000–₹9,000, with farmers earning a 10–20% profit. The

college, through its Kristu Jayanti Sarva Vikas programme, acted as a facilitator in acquiring and distributing the produce.

Organised under the college's Unnat Bharat Abhiyan (UBA) and Kristu Jayanti Sarva Vikas programmes, the initiative aligns with the Viksit Bharat @2047 vision for inclusive and sustainable economic growth. Students from various deaneries actively participated as volunteer sellers, gaining hands-on experience in entrepreneurship, supply chain logistics, and market operations.

