

Memorandum of Understanding (MoU) Establishes Strategic Partnership between Eternal University and Absolute to Promote Sustainable Agriculture



In a significant stride towards advancing sustainable agricultural practices, an official Memorandum of Understanding (MoU) has been formalized between the Centre of Excellence, Dr. Khem Singh Gill Akal College of Agriculture at Eternal University, Baru Sahib, and Absolute, a prominent AgBioScience company headquartered in Gurugram. The primary objective of this collaboration is to facilitate the adoption and proliferation of sustainable and scalable agricultural methodologies within the geographical confines of Himachal Pradesh. The ceremonial signing of this pivotal MoU took place in the esteemed presence of Er. Sarbjeet Sabrawal from the Kalgidhar Trust and Mr. Nipun Sabharwal, the Business Head of Protected Cultivation at Absolute. The signing ceremony was officiated by Dr. Sapna Thakur, Vice Chairperson of the Centre of Excellence at Eternal University, and Dr. Shivam Sharma, Director of Partnerships at Absolute.

An initial manifestation of this partnership entails the deployment of cutting-edge soil testing equipment known as '**Insoil**,' by Absolute. This advanced technology will be seamlessly integrated with a mobile application '**UPAJ**,' thereby synergizing data-driven insights with technological convenience. The overarching purpose of this initiative is to heighten awareness about soil health through robust soil testing procedures, while also affording expert-driven

solutions catered to the unique agricultural context of the region. Additionally, this collaboration strives to facilitate skill enhancement and knowledge enrichment among students and budding entrepreneurs alike.

Furthermore, ABSOLUTE will be playing a pivotal role in advocating natural farming methodologies among the student community, along with establishing vital linkages to pertinent markets to bolster sustainability efforts. The strategic thrust of this collaboration extends to the promotion of protective cultivation, greenhouse technology, and hydroponic farming within targeted rural vicinities. The replicability of these practices on a broader scale is an integral facet of this initiative, envisioning widespread adoption in diverse locales. To this end, ABSOLUTE has also undertaken the commitment to deliver certified training programs pertaining to soil health management and protective cultivation for the benefit of students, farmers, and enterprising youth.

Hon. Baba Dr. Davinder Singh Ji, the esteemed Chancellor of Eternal University and distinguished President of Kalgidhar Trust, has expressed profound optimism concerning this strategic alliance. He asserts that this collaboration will effectively establish an integrated platform encompassing a comprehensive array of services pertinent to soil health and sustainable agriculture.

Integral to this partnership's core Dr Shivam focuses on the fortification of the symbiotic relationship between Academia and Industry. Our vision is to work with young students and researchers from Institutes and engage them for industry-aligned problem-solving strategies. Absolute has been partnering with National and International research institutions towards fast paced research and development towards sustainable agriculture.