

● Literary, Public Speaking Cell & Media Cell of ISAB
presents

KRISHI UNNATI

A National ISAB Magazine

*Nurturing Futures,
Cultivating Excellence*

**October 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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MESSAGE FROM LITERARY & PUBLIC SPEAKING CELL

Dear Readers,

I am thrilled to present the October edition of Krishi Unnati, showcasing the vibrant events and accomplishments of ISAB College. This month, we highlight the Krishi Digidarshan Series featuring insights from Mr. Sanjay Kumar Vasoya, our Gandhi Jayanti Cleanliness Drive, and ISAB students' impressive participation in Pitch Palooza and the Blood Connect Foundation's Scientific Poster Competition in collaboration with the PHD Chamber of Commerce.

Our Onam and Ganesh Chaturthi celebrations brought the ISAB community together in joyful cultural gatherings, while students shone at IIM Lucknow's Udyam Biz Simulation, securing third place. The Cultural Club also hosted a Blood Donation Camp, reflecting ISAB's commitment to service.

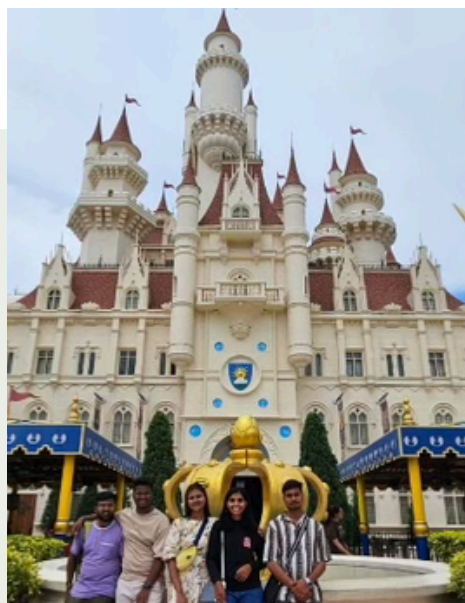
This edition covers our Global Exposure Program in Singapore, where students from the MBA-FABM 2022-24 batch gained invaluable global insights, and our participation in the World Tea and Coffee Expo 2024 in Mumbai.



SAKSHI SHARMA
SECRETARY, LITERARY AND
PUBLIC SPEAKING CELL



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. Enjoy this edition, and as always, we welcome your feedback for future issues.



MESSAGE FROM EDITORIAL DESK

As the group editor I am excited to present the October edition of Krishi Unnati, showcasing the vibrant events and achievements of the ISAB community. This edition features highlights such as the Krishi Digdarshan Series with Mr. Sanjay Kumar Vasoya, our Gandhi Jayanti Cleanliness Drive, and ISAB students' impressive performances at Pitch Palooza and the Blood Connect Foundation's Scientific Poster Competition. Our cultural celebrations of Onam and Ganesh Chaturthi brought the community together, while our students secured third place at IIM Lucknow's Udyam Biz Simulation. The Cultural Club's Blood Donation Camp further reflects ISAB's commitment to service.

We also spotlight our Global Exposure Program in Singapore and participation in the World Tea and Coffee Expo 2024 in Mumbai. Additionally, thought-provoking articles from our faculty add valuable insights to this edition.

I hope you enjoy this edition, and as always, we welcome your feedback to help us improve future edition



ZAINAB KAUSER RIZVI

**SECRETARY - MEDIA CELL
GROUP EDITOR - KRISHI UNNATI**

CO-EDITOR'S MESSAGE

As the Group Co-Editor of *Krishi Unnati*, I'm excited to share our October edition, celebrating ISAB's recent achievements. Highlights include the Krishi Digdarshan Series with insights from Mr. Sanjay Kumar Vasoya, a Gandhi Jayanti Cleanliness Drive, and impressive student successes at Pitch Palooza and a scientific poster competition with the PHD Chamber of Commerce. Cultural festivities like Onam and Ganesh Chaturthi brought our community closer, while our students secured third place at IIM Lucknow's Udyam Biz Simulation. This edition also covers our Global Exposure Program in Singapore, the World Tea and Coffee Expo, and the Cultural Club's Blood Donation Camp. Faculty articles add further depth, making this a rich read. We hope you enjoy it and look forward to your feedback!



PRNAO

**CO-EDITOR, KRISHI UNNATI
GROUP EDITOR - KRISHI UNNATI**

As the co-editor of Krishi Unnati, I'm thrilled to present our October edition, celebrating ISAB's vibrant events and achievements. This month featured the Krishi Digdarshan Series with insights from Mr. Sanjay Kumar Vasoya and our Gandhi Jayanti Cleanliness Drive. ISAB students excelled at Pitch Palooza and a scientific poster competition in collaboration with the PHD Chamber of Commerce. Festivities like Onam and Ganesh Chaturthi brought the ISAB community together, while our team secured third place in IIM Lucknow's Udyam Biz Simulation. The Cultural Club's Blood Donation Camp reflected ISAB's commitment to service. October also saw the Global Exposure Program in Singapore and participation in the World Tea and Coffee Expo 2024 in Mumbai. Thought-provoking articles from our faculty add depth to this edition, enriching it.



PRAVEEN SHARMA

**CO-SECRETARY - LITERARY AND
PUBLIC SPEAKING CELL
CO-EDITOR - KRISHI UNNATI**

MESSAGE FROM THE DIRECTOR DESK

Dr. Birendra Kumar
Chief Mentor & Director – CRBC
ISAB, GN



My career has been dedicated to agricultural education, both in India and abroad. I've had the good fortune to teach and Supervise students fostering their agriculture knowledge and skills.

We recognize this by providing a Holistic education that goes beyond traditional academic knowledge. We actively prepare our students For leadership roles, hone their soft skills, and equip them to tackle real-world problems in the field Additionally, we encourage participation in seminars, conclaves, and corporate events, ensuring they Gain first hand industry experience.

At ISAB, we are committed to providing a quality education that fosters not only academic knowledge but Also well-rounded personality development to meet the specific needs of the industry. Our esteemed Faculty includes industry experts and academics from prestigious institutions like IIMs and other Nationally recognized universities This collaboration exposes our: students to the latest advancements In both academia and industry trends.

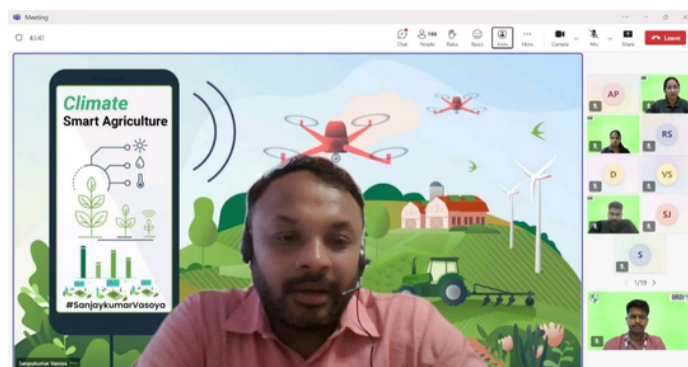
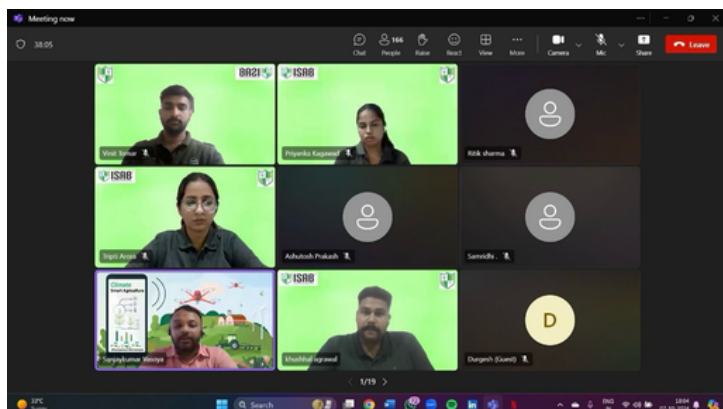
As a result, our graduates are well-trained and prepared to excel in the ever-evolving agri-business sector.

MR. SANJAYKUMAR VASOYA – ORGANIZATIONAL MANAGER AT ETG ONE STOP SOLUTION APP

The Agro Marketing Club at ISAB hosted Mr. Sanjaykumar Vasoya in their Krishi Digdarshan Talk Series, offering us an invaluable opportunity to learn about “Emerging Opportunity in International Agri Trade” Mr. Vasoya – Organizational Manager at ETG One Stop Solution App, talk’s opened doors to new perspectives and challenges in global agriculture, especially concerning innovations, sustainable practices, and efficient supply chains.

One of the key topics he discussed was soilless agriculture, particularly the advancements in hydroponics and aeroponics. These techniques enable high-yield farming without soil, offering a solution to land limitations and resource constraints. He highlighted that, with global food demand projected to rise by 70% in the next 25 years, technological innovations and sustainable practices are essential to meet this challenge.

Mr. Vasoya also underscored the significance of efficient supply chain management in Agri-trade. From sourcing raw materials to real distribution, streamlined processes are vital for reducing costs, enhancing product quality, and ensuring the global availability of agricultural products.





IN THE SPIRIT OF GANDHI



Together For A Cleaner Tomorrow: On October 2nd, our college cultural club organized a special campaign to celebrate the birthday of our national father, Mahatma Gandhi. This event focused on promoting cleanliness and social responsibility, in line with the principles of the Swachh Bharat Abhiyan.

Students actively participated by cleaning public areas around campus, showcasing their commitment to a cleaner environment. Their enthusiasm and teamwork made a real difference in our community.

In addition to the cleanup, we presented a Nukkad Natak (Street Play) to raise awareness about the importance of cleanliness. Through lively performances, students shared messages about how maintaining clean surroundings can lead to a healthier and wealthier society. The play engaged the audience and encouraged them to reflect on their own roles in promoting cleanliness.



This campaign not only honored Gandhi's vision of a clean nation but also inspired everyone to take action. It was a day filled with learning, fun, and a strong sense of community. We hope this event motivates more people to join the movement for a cleaner and better future. Together, we can create positive change!

ENTREPRENEURIAL SPIRIT ON DISPLAY: ISAB STUDENTS AT PITCH PALOOZA

ISAB students recently showcased their entrepreneurial talents at Pitch Palooza, a renowned business plan competition hosted by Shri Ram College of Commerce (SRCC) in collaboration with Eureka, and IIT Bombay. Presenting their business plans to a respected panel that included Mr. Rahul Lakhmani (Founder and CEO of Skiify Solutions Pvt Ltd), Ms. Kanika Talwar (Co-founder of CosIQ), and Mr. Ambar Raj (Founder of Wild Oak), they gained invaluable insights into turning concepts into real-world applications. This event provided a unique platform for aspiring entrepreneurs to learn from industry leaders, receive feedback, and understand the nuances of business resilience, customer focus, and strategic growth.

Representatives Nikhilesh Kumar Sadyal and Arjun Singh Sisodiya shared their experiences, encouraging their peers to participate in future events that foster practical skills and confidence. Events like Pitch Palooza are essential for developing soft skills and gaining exposure, shaping ISAB students into future leaders in agribusiness and innovation. Kudos to Nikhilesh and Arjun for representing ISAB and making a mark in the competition



ISAB STUDENTS PARTICIPATED IN THE SCIENTIFIC POSTER COMPETITION AND SEMINAR HOSTED BY PHD CHAMBER OF COMMERCE AND INDUSTRY

On World Food Day, students from the Imperial School of Agri-Business (ISAB) had the opportunity to participate in the World Food Conclave, held under the theme "Food for All" at the PHD Chamber of Commerce and Industry in New Delhi. The event, organized in collaboration with Bhaskar Acharya College of Applied Sciences and Delhi College of Applied Sciences from the University of Delhi, gathered thought leaders, industry experts, and young innovators committed to shaping a more sustainable and equitable food future.

The Conclave also featured panel discussions, where speakers like Ms. Avnika Jain, Mrs. Anand Chordia, Ms. Shalini Gakhar, Ms. Nadeen, Dr. Radhe Shyan, and Mrs. Manuj Kumar shared their expertise. Key topics included sustainable food practices, food waste management, and the importance of coarse grains such as millet. Experts underscored the benefits of waste segregation, recycling, and responsible consumption, and discussed India's unique potential as a global leader in millet production and export, a move that would support both nutritional improvement and economic growth.

The World Food Conclave reinforced the collective commitment to sustainability and nutrition, emphasizing the shared responsibility to build a resilient and inclusive food system that serves current and future generations.



ISAB STUDENTS PARTICIPATED IN QUIZ COMPETITION AT IIT DELHI



I SAB students recently had the opportunity to participate in a quiz competition organized by the BloodConnect Foundation, NSS IIT Delhi, and the IIT Delhi Quizzing Club. This event, focused on raising awareness about blood donation and healthcare challenges, offered our students valuable learning experiences.

Engaging with IIT graduates and competing with some of the brightest minds, our students gained deeper insights into the healthcare sector and the importance of social impact initiatives like blood donation. This platform allowed them to exchange ideas, appreciate diverse perspectives, and experience the power of collaboration and problem-solving in a dynamic setting.

ISAB extends its sincere thanks to BloodConnect Foundation, NSS IIT Delhi, and the IIT Delhi Quizzing Club for organizing this meaningful event. The experience not only expanded our students' knowledge but also strengthened their resolve to contribute to healthcare and social causes.



CELEBRATING UNITY IN DIVERSITY: ONAM AT IMPERIAL SCHOOL OF AGRI BUSINESS

We're delighted to share glimpses of our vibrant Onam celebrations at ISAB, Greater Noida, where our campus transformed into a mini-Kerala! The festivities brought together students and faculty in a beautiful display of cultural harmony and joy. The highlight of our celebration was the traditional Pookalam (floral rangoli), meticulously crafted by our talented students. The air was filled with the rhythmic beats of traditional music as students showcased their dancing skills through energetic performances.

Our celebration wouldn't have been complete without the grand Onam Sadhya, where everyone sat together to enjoy the authentic Kerala feast served on banana leaves. The event not only celebrated the harvest festival but also fostered cultural understanding among our diverse student community. Such celebrations at ISAB reinforce our commitment to preserving and promoting India's rich cultural heritage while preparing future agri-business leaders.



GANESH CHATURTHI WITH THE CULTURAL CLUB: A CELEBRATION OF

Tradition and Togetherness

Ganesh Chaturthi, a cherished festival celebrating the birth of Lord Ganesha, brings communities together with fervor, colors, and joy. This Ganesh Chaturthi, our Cultural Club turned the campus into a haven of devotion, joy, and cultural pride. Celebrating the beloved elephant-headed deity, Lord Ganesha, we welcomed the festival with open hearts, bringing students faculty, and staff together in vibrant festivity.



The event began with the ceremonial installation of a beautifully adorned Ganesha idol, adorned with flowers and traditional decor, symbolizing new beginnings and blessings. The aura was filled with chants and prayers, and the serene ambiance brought an instant sense of devotion. Members of the Cultural Club led the rituals, encouraging participants to join in offering prayers for prosperity, wisdom, and good fortune, creating a harmonious ambiance that emphasized unity in spirituality

The celebrations culminated in an energetic aarti, where everyone joined in devotion and celebration, followed by the distribution of sweets and prasad to all attendees

On the final day, the club organized a heartfelt Visarjan ceremony, marking the immersion of Lord Ganesha's idol. A procession filled with joyful chants and drumbeats moved through the campus, and participants danced and celebrated, reflecting both Joy and reverence. The Visarjan symbolizes sending Ganesha back to his divine abode, taking away obstacles and blessings with him. As the idol was immersed in water, a sense of peace and gratitude filled the air. This ritual not only concluded the festival but left a profound impact, reminding us of the beauty of traditions and the unity of our community.

ISAB STUDENTS SECURE THIRD PLACE IN UDYAM BIZ SIMULATION DECISION DOMINOES BY IIM LUCKNOW

ISAB students Palak Kaur, Nikhilesh Kumar Sadyal, and Arjun Singh Sisodiya recently showcased their strategic acumen, securing an impressive third-place finish in the Udyam Biz Simulation: Decision Dominoes - One Move Changes All, hosted by IIM Lucknow's IPMX program. This high-stakes competition focused on the complexities of business strategy, emphasizing the pivotal impact of each decision made.

The event kicked off with an inspiring panel discussion on integrating People, Profit, and Planet into corporate strategy, led by esteemed industry figures Aditi Nanda, Ankit Harjai, Abhay Mishra, and Smita Rakesh. The competition then intensified with a challenging quiz based on a case study of Videocon, after which the ISAB team advanced to craft a revival strategy for Videocon's Retail and Real Estate verticals, placing them among the top 5 finalists.

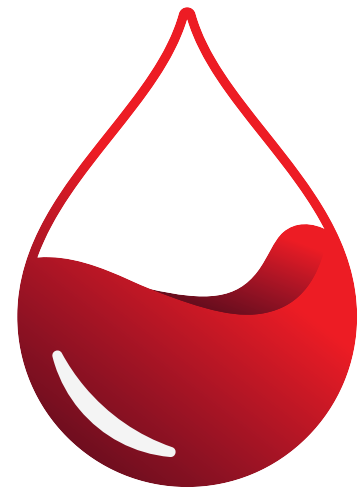


Donate Blood, Save Lives

BLOOD DONATION CAMP AT IMPERIAL SCHOOL OF AGRIBUSINESS

Our cultural club recently organized a Blood Donation Camp at our hostel, bringing students together for a meaningful cause. This event encouraged everyone to donate blood and helped us learn just how important our contributions are in saving lives.

Every drop of blood can be a lifeline for someone in need. When emergencies arise, our donations can be the help that people desperately require. To show our appreciation, all donors received a certificate, a special cup, and a trophy to celebrate their kindness and generosity.



Global Exposure

SINGAPORE TOUR 2024

BY ISAB MBA-FABM 22-24 BATCH

ISAB recently offered an exceptional global exposure opportunity to the high-achieving students of its 2022-2024 MBA cohort through a transformative visit to Singapore. This journey allowed students to explore diverse cultural and professional landscapes, engaging with the latest global business practices and witnessing international markets firsthand.

Every year, ISAB extends this opportunity to students who have demonstrated outstanding academic achievement and active participation in extracurricular activities, recognizing their dedication and commitment. Through experiences like these, ISAB fosters a spirit of global awareness and professional readiness among its students, equipping them with a unique, practical perspective that enhances their career potential and opens doors to future international endeavors.

The Global Exposure Program not only instills a deep sense of accomplishment in these students but also inspires them to think big and contribute meaningfully to the world of agribusiness.



STUDENTS EXPERIENCE FROM THE VISIT

Abhay Mishra
(ASSISTANT MANAGER-VEGROW)

First and foremost, I would like to appreciate to all those who contributed their utmost effort to ensure our trip was fantastic and prosperous. On the 9th of October, I took my first flight which was also an international one, making me extremely excited. It took around 5 to 6 hours to arrive in Singapore by flight. We arrived and strategized on how to handle our upcoming 4 to 5 days effectively. We went to Merlion Park, Sentosa, Universal Studios, the Garden of the bay, Temple, Little India, the aquarium, and many other places during the city tour.



What I noticed or discovered was that Singapore is an extremely serene and tidy nation. All individuals are aware of the importance of cleaning and maintaining the city. There are no baggers and very less law enforcement officers visible in the city. Individuals are extremely occupied with their personal lives, and when it comes to dining out, they often opt for seafood. However, strict vegetarians may encounter difficulties in finding a wide range of options, which was a challenge I also experienced. In general, the trip was fantastic and we had a great time. We are grateful to Isab for organizing such an initiative that encourages students to think and learn beyond expectations.



Akhila Kondra

AMM - TRAINEE AT COROMANDEL INTERNATIONAL LTD

My recent global exposure visit to Singapore was a transformative experience, blending learning with cultural immersion. Out of over 100 students at the Imperial School of Agribusiness, I was fortunate to be selected, along with five others, for this unforgettable opportunity—a direct result of the hard work and extracurricular activities we engaged in during our college days. Alongside my peers, I had the privilege of exploring iconic sites like Universal Studios, Sentosa, and Gardens by the Bay. Each destination provided insights into the diversity and innovation that characterize Singapore.



Our visit to Gardens by the Bay showcased how advanced technology harmonizes with nature—a concept that resonates deeply with sustainable agriculture. At Universal Studios, the excellence of world-class entertainment inspired me to think creatively about engaging communities back home.

This opportunity reflects our hard work and dedication, reminding me of the impact that diligence and passion can achieve. I am immensely thankful to the Imperial School of Agribusiness and to our Director, Saurabh V. Pandey, for providing us with this extraordinary experience. This journey has broadened my understanding of agribusiness and strengthened my commitment to making meaningful contributions in the field.

B Guruprasad Ransingh

MANAGEMENT TRAINEE - SRINIVASA FARMS PVT. LTD.

Being selected out of 100 students for the Global Exposure Program to Singapore was a tremendous honor and a deeply enriching experience. I am incredibly grateful to ISAB for this opportunity, which allowed me to engage with a vibrant, innovative global culture and gain insights into diverse business practices and cutting-edge technology.

It was not only a learning experience but also filled with memorable and thrilling moments. Our tour kicked off with a visit to Universal Studios, where we dived into a world of adventure, experiencing exhilarating rides and attractions that truly brought out the thrill-seeker in everyone.

The following day, we explored the SEA Aquarium, marveling at the vibrant marine life and gaining a deeper appreciation for ocean ecosystems. Our journey continued to Sentosa Island, where the picturesque beaches and lively atmosphere added to the excitement of our travels. To conclude, we embarked on a city tour of Singapore, where we explored its iconic landmarks, learned about its rich culture, and witnessed firsthand the blend of traditional and modern influences that make Singapore a remarkable global city. This trip offered a unique blend of fun and learning that left a lasting impression.



Preeti Pragyan Udgata

Q&Q RESEARCH INSIGHTS PVT. LTD

Our trip to Singapore was full of unforgettable experiences. Right from the start, the city impressed us with its sparkling clean streets and welcoming vibe. Our adventure kicked off at Universal Studios Singapore, where rides like Transformers made us feel like we were part of a thrilling, high-speed action movie! But Singapore had even more in store—wandering through Chinatown was a colorful feast for the senses, and tasting dishes like char kway teow and dim sum was a real treat. Gardens by the Bay was a highlight, with its towering Supertrees and lush Cloud Forest. We felt like we were in a magical forest, surrounded by plants from all over the world. Everywhere we went, Singapore's friendliness and efficiency made exploring easy and fun.



From theme parks and vibrant markets to peaceful gardens, each part of our trip was an amazing memory. We left feeling grateful and already excited to return one day
A heartfelt thank you to ISAB for providing me with this incredible opportunity.

Aaniket K. Purohit

ET-MICROBANKING AT UJJIVAN SMALL FINANCE BANK

Our recent trip to Singapore was nothing short of incredible! Right from the moment we arrived, we were captivated by the city's spotless streets, towering skyscrapers, and vibrant energy. We kicked things off at Universal Studios Singapore, where thrilling rides like Transformers took us on an unforgettable adventure. Beyond the excitement of the theme park, we dove into Singapore's rich cultural heritage in Chinatown, where the colorful streets, lively sounds, and delicious dishes like char kway teow and dim sum gave us a taste of traditional Chinese culture.



Gardens by the Bay was another breathtaking highlight, with its majestic Supertrees, lush Cloud Forest, and diverse plant life from around the globe. We also enjoyed a peaceful walk through Malayan Park, surrounded by greenery and local wildlife.

Throughout our journey, we were amazed by Singapore's friendly people, efficient transportation, and unique blend of modernity and tradition. This unforgettable experience left us with a deep appreciation for the city, and we're already looking forward to returning one day



World Tea and Coffee Expo 2024 held at the BOMBAY EXHIBITION CENTRE IN MUMBAI

The Imperial School of Agribusiness (ISAB) students recently had an enlightening experience with the tea and coffee sectors at the World Tea & Coffee Expo 2024, held at the Bombay Exhibition Centre in Mumbai. They discussed new developments, innovations, and sustainable practices in the industry with a wide range of exhibitors. This event gave ISAB students a special opportunity to network with business executives, learn insightful things from seasoned professionals, and take part in interactive seminars that gave them real-world experience and useful knowledge

Beyond merely being a commercial show, the World Tea & Coffee Expo is a vibrant engine for cooperation and expansion in India's tea and coffee sectors. India's market is ready for both domestic and foreign prospects, as the country is acknowledged as one of the biggest manufacturers and consumers of these beverages worldwide. The expo enhances the industry's landscape by bringing together cutting-edge startups and well-known firms to create strategic alliances and encourage corporate expansion.



By taking part in such events, ISAB students can close the knowledge gap between theory and practice. They were able to establish enduring connections and learn about market dynamics and industry practices thanks to the expo's lively atmosphere and networking possibilities. They get the skills and self-assurance necessary to assume leadership positions in agriculture in the future thanks to this practical experience





Diwali Night **CELEBRATION AT ISAB, GREATER NOIDA**

The Cultural Club at ISAB hosted an enchanting Diwali Night celebration on our hostel campus, uniting students and admin to share in the spirit of this joyous festival. The evening began with an auspicious Laxmi and Ganesh Puja, seeking blessings of prosperity, wisdom, and happiness for all. Following this heartfelt ritual, students came together to decorate the campus with colourful Rangolis and glowing Diyas, transforming the hostel into a vibrant, welcoming space of warmth and celebration.

In a special moment to close the evening, we lit Sky Lanterns, illuminating the night sky with wishes of hope, joy, and dreams for the future. This celebration was more than an event—it was a cherished opportunity for everyone to bond, reflect, and create lasting memories as one ISAB family.



DAIRY INDUSTRY EXPO 2024 IN AUTO CLUSTER EXHIBITION CENTER, PUNE

The Dairy Industry Expo 2024, held at the Auto Cluster Exhibition Center in Pune, was a three-day event that provided a vital platform for professionals in dairy farming and processing from India and abroad. Notably, students from the Imperial School of Agribusiness got the opportunity to attend, gaining firsthand exposure to the industry's latest advancements.

With the growing demand for quality milk and dairy products in India, the expo highlighted the lucrative investment potential in this sector. However, attendees also explored the significant challenges faced by the dairy industry, particularly in animal rearing and management, which directly impact milk production, processing, and cold chain logistics.

The event featured various conferences and workshops aimed at fostering knowledge-sharing and collaboration among stakeholders. Participants were introduced to innovative technologies and best practices that can help overcome existing constraints and enhance productivity. .



The expo not only showcased the latest trends but also encouraged meaningful business discussions, equipping attendees with the insights needed to navigate the evolving dairy landscape. Overall, the Dairy Industry Expo 2024 served as an essential gathering for industry professionals and aspiring agribusiness leaders, paving the way for future growth and development in the dairy sector.

ISAB Triumphs at

BIZZ MATRIX BUSINESS

Plan Competition

We are proud to announce that our talented students—Arpita Singh, Priya Yadav, Deepak Kaushik, and Shashank Singh—have won 1st place at the prestigious Bizz Matrix Business Plan Competition hosted by Maharaja Surajmal Institute in Delhi. This competition challenged participants to develop innovative business ideas by creatively merging the strengths of two established companies, resulting in unique, marketable solutions.

This outstanding achievement highlights the creativity, strategic insight, and teamwork of our students. Their ability to approach real-world challenges with resilience, adaptability, and dedication reflects the high standards of excellence we foster at ISAB. The team's success serves as a testament to their commitment to pushing boundaries and excelling in competitive environments.

We extend our sincere gratitude to Maharaja Surajmal Institute for creating a platform that encourages impactful learning and growth. Congratulations to our champions for their exceptional performance, and we look forward to witnessing their continued contributions to the field of business and innovation.



Sambhramaa 5.0

SAMBHRAMMA 5.0 is a flagship event organized annually by the Imperial School of Agri-Business (ISAB), embodying the spirit of innovation, collaboration, and excellence in the food and agribusiness sector. This National Food and Agribusiness Conclave serves as a dynamic platform for students across the country to showcase their talent, creativity, and entrepreneurial skills.

The event features a series of competitions that cater to diverse interests, including case study presentations, business plan challenges, debates, photography, sports, dance, singing and cultural performances. These activities are designed to encourage participants to think critically, solve real-world problems, and demonstrate their potential as future leaders in agribusiness and allied industries.



LAST DATE : 15TH NOV 2024
NOTE: REGISTRATION IS ABSOLUTELY FREE

ISAB
IMPERIAL SCHOOL OF AGRI-BUSINESS

SAMBHRAMAA 5.0
NATIONAL FOOD & AGRIBUSINESS CONCLAVE 2024

TOTAL PRIZE WORTH 5.0 LAKHS WITH CERTIFICATE.
Eligibility: UG & PG students of Agriculture and Allied streams
For Registration Please Visit : www.isab.org.in

Highlights from the Previous Year

SONIA SARKAR
MBA-FARM 2023-24 BATCH
WEST BENGAL

SHIVABHODAYYA
MBA-FARM 2023-24 BATCH
KARNATAKA

www.isab.org.in | +91-7440977485 / +91-8319400485

One of the most exciting aspects of SAMBHRAMMA 5.0 is the opportunity for students to win substantial prize money, recognizing and rewarding their hard work and ingenuity. Beyond the competitions, the conclave fosters networking opportunities with industry experts, academicians, and peers, enriching the overall experience for participants.



ISAB
IMPERIAL SCHOOL OF AGRI-BUSINESS

SAMBHRAMAA 5.0
NATIONAL FOOD AND AGRIBUSINESS CONCLAVE

CORE TEAM

Parakh Khandelwal Secretary	Andrea Elizabeth Sibi Co-Secretary	Anon Kumar Additional Secretary
Krishna Kishore Event Manager	Amit Singh Treasurer	Sidharth Nakkia Procurement Head
Dibyani Pant Event Coordinator	Ranjith Event Coordinator	



ISAB
IMPERIAL SCHOOL OF AGRI-BUSINESS

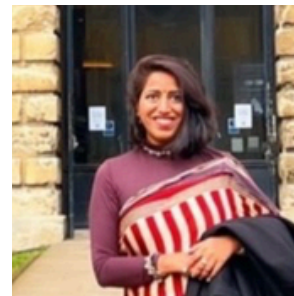
SAMBHRAMAA 5.0
NATIONAL FOOD AND AGRIBUSINESS CONCLAVE

CONCLAVE TEAM

Parakh Khandelwal CONCLAVE SECRETARY	Andrea Elizabeth Sibi CONCLAVE CO-SECRETARY
Kibedita Pattnaik VICE CHAIRMAN	Satyam Kataria PROGRESSOR
Vishal Tripathi TASARU-SECT	Jigarth Singh TOSARU-SECT
Harish Singh SEASOR	
Praveen Sharma PRASITUTE	Pooja NATARAJ
Zainab Kausar Rizvi ABRIVYATE	Pranav S RACEBROKER
Ashik Sunil Kumar LAKSHYA	

Faculty Corner

A LOOK AT INDIA'S FINEST PRIVATE MANDIS AND THE CHANGING SCENE LOOKING PAST APMC



DR. NEHA SAINI
PROFESSOR AT ISAB

Mandis, or traditional, physical agricultural markets, are ingrained and widely used establishments in various Indian regions of the economy. They are typically concentrated areas of economic, social, and political activity wherever they arise, influencing the relationships between rural and urban areas as well as between regional commodity markets and wider, national, and international capital and trade networks. Based on current estimates, there are more than 7,500 regulated agricultural markets in India that function under various state-level legislation, encompassing an extensive range of classified agricultural products..

To enable greater involvement, inclusion, and dynamism in India's economic growth, it is imperative to comprehend the diversity and complexity of these fast evolving marketplaces and their relationships to broader economic factors that are currently reshaping the links between rural and urban India .

The hub of India's agricultural trading has long been the Agricultural Produce Market Committees (APMC) mandis. Increasing the level of effective competition for farmers' produce is crucial to bringing about the necessary transformation in agricultural marketing, and this can be achieved through the coexistence of numerous sales channels. Farmers will be forced to exercise their monopsony power by either type of buyer due to market competition if they are allowed to choose between contract farming choices and more traditional mandi sales. In Madhya Pradesh, farmers were able to benefit from the infrastructure and rates provided by arhatiyas, as well as the advantageous effects of selling to ITC's e-choupals farmers. Private mandis are causing a new wave to stir .These privately run markets are making a name for themselves in the agricultural industry by providing new channels of commerce for both farmers and customers. This article examines the leading private mandis in India, their farmers, and the produce they deal in.

LEADING PRIVATE MANDIS IN INDIA: OPENING THE PATH

Although the popularity of private mandis is still relatively new, some players have already established themselves:

ITC Choupal (Madhya Pradesh, Andhra Pradesh, and other states): ITC Limited built this network of rural retail stores to serve farmers as a private mandi. ITC Choupal provides farmers with technical support and contract farming choices, with a concentration on acquiring agricultural commodities such as wheat, soybeans, and cotton.

Ninjacart is an agri-tech startup based in Bengaluru that connects farmers with wholesalers, processors, and retailers using technology. It has a network of collecting centres across Karnataka, Maharashtra, and other states. Ninjacart guarantees quicker turnaround times and maybe higher profits for farmers by concentrating on a broad range of fruits, vegetables, and flowers.

Jio Krishi Bazaar (Reliance Industries): Jio Krishi Bazaar is a business that connects farmers with consumers and retailers directly through a network of collection centres and online platforms. It is available throughout India. Their primary concentration is on fruits, vegetables, and staples like wheat and rice. They provide farmers with convenient delivery alternatives and cheap prices.

Sahyadri Farms (Maharashtra): This innovative private mandi in Nashik is home to a 100-acre modern complex. It offers farmers online and offline trading choices, storage facilities, and access to a broader market, with a concentration on high-value horticulture items like grapes and raisins.

BREAKING INTO NEW MARKETS: HOW PRIVATE MANDIS HELPS FARMERS

Farmers could benefit from private mandis in a number of ways.

- **Technical Support:** Agricultural best practices, real-time market information, and access to technology platforms are provided to farmers by certain private mandis.
- **Opportunities for Contract Farming:** Agreements to farm under contract with commercial businesses might guarantee farmers' rights and possibly yield higher results.
- **Access to Broader Markets:** By removing intermediaries and allowing farmers to access both domestic and foreign markets, private mandis may help them obtain higher prices.

Nonetheless, difficulties still exist:

- **Limited Reach:** At the moment, private mandis are mainly active in a few areas; smaller farmers or isolated areas may not be included in their service area.
- **Concerns about contracts:** A number of farmers express concerns about the terms and circumstances of contracts provided by private enterprises.
- **Concentrate on Particular Crops:** Not all farmers who cultivate a range of crops can benefit from private mandis' specialisation.

RECAP: A MUTUALLY DEVELOPING TERRAIN

With additional trading channels available to farmers and consumers, private mandis are a good development for Indian agriculture. Collaboration among government agencies, infrastructure developers, and farmer education programs is essential as the industry develops. India can improve the diversity, effectiveness, and farmer-centricity of its agricultural marketing landscape by encouraging a harmonious coexistence between private mandis and the current APMC system. Giving farmers more options will increase their agency, maybe boost their earnings, and make India's agriculture industry more resilient and long-term.

Student Corner

PREPARING THE WORKFORCE FOR AI-DRIVEN WORK ENVIRONMENTS IN THE FUTURE

A few days back I was on my summer internship in the HR Department, one morning I was working on my project, and around 11:15 am, I heard a conversation between a few employees, they were around the age of 45 and they were talking about how to use AI in Excel and PPT if we won't be able to learn this the new generation will replace us from our jobs, that was a thoughtful topic for me that yes this is really a concern for present employees of companies



ARPITA SINGH
(2023-2025 BATCH)

As we stand on the brink of the fourth industrial revolution, artificial intelligence (AI) emerges as more than just a dazzling technological breakthrough. It is a potent harbinger of a sweeping transformation in the global job market. The rise of machine learning and automation has already begun to redefine the landscape of work, signaling a profound shift in the nature of employment and the skills required for future success. The World Economic Forum's "Future of Jobs" report projects that while 85 million jobs may be displaced due to AI and automation by 2025, 97 million new roles could emerge, tailored to the evolving division of labor between humans and machines. This duality underscores the necessity for workers to adapt to new job roles that will require different skills and competencies. With the evolving technologies, Skills need to be updated in the workplace, Employees will increasingly need to acquire technical skills related to AI and automation, alongside soft skills such as creativity, problem-solving, and emotional intelligence—qualities that remain irreplaceable by machines. For instance, positions that previously involved repetitive tasks are transitioning to managing and troubleshooting automated systems, underscoring the necessity for continuous learning and adaptability.

AI is not only changing job roles but also transforming workplace dynamics. As machines take over mundane tasks, employees can focus on more creative and impactful work. This shift can lead to enhanced collaboration, improved employee well-being, and increased safety through AI-driven monitoring systems. For example, AI can help optimize workflows by allowing human workers to interact more effectively with automated systems, creating a symbiotic relationship between humans and machines. As AI continues to advance, concerns about job displacement are rising. To mitigate these risks, organizations should proactively address these issues. Open communication about potential impacts and plans is crucial. Investing in employee retraining and upskilling ensures a relevant workforce. Exploring alternative career paths help affected employees find new opportunities. Collaborating with industry partners fosters collective solutions to address job displacement challenges.

ADAPTING TO NEW ROLES IN AN AI-DRIVEN WORLD

The advent of AI is ushering in a new era of work characterized by automation, data-driven insights, and the creation of new job roles. Organizations must identify emerging roles and equip employees with the necessary skills to thrive. It's crucial to analyze the organization's future needs by identifying new roles essential in an AI-driven environment and considering technological advancements, industry trends, and customer demands. Understanding emerging roles helps anticipate the skills gap and develop targeted training programs to bridge it. Investing in employee development is crucial, focusing on upskilling and reskilling for new roles, including data science, machine learning, AI ethics, and other relevant areas. Empowering employees with the necessary tools and knowledge enables them to adapt to the changing workplace and seize new opportunities. Fostering a culture of continuous learning is essential. Encourage employees to take ownership of their professional development and seek out opportunities to learn new skills. This can be achieved through offering in-house training programs, tuition reimbursement, or access to online learning platforms. Organizations should proactively facilitate career transitions by providing guidance and support to employees who may need to transition to different roles or departments. This may involve career counseling, job placement services, or mentorship programs to ensure that talent is utilized effectively and that employees feel valued and supported.

LEVERAGING AI FOR PERSONALIZED LEARNING AND DEVELOPMENT

In today's rapidly evolving workplace, organizations are increasingly turning to artificial intelligence (AI) to enhance their learning and development initiatives. AI-powered technologies offer a host of benefits, including the ability to personalize learning experiences, provide real-time feedback, identify knowledge gaps, and create immersive learning environments.

- **Personalizing Learning Experiences** - AI tailors training to individual needs by analyzing performance, learning styles, and career goals, recommending personalized paths that maximize effectiveness. This ensures employees focus on relevant skills and knowledge, enhancing their career development.
- **Providing Real-Time Feedback** - AI can provide real-time feedback on employee performance by analyzing interactions with training materials or simulations. This immediate feedback can help employees improve their skills more quickly and efficiently.
- **Identifying Knowledge Gaps** - AI can identify knowledge gaps in the workforce by analyzing employee performance data. This information can be used to develop targeted training programs.

IDENTIFYING THE NECESSARY SKILLS FOR AN AI-DRIVEN WORLD

As AI continues to reshape industries and workplaces, certain skills will become increasingly valuable. To thrive in this new era, employees must possess a combination of technical proficiency, critical thinking, adaptability, and ethical awareness.

- **Technical Proficiency:** A solid understanding of AI concepts, machine learning, and data analytics is essential. This knowledge will enable employees to work effectively with AI tools and systems, harness their potential, and contribute to innovative solutions.

- **Critical Thinking and Problem-Solving:** While AI can automate many tasks, it cannot replace human judgment and creativity. Employees who can analyze complex problems, identify patterns, and develop creative solutions will be invaluable in leveraging AI for strategic advantage.
- **Ethical Considerations:** As AI becomes more pervasive, it's crucial to consider the ethical implications of its use. Employees who are aware of ethical guidelines and can make informed decisions will be vital in ensuring responsible AI implementation and preventing unintended negative consequences.

BUILDING RESILIENCE THROUGH DIGITAL AND AI-ENABLED TOOLS

Organizations must strategically build resilience in the rapidly changing tech landscape by embracing digital transformation, leveraging AI for decision-making, establishing a strong data foundation, and developing robust cybersecurity.

- **Embracing Digital Transformation:** Investing in digital technologies and processes is essential for improving efficiency, agility, and competitiveness. By adopting digital tools and workflows, organizations can streamline operations, reduce costs, and enhance customer experiences.
- **Leveraging AI for Decision-Making:** AI can provide valuable insights into complex data sets, helping organizations identify trends, make informed decisions, and anticipate future challenges. By harnessing the power of AI, organizations can gain a competitive edge and drive innovation.
- **Building a Strong Data Foundation:** High-quality data is crucial for AI. Investing in data management ensures accuracy, accessibility, and security, enabling valuable insights and effective decision-making.
- **Developing a Robust Cybersecurity Strategy:** As organizations increasingly rely on digital technologies and AI, protecting sensitive data and systems from cyber threats becomes paramount. A comprehensive cybersecurity strategy is essential to safeguarding valuable information and maintaining organizational resilience.

By embracing digital transformation, leveraging AI, building a strong data foundation, and prioritizing cybersecurity, organizations can position themselves for long-term success.

Preparing for new roles in an AI-driven world demands a comprehensive strategy. By pinpointing emerging roles, investing in employee growth, nurturing a culture of continuous learning, and supporting career transitions, organizations can ensure their workforce is well-equipped to flourish in this transformative era.



Ayodhya Deepotsav 2024

A CELEBRATION OF LIGHT AND UNITY:

Every year, Ayodhya transforms into a radiant spectacle during the Deepotsav festival, a celebration that not only honors the spirit of Diwali but also showcases the unity and devotion of its people. Organized by the Uttar Pradesh government, along with dedicated volunteers from Dr. Ram Manohar Lohia Avadh University, social groups, and NGOs, this festival has grown into a remarkable event that attracts thousands of visitors.



PRAJWAL SINGH
(BATCH 2024-2026)

A RECORD-BREAKING TRADITION:



The highlight of the Deepotsav is the lighting of oil lamps, with Ayodhya consistently breaking its own records year after year. In 2024, the city achieved an extraordinary feat by illuminating over a million oil lamps, casting a warm glow over its sacred sites and creating a breathtaking view along the banks of the Sarayu River. This annual tradition not only symbolizes the triumph of light over darkness but also reflects the rich cultural heritage of the region.

A HISTORIC MAHA AARTI :

This year, the Deepotsav also set a new world record with the performance of the Maha Aarti, conducted by 1,121 sadhus and saints. This magnificent event drew participants and spectators alike, uniting people in a shared expression of faith and reverence. The Aarti, a traditional Hindu ritual of worship, reverberated through the air, creating an atmosphere of spiritual energy and communal harmony.



सपनों से हकीकत तक: MBA का सफर

-Through this poem, I have tried to capture the challenges, growth, and experiences one encounters in this journey.

MBA की दुनिया में जब कदम रखा हमने,
सपनों का बस्ता थामे, उम्मीदों की राह पकड़ी हमने।
हर क्लास में नए सवालों का सामना,
हर टीचर के संग अलग किस्सा अनजाना।
हर सुबह नए इरादों के साथ उठते हैं,
कभी Finance, कभी Marketing में उलझते हैं।
Case Studies में जैसे कोई जिन्दा किस्से,
हर पन्ने में छुपे नए सवालों के हिस्से।

कभी Accounting के जोड़ घटाव में खो जाते हैं,
कभी Business Ethics की गहराइयों में उतर जाते हैं।
Exam की रातें नींद से दुश्मनी निभाई है,
Books और PPTs से यारी बनाई है।

Teamwork का पाठ यहाँ रटाना पड़ता है,
हर Presentation में खुद को समझाना पड़ता है।
Competitive दुनिया की ये पहली झलक है,
जहाँ हर कदम पर मेहनत की कसौटी अलग है।

हर Lecture के साथ सोच में गहराई आती है,
हर Debate में ज़िन्दगी की नई सच्चाई नज़र आती है।
Professors की बातें, उनके तजुर्बे सुनते हैं,
अक्सर उनके अनुभव में खुद को ढूँढते हैं।

Library की शांति में खोजे हमने कई जवाब,
Books के हर पन्ने में छुपा था एक नया ख्वाब।
हर Semester का Result दिल की धड़कन बढ़ाता,
कभी जीत की खुशी, कभी हार से सिखाता।



ANKIT (2024-2026 BATCH)

जब Placements की बारी आती है,
हर एक Resume हमारी मेहनत दिखाती है।
Interview के सवालों में आत्मविश्वास बढ़ाना,
MBA ने सिखाया है कैसे अपने आप को सजाना।

दो साल की ये मेहनत, ये रातों की जागी आँखें,
सपनों की इस मंज़िल में हमारे ख्वाबों की राहें।
जब इस सफर के बाद खुद को पाते हैं,
MBA की ये कहानी हर मोड़ पर हमें याद आते हैं।

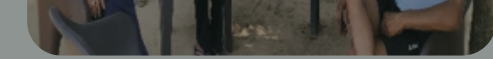
आखिर में सिर्फ एक ही सच बचता है,
MBA के ये पल, ज़िंदगी का वो हिस्सा बनता है।
जहाँ सीखा हमने गिरकर फिर से उठना,
और Business की दुनिया में अपने सपनों का रुख बदलना।

ये MBA का सफर सिर्फ एक डिग्री नहीं,
ये एक ऐसी उड़ान है, जो हमें खुद से मिला रही।
हर कदम पर सीखे, हर मोड़ पर निखरे हैं,
इन दो सालों में सपनों ने हकीकत से हाथ मिलाए हैं।

सपनों से हकीकत तक का ये सफर यादों में समेटे हैं,
हर वो लम्हा, जो हमसे कुछ नया कहता है।
तो चलो, अपने ख्वाबों की इस मंज़िल को सलाम करें,
MBA के इस सफर को हमेशा के लिए अपने नाम करें।

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