

From Knowledge to Impact: Building Enterprises, Empowering Communities

Message from the President | The Institutional Vision

The transformation of agriculture is inseparable from the transformation of the people, enterprises and institutions that surround it. Across Asia, agriculture is being reshaped by climate pressures, digital technologies, changing markets, new consumer expectations and the growing importance of sustainable value chains.

For Centurion University of Technology and Management, this transformation reinforces a long-standing institutional conviction: education must be connected to capability, opportunity and social impact. Knowledge becomes most valuable when learners can apply it, communities can benefit from it and enterprises can convert it into sustainable livelihoods.



Prof. Mukti Kanta Mishra
President, CUTM

CUTM's journey has been one of purposeful transformation. From its beginnings in 1997 as the Jagannath Institute for Technology and Management (JITM), the institution evolved through a sustained commitment to expanding access, strengthening practical education and creating pathways from learning to livelihoods. In 2005, academics including Prof. Mukti Kanta Mishra and Prof. D. N. Rao took over the management of the institution and led its subsequent expansion, culminating in its transformation into Centurion University in 2010. This journey reflects a fundamental belief that higher education must extend beyond the classroom and create tangible opportunities for individuals and communities.

A University Built Around Capability

CUTM's emphasis on skill-based and experiential learning is particularly relevant to this agenda. Modern agribusiness requires professionals who understand not only agricultural production, but also technology,



Photo 1. Hon'ble Governor of Odisha, Dr. Hari Babu Kambhampati, during his engagement with Centurion University.



Photo 2. Vice Chancellors of Odisha's universities at CUTM, 13 August 2026: a shared conversation on the future of skill-based higher education.

finance, markets, entrepreneurship, supply chains and sustainability. It requires graduates who can move confidently between the classroom and the field, between ideas and implementation.

This approach has received notable recent recognition at the state level. The Hon'ble Governor of Odisha, Dr. Hari Babu Kambhampati, who also serves as Chancellor of the State's Government Universities under the prevailing framework, motivated the Vice Chancellors of Odisha's universities to visit CUTM and learn from its exemplary skill-based learning model. This was followed by a meeting of 23 Vice Chancellors at CUTM on 13 August 2026.

The importance of this development lies beyond recognition for the institution. It creates an opportunity for wider institutional learning. Universities must continually ask how education can become more responsive to the changing world of work and to the aspirations of young people. Skill-based learning, when integrated with academic knowledge, entrepreneurship and innovation, can help narrow the distance between education and meaningful employment.

Entrepreneurship as a Pathway to Empowerment

Agriculture presents a vast landscape for entrepreneurship—from input services and digital platforms to food processing, logistics, value addition, financial services, sustainable production and direct market access. Encouraging young people to see agriculture as an arena of enterprise can contribute to livelihood diversification and rural economic resilience.

The university therefore has a role beyond teaching. It can become a platform where students, researchers, entrepreneurs, industry partners and communities meet, experiment and co-create solutions. Such an ecosystem can turn ideas into prototypes, prototypes into enterprises and enterprises into sources of employment and community value.

From Campus to Community

CUTM's commitment to community engagement is important in this context. Agricultural transformation is meaningful only when innovations reach the people for whom they are intended. Capacity

building, agricultural extension and technology transfer are therefore essential companions to research and entrepreneurship.

The Special Issue of Horizon JHSSR is a valuable contribution to this broader conversation. Its focus on economics, entrepreneurship and innovation recognizes that sustainable agriculture requires a sustainable agri-business ecosystem.

I congratulate the editors, contributors and the academic community associated with this Special Issue. May it encourage a new generation to regard agriculture not simply as a traditional sector, but as a field of knowledge, enterprise, innovation and human possibility.

When knowledge creates opportunity and opportunity creates social value, education becomes a force for transformation.



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