

Kristu Jayanti College launches 'Kristu Jayanti Sarva Vikas'

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Kristu Jayanti College, Autonomous, on Tuesday, launched 'Kristu Jayanti Sarva Vikas' programme, along with the inauguration of the campus farmers' market (CFM). The event was organised by the college's innovation centre

and entrepreneurship and innovation centre.

Federation of Karnataka Chambers of Commerce and Industry senior vice-president (elect) Uma Reddy, who inaugurated the event, said a direct connection between farmers and customers not only empowers farmers, but also enhances their visibility in

the market.

The concept of value additions is key in boosting exports, she said.

In his presidential address, Fr. Lijo P. Thomas, vice-principal and CEO of the college, said: "We are determined to support farmers while simultaneously contributing to the country's growth.