

Literary and Public Speaking Cell with Media Cell of ISAB

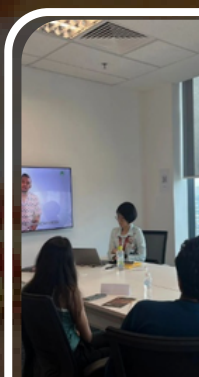
presents

KRISHI UNNATI

A National ISAB Magazine

*Nurturing Futures,
Cultivating Excellence*

June July Edition
2024



"Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness"



Imperial School of Agri Business (ISAB)

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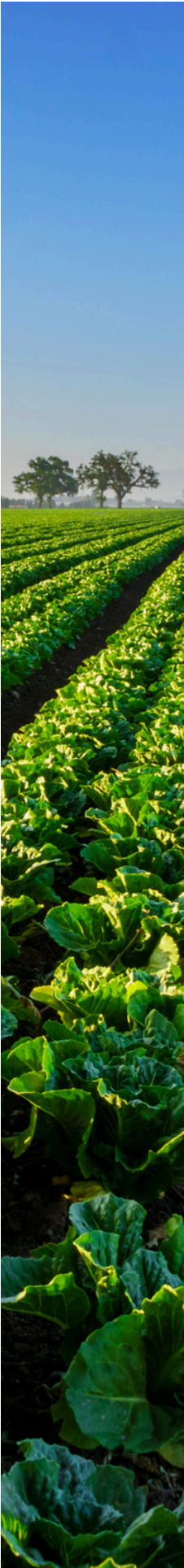


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MESSAGE FROM LITERARY AND PUBLIC SPEAKING CELL

Sakshi Sharma
Secretary, Literary and
Public Speaking Cell

Dear Readers,

I am delighted to present to you the **latest edition of *Krishi Unnati***, our college's monthly magazine that celebrates the vibrant life and activities within ISAB College. As the secretary of the Literary and Public Speaking Cell, I am immensely proud of the dedication and creativity our members have poured into this publication.

This month, *Krishi Unnati* showcases a plethora of exciting events and accomplishments by our students. From exciting internship experience to waving goodbye to the senior batch.

In this edition, we are going to cover Internship testimonials, placed seniors' testimonials, agribusiness knowledge series in a nutshell, penned work by students, various industry visits, Global exposure for the students of the 2022-2024 batch, and **SAMAVARTAN**.



SAKSHI SHARMA

Our esteemed faculty members have also contributed thought-provoking articles that delve into various aspects of agriculture and agribusiness. Their expertise and research add great value to our magazine and serve as a rich source of learning.

“ We are grateful for the support and encouragement from our faculty and the entire ISAB community. Your contributions and participation make *Krishi Unnati* a true reflection of our collective efforts and aspirations.

We hope you enjoy reading this edition and find inspiration in the stories and articles shared within. As always, we welcome your feedback and contributions for future editions.



MESSAGE FROM EDITORIAL DESK

As the Group Editor of Krishi Unnati Magazine, I am thrilled to present this latest edition, reflecting the vibrant spirit and dynamic activities of our college community. This issue highlights our students' transformative internship experiences, showcasing their innovation and learning in the agricultural sector. We also feature our seniors' educational expedition to Malaysia, where they explored diverse global agricultural practices, enriching their academic and professional perspectives.

This edition celebrates the Samavartan farewell, a heartfelt tribute to our graduating students, marking their journeys and achievements

“ We proudly cover the Agri Business Knowledge Series, where industry experts shared invaluable insights with our students. Additionally, heartfelt testimonials from our seniors offer guidance and inspiration to our younger cohorts.

Zainab Kauser Rizvi

**Secretary - Media Cell
Group Editor - Krishi Unnati**



ZAINAB KAUSER RIZVI

I hope this edition of Krishi Unnati is as enlightening and inspiring for you as it has been for us to create.

CO-EDITOR'S MESSAGE



PRAVEEN SHARMA
CO-EDITOR, KRISHI UNNATI

With great pride, we bring you this edition of Krishi Unnati Magazine, a testament to our vibrant college life. Inside, you'll find stories of growth, from our students' transformative



PRANAO
CO-EDITOR, KRISHI UNNATI

We are excited to present this edition of Krishi Unnati Magazine, celebrating our college's vibrant activities. Inside, you'll find our students' impactful internship experiences insights

experiences to the wisdom shared by our seniors. This issue captures the essence of our community's dedication, learning, and celebration. We hope you enjoy reading it as much as we enjoyed creating it.

from the seniors' educational trip to Malaysia, and highlights from the Samavartan farewell. The Agri Business Knowledge Series and heartfelt testimonials from club members further enrich this issue. We hope you enjoy reading it. Thank you for your support.



SAMAVARTAN - A FAREWELL & PLACEMENT SUCCESS PARTY

Samavartan, is a poignant and joyful event marking the achievements of our graduating students. The evening began with a welcoming speech by **Dr. Saba**, highlighting the graduates' perseverance and accomplishments. Several awards were presented, including the **Academic Excellence Award**, **Leadership Award**, and **Community Service Award**.

Emotional farewell messages from faculty and peers reminisced about shared memories, while a gala dinner concluded the event, fostering camaraderie and creating lasting memories.

Faculties shared inspiring career journeys, motivating graduates to pursue their dreams. Success stories of placements in reputed companies were celebrated, showcasing the graduates' hard work and the placement team's efforts. Cultural performances added vibrancy to the evening, with students displaying their talents in music, dance, and drama.

“

Samavartan beautifully encapsulated the essence of farewell and success, celebrating achievements and new beginnings. We wish our graduates the very best in their future endeavors.





GLOBAL EXPOSURE - MALAYSIA

TOUR 2024 BY ISAB

MBA FABM 22-24 BATCH STUDENTS EXPERIENCE

“As part of efforts to reward outstanding performance and foster international understanding, ISAB has organized a fully sponsored visit to Malaysia for the top five students of the 2022-2024 batch. “

These five exceptional students embarked on their journey to Malaysia. This incredible opportunity is a reward for their exemplary performance in academics, extracurricular activities, and leadership roles. The visit aims to broaden their perspectives, enhance their understanding of global agribusiness practices, and provide invaluable networking experiences.

This initiative underscores the dedication to offering a comprehensive educational experience that goes beyond the classroom. By immersing the students in diverse global environments, ISAB aims to equip them with the skills and insights necessary to thrive in the international agribusiness landscape.

The knowledge and experiences they gain during this visit will not only benefit their personal and professional development but also positively impact the institution and the broader agribusiness community.



STUDENT EXPERIENCE FROM THE VISIT.

“ I recently had the privilege of embarking on a fully sponsored global exposure visit to Malaysia, thanks to the Imperial School of Agri Business. During this incredible journey, my fellow students and I immersed ourselves in Malaysia's vibrant culture and rich heritage, "visiting iconic landmarks and gaining a deep understanding of its diverse society.



ANJALI SANGA
MALAYSIA VISIT EXPERIENCE

The trip was amazing, and we thoroughly enjoyed our time. We explored numerous amazing places, including Kuala Lumpur, Genting Highlands, Batu Caves, Kanching Waterfall, we even visited the chocolate factory and enjoyed a comprehensive city tour.

“ *I am extremely grateful for this wonderful opportunity and overwhelmed by the experience of my first international trip. This journey has taught us that dedication and hard work pay off, a lesson we will carry throughout our lives.*

“ I am delighted to inform you that I recently had the great opportunity to go on a fully sponsored global exposure visit to Malaysia, courtesy of the Imperial School of Agribusiness.

This chance is the result of my academic and extracurricular achievements. This journey was nothing short of altering, as my other travelers and I immersed ourselves in Malaysia's vibrant culture and rich past, exploring notable spots and obtaining an exhaustive understanding of its multicultural society.

“ *From studying the historical significance of Malaysian landmarks to celebrating its cultural variety, every moment demonstrated the potential of experiential learning. I express my deepest gratitude to our director, SAURABH V PAANDEY sir, and the entire ISAB.”*



PH ANIL KUMAR
MALAYSIA VISIT EXPERIENCE



SHATAKSHI GUPTA
MALAYSIA VISIT EXPERIENCE

A highlight was our visit to the Roundtable on Sustainable Palm Oil (RSPO) office, where we had insightful discussions with experts about Malaysia's role in palm oil production. We learned about palm oil's impressive efficiency and sustainability, supported by RSPO's standards and certifications aimed at promoting environmental conservation and socio-economic development.

“ I am thrilled to share my recent experience as one of ten students selected from a batch of 100 for a Global Exposure Program to Kuala Lumpur, Malaysia. This opportunity, provided by the Imperial School of Agribusiness under the guidance of Director Saurabh V Pandey, was an enlightening journey that broadened my horizons both culturally and professionally

Our trip to Malaysia was a perfect blend of education and enjoyment, packed with visits to iconic landmarks and cultural sites. We marveled at the architectural brilliance of the Petronas Twin Towers and KL Tower, enjoyed the vibrant nightlife during evening city tours, and found serenity at Batu Caves and Kanching Waterfalls.

“ *This trip enriched our understanding of Malaysia's blend of tradition and modernity, combining historical and modern architecture with natural beauty, making it an invaluable part of our global learning journey.*

“ I recently had the extraordinary opportunity to visit Malaysia, a trip sponsored by the Imperial School of Agri-Business. This enriching experience was packed with visits to breathtaking destinations, insightful industry discussions, and a deeper understanding of Malaysia's significant role in the global palm oil industry.

Our journey began with an exploration of some of Malaysia's most iconic sites. We toured the vibrant city of Kuala Lumpur, where the juxtaposition of traditional architecture and modern skyscrapers paints a vivid picture of Malaysia's diverse cultural heritage.



GURDEN SINGH
MALAYSIA VISIT EXPERIENCE

KRISHI UNNATI

The dazzling heights of Genting Highlands offered a refreshing escape from the city, while the awe-inspiring Batu Caves and serene Kanching Waterfall provided a glimpse into the country's natural beauty. Each location was a testament to Malaysia's rich history and stunning landscapes, leaving us with unforgettable memories of this beautiful country.

However, the true highlight of our trip was our visit to the Roundtable on Sustainable Palm Oil (RSPO) office. Here, we were welcomed by Miss Tatiana Anjek and Miss Kawkar Mun, who graciously shared their extensive knowledge of the palm oil industry with us. This visit offered a profound insight into Malaysia's pivotal role as one of the world's top exporters of palm oil, a commodity that is deeply woven into the fabric of global trade.



During our time at the RSPO office, we learned about the diverse applications and benefits of palm oil, which is used in a wide range of products, from food items to cosmetics and biofuels. Miss Tatiana and Miss Kawkar explained how palm oil's versatility makes it a crucial ingredient in many industries, contributing to its global demand. This journey to Malaysia and the insights gained from our visit to the RSPO office have been an inspiring chapter in my professional journey, one that I am eager to share and build upon in future endeavors.



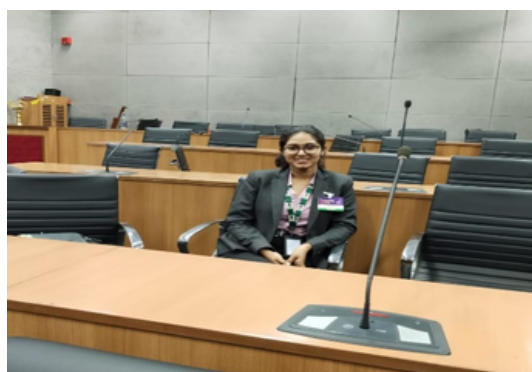
FICCI SCIENTIFIC SYMPOSIUM ON PROCESSED FOODS FOR PURPOSE.

“ *The Imperial School of Agri-Business (ISAB) had the privilege of attending the FICCI Scientific Symposium on Processed Foods for Purpose held at the FICCI Federation House, New Delhi. Representing ISAB’s commitment to cultivating top-tier Agri-Business Management (ABM) professionals, our participation was marked by memorable moments and valuable learnings.*



The symposium showcased innovation at its best. Sessions delved into the crucial role of processed foods in the agri-economy and the importance of sustainable food systems for global nutrition security. These discussions left a profound impact on us, emphasizing the significance of innovation and sustainability in the food industry.

Attending FICCI events offers attendees unparalleled networking opportunities, recognition, and educational experiences. This symposium was no exception. It provided a platform for knowledge sharing, learning, and collaboration, allowing attendees to stay abreast of the latest trends and cutting-edge technologies in areas such as innovation, entrepreneurship, and skill development.



For ISAB students, the symposium was an excellent opportunity for industry exposure. Imperial School of Agri-Business consistently provides such enriching experiences, ensuring that our students are well-equipped with the knowledge and skills necessary to excel in the agri-business sector. The insights gained and connections made during this event will undoubtedly contribute to the growth and development of our students and the wider agri-business community.

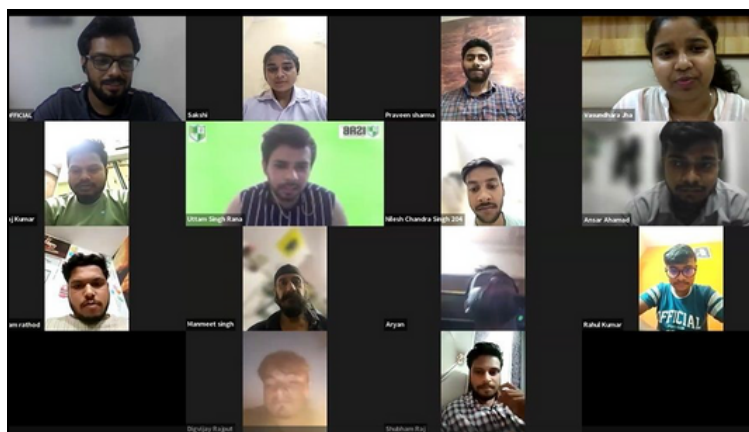
AGRI-BUSINESS KNOWLEDGE SERIES

Ms. Vasundhara Jha - Area Marketing Manager, Marketing Campaign, New Business Development at Godrej Agrovet Limited

Ms. Vasundhara Jha, the Area Marketing Manager for Marketing Campaign and New Business Development at Godrej Agrovet Limited, shared valuable insights about the agribusiness sector. She started with an overview of the Godrej Group, exploring its various businesses and rich history.

Ms. Jha emphasized the importance of understanding farmers challenges and providing tailored solutions. She introduced the "4S of Work," which includes providing solutions like herbicides, insecticides, plant nutrition, and fungicides; offering services through expert crop advisors; showing solidarity with a commitment to environmental safety; and promoting sustainable business practices.

She also talked about the "6 C's of Care Competencies," which involve upholding integrity and trust (Character), communicating effectively (Communication), working well in teams (Collaboration), thinking creatively (Creativity), and solving problems efficiently (Critical Thinking). Looking ahead, Ms. Jha highlighted the future of agribusiness with the implementation of AI in agriculture, embracing sustainable solutions, advancements in agri-technology, and growth in agri-finance to support farmers and businesses.



Mr. Jitender Gaur - General Manager - B2B Business & New Business Initiatives at IPL Biologicals

Mr. Jitender Gaur, General Manager – B2B Business & New Business Initiatives at IPL Biologicals, recently shared his expertise during our Agribusiness Knowledge Series webinar. He provided valuable insights on building a successful career in agribusiness, emphasizing the importance of continuous learning, networking, and practical experience.

AGRI SOLUTIONS

- IPL Biologicals Limited is enthusiastic about marketing its products all over the world for various crop diseases, pests, and soil health management. Their products have been tested across 19 countries and have shown good results. IPL Biologicals Limited products are 100% safe and natural and have been used successfully on various crops throughout the world including cereals, oil seeds, pulses, vegetables, horticulture, and cash crops.
- Their greatest asset is their farmers, and they help them to improve their yields and produce better crops across the nation with their presence in 20 states backed by an aggressive 300+ sales force, 5000+ dealers, and a distributor network to facilitate the availability of their wide range of eco-friendly solutions to the farmers.





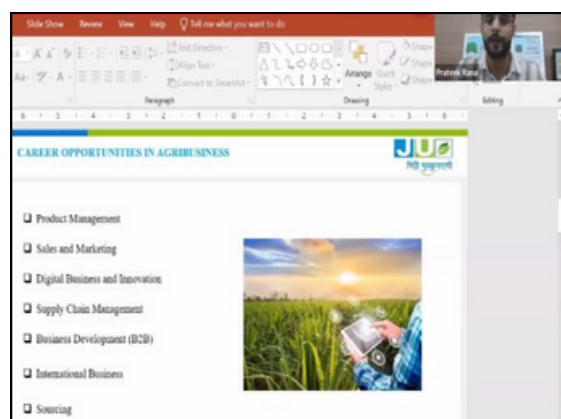
Mr. Gaur explained the critical role of agri-inputs in enhancing agricultural productivity and sustainability. He also discussed strategies for effective planning and innovation, highlighting the need to stay ahead of market trends and technological advancements. He offered practical advice on skill development, industry certifications, and leveraging opportunities within the agribusiness sector.

Mr. Prateek Rana – Deputy Manager at JU Agrisciences



Mr. Prateek Rana delivered an insightful session at the Agribusiness Knowledge Series (AKS) event hosted by ISAB in Greater Noida. One key piece of advice Mr. Rana offered was to diversify your internship experience. He encouraged students not to limit themselves to a single department but to explore various roles such as product management, sales, and marketing. This approach helps in discovering one's strengths and potential areas for excellence.

When it comes to resume building, Mr. Rana suggested treating your resume as a personal billboard that showcases your achievements and skills. It should be clear, concise, and tailored to highlight relevant experiences and accomplishments. He advised tailoring your resume to match specific job descriptions by including relevant keywords and focusing on quantifiable achievements. This makes your resume stand out to recruiters and improves your chances of getting noticed.



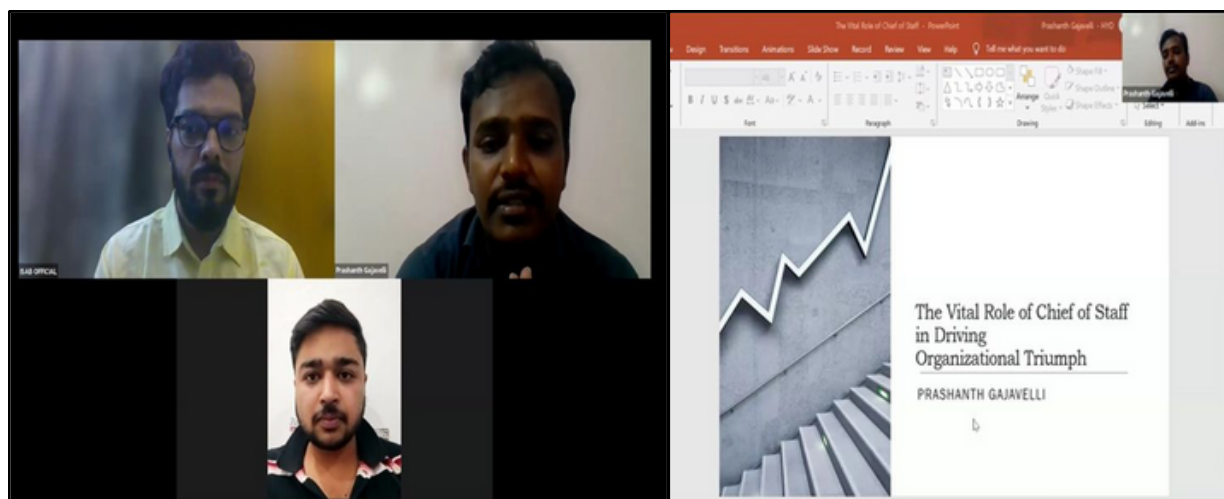
He tells about the importance of continuous learning, stating that growth and upskilling should continue throughout one's career, not just when starting out. Staying relevant and adaptable is crucial in a rapidly evolving job market.

Mr. Prashanth Gajavelli – DGM (Strategy and Planning Srinivasa Farms)

Mr. Prashanth Gajavelli delivered an insightful session that enriched aspiring students with his expertise. He discussed the pivotal role of a Chief of Staff, highlighting their responsibility to support the CEO or Managing Director by managing their time, focusing on strategy, and overseeing overall organizational management.

Mr. Gajavelli stressed the significance of delegation and accountability, explaining that the Chief of Staff ensures effective workload management and accountability for organizational outcomes. He also covered strategic planning, noting that it involves both short-term and long-term perspectives, with short-term plans documented and long-term plans implemented gradually.

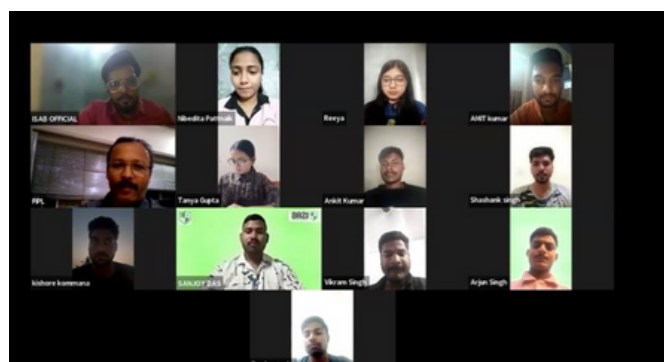
Establishing core values and a clear vision is crucial for guiding decision-making and defining the company's unique selling proposition. Mr. Gajavelli emphasized the importance of observing and understanding how a company's actions align with its long-term goals, and he encouraged continuous learning about strategic planning, organizational goals, and value chains to prepare for future leadership roles.



Mr. Bipin Acharya - Head HR at Fertis Group

Mr. Acharya covered several key topics. He discussed how modern agricultural practices can complement traditional methods, emphasizing the importance of integrating both for better results. He also highlighted how AgriTech innovations can address the challenges faced by farmers and promote sustainable agriculture.

Mr. Acharya examined various government initiatives such as ENAAM, E-mandis, and FPOS, explaining their role in enhancing the agricultural supply chain through forward and backward integration. He stressed the necessity of acquiring basic agricultural knowledge as a foundation for entering the sector and encouraged students to prepare for entry-level careers.



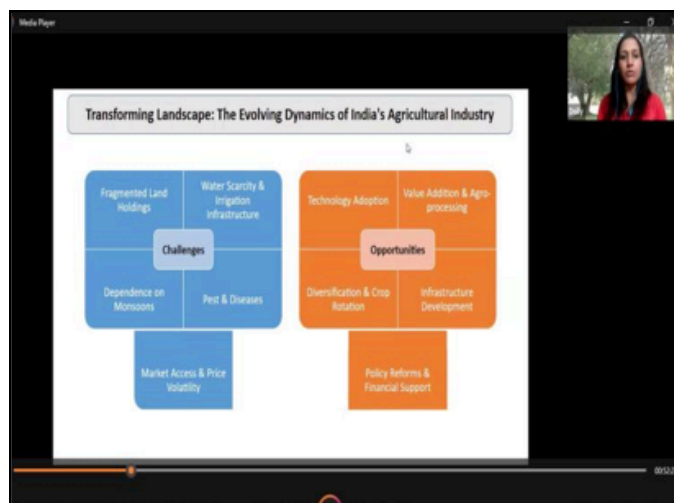
Additionally, Mr. Acharya provided a roadmap for starting a business in the Agri-Business sector, outlining the key elements required for success in this field.

Ms. Dolly Chaudhary – Manager (GIS (Agritech)) at IFFCO Kisan)



Ms. Dolly Chaudhary, Manager-GIS (Agritech) at IFFCO Kisan, delivered an engaging session that provided valuable insights into the Indian agriculture industry. She highlighted how the sector has evolved from a focus solely on production to a comprehensive approach encompassing input supply, farm machinery, processing, marketing, and distribution.

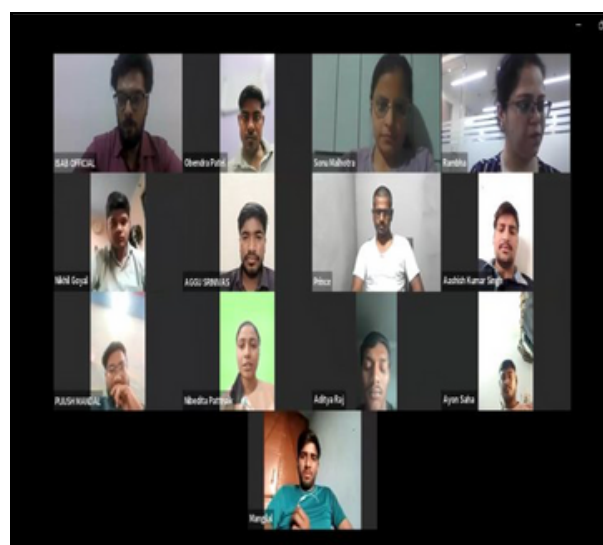
Ms. Chaudhary discussed the challenges and opportunities currently facing the industry and brainstormed sustainable strategies to meet the growing food demand. She emphasized the increasing consumer awareness regarding the health, safety, quality, and sustainability of food products. She also pointed out the importance of implementing practices that reduce environmental impact and improve resilience to climate shocks. Additionally, Ms. Chaudhary outlined the diverse career opportunities available for agribusiness graduates, ranging from roles in accounting, finance, and banking to positions in seed yield control, farm management, global marketing, and retail sales.



Ms. Rambha Jha – Chief Manager HRD Leads Connect Pvt Ltd.

Ms. Rambha Jha delivered an engaging and insightful session. In her session she covered several key topics. She highlighted the most in-demand skills in today's job market, offering valuable advice for students aiming to excel professionally.

Ms. Jha also shared comprehensive strategies for analyzing industries, techniques commonly used by savvy investors. Additionally, she provided exciting insights into the rapidly growing Agritech sector and its potential. Lastly, Ms. Jha emphasized the importance of mastering interview preparation, tailored specifically for ambitious students seeking to make their mark in the field.



Ms. Keerthana Ranjith - HR in Greenpod Labs

Ms. Keerthana Ranjith, HR at Greenpod Labs, shared invaluable insights with our students, providing practical advice for navigating their future careers.

She emphasized several key factors for success in the corporate world, including strong work ethics, responsibility, commitment, and a growth mindset. Ms. Keerthana highlighted the importance of internships as a gateway to gaining real industry experience and building a professional network. She encouraged students to stay flexible and adapt new approaches when existing ones are not working, and to adopt a proactive mindset by seeking out new opportunities and conducting thorough market and competition analysis.

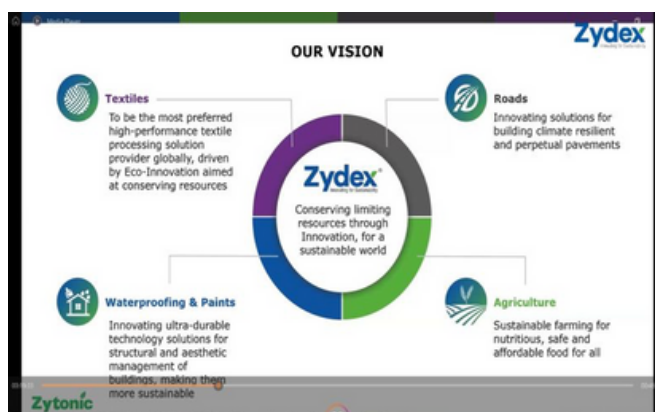
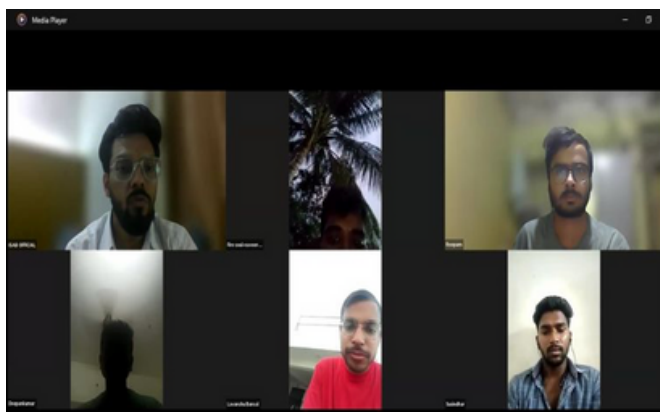


Dr. Shailendra Singh, Ph. D. (COO, Zydex)

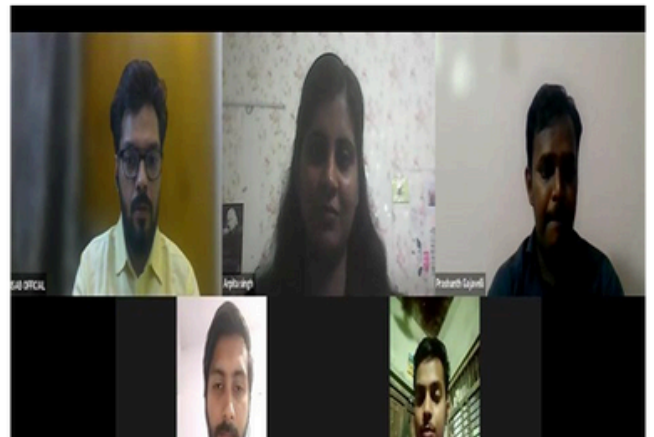
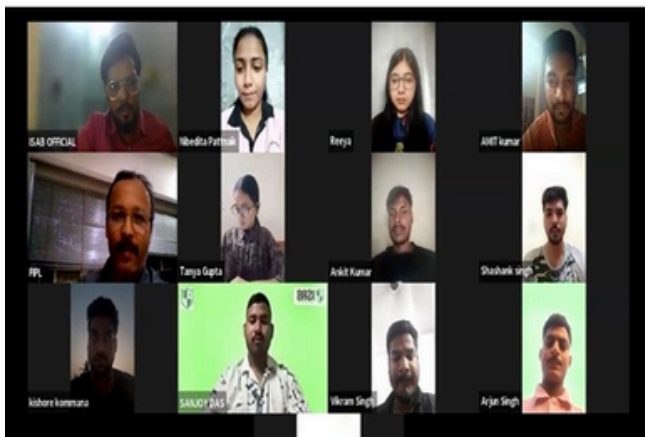
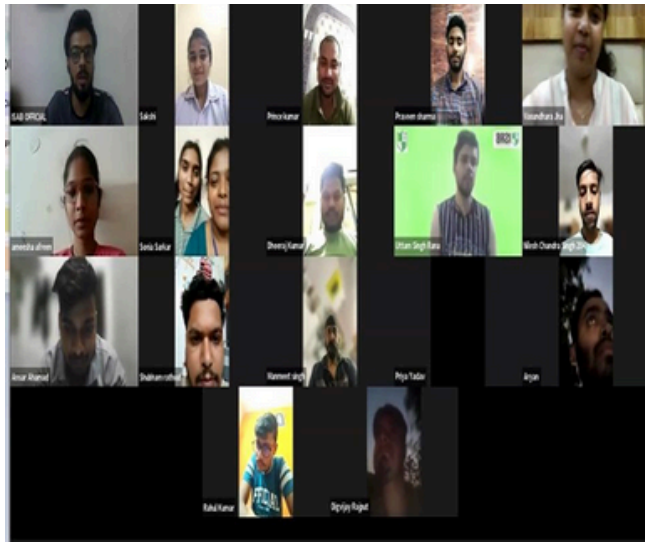
Dr. Singh discussed several critical issues in modern agriculture. He highlighted the misuse of chemical fertilizers since the Green Revolution, which initially boosted food production but has since harmed soil health. He pointed out that the efficiency of nutrient use is low, meaning crops use only a small portion of the applied fertilizers, leading to soil degradation. This excessive use has also caused soil compaction and depleted essential elements like oxygen and water, which are crucial for root growth and nutrient absorption.

Dr. Singh explained how the overuse of chemical fertilizers disrupts the balance of beneficial soil microbes, increasing pests and diseases and thus requiring even more chemical inputs for control. This creates a vicious cycle of increasing fertilizer use, soil residue buildup, poor crop growth, and declining productivity.

Furthermore, Dr. Singh emphasized the importance of focusing on the benefits rather than just the features of agricultural products. He acknowledged that Indian farmers are often price-sensitive but suggested that by allowing them to experience the product alongside cheaper alternatives, they can better appreciate its value. He also noted that selling in agriculture requires patience, as the sales cycle is longer and involves multiple stages of demonstration, follow-up, and ensuring that farmers understand the benefits before committing to a higher price.



GLIMPSES OF STUDENTS PARTICIPATING IN AKS SERIES



MAXIMIZING YOUR SUMMER INTERNSHIPS: *Do's & Don'ts*

During my own summer internship, I encountered several challenges that taught me the importance of resilience and adaptability. It was important to keep a positive attitude and concentrate on the learning process even if sometimes the work is mundane. I found that taking the initiative to ask for additional projects not only kept me engaged but also demonstrated my eagerness to contribute.

“ I'll do it”, I said to my reporting manager and he said this is the attitude I like of yours. You never say I'll try to do it which itself sets a positive tone and optimistic behaviour of yours.

-Zainab Kauser Rizvi



Another important component of my internship was networking. By introducing myself to colleagues I was able to establish beneficial connections and build valuable relationships. I was able to develop and hone my skills by asking questions and taking the feedbacks as a chance to improve.

A summer internship is more than just a temporary job; it's an opportunity to learn, develop, and set the groundwork for your career. By following these do's and don'ts, you can make the most of your internship experience and set yourself up for success in the professional world. Remember, the attitude and effort you bring to your internship can have a lasting impact on your professional path.



DO's

Be Proactive and take initiatives of the tasks.

Make the most of the chance to network with professionals in your field.

Listen to feedback and take it as an opportunity to improve.

Be respectful, courteous, and maintain a positive attitude.

Communicate confidently and clearly.

DON'Ts

Do not lack communication

Don't Be on Your Phone.

Don't be afraid to speak up and share your ideas.

Don't just do the bare minimum and contribute effectively to the team.

Don't Be Afraid to Ask for Help if you are struggling with a task.

STUDENTS INTERNSHIP TESTIMONIALS

INTERNSHIP EXPERIENCE AT APEDA

“ I am Surya KS from Imperial school of Agribusiness during my summer internship at APEDA Chennai, I gained valuable experience by focusing on identifying export opportunities for traditional paddy varieties in Tamil Nadu and Pondicherry. Through extensive fieldwork across 10 districts in these regions, I developed a comprehensive understanding of the cultivation practices, challenges, and potential markets for these unique rice varieties. This experience provided me with a strong foundation in agricultural economics, market analysis, and export procedures. I also acquired in-depth knowledge about the nutritional value and promising export potential of traditional paddy varieties.



SURYA KS

A significant challenge encountered during the internship was the limited knowledge of traditional paddy varieties among farmers, which hindered data collection efforts. Despite their immense potential, traditional paddy varieties remain largely untapped in the market.



INTERNSHIP EXPERIENCE AT GODREJ AGROVET

“ Godrej Agrovet is a diversified agribusiness company in India, focused on improving the productivity of Indian farmers. It operates in animal feed, crop protection, oil palm, dairy, and poultry segments.

At Godrej Agrovet Ltd, I focus on market analysis and demand generation for our products. Over the past month, organizing meetings with farmers has enriched my understanding of their needs and strengthened my relationships within the community. Successfully selling products at both retailer and farmer levels has honed my market strategies, while making new connections has opened doors to valuable partnerships.

Additionally, mastering conventional purchasing skills has streamlined my procurement process, making it more efficient. Based on these experiences, I suggest investing in regular field interactions to better align products with market needs.



DHEERAJ KUMAR



AMARDEEP TRIPATHI

INTERNSHIP EXPERIENCE AT CRYSTAL CROP PROTECTION

“ Crystal Crop Protection is an Indian agricultural company specializing in the production of crop protection products. It offers a range of solutions including insecticides, fungicides, herbicides, and plant growth regulators to enhance farm productivity. My summer internship at Crystal Crop Protection was a transformative journey that seamlessly merged classroom theory with the gritty realities of agriculture. Stationed in the heart of Rajasthan's Jhunjhunu district, I was immersed in the world of bajra, a staple crop for millions.

The experience was a kaleidoscope of learning. From meticulously assessing seed quality in the lab to the thrill of conducting field trials under the vast expanse of the Rajasthan sky, every day brought new challenges and exciting discoveries. I was fortunate to work alongside seasoned agricultural experts who patiently guided me through the intricacies of crop science.

This internship has solidified my desire to contribute to agricultural innovation. I discovered a passion for data analysis and its role in optimizing crop yields. The challenges I faced, like overcoming data inconsistencies, have equipped me with valuable problem-solving skill



INTERNSHIP EXPERIENCE AT DHANUKA AGRITECH

“ Dhanuka Agritech is an Indian company that provides a wide range of crop protection products. It offers insecticides, herbicides, fungicides, and plant growth regulators to help improve agricultural productivity.

I had the privilege of interning at Dhanuka Agritech as a Marketing Intern in Palwal, Haryana, where my primary focus was on demand generation. This experience was transformative, offering me a blend of practical fieldwork and theoretical application that significantly enhanced my understanding of agricultural marketing.

One of the most profound lessons I learned was that real learning happens in the field. Engaging directly with farmers and stakeholders provided me with insights into their needs, challenges, and preferences. This hands-on experience was invaluable, as it allowed me to see firsthand how theoretical concepts are applied in real-world scenarios.

For future interns, I have several pieces of advice to offer. First, embrace every learning opportunity with an open mind and a positive attitude. Be proactive in seeking knowledge and don't hesitate to ask questions, no matter how trivial they may seem. Always stay updated with the latest industry trends and continually refine your theoretical knowledge to stay ahead in the field.



PRIYANKA PATTANAIAK



AISWARYA LAKSHMI

INTERNSHIP EXPERIENCE AT ZYDEX INDUSTRIES

“ Established In 1997, Zydex is a specialty chemicals company to innovate to create a sustainable world through the conservation of resources. Zydex offers diverse chemical technologies for the Textile, Agriculture, Pavement, and Construction Industries.

This summer, I had the incredible opportunity to be a marketing and sales intern with Zydex Industries, a pioneering biofertilizers company. My journey took me to the lush, green hills of Idukki, Kerala, where I spent three transformative months working closely with cardamom farmers

Every day, I set out early in the morning, the cool mountain air filled with the earthy scent of the plantations. My role was to visit the sprawling cardamom fields that stretched across the region, engaging with farmers and introducing them to the benefits of biofertilizers.

From the outset, I was fortunate to have the guidance and support of my reporting manager, Eshwaran Sir, and his assistant. Their deep knowledge of biofertilizers and the local agricultural landscape was instrumental in shaping my approach

The results were astounding. The treated plants showed a marked improvement in health and productivity, with richer foliage and more robust pods. Mr. Ramesh's skepticism gradually turned into enthusiasm, and he became one of our most vocal advocates, encouraging neighboring farmers to make the switch.

Throughout my internship, I learned invaluable lessons about communication and patience. Convincing farmers to adopt new practices required not just data and logic but also empathy and respect for their traditional methods. By listening to their concerns and addressing their doubts, I built trust and fostered meaningful relationships



INTERNSHIP EXPERIENCE AT VEGROW

“Vegrow is in the business of fresh fruits with an addressable market size of \$60 Billion. Vegrow is a tech platform partnering with farmers, aggregating supply, and selling to organized demand through partnership. Vegrow simplifies farming and increases land utilization for farmers. Vegrow is a VC-funded startup and founded by a group of IITians having a passion for agtech and experience in agri-input & agri-output companies viz. AgroStar & ITC.

“Vegrow is an agritech startup in India that connects farmers with markets to streamline the supply chain for fruits. It leverages technology to improve yield, quality, and farmer income.”

During my summer internship at Vegrow as a Supply Chain – Operations Intern, I gained invaluable experience in managing the supply chain for mangoes across Khammam in Telangana and Bangarupalem in Andhra Pradesh. Vegrow is a pioneering B2B fruit marketplace exporting various types of fruits, and I worked specifically on mangoes. My role involved identifying and engaging with mango farmers and vendors, explaining Vegrow's services, and facilitating the procurement process.



SUNIL KUMAR

INTERNSHIP EXPERIENCE AT KR LIFESCIENCES PVT. LTD. (KRISHI RASAYAN GROUP)



SAYAN BERA

“ KR lifesciences pvt. Ltd. with a history spanning over five decades, dedicated to serving the farming community. Our steadfast commitment to agricultural excellence is a source of great pride. We stand as a reliable partner, providing essential support and cutting-edge solutions to farmers in the country.

“My summer internship at KR LIFESCIENCES PVT LTD, part of the KRISHI RASAYAN GROUP, took place in Keshpur, Paschim Medinipur district, West Bengal. “

KR LIFESCIENCES PVT LTD, a company focused on agricultural solutions, offered me a platform to engage directly with their target market. My role centered on promoting their products, particularly "Krish-Tee, Ekka, Flick Super, Kritap-4G, Poushak Green, Kapiq" and generating demand among local farmers.

My primary responsibility involved extensive farmer outreach. I personally interacted with 1,052 farmers, a remarkable achievement that demonstrates my commitment and communication skills. These interactions likely involved explaining product benefits, addressing concerns, and building relationships with potential customers.



INTERNSHIP EXPERIENCE AT JU AGRISCIENCE

“ JU Agri Sciences was conceived as a key enabler in Indian farmers pursuit of enhancing farm productivity and to produce more with limited resources sustainably. In a journey of mere two decades, the company has emerged as one of the Top Most Agrochemical Company in the Indian agricultural services sector, solidifying its position as a leading Agrochemical Company in India

“During my internship at JU Agriscience, an agrochemical company based in Noida, I had the opportunity to work in human resources, campus engagement, branding, and enhancing employee experience.



PRATIBHA MISHRA

KRISHI UNNATI

This multifaceted role taught me invaluable lessons in confidence, professionalism, and effective workload management. Engaging with diverse teams and managing various tasks simultaneously allowed me to develop a professional demeanor and improve my communication skills. The dynamic environment required me to prioritize tasks efficiently, ensuring smooth operations even under pressure. This experience has equipped me with a robust understanding of corporate dynamics and the importance of a cohesive work culture, ultimately shaping me into a more capable and confident professional."



INTERNSHIP EXPERIENCE AT CORTEVA

“Corteva Agriscience is a global agriculture company focused on enriching the lives of food producers and consumers. It offers a robust portfolio of seed, crop protection, and digital solutions.

“My two-month internship at Corteva Agriscience Pvt Ltd was an immersive experience in agricultural marketing and farmer engagement. Our primary focus was demand generation for 86M94, a high-yield pearl millet (bajra) seed.

Daily village-level meetings formed the core of our outreach strategy. We connected with farmers, sharing valuable information on best farming practices and recommending our seed for improved production. Evening sessions utilizing projectors allowed us to showcase success stories of farmers who had benefited from our bajra seed.

This hands-on experience provided deep insights into the agri-input industry's workings. I learned about retailer involvement in the sales process, various promotional schemes, and the importance of understanding farmers' needs.

A key takeaway was the significance of building strong relationships with both farmers and retailers. Offering attractive margins to retailers proved crucial for effective product promotion.



PARAKH KHANDELWAL



SONIA SARKAR

INTERNSHIP EXPERIENCE AT SAIFE VETMED

“Saife Vetmed Pvt. Ltd. is a decade old veterinary company from India, known for its innovative and quality assured products. Manufacturing, Marketing and Exports are the key features of Saife. It caters to a wide idea of products ranging from Healthcare Products, Feed Supplements and Biosecurity for Poultry, Ruminant, Equine and Aqua.



"I completed my summer internship program at Saife Vetmed Pvt Ltd this summer.

My role involved Sales and Marketing for their e-commerce project, Eggnchicken4U. This included customer interaction, social media promotions, corporate collaborations, and direct customer feedback. So being an advisor you should Take initiative, seek out new challenges, Observe experienced colleagues, and learn from their expertise. Keep Building relationships and connecting with them as they are industry professionals."

INTERNSHIP EXPERIENCE AT EW NUTRITION

“EW Nutrition is an animal nutrition company that offers integrators, feed producers, and self-mixing farmers comprehensive animal nutrition solutions for gut health management, feed quality, young animal nutrition, and more.

EW Nutrition researches, develops, manufactures, markets, and services its products and programs. Headquartered in Germany, EW Nutrition operates manufacturing facilities on 4 continents. Innovation is driven by our own research labs in Germany, with development centers in the 5 most important animal nutrition markets. New biotechnology-based solutions are upscaled at EW Nutrition's subsidiary EW Biotech.



SANKER S

"As an MIS Analyst intern at EW Nutrition, I cleaned, organized, and analyzed data of managers. My tasks included analyzing reports, assessing performance, and identifying data inconsistencies of captured data of managers. I proposed standardized data formats and created Power BI dashboards for improved data visualization. My internship enhanced my analytical skills and underscored the importance of accurate data management."



INTERNSHIP EXPERIENCE AT LEADS BRAND CONNECT PVT. LTD

“Leads Brand connect is a leading marketing agency in Noida. They provide services like Brand development, Creative services, Video Creation, Ecommerce Marketing and many more



SARTHAK KUSHWAHA

MY EXPERIENCE

Working with a diverse team of marketers, strategists, creatives, and engineers has been incredibly rewarding. We offer a wide range of digital services, from content creation and SEO to website development and brand building. Our collaborative approach involves close client partnerships to deliver exceptional results. We prioritize client satisfaction and are committed to helping businesses succeed through innovative digital solutions.

As a digital marketing intern at Lead Band Connect, I gained valuable experience in various aspects of digital marketing. My responsibilities included crafting engaging PowerPoint presentations, managing social media product engagement, collaborating with influencers, executing marketing campaigns, and creating creative content like memes. I also contributed to influencer research and page creation for product promotion. This internship provided me with a comprehensive understanding of digital marketing strategies and their implementation.

MY WORK



INTERNSHIP EXPERIENCE AT CRYSTAL CROP PROTECTION

“ During my internship at Crystal Crop Protection Pvt Ltd in Mahendragarh, Haryana, I gained valuable experience in agricultural outreach and community engagement. My role involved organizing and conducting various village-level meetings, which provided insights into local agricultural practices and challenges. I played a key role in facilitating mega village meetings, allowing for broader interaction with the farming community.

Additionally, I attended and helped coordinate a significant event in Narnaul, where we engaged with over 1,500 farmers. This experience enhanced my skills in event management, public speaking, and understanding the practical needs of farmers, reinforcing my commitment to the agricultural sector. Overall, the internship was an enriching experience, offering a practical perspective on agricultural solutions and community-based initiatives.



ATUL SHARMA



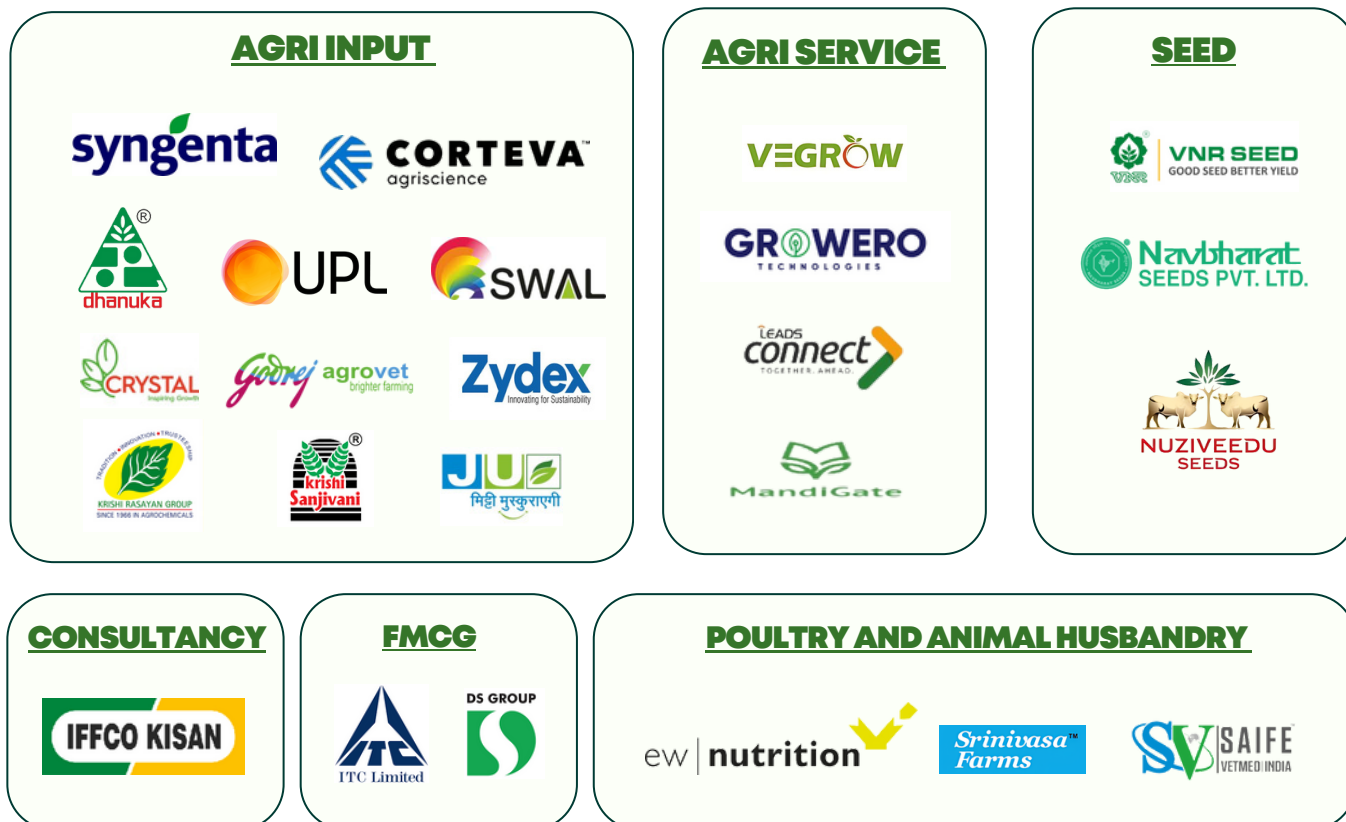
GLIMPSIS OF ISAB STUDENT INTERNSHIP



SUMMER INTERNSHIP COMPANIES (2023-25)



SECTOR WISE



RECRUITERS FEEDBACK FOR SIP



ANIL KUMAR KOTHAPALLI
SRINIVASA FARMS

“ The intern is performing exceptionally well, with the quality of work and presentations delivered, reflecting a high level of professionalism and competence. ”



MR. SWAPNIL JATHAR
DHANUKA AGRITECH LTD.

“ The candidate has demonstrated commendable performance, although they may require some time to fully understand the market, their proficiency and knowledge in the southern region are evident. With continued experience, they are expected to adapt and excel further. ”



JOGINDER SHARMA
ANANDA DAIRY

“ The individual is good and performing well in their role. ”



AJEET KUMAR
UPL

“ The team is performing well, with the reporting manager expressing satisfaction with their work. ”



MR. MANISH SHARMA
GROWERO TECHNOLOGIES

“ The individual is working efficiently, consistently completing tasks on time, and demonstrating strong involvement at the grassroots level. ”



MR. HARESH MEGHPARA
CORTEVA AGRI SCIENCE

“ The candidates are performing well and showing a strong eagerness to learn, particularly in understanding demand generation. ”



DEVENDER
GODREJ AGROVET

“ The team is performing well, demonstrated strong communication skills and self-motivation. ”



MR. BISWAJIT GOPE
KRISHI RASAYAN GROUP

“ The candidate is performing well, consistently punctual in reporting, and actively engaging in activities, including meetings with farmers. Their dedication and reliability are commendable. ”



PRADEEP KUMAR YADAV
VNR

“ The candidate has demonstrated exceptional performance in the field, effectively initiating work in a new market and successfully establishing the brand. The candidate's accomplishments highlight their ability to excel in both established and new market environments. ”

BATCH 2022-2024 TESTIMONIALS



SHATAKSHI GUPTA

SENIOR SALES EXECUTIVE AT LITTLE'S AGRIVET PVT. LTD

- Served as Secretary of the Academics and Administrative Club at ISAB
- Played a crucial role in maintaining discipline, the cornerstone of our institution
- Organized academic events and workshops, ensuring smooth execution and active participation
- Enhanced ability to handle administrative duties and strengthened leadership capabilities
- Actively participated in resolving and addressing concerns from students and faculty
- Ensured a harmonious academic environment
- Developed a keen understanding of institutional operations
- Recognized the importance of effective communication in achieving organizational goals

ABHAY MISHRA

ASSISTANT MANAGER AT VEGROW

- **Role and Responsibilities:** Served as Co-Secretary of the Literary and Media Cell, coordinating diverse events such as open houses, group discussions, public speaking sessions, readings, and quizzes.
- **Objectives:** Focused on enhancing peers' communication and literary skills while actively participating in events to showcase the college's competencies.
- **Visibility and Engagement:** Worked on increasing the college's presence on social media and professional platforms, aiming to boost its visibility.
- **Event Participation:** Engaged in events organized by prestigious institutions like IIMs and IRMs, gaining valuable insights into corporate culture and real-world scenarios.
- **Personal Growth:** Found the role highly rewarding, deepening a passion for literature and media, and collaborating with a team of enthusiastic individuals to foster storytelling and creative expression.



KONDRA AKHILA

AMM - TRAINEE AT COROMANDEL INTERNATIONAL LTD

- **Believe in Yourself:** Confidence is key. When you see your friends getting placed in companies, it's natural to feel anxious. Stay strong and trust that destiny will bring you the best opportunities.
- **Upgrade Your Skills:** Invest in yourself by doing certificate courses. This will not only enhance your resume but also give you a competitive edge.
- **Understand Agriculture Basics:** Having knowledge in agriculture can be beneficial during your internship and in your career post-placement.
- **Step Out of Your Comfort Zone:** Growth happens when you challenge yourself. Embrace new experiences and take risks.

- *Leverage Platforms Like ISAB: For all the girls, ISAB is an excellent platform to learn valuable skills. I have personally gained a lot in terms of team management and leadership, which are crucial in the corporate world.*
- *Use Your Time Wisely: Avoid wasting time and focus on learning new things.*
- *Participate in Events: Engage in clubs and cells, take initiatives, and accept responsibilities. This involvement will give you immense satisfaction and practical experience.*

YOGESH KUMAR SAHU

EXECUTIVE TRAINEE AT LICIOUS

This course has been an incredible experience, filled with challenges, late-night studies and amazing friendships. But most importantly, it's pushed me to grow both personally and professionally.



- *Few things I've learned that I hope will motivate you as you continue yours:*
- *The learning never stops, Embrace new challenges, ask questions, and keep that hunger for knowledge alive. There's always something new to discover in the business world.*
- *There will be ups and downs, moments of self-doubt, and maybe even some all-nighters fueled by coffee. But remember, the process is what shapes you. Trust that the hard work will pay off.*
- *The placement season can be stressful, but trust your abilities and the guidance of the Placement cell, They're there to help you shine!*
- *You are all incredibly capable individuals. Don't be afraid to step outside your comfort zone and take calculated risks. Back yourself and your abilities – the world needs your unique perspective.*

SHIVAM PATIDAR

SALES TRAINEE AT CORTEVA

- *Transformative MBA FABM Experience: Structured and supportive learning environment at ISAB.*
- *Exceptional Agricultural Industry Platform: Opportunities to explore the intricacies of the agricultural sector.*
- *High-Caliber Faculty: Industry expertise and passion for teaching creating an inspiring atmosphere.*
- *Rigorous Curriculum: Comprehensive guidance equipping students with essential skills for Agribusiness.*
- *Focused Placement Preparation: Dedicated placement cell with mock interviews, resume workshops, and expert sessions enhancing employability.*
- *Confidence in Career Success: Knowledge and skills acquired, supported by ISAB, paving the way for a successful industry career.*



B. GURUPRASAD RANSINGH

MANAGEMENT TRAINEE AT SRINIVASA FARMS PVT. LTD.

Firstly, basic agri knowledge is essential for those interested in the agri input sector, and I encourage everyone to develop this understanding.



- **Strong CV:** Highlight extracurriculars, courses, and skills to stand out.
- **Utilize Aptitude Classes:** Enhance skills through ISAB's valuable classes.
- **Early Preparation:** Start early, build skills, and engage with the placement cell.
- **Leverage Resources:** Seek guidance from batchmates, seniors, and faculty.
- **Group Discussions:** Treat as elimination processes; stay calm, confident, and practice.
- **Interview Presentation:** Be well-groomed, confident, and prepared for tricky questions.
- **Program Differences:** Understand the focus areas of MBA Food & Agribusiness.
- **Confidence Over Preferences:** Assert your suitability despite company preferences.
- **Sector-Centric Approach:** Remain sector-centric, not sector-specific.
- **Marathon Mindset:** View placement preparation as a marathon, not a sprint.
- **Support Each Other:** Share knowledge, experiences, and networks for collective growth.



VANSHAJ RAWAT

SALES EXECUTIVE AT PEPTECH BIOSCIENCES LIMITED

Personal and Professional Growth:

- Gained invaluable insights into the agricultural sector.
- Developed leadership skills.

Role as Student Coordinator of the Sports Club:

- Fostered a vibrant sporting community.
- Organized events promoting physical well-being and camaraderie.
- Learned teamwork, strategic planning, and effective communication.

MBA-FABM Program Experience:

- Combined traditional agricultural knowledge with modern business practices.
- Participated in hands-on projects and internships.
- Gained expertise in pulse production technology and sustainable farming practices.

Support and Collaborative Learning Environment:

- Benefited from faculty and peer support.
- Encouraged to challenge limits and strive for excellence.
- Acquired various certifications and skills.

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- Encouraged to challenge limits and strive for excellence.
- Acquired various certifications and skills.

FINAL PLACEMENT COMPANIES (2022-24)



INDOGULF
CROPSCIENCES LTD.



DOMAIN-WISE STATISTICS (2022-24)

CHEMICALS



BIOLOGICALS



AGRI SERVICE



AGRI TECH



SEEDS



RESEARCH



POULTRY AND ANIMAL HUSBANDRY



NGO



BANKING INTO FINANCE



FMCG



FACULTY CORNER

PUBLIC PRIVATE PARTNERSHIPS TO CATALYZE URBAN DECENTRALIZATION IN INDIA@2047: CASE FOR LEVERAGING URBAN AGRICULTURE USING SOCIAL EQUITY BASED PPP

ABSTRACT

The financial institutions and infrastructure project development based on PPP have always played an important role in financing Urban Infrastructure in India. PPP and decentralisation have a symbiotic relationship particularly in the context of urban projects. The process of decentralisation in urban sector in India or elsewhere is aimed to identify and action areas to make Urban Local Bodies (ULBs) a vibrant unit of self-governance and facilitator for economic growth during next 25years. The potential actions to strengthen the process of decentralisation includes inter- city experience in India and elsewhere on governance structure, fiscal autonomy, municipal finance, service delivery, infrastructure development, city economy, poverty alleviation, inclusive planning, sustainable and affordable housing, river friendly cities, water plus cities, inter-agency coordination, climate smart delivery of services/climate finance and application of Industry 4.0 standards in urban governance etc.



TUSHAR PANDEY

INDEPENDENT CONSULTANT & ADVISOR
– AGRICULTURE, TOURISM, PPP AND
PUBLIC POLICY
VISITING FACULTY – IMPERIAL SCHOOL
OF AGRIBUSINESS MANAGEMENT (ISAB),
GR NOIDA

In the context of accelerating urban decentralisation in India, it is required to compliment PPP large scale infrastructure development approach by using micro and medium sector project development (accelerating pooled project financing approach) using social equity based PPP for urban infrastructure and social infrastructure projects. This needs to be an integral part of smart city development plans and is critical to enable all e-based transactional projects that support the development of urban infrastructure. All this requires extending the institutional role of banks and financial institutions and complimenting them with increased role of fintech and fintech companies. Integrated investment in a localised urban landscape using non-credit means of finance like CSR, Grants or equity through a coordinated effort from public and private network can help creation of financial value for all the stakeholders (esp civil society, NGOs, unorganized sector/s, among others) of the local urban economy and activating the concept of smart city based development. Switching to sustainable practices can be implemented by the leading banks, financing institutions and fintech companies by having financing products in the localized urban infrastructure space covering micro, medium and large scale financing. Some new projects that are critical to holistic and sustainable urban planning like peri-urban agriculture, climate smart planning, carbon financing, among others.

This paper attempts to bring out the above approach bound together with principle of social equity based PPP. Specifically, arguments have been presented to integrate urban agriculture using PPP and Agritourism development as a base in urban planning.

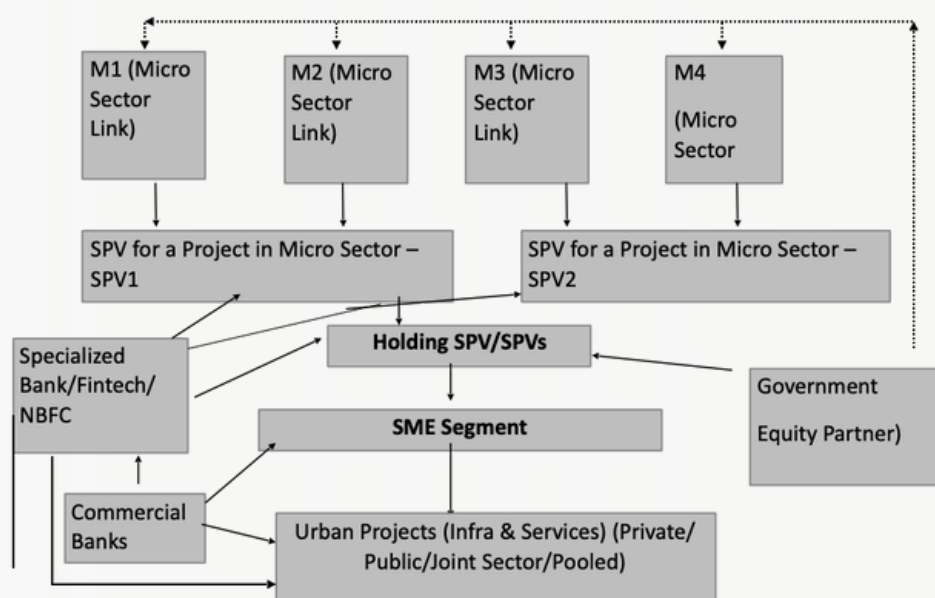
DECENTRALIZATION AND PPP

One of the relatively lesser analysed or published research work is on the subject of PPP and Decentralization. Most of the project development aspects have emanated from using private sector expertise and financing for large scale infrastructure projects intending to bring in contemporary technology, operating efficiency as also saving government budgets for deployment in other areas/sectors requiring direct social assistance. Over the years PPP has been discussed and almost dissected from this angle, with several negative examples exemplified while relatively less weightage for success. However, PPP has established itself as an efficient method for large scale project development and within that, leads to decentralization as the operating period of license is largely not in direct control of government except monitoring and evaluation.

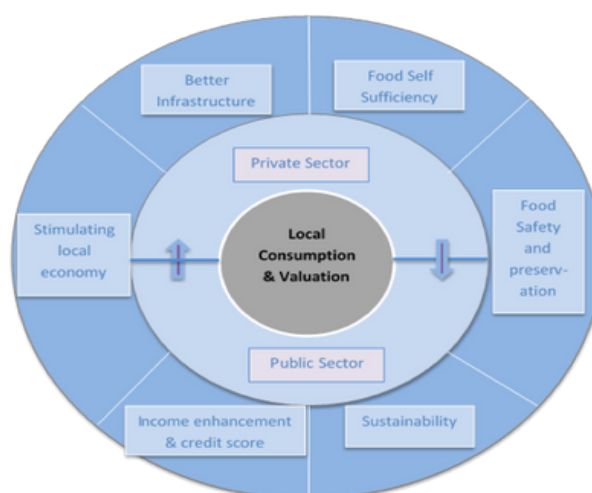
Financing mechanisms under PPP have largely kept pace with project development. In the last few years digital financial inclusion and Fintech development has lead to very high level of potential efficiency gains for financial inclusion. This looks good for urban decentralization provided tech based fintech sector is integrated with ULBs to develop social equity based PPP projects in macro, micro, medium and SME sectors.

Over the years (from early 1990s), developmental aspects of PPP have been taken in micro, medium and SME sectors. In particular, work done in agriculture sector is giving encouraging insight into PPP and its adaptability for social equity based development. The potential of converting grants into viability gap funding is now being applied for agricultural value chain projects. This has also the potential for urban micro medium and SME sectors. The urban local bodies have had experience of handling PPP projects. One such effort was under the ambit of JNNURM. This had some success and was limited to core ULB functions such as water and sewage, garbage disposal, among others. Project level approach needs to be extended for sub and separate micro and medium projects, as also large scale stand alone projects. It is crucial to catalyse overall decentralization of urban India via development of the Infrastructure through macro and micro projects on PPP in urban India. Developing proper PPP institutional mechanisms for developing projects under micro, medium and sme with urban local bodies as initiators of social equity based PPP. Additional training and capacity building of ULBs will be required particularly for handling new sector like urban agriculture.

Involvement of private sector, civil society via formal mechanisms (rwas, aoas, ngos among others) and technology based start-ups and post start-ups like FinTechs, EduTechs and HealthTech companies and Agtechs to catalyze urban agriculture will be required under a formal institutional mechanism. Engaging private sector via FinTech firms/startups (FTF) at urban value chain in developing and managing agri-infrastructure will enable the much needed innovation in the form of, best practices in operation and management, generating rural employment, and a potential for a reasonable return which is a prerequisite to attract capital and investments. In the present and post Covid19 circumstances, PPP based collaborations between FTFs and ULBs to lead smaller localized urban sub value chains can bring in last mile efficiency with policy and financial reforms activating a decentralized approach. While the government continues to lead and facilitate development of urban sector through its policies, the entry of the private sector including FTFs, in addition to accelerating efforts and investment will induce a fresh bouquet of ideas that when scaled up can emerge as mass development models for the urban sector.



Digitalisation and digital innovation have been identified as the next frontiers in the industrial growth story, and governments have now started recognising the importance of regulating and perhaps even monetising this aspect of the economy. The 2019 Digital Economy Report by the United Nations Conference on Trade and Development (UNCTAD) notes the difference between traditional economic value creation and value creation in the digital economy—the main actors in the exercise of value creation are producers, consumers, and the government; in the digital economy, there are two additional forces in value creation: platform creation and the monetisation of data.



Although it is making lives easier and bolstering economies, digitalisation is also increasingly posing challenges for all. While there is a shared understanding of the importance of open and free digital services, there are also challenges, such as cyberattacks and hacking,²¹ which have given rise to diverging views for digital governance, due to which various countries have adopted differing strategies on the issue based on their requirements. The world is currently roughly divided into two competing visions—the market-led model, as characterised by the US; and the government-led model, exemplified by China.²² The market-led model for digital governance is based on the free hand concept, which relies on the market's ability to organise, structure, and protect itself in the face of threats. This strategy involves limited state intervention, while the free hand of the market nudges companies to devise and adopt the best strategies and technologies, leading to higher innovation levels.²³ However, with the wide expansion of the digital economy, and more users being added every day, there is a rising threat of cyberattacks due to the limited enforcement of digital regulations and norms for best practices. There is also the matter of for-profit companies using consumer data without their consent for further innovation.

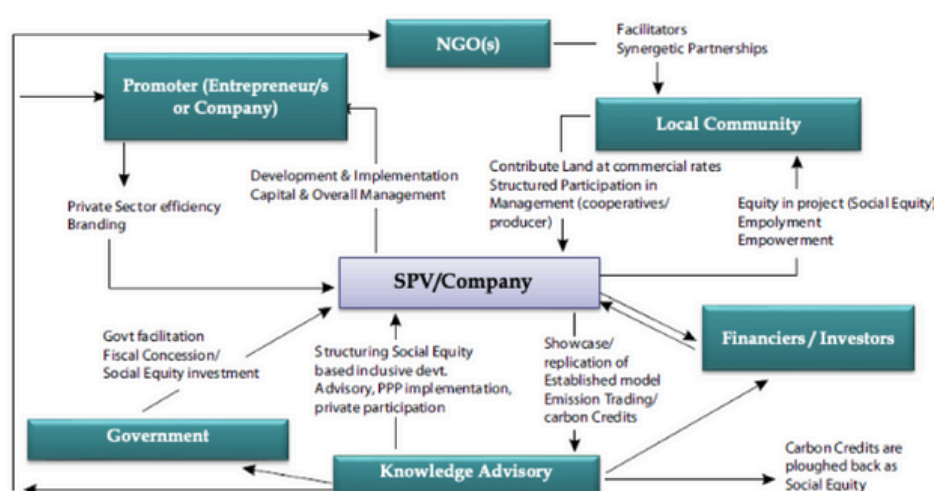
DELIVER GRANTS AND SUBSIDIES THROUGH DIGITAL BANKING MEANS

Percolation of grants and subsidies to the eligible small and marginal urban segment in a targeted manner can help them attain better valuations. Profitability comes in through greater institutional integration of groups as a part of the overall urban value-chain. Mobilisation at urban people and projects end to institutional groups can give a risk cushion to Fintech firms and financial institutional to invest not only in end to end digital banking solutions but also in increasing their risk mitigation capacities to provide credit products in urban value chain projects directly linked or outside urban local bodies. In essence this can cover a large canvas of micro, medium, SME and large scale urban value chain projects. This can also cover upgrading infrastructure like Cold storages, Reefer vans, integrated pack houses at the group's end that services food needs to urban areas and is linked to the agriculture value chain. The digital interactions can range from data collection and verification through biometric framework or tracking of operations in the invested infrastructure leading to delivering of subsidies through Direct Benefit Transfers (DBT). DBT ensures direct and transparent credit delivery. Possibilities of these mechanisms to be executed efficiently and flourish is largely dependent on the interaction of the three stakeholders, first the formal institutional groups or the Joint liability group, second the Fintech firms and third the three tier institutional structure of government and its policies.

NON-CREDIT MEANS OF FINANCE THROUGH SOCIAL EQUITY BASED PPP ROUTE

Integrated investment in a localised urban landscape using non-credit means of finance like CSR, Grants or equity through a coordinated effort from public and private network can help creation of financial value for all the stakeholders of the local economy. Investments routed towards labelling and certification of the local produce, diversifying the commercial linkages by linking with other value chain projects, good climate friendly practices, and latest technological trends can help attract much higher valuations for the local produce. Switching to sustainable practices can be implemented by the leading Fintech firms to larger units or formal institutional groups.

The schematic diagram below shows Social Equity Model : Design PPP for Micro and Medium Sector (Link with Public Policy)



URBAN DECENTRALISATION BY INCENTIVIZING PERI URBAN AND URBAN AGRICULTURE

We now look in some detail on the concept of peri urban agriculture with a view on how it can link up with the subject urban decentralisation and catalyze making urban India environmentally more sustainable and liveable. (Acknowledgment to Dr Ramanath Jha of ORF for his paper on urban agriculture)

URBAN AGRICULTURE

Urban agriculture is the practice of farming in urban and peri-urban areas. Farming connotes a wide range of food and non-food products that can be cultivated or grown, including rearing livestock, aquaculture and bee-keeping. However, in the context of Indian cities, the focus is on the cultivation of vegetables, fruits, and flowers for human consumption. It is now part of a growing trend in cities globally to look towards locally produced food. It is worthwhile to consider this specific aspect in India urban planning especially in the context of urban decentralisation. The technical and financial efficiency as applied in the agriculture sector is largely focussed on rural based farming. However this efficiency can be easily and seamlessly extended for urban agriculture provided it is linked to city planning and its current institutional mechanisms.

Besides city administrations, urban agriculture has started drawing the attention of many non-governmental organisations (NGOs), community groups, and citizens. At the global level, the Food and Agricultural Organization (FAO) believes urban and peri-urban agriculture has a role in food and nutritional security.

Urban agriculture can enhance sustainable development, food security and nutrition in urban and peri-urban areas, and nearby rural spaces. It will require vast range of policies, programmes and initiatives developed and implemented in partnership with different stakeholders: civil society, academia, national and state agencies, International agencies, City Networks and relevant public and private bodies and entities. Social equity based PPP is a method that can guide its development in India.

At least 55% of the world's population already lives in urban areas and up to 70% of all food produced globally is destined for consumption in urban spaces. Social, economic and environmental sustainability of food systems and the evolution of urban diets will be largely dependent on the management of food systems in urban and peri-urban areas. Therefore, a greater focus on linking urban agriculture with decentralised urban planning is long overdue.

At the global level, many agencies (eg FAO) believes urban and peri-urban agriculture has a role in food and nutritional security. In several countries, community organisations and individual city residents, facilitated by city administrations, have taken up small-scale agricultural activities on private and public lands. In Paris, peri-urban agriculture accounts for about 35 percent of the regional crop deliveries in value, mainly in the form of vegetables, flowers, and fruits. Producers usually sell their produce directly to Parisians or at local markets. In Greater London, there are 13,566 hectares of farmland of which 500 hectares are under fruit and vegetable cultivation. Moreover, 800 hectares of public land is used for market gardening. Cities in Russia, Spain, Portugal, the Netherlands, Israel, and many cities in Latin America and Africa also practice urban agriculture.

URBAN AGRICULTURE AND AGRITOURISM

In India's context, urban agriculture is beset with severe space constraint challenges and is not likely to make any major difference in the overall food production in the country since this is a mere 5 percent of all urban area and 0.56 percent of all land under agriculture in the country. However this calculation assumes a direct availability of city land under urban areas. In India's case, rising urbanisation, despite the limitations, urban agriculture is worth promoting for several reasons. Firstly, even if the food grown is a small fraction of the total output in the country, a little more of it is welcome, since even this small fraction is bound to provide sustenance to a large number of people. And such small-scale decentralised production can also be done to supplement diets at household or community level. It also has local employment value. Being labour-intensive, it can add to the number of jobs and improve livelihood opportunities in the cities and generate some income, especially for the poor. Secondly, urban agriculture has a significant role in urban environmental management as it can combat urban heat island effects and function as an urban lung in addition to providing visual appeal. Additionally, it brings purposeful recreation that has direct impact on city health. This can be planned under an urban Agritourism development agenda which can even be a commercially attractive proposition for the private sector.

Agritourism can help city-dwellers to establish linkages with nature and educate them in its richness and diversity. Agri tourism can provide an opportunity for such engagement and eco-cultural learning. It can also help to develop community bonds and a sense of sharing through community agriculture where people come together and share their stories about their experiences in growing a variety of food. Further, urban issues with waste management and disposal, urban agriculture can provide some help to deal with it. The use of suitably treated waste water for urban agriculture can reduce demand for fresh water and help in waste water disposal. Organic waste from the city can be composted and used in food and flower production that can reduce the total quantum of waste and its dumping on land, thereby, reducing the requirement of landfills. It is one of the most advisable forms of waste recycling for cities of the future. This can be synergised with existing government programs on waste segregation and disposal and systems can be linked with Agritourism development planning for urban cities using social equity based PPP.

Appropriate PPP based project development that includes urban agriculture needs to be taken up under the ambit of decentralized planning. India has the necessary expertise to place such a PPP based strategy.

ROLE OF ULBS

Urban local bodies can pro-actively assist this activity in three ways. First, they can make some of the unutilised public lands that are not likely to be brought under development in the near future available for urban agriculture. These can be leased to private parties through a social equity based PPP agreement with mutually beneficial terms and conditions. Indian cities have preferred open spaces to carry ornamental vegetation. However, to promote urban agriculture, public spaces can partly have edible landscapes. Trees can be fruit bearing trees and vegetables could be grown in raised beds, containers, or vertical frames and then thematically developed as Agritourism project.

Furthermore, the civic bodies could zone lands for urban agriculture in their development/master plans for a period during which they are not likely to be pressed into service for other purposes. Ways should be found of incentivising such activities without financially burdening ULB revenue streams using PPP.

Likewise, wherever private plots are kept undeveloped and in disuse and not put to agriculture use, a vacant plot tax can be imposed on such plots as a disincentive. Alternately, if such plots are used for urban agriculture, they should be incentivised in innovative ways. Startup India incentive program can be linked to such projects.

The civic bodies could zone lands for urban agriculture in their development/master plans for a period during which they are not likely to be pressed into service for other purposes.

The ULBs can provide technology extension services through soil and water testing laboratories. Additionally, ULBs could provide standards for use of terraces, balconies, open spaces within private/cooperative housing society compounds for urban agricultural use. Rooftop farming is a huge possibility. Singapore, for instance, is already producing about 10 percent of its food through rooftop farming. In heavily populated cities, where availability of land is a constraint, a different approach may be needed to overcome the scarcity of urban space for urban agriculture including developing technologies for vertical farming.

We are already aware that the forces of climate change are throwing up huge challenges, including floods and heat waves. Besides, droughts in the countryside are likely to trigger greater migration to cities. In this background, a vital addition to municipal functions should be urban agriculture. Similarly, urban planning would require to include urban agriculture as a planning item in its land use plan. The future beckons that urban agriculture does not merely remain a marginal esoteric interest but a critical urban function.

CONCLUSION

Urban decentralisation can be stimulated by using a social equity based PPP approach. Specific development work on urban agriculture sector should be looked at as a part of urban development policy.

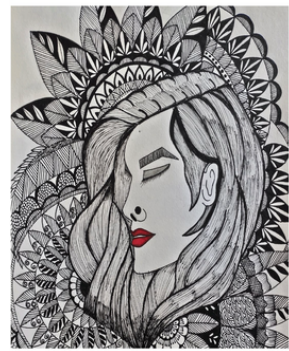
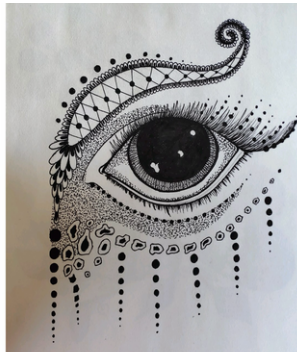
STUDENTS CORNER

MANDALAS AND PENCIL SKETCHS

“Finding an art is easy but relating with you makes you to complete the work with perfection.



KOTHAKAPU DWARAKAMAI
ART/DOODLE



A NOTE ON MALDA MANGOES

“Malda” – known as City of Mango in West Bengal. Malda Mango, renowned for its delectable taste and distinct aroma, holds a special place in the world of mangoes. Grown primarily in the Malda district of West Bengal, India, this mango variety is celebrated for its rich flavor, vibrant color, and juicy texture.

The Malda Mango has gained popularity not only for its exquisite taste but also for its historical significance, being mentioned in ancient texts and cherished for generations. Its sweet and tangy profile makes it a favorite among mango enthusiasts, and its versatility allows it to be enjoyed both fresh and in various culinary creations. In recognition of its unique characteristics and regional significance, the Malda Mango has been awarded the Geographical Indication (GI) tag. It includes the Popular Mango Varieties like Himsagar, Lakshmanbhog, Fazli. This prestigious tag emphasizes the mango's association with its specific place of origin, ensuring the authenticity and quality of the fruit. The GI tag not only protects the traditional knowledge and skills involved in cultivating Malda Mango but also enhances its market value.



AMIT DUTTA

“West Bengal's Malda to Grow Japanese Miyazaki as World's Most Expensive Mango Comes Home.

Overall, Malda Mango stands as a symbol of the rich agricultural heritage of the Malda region and continues to captivate mango lovers with its exceptional taste and cultural significance.

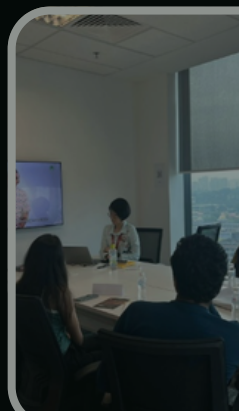
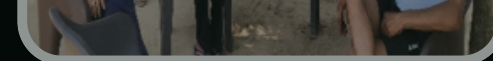
From my perspective, Malda Mango holds a special place in the world of mangoes, offering a delightful sensory experience. The GI tags add a layer of assurance about the mango's origin and quality, making it a sought-after choice among mango enthusiasts. The recognition reflects the cultural and agricultural significance of Malda in producing mangoes that stand out in taste and appeal.

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