



# Entrepreneurship Development and Opportunities in Freshwater Pearl Culture

Organized by Department of Zoology, Mahila Mahavidyalaya, BHU

## Objective of training -

Entrepreneurship and skill development in pearl culture and its byproducts.

Pearl is a valuable gem known for its hypnotic, lustrous appearance and is often compared with the moon for its calming and protective effects. It has often been associated with purity, wisdom, patience, and peace. In nature, pearl formation is observed as a rare event in oysters and mussels, and collecting pearls is an even more tedious job. The pearl can be cultivated in these organisms by human intervention employing standard scientific techniques. The demand for pearls is exponentially increasing, not only as a valuable gem but also for decorative purposes in the global market. Pearl farming is gaining popularity in India owing to this high demand and the development of innovative techniques. The scope of farming pearls, along with commercial aquaculture activities, is one of the most lucrative agriculture businesses.

In India, pearl farming is one of the emerging trades with huge market potential. The technique of farming pearls is quite fascinating and requires intensive training to obtain pearls of different sizes, shapes, and colours. The workshop aims to train young people to endeavour in the pearl industry. Further, the knowledge of scientific methods (design and operation) and experience would be shared through training and on-field demonstrations. It would be a substantial drive to make students aware of various government schemes and to develop their entrepreneurial abilities.

## Details -

- **Date:** August 8-12, 2023
- **No. of days:** 05
- **Time:** 10 AM - 5 PM
- **Venue:** Conference Hall MMV, BHU and B.Sc. Zoology Lab, MMV
- **Registration fees:** Rs 1000/-
- **Who can apply:** UG and PG students
- **Total Number of participants:** 30

## Benefits of training –

- The proposed training will be helpful for developing vocational skills in the area of pearl culture and preparing various decorative and ornamental items of commercial use.
- It will inculcate entrepreneurial skill among students. It will create self employment opportunities.
- It will promote culture of native mussels in different water bodies for controlling water pollution.

## Registration link –

<https://forms.gle/n35FZgerNudtScF47>

## Payment details –

Account name : EDOFPC-2023-MMV-BHU

Account No. : 42097868530

IFS code: SBIN0010178

Bank Address : SBI, IMS Branch, BHU, Varanasi – 221005

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