

## City Highlights September 24, 2024

# Kristu Jayanti College launches 'Kristu Jayanti Sarva Vikas', Inaugurates 'Campus Farmers' Market'

### **CH NEWS**

Kristu Jayanti College (Autonomous), Bengaluru is to launch 'Kristu Jayanti Sarva Vikas', as well as the inauguration of the 'Campus Farmers' Market (CFM)', a Farmers-to-Customers (F2C) program. Uma Reddy, Senior Vice President (Elect), FKCCI, will officiate the inauguration at 11:00 a.m today, at the Silver Jubilee Auditorium, Kristu Jayanti College.

This initiative is part of the Government of India's

One District One Product (ODOP) Scheme, which aligns with the Make in India mission. The goal is to promote local economies by showcasing district-specific products and fostering sustainable development through innovation and community engagement. Kristu Jayanti College, through its Institution's Innovation Council (IIC), Entrepreneurship and Innovation Centre (EIC), and Kristu Jayanti Incubation Centre (KJIC), is proud to sup-

port this initiative.

By connecting the campus community with local farmers, we aim to promote knowledge sharing, address agricultural challenges, and support the direct sale of produce. Post-inauguration, local farmers will set up stalls on campus, offering fresh vegetables and products, facilitating a direct farmer-to-customer connection and allowing the Kristu Jayanti community to actively support the region's agricultural sector.