

KRISHI UNNATI

A National ISAB Magazine

August Edition
2024



*Nurturing Futures,
Cultivating Excellence*

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



ISAB GN
A Premier Agribusiness School

Imperial School of Agri Business (ISAB)

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MESSAGE FROM LITERARY AND PUBLIC SPEAKING CELL

Dear Readers,

I am delighted to present to you the latest August 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's edition is a special one as it highlights a series of exciting events and activities that have taken place at ISAB, showcasing the enthusiasm and talent of both our senior and junior students.

We begin by welcoming the new batch of students to the ISAB family. From their first day on campus, our new students were immersed in various activities aimed at helping them settle in. This edition covers their warm welcome and their first few experiences at ISAB.



The magazine also takes you through the memorable Fresher's Party organized by the senior students for the new batch, full of fun and friendly competitions. Our seniors have worked closely with the new students, organizing several competitions to motivate and engage them. This spirit of teamwork and bonding is beautifully captured in this edition.

Sakshi Sharma
***Secretary, Literary and
Public Speaking Cell***



SAKSHI SHARMA

Additionally, you'll find highlights from the expo visits that offered students a real-world glimpse into the latest trends and innovations in the agribusiness sector. We've also featured the Alumni Talk Series, where our esteemed alumni shared their valuable insights and experiences with us.



In this issue, we proudly present the Faculty Corner, where our respected faculty members have contributed thought-provoking articles. Lastly, in the Student Corner, our talented students have shared their literary work, showcasing their creativity and passion. I hope you enjoy reading this edition as much as we enjoyed putting it together.

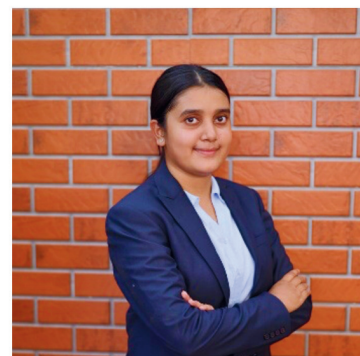
MESSAGE FROM EDITORIAL DESK

“ *Let the grass sing, let the flowers bloom,
Let the echo within you always be heard* ”

As the group editor I am glad to present with you all the latest edition of our national ISAB magazine “Krishi Unnati”. The following pages of the magazine present a portrayal of all the happenings in the ISAB community like Shubh Arambh, Parichay, Alumni Talk series, Expert Talk, Various Visits, Faculty and Student Corner.

This magazine is not merely a chronicle of the college events and programs, but a mirror of the ideas and reflection of the mesmerizing minds. It is a celebration of the uniqueness of each individual compiled into a book.

Hope you enjoy the magazine!



ZAINAB KAUSER RIZVI

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

CO-EDITOR'S MESSAGE



PRANAO

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

I'm thrilled to present the August edition of *Krishi Unnati*, our monthly magazine celebrating ISAB's vibrant community. This issue highlights the warm welcome for our new batch of students, including their first experiences and the exciting Fresher's Party organized by seniors. We also cover insightful expo visits showcasing agribusiness trends, the Alumni Talk Series featuring valuable lessons from our alumni, and thought-provoking articles in the Faculty Corner. Additionally, our Student Corner spotlights the creative talents of our students. I hope you enjoy this edition as much as we enjoyed creating it!

Welcome to the August edition of Krishi Unnati! In this issue, we are excited to bring you a glimpse of all the vibrant activities happening at ISAB. From the warm welcome of the new batch and the thrilling Fresher's Party to expo visits and engaging competitions organized by senior students, there's much to explore. We've also featured insightful contributions from our faculty in the Faculty Corner and creative literary work from students in the Student Corner.



PRAVEEN SHARMA

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

शुभारम्भ

Our esteemed college has taken a monumental step forward by acquiring a new campus, a place that will serve as a hub of knowledge, innovation, and growth. To mark the beginning of this new chapter, a traditional Hindu ceremony known as 'Shubh Arambh' was conducted, signifying an auspicious start.

'Shubh Arambh', a term deeply rooted in Hindu culture, translates to 'Auspicious Beginning'. It is a ceremony that invokes blessings from the divine, ensuring that the new journey ahead is filled with prosperity, success, and positive energy.



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The ceremony commenced with a traditional 'pooja', where sacred chants were recited to purify the environment and seek blessings from the deities. This was followed by a 'havan', where offerings were made into the holy fire, symbolizing the purification of the space and the destruction of any negative energies. The rituals were conducted with utmost devotion, setting a serene and spiritual tone for the new campus.

The new campus symbolizes our college's unwavering commitment to academic excellence and holistic development. With state-of-the-art facilities and a conducive learning environment, this campus is poised to become a beacon of knowledge and innovation. The 'Shubh Arambh' ceremony has infused the campus with positive energy, aligning it with our vision for the future. The 'Shubh Arambh' ceremony has marked the beginning of a new era for our college. With divine blessings and a renewed sense of purpose, we are ready to embark on this exciting journey, confident that it will lead to great success and fulfillment.

A WARM WELCOME TO OUR NEW STUDENTS

“ *The Imperial School of Agri-Business (ISAB) recently celebrated the commencement of a new chapter as we welcomed our 2024-26 batch of aspiring agri-business leaders. In an intimate and inspiring session, our esteemed promoters, Mr. M.J. Khan, Chairman of ISAB, and Mr. Saurabh V. Paandey, Director of ISAB, extended a heartfelt welcome to the incoming students.* ”

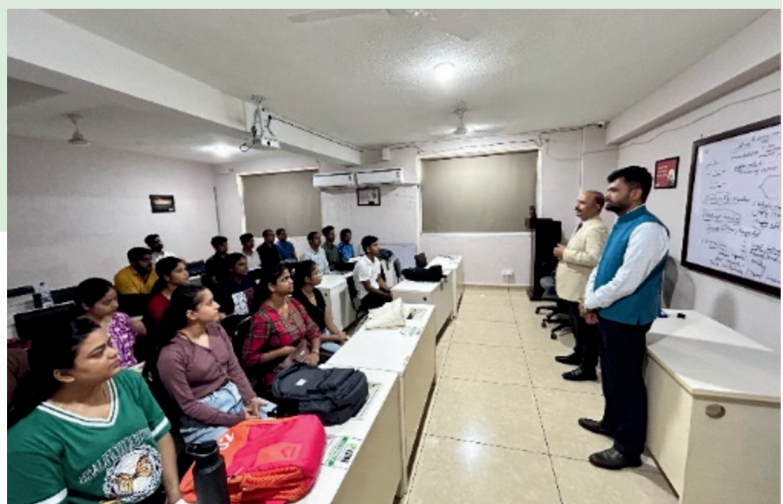


The session served as a perfect launchpad for the exciting journey that lies ahead for our new cohort. Both Mr. Khan sir and Mr. Saurabh sir shared their vision for ISAB and the pivotal role these students will play in shaping the future of the agri-business sector.

As the students gathered, there was a palpable sense of excitement and anticipation. The promoters' words of encouragement and wisdom set the tone for the transformative educational experience that awaits them at ISAB.

They emphasized the institute's commitment to nurturing talent, fostering innovation, and preparing students for the dynamic challenges of the agricultural business landscape.

This welcoming event marks more than just the start of an academic program; it signifies the beginning of lasting relationships, personal growth, and professional development. As these bright minds embark on their ISAB journey, they join a community dedicated to excellence and innovation in agri-business. To our new students: Welcome to the ISAB family! Your journey to becoming the future leaders of the agri-business world starts now.



IMPERIAL SCHOOL OF AGRIBUSINESS

COMMEMORATES



INDEPENDENCE DAY

On August 15th, 2024, Imperial School of Agribusiness (ISAB) came alive with patriotic fervor as we celebrated the 78th Independence Day. The Cultural Club of ISAB hosted a remarkable event on our college premises, bringing together both juniors and seniors in a shared moment of national pride and unity.

The ceremony began with the hoisting of the national flag, a significant and solemn occasion marked by the presence of Saurabh V. Pandey, Co-Promoter of ISAB, and Mr. Abhay Singh, Assistant Director. Their participation highlighted the importance of this day and the commitment of our leadership to the values of freedom and unity. The event was further honored by the presence of our dedicated admin team, whose support and involvement added to the spirit of the celebration. The program was filled with vibrant performances and speeches, reflecting our institution's rich cultural heritage and collective pride.



As the ceremony concluded, attendees were treated to a delightful distribution of sweets, symbolizing the joy and camaraderie shared by the ISAB community. This gesture was a sweet conclusion to a day that celebrated our country's independence and the unity and spirit of our college. The 78th Independence Day at ISAB was a resounding success, embodying the essence of patriotism and community. As we move forward, let us carry the lessons of this day into our daily lives, continuing to uphold the values of freedom, unity, and excellence that define our college.



PEDALING FOR WELLNESS

ISAB'S EXHILARATING CYCLING ADVENTURE

The Imperial School of Agri Business (ISAB) recently showcased its commitment to holistic student development through an exhilarating 12 km cycling event. Organized by the Sports Club of ISAB on the morning of August 22, 2024, this adventure brought together students from both the 2023-25 and 2024-26 batches, creating a unique opportunity for cross-batch interaction and community building.

The event was more than just a physical challenge; it served as a platform for strengthening bonds within the ISAB community. As students pedaled alongside each other, conversations flowed, laughter echoed, and a sense of shared accomplishment grew. This camaraderie extended beyond batch boundaries, fostering a unified ISAB spirit. Moreover, the cycling trip exemplified ISAB's philosophy of balancing academic rigor with physical well-being. By incorporating such activities into student life, ISAB demonstrates its understanding that true success encompasses both mental and physical health.

Led by ISAB's esteemed Director, SAURABH V PAANDEY sir, the early morning ride set an energetic tone for the day. The crisp air and scenic route provided the perfect backdrop for this fitness-focused activity. Director Sir's presence and active participation underscored the institution's dedication to promoting a healthy lifestyle among its students.



The Sports Club of ISAB deserves commendation for organizing this event. Their efforts in planning and executing such initiatives play a crucial role in enhancing the overall student experience at ISAB. These activities not only promote fitness but also instill values of teamwork, perseverance, and mutual support.

As the cyclists returned, invigorated and inspired, it was clear that the impact of this event would extend far beyond the morning's ride. It set a positive precedent for future activities and reinforced ISAB's reputation as an institution that values holistic growth. The cycling trip stands as a testament to ISAB's commitment to nurturing well-rounded individuals prepared for the challenges of the agri-business world.



AGRA VISIT WITH CULTURAL CLUB

On the auspicious day of August 15th, 2024, the Imperial School of Agribusiness had the privilege of organizing a visit to one of the world's most iconic architectural masterpieces—the Taj Mahal. This excursion, the first for our new batch of students for the academic year 2024–2026, was an extraordinary experience, blending history, culture, and camaraderie.



As the morning sun cast its golden rays upon the pristine white marble, the Taj Mahal revealed its ethereal beauty, captivating the hearts of all who beheld it. The monument, with its intricate carvings and majestic domes, stands as a timeless testament to the rich history and artistic brilliance of a bygone era. Our students were in awe, their eyes tracing the delicate inlays and the masterful symmetry that have made the Taj Mahal a symbol of love and an architectural wonder.

This trip was more than just a visit to a historical site; it was an opportunity for our students to bond, forge new friendships, and create memories that will be cherished for years to come. The shared experience of marvelling at the Taj Mahal's grandeur brought our students closer, fostering a sense of unity and collective pride.

The day was a perfect blend of learning and leisure, offering our students a unique chance to immerse themselves in the cultural heritage of India while enjoying the companionship of their peers. The breathtaking beauty of the Taj Mahal, combined with the joy and enthusiasm of our students, made this trip a truly memorable experience.

“As the first of many adventures for the batch of 2024–2026, this visit to the Taj Mahal marks the beginning of a journey filled with exploration, learning, and growth. It is a day that will undoubtedly be etched in the memories of our students as they continue their academic journey at the Imperial School of Agribusiness.”



ISAB STUDENTS' VISIT TO THE ICAR MUSEUM

Students from the Imperial School of Agri-Business (ISAB) recently had the enriching experience of visiting the National Agricultural Science Museum. This visit provided them with valuable insights into the evolution and future of Indian agriculture.

During their visit, the students explored the history of agriculture, observing ancient farming tools and techniques that laid the groundwork for modern practices. The museum highlighted how technology, including biotechnology and precision farming, has revolutionized agriculture, enhancing productivity and sustainability.



The students also learned about the crucial role of the Indian Council of Agricultural Research (ICAR) in shaping agricultural policies and ensuring food security in India. Through various exhibits, they understood ICAR's contributions in educating farmers, offering extension services, and promoting sustainable agricultural practices. The museum emphasized the importance of biodiversity and conservation in agriculture, underscoring the need for sustainable farming practices. One of the most inspiring aspects of the visit was learning about the success stories of farmers who have benefited from ICAR's support. These stories illustrated the real-world impact of ICAR's initiatives on improving farmers' livelihoods.

The visit also offered students a glimpse into the future of agriculture, showcasing emerging trends and innovations. Engaging with interactive exhibits and networking with experts provided them with insights into potential career paths and research opportunities. The students expressed their gratitude to the Agro Marketing Club and ISAB for organizing this enlightening visit, which deepened their understanding and appreciation of Indian agriculture and its future possibilities.

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Parichay 1.0 THE ULTIMATE INTRO NIGHT



We are delighted to announce the success of our recent event, "Parichay 1.0: The Ultimate Intro Night," organized by ISAB in collaboration with the Music Club and dramatic club as well to warmly welcome the fresh batch of 2024-2026. The evening was a vibrant celebration of energy, creativity, and camaraderie, marking the beginning of a memorable journey for our new students.

The event featured a series of engaging activities that encouraged interaction between the juniors and seniors, fostering a sense of community and belonging. From lively performances to interactive games, Parichay 1.0 offered a platform for our freshers to showcase their talents and break the ice with their peers and seniors alike.

“ The success of Parichay 1.0 is a testament to the spirit of ISAB and the collective efforts of our students and faculty. We look forward to more such events that build lasting memories and strengthen the bonds within our ISAB family.



LET'S CELEBRATE!



STUDENTS ATTEND THE POULTRY EXPO AT EXPO MART

On August 2024, the students of the Imperial School of Agri-Business (ISAB) had a unique opportunity to dive deep into the world of poultry and agribusiness at the highly anticipated Poultry Expo held at the Expo Mart in Greater Noida, Uttar Pradesh. Organized with precision and professionalism, this visit was a proud initiative of our esteemed Agro-Marketing Club at ISAB, catering to students from the 2023-25 and 2024-26 batches.



EDUCATIONAL EXPERIENCE BEYOND THE CLASSROOM

The visit was meticulously planned to ensure that students could make the most of this opportunity. Guided tours, interactive sessions with industry experts, and hands-on exposure to new technologies were just a few of the highlights. Our students were able to engage directly with leading professionals, gaining first-hand knowledge about the intricacies of the poultry industry.

NETWORKING AND PROFESSIONAL GROWTH

One of the key benefits of attending the Poultry Expo was the networking opportunities it presented. Our students interacted with a wide range of stakeholders, including farmers, industry leaders, entrepreneurs, and researchers. These interactions were not only enlightening but also paved the way for future collaborations and internships, further enhancing their academic and professional trajectories.

A PROUD INITIATIVE BY THE AGRO-MARKETING CLUB

The success of this visit is a testament to the dedication and vision of ISAB Agro-Marketing Club. By organizing such an enriching experience, the club has once again demonstrated its commitment to the holistic development of our students. The club's efforts ensured that every aspect of the visit was aligned with our educational goals, making it a truly enriching experience for everyone involved.

STUDENTS SUCCESSFULLY COMPLETED THEIR INTERNSHIPS

The students of ISAB recently marked a significant milestone in their academic journey by successfully completing their summer internships and presenting their final projects to both their peers and faculty. Over the past few months, these students have been deeply engaged in hands-on experiences across various sectors of the agricultural industry. This real-world exposure allowed them to apply their academic knowledge to practical challenges, showcasing their dedication and passion for the field.

Upon returning to campus, each student took part in a comprehensive final presentation session. During these sessions, they shared their findings, innovative solutions, and personal experiences from their internships. The presentations were not only an opportunity to highlight their individual achievements but also a platform for collective learning. As each student presented, they received valuable feedback from the faculty, enhancing their understanding and refining their perspectives. The interactive nature of these sessions fostered a rich environment for peer learning.

Students exchanged ideas and insights, learning from one another's experiences and broadening their understanding of the diverse challenges within the agricultural sector. The faculty's feedback further enriched this process, providing students with critical reflections that will guide them in their future careers. The ISAB community is incredibly proud of the students' accomplishments.

Their internships have not only contributed to their personal growth but have also made a meaningful impact on the organizations they worked with. As these students move forward, their experiences and the knowledge gained will undoubtedly empower them to become leaders and innovators in the agribusiness industry.



STUDENTS VISIT TO BIOFACH INDIA



On August 4th, 2024, the students of ISAB had the incredible opportunity to visit one of India's leading trade fairs dedicated to the organic and natural industries, co-located with MILLETS INDIA. This visit was expertly organized by the Agro-Marketing Club at ISAB, providing an enriching experience for all participants.

The event was a vibrant convergence of three major expos:

- **BIOFACH INDIA: A premier platform for the organic industry.**
- **NATURAL EXPO INDIA: An expo dedicated to natural products.**
- **MILLETS INDIA: An exclusive platform that brings together the entire millet ecosystem.**

With over 200 industry-leading brands participating, the expo served as a hub for sourcing, networking, and learning. The students gained invaluable insights into the latest trends, innovations, and challenges within the organic, natural, and millets sectors. The event featured thoughtfully curated conference sessions where global experts shared their perspectives on industry growth, sustainability, and the future of these sectors.

The experience extended beyond mere observation; it allowed the students to immerse themselves fully in the dynamic world of agriculture and sustainability. They engaged with industry leaders, explored new products, and participated in discussions that deepened their understanding of these critical industries. This exposure left the students with a renewed sense of inspiration and a profound appreciation for the vital role these sectors play in shaping a healthier and more sustainable future. The visit was not only educational but also a source of inspiration, fueling their passion for agribusiness and sustainable practices.

STUDENTS PARTICIPATED AT CII FARM TO FORK SUMMIT

GAININGSS INSIGHTS AND IGNITING PASSION FOR AGRI-BUSINESS

We are excited to report that students from the Imperial School of Agri Business (ISAB) recently participated in the prestigious Confederation of Indian Industry (CII) Farm to Fork Summit held in Lucknow. This esteemed event served as a significant platform for exploring the latest trends, innovations, and strategies that are driving the future of the agri-food industry.

The summit brought together a diverse group of industry leaders, policy-makers, and innovators, offering ISAB students a unique opportunity to engage directly with key figures in the field. Through insightful discussions and networking sessions, students gained invaluable perspectives on the entire journey from farm to table. The event was instrumental in broadening their understanding of the agri-business landscape, highlighting the critical role of sustainable and efficient food systems.

Attending the summit not only enhanced the students' knowledge but also ignited their passion for contributing to the advancement of the agri-business sector. The exposure to cutting-edge ideas and industry practices has equipped them with a deeper appreciation for the complexities and opportunities within the field.

The participation of ISAB students in such a high-profile event underscores their proactive approach to learning and professional development. It marks a promising beginning in their journey toward becoming future leaders in agribusiness. The insights and connections gained at the summit will undoubtedly serve as a strong foundation as they work towards transforming the agri-business sector and driving meaningful change in the industry.



GLOBAL EXPOSURE PROGRAM TO SINGAPORE

Imperial School of Agri Business (ISAB) is thrilled to announce an exciting development in its Global Exposure Program. The institution has selected ten outstanding students from the MBA Food and Agribusiness Management (FABM) 2022-24 batch for an international tour, continuing its commitment to providing valuable global experiences.

In May 2024, five students had the opportunity to visit RSPO Malaysia, gaining significant insights and experiences. Building on this success, ISAB is now sending the remaining five students—Akhila Kondra, Preeti Pragyan, Udgata B, Guruprasad Ransingh, Abhay Mishra, and Aaniket Kishorhe Purohit—to Singapore for the next phase of their global journey.

These students will explore the Advanced Agri-Tech Center at the National University of Singapore, benefiting from a fully sponsored initiative that promises:

- Cultural Immersion: Experiencing the rich heritage of Singapore and forging lasting connections.
- Industry Visits: Gaining insights from leading international agribusiness companies.
- Networking: Connecting with global professionals and peers.
- Educational Tours: Discovering cutting-edge research and global agribusiness trends.

ISAB remains dedicated to broadening its students' horizons and fostering their growth through international exposure. The institution extends its best wishes for a fruitful and inspiring journey to the selected students in Singapore.



STUDENTS ATTEND INDIA INTERNATIONAL AGRIBUSINESS EXPO

2024

Imperial School of Agri Business (ISAB) recently had its students participate in the India International Agribusiness Expo 2024 held in Hyderabad. This significant event is known for gathering industry leaders, innovators, and experts within the agri-business sector, providing a valuable experience for attendees.



During the expo, ISAB students were exposed to a range of emerging technologies and innovative agricultural solutions. They engaged in discussions that are shaping the future of the agribusiness industry, gaining insights into the latest trends and advancements. The opportunity to explore these cutting-edge developments allowed the students to understand the evolving landscape of agribusiness better.



The event also served as an important networking platform, enabling students to connect with professionals from various sectors within the industry. By interacting with experts and peers, they had the chance to exchange ideas, share perspectives, and build relationships that could benefit their future careers.

Participation in such events aligns with ISAB's commitment to providing its students with practical experiences and industry exposure. Engaging with real-world scenarios and industry leaders helps students apply their academic knowledge, develop their skills, and prepare for leadership roles in the agricultural sector.

KRISHI DIGDARSHAN TALK SERIES BY *Agro Marketing Club of* ISAB



The Agro-Marketing Club of Imperial School of Agri Business (ISAB) recently hosted Umang Agarwal, Head of Carbon at Grow Indigo, as a guest speaker for the Krishi Digdarshan Talk Series. Dr. Agarwal provided valuable insights on "How to Grow in Agribusiness," addressing several key themes crucial to the sector.

Dr. Agarwal began by exploring the agribusiness landscape, discussing the complexities and opportunities that characterize the sector. His talk emphasized the importance of understanding these dynamics to navigate effectively within the industry. He then outlined the success factors for growth in agribusiness, highlighting key strategies that drive both success and sustainability. Dr. Agarwal shared practical advice on how to implement these strategies to achieve long-term goals and maintain competitive advantage.

Additionally, Dr. Agarwal focused on accelerating agri-transformation for a healthier planet. He discussed how leveraging innovations and adopting sustainable practices can contribute to a more sustainable and prosperous future for agriculture. His insights provided a clear perspective on how advancements and thoughtful practices can address current challenges in the industry.

“ISAB extends its heartfelt gratitude to Dr. Agarwal for his engaging and informative session. His contributions have inspired and equipped the next generation of agribusiness leaders with the knowledge and motivation to drive progress in the field. The Agro-Marketing Club is committed to offering such enriching experiences that foster growth and learning among its students.”

ARTICLE WRITING COMPETITION BY LITERARY AND PUBLIC SPEAKING CELL WITH *2024-2026 Batch*

In a remarkable showcase of creativity and enthusiasm, the Literary and Public Speaking Cell at ISAB recently organized an invigorating Article Writing Competition for the 2024-2026 batch. This event was spearheaded by the senior members of the cell, aiming to inspire and motivate the incoming junior batch.

The competition saw vibrant participation from students who eagerly embraced the opportunity to express their thoughts and ideas through writing. The activity was not only a platform for students to showcase their writing skills but also an initiative to foster a spirit of engagement and literary appreciation among the new batch. Senior cell members played a crucial role in coordinating and conducting the competition, ensuring it was a stimulating and rewarding experience for all participants. By taking on this responsibility, they sought to set a positive example and encourage the juniors to actively participate in similar activities throughout their academic journey.

The event successfully highlighted the creative potential within the student body and reinforced the importance of literary expression in personal and professional growth. It was a testament to the commitment of the Literary and Public Speaking Cell in nurturing a thriving and dynamic community of writers and speakers at ISAB.



ENTREPRENEURSHIP AND INNOVATION CLUB HOSTS THRILLING

Idea Pitching Event

The Entrepreneurship and Innovation Club recently hosted an engaging in-house event focused on "**Idea Pitching**," which saw enthusiastic participation from all junior members. The event, designed to showcase and refine entrepreneurial skills, featured two competitive rounds where ten groups presented their innovative ideas across various agri-innovation domains.

The topics ranged from sugarcane and millet to spirulina, paddy, vegetarian chicken, and fruit value addition, demonstrating the diverse and creative approaches of the participants.

Throughout the event, senior members provided invaluable guidance and mentorship, helping to enhance the learning experience and ensure a productive atmosphere. The energy and enthusiasm of the junior members were palpable, contributing to a dynamic and effective pitching environment.

The event successfully fostered enthusiasm and showcased the innovative spirit of our students.



THE WINNERS OF THE COMPETITION WERE:



- Neha Yadav,
- Abhishek Singh,
- Priya Raushan,
- Kundan Singh Sendhav,
- Ayush Raj,
- Ankit Meena,
- Subhajit Kar,
- Manshi Singh,
- Vineet Lakra,
- G. Jaya Adithya



- Akansha Rawat,
- Rishiraj Singh,
- Debabrata Das,
- Shivam Singh,
- Deepak Jandu,
- Pratik Patel,
- Deepika Sritharan,
- Anishi Sharma,
- Prashay Bele



GROUP DISCUSSION ROUNDS WITH

2023-2025 (Senior Batch) Students

The Literary and Public Speaking Cell recently organized a series of group discussion rounds for the 2023-2025 batch students, focusing on current agriculture-related topics. This initiative aimed to deepen students' knowledge of contemporary agricultural issues while enhancing their public speaking skills.

During these discussions, participants engaged in lively debates and exchanges of ideas on pressing agricultural topics, from sustainable farming practices to innovative agri-tech solutions. The sessions were designed not only to broaden their understanding of the subject matter but also to cultivate their ability to articulate and defend their viewpoints effectively.

By facilitating these group discussions, the cell provided a platform for students to practice critical thinking, improve their communication abilities, and gain confidence in public speaking. The interactive nature of the discussions encouraged active participation and fostered a collaborative learning environment. This initiative reflects the cell's commitment to developing well-rounded professionals equipped with both in-depth agricultural knowledge and strong public speaking skills, preparing them for future challenges in the industry.



ALUMNI TALK SERIES BY ALUMNI CELL

Mr. Aaniket Kishorhe Purohit

*ISAB MBA FABM 2022-24 batch Executive Trainee
at Ujjivan Small Finance Bank Former Secretary of
Dramatics Club*

Shared his experience and life at ISAB.

- **Experience at ISAB:** He reflected on his time at ISAB, highlighting how the institution played a crucial role in shaping his career path.
- **Challenges in the Banking Sector:** He discussed the various challenges he faces in the banking sector, particularly in the current dynamic environment, and shared strategies on how he manages these challenges.
- **Skill Development:** He emphasized the importance of developing skills that align with current market demands and advised students to focus on networking and building professional contacts.
- **ISAB as a Career Platform:** He explained how ISAB serves as an effective platform for students to achieve successful careers, providing them with the necessary tools and opportunities.
- **Business Environment & Corporate World:** He interacted with students about the realities of the business environment and the corporate world, recommending a strong focus on business management and marketing literature for deeper understanding.
- **Ujjivan Small Finance Bank & Rural Banking:** He elaborated on the services offered by Ujjivan Small Finance Bank and discussed the critical role that rural banking plays in the development of rural areas, highlighting its impact on the overall economy.



Mr. Ankit Rajpoot

*ISAB MBA FABM 2022-24 batch Executive Trainee
at Ujjivan Small Finance Bank Former Coordinator
of Agro-Marketing Club*

During the recent alumni talk at ISAB, offered the following insights:

- **Positivity Towards Placements:** He motivated students to maintain a positive attitude towards placement opportunities, emphasizing the importance of optimism and perseverance.
- **MBA FABM Experience:** He shared his personal experience in the MBA Food and Agribusiness Management (FABM) program, highlighting how it prepared him for the industry.
- **ISAB Recommendation:** He strongly recommended ISAB as an excellent institution for pursuing a career in agribusiness, citing its comprehensive curriculum and supportive environment.
- **Networking:** He advised students to create networks with a wide range of people, particularly seniors, to build valuable connections that could benefit their careers.



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- **Skill Development:** He urged students to focus on developing public speaking, technical, and communication skills, which are crucial for success in the professional world.
- **Agri-Input Sector Opportunities:** He highlighted the agri-input sector as having significant



Mr. Shivanshu Kaushik

ISAB MBA FABM 2021-23 batch Sales Manager at Hyperpure Former Secretary of Academics Club

- **Importance of Excel:** He highlighted the critical importance of Excel as an essential skill required for various job roles, urging students to become proficient in it.
- **Technical and Communication Skills:** He stressed the need to focus on both technical and communication skills, as they are vital for success in the professional world.
- **Experience at ISAB and Adani Wilmar:** He shared his experience at ISAB, including his roles as Class Representative (CR) and member of the Academics Club. He also discussed his professional experience at Adani Wilmar – Fortune, providing valuable industry insights.
- **Networking Skills:** He encouraged students to develop strong networking skills and to actively interact with seniors to build meaningful connections.
- **ISAB's Advantages:** He recommended ISAB as a good choice for pursuing a career in agribusiness, citing its extensive exposure opportunities and the advantages of being located in the Delhi NCR region.
- **Participation in Expos and Trainings:** He advised students to attend as many expos, training, and business meets as possible to gain deeper insights into the agribusiness sector.



- **Confidence in Speaking and Presentation:** He emphasized the importance of being confident in speaking and presenting, as these are crucial skills in both academic and professional settings.

Mr. Tushar Jha

*ISAB MBA FABM 2022-24 batch Assistant Manager at
KRIBHCO AGRI Former Coordinator of Placement Cell*

- **Corporate World Insights:** He explained the dynamics of the corporate world, emphasizing how a positive attitude plays a vital role in the workplace environment.
- **Handling Challenges:** He shared his approach to handling challenges, encouraging students to stay positive and focus on developing technical skills such as Excel, PowerBI, and PowerPoint.
- **Importance of Technical Skills:** He stressed the importance of knowing how to effectively use technical tools like PowerBI, which are increasingly essential in various job roles.
- **Communication and Networking:** He advised students to work on improving their communication skills and building a strong network, which is crucial for career growth.
- **Self-Esteem and Confidence:** He emphasized the importance of developing self-esteem and confidence, as these traits are key to succeeding in both personal and professional life.



STUDENT COUNCIL OF ISAB 2023-24

As the 2022-2024 batch of Imperial School of Agri-Business (ISAB) bids farewell, they are passing on their responsibilities to the 2023-2025 batch students. This transition marks a significant moment, as the outgoing students hand over their roles and duties, ensuring a smooth and effective continuation of ongoing projects and initiatives.

The 2023-2025 batch is stepping into these roles with a renewed sense of responsibility and enthusiasm. This handover process not only signifies the end of one chapter but also the beginning of new opportunities and challenges for the incoming students. They will now take charge of maintaining and advancing the legacy established by their predecessors.

The transition is a testament to the collaborative spirit and leadership development fostered at ISAB. It provides the new batch with an opportunity to apply their knowledge and skills, continue the work of the outgoing students, and contribute their ideas and innovations.

As the 2022-2024 batch concludes their journey, their efforts and achievements are celebrated, and their successors are welcomed into their roles with anticipation and support. This changeover ensures that the tradition of excellence and growth at ISAB continues to thrive, benefiting the entire student community.

SCI OF PLACEMENT CELL OF ISAB

YENDA JASMITHA DEVI (SECRETARY)

As the Placement Cell Secretary of ISAB, I am pleased to reflect on the strides we've made in bridging the gap between our students and the industry. This year, we've expanded our network, hosting numerous workshops, and industry interactions, helping students refine their skills and gain invaluable insights. We are committed to ensuring that each student is prepared to excel in their career. Let's continue striving for excellence and seize every opportunity to shape a bright future together.



I would like to extend my heartfelt thanks to our dedicated team, faculty members, and alumni for their unwavering support in making this possible. Together, we are committed to continuing this journey of excellence and ensuring that each student finds a career path that aligns with their aspirations.

SHUBHAM SINGH(ADDITIONAL SECRETARY)

As the Additional Secretary of the Placement Cell at the Imperial School of Agri-Business, I actively engage with industry recruiters, fostering and maintaining strong professional connections. My role encompasses facilitating effective communication, organizing placement-related activities, and ensuring that our students are well-prepared to meet industry expectations.



I am committed to nurturing relationships that result in successful recruitment outcomes, benefiting both our students and the organizations we partner with. My dedication to this role ensures that we continuously align our efforts with the dynamic needs of the industry, creating mutually beneficial opportunities.

ANUBHA ADHIKARI (ADDITIONAL SECRETARY)

As an Additional secretary of the placement cell. This past year in the placement cell has been transformative. My focus was on bridging the gap between our college and the rapidly evolving agriculture industry. From guiding students to organizing workshops, I worked to ensure our graduates were equipped for careers in agri-tech, sustainability, and beyond.



The experience taught me how dynamic the agri sector has become, and how essential it is to prepare students for these new challenges. Collaborating with industry leaders and securing strong placements for our students has been incredibly rewarding.

ABHISHEK PANDA (CO- SECRETARY)

Serving as the Placement Cell Co-Secretary at ISAB provided me with an invaluable perspective on the professional world. Engaging in various expos, events, and interviews, I gained firsthand experience of how the industry operates and what it takes to excel in a corporate environment.



KRISHI UNNATI

This role allowed me to interact with industry leaders, understand their expectations, and recognize the skills required to thrive in a competitive setting. I observed the nuances of effective communication, the importance of networking, and the strategic approach needed to align with industry standards. This experience not only honed my professional abilities but also reinforced my aspirations of becoming the type of leader I have always wanted to be. The insights I gained have been instrumental in shaping my career ambitions and preparing me for future challenges in the business world.



SCI OF LITERARY AND PUBLIC SPEAKING CELL OF ISAB

SAKSHI SHARMA (SECRETARY)

As the Secretary of the Literary and Public Speaking Cell at ISAB, my primary responsibilities encompass a variety of engaging tasks. I am responsible for organizing group discussions and debates, which foster intellectual growth and effective communication among students. Additionally, I oversee the release of our monthly college magazine, ensuring it reflects the diverse activities and achievements of ISAB.



Managing the college library is another key aspect of my role, providing students with valuable resources for their academic and literary pursuits. I am also dedicated to helping students overcome their fear of public speaking, offering support and encouragement to build their confidence. For those with a flair for writing, I actively seek opportunities for them to participate in national competitions, pushing them to showcase their talents on a larger stage and gain recognition for their skills.

PRAVEEN SHARMA (CO-SECRETARY)

As the Co-Secretary of the Literary and Public Speaking Cell, my role is to ensure the seamless execution of our diverse activities alongside the Secretary. I manage and coordinate all internal operations, including organizing group discussions, debates, and the release of our monthly magazine. I also oversee the management of the college library and provide support for students in overcoming their public speaking fears. In addition to these responsibilities, I handle external affairs related to the cell, ensuring that all activities are planned and executed on time.



My role involves liaising with external organizations, managing communications, and ensuring that every event and initiative runs smoothly. By working closely with the Secretary, I strive to create a dynamic and engaging environment for our students, facilitating their growth and success in both literary and public speaking endeavors.



SCI OF MEDIA CELL OF ISAB

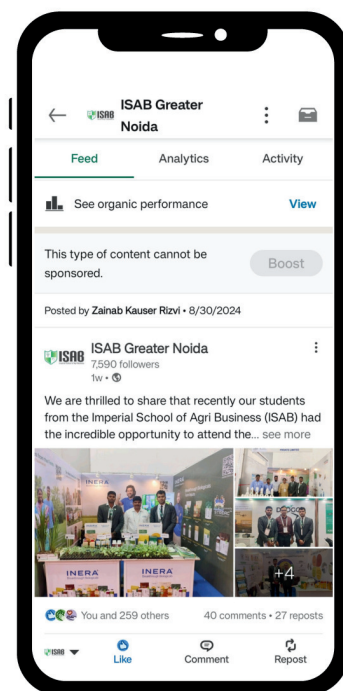
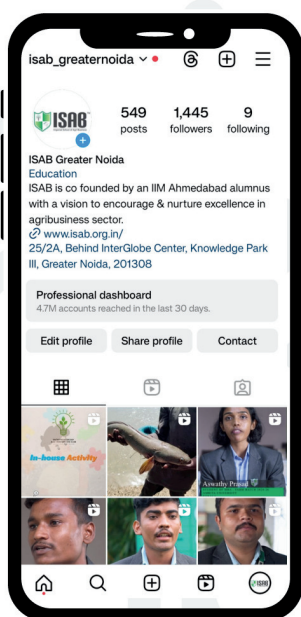
ZAINAB KAUSER RIZVI (SECRETARY)

As the Secretary of the Media Cell, I am proud to lead a team of dedicated individuals who share a passion for storytelling and communication. Our goal is to ensure that the vibrant life at ISAB is well-documented and shared with the world. We strive to maintain a formal and professional approach in all our tasks, meeting deadlines, and upholding the standards of excellence that ISAB represents. Whether it's through a social media post, a website update, or a magazine article, we are committed to delivering content that reflects the true spirit of ISAB. From designing the social media posters to design the national ISAB magazine we showcase the ISAB community to the world. Our work is not limited to designs but we also manage all the content writing for the websites and official handles of ISAB.



PRANAO (CO-SECRETARY)

As the Co-Secretary of the Media Cell at ISAB, I am proud to lead a talented team passionate about communication and storytelling. We ensure that the vibrant life at ISAB is effectively shared with the world by managing our social media platforms, updating the website, and keeping the ISAB community informed. Our approach is formal and professional, ensuring deadlines are met while upholding ISAB's standards. We also collaborate with the Literary and Public Speaking Cell to produce the college magazine, Krishi Unnati, and conduct technical workshops to enhance students' skills. Alongside designing social media content and promotional campaigns, we manage all content writing for ISAB's website and official platforms, showcasing the institution's achievements and spirit.



SCI OF ALUMNI CELL OF ISAB

SK KARTHIK (SECRETARY)

As the Alumni Cell Secretary of ISAB, I am delighted to reflect on the progress we've achieved in connecting our students with alumni. This year, we have broadened our network by organizing various Alumni talk series, Alumni development programs, and interactive sessions that assist students in enhancing their skills and acquiring essential insights.

We are dedicated to ensuring that every student forms a connection with alumni, gaining valuable information and insights to thrive in their careers. Let us continue to pursue excellence and embrace every opportunity to collectively shape a promising future.



SWAPNIL RAJPUT (CO-SECRETARY)

As the co Secretary of the Alumni Cell, I am honored to reach out to you through this edition of the magazine. Our alumni are the roots of our institution, and it is through their achievements and contributions that our legacy continues to flourish. They are the embodiment of the values, knowledge, and experiences that our business school instills in its students, and their success is a testament to the quality of education and the strong foundation that ISAB provides.

Over the past year, we have undertaken several initiatives aimed at enhancing our alumni network. We have organized reunions, webinars, Alumni development programs & networking events that have brought together alumni from various batches. These events have not only rekindled old friendships but have also opened doors to new professional opportunities. Our mentorship programs have connected students with alumni who have shared their insights and experiences, helping them to make informed career decisions.



SCI OF AGRO-MARKETING CLUB OF ISAB

NIBEDITA PATTNAIK (SECRETARY)

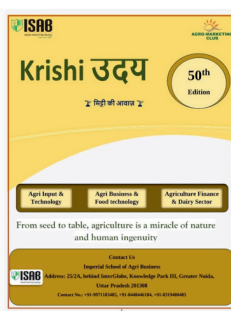
As a Secretary of the Agro-Marketing Club, I am thrilled to share our vision and initiatives with the agricultural industry. Our club is dedicated to fostering a deeper understanding of Agro-marketing by developing innovative strategies that address the unique needs of the Agri-market. We prioritize a culture of creative thinking and ethical practices, ensuring that our ideas are groundbreaking and aligned with current market dynamics. To stay ahead of emerging trends and enhance our market knowledge, we engage in various activities, including expert talks, industry interactions, exhibitions, and hands-on learning opportunities.



We believe in the power of collaboration and are eager to partner with industry professionals to gain insights, share knowledge, and work towards common goals. We invite all stakeholders in the agricultural industry to connect with us, contribute their expertise, and collaborate in building a more innovative and sustainable future for agriculture

ANIKET SEAL (CO-SECRETARY)

As the Co-Secretary of the Agro-Marketing Club, I have gained invaluable experience through these activities. The skills and insights I have developed here have significantly contributed to my professional growth, preparing me for the challenges and circumstances of the corporate world. At ISAB GN, we are part of an environment where clubs and cells are more than just extracurricular activities—it is like we're running our start-up ventures. With over 10 clubs, we actively engage in planning, organizing, and executing a wide range of tasks, from campaigns to hands-on activities. This dynamic approach sets ISAB GN apart from other B-schools in India.



SCI OF ACADEMICS AND ADMINISTRATIVE CLUB OF ISAB

NARENDER SINGH (ADMINISTRATIVE SECRETARY)

I wanted to share a quick update on my experience as the Administrative Secretary during our management course. This role has significantly improved my organizational and communication skills, and I've learned how to effectively manage multiple tasks. I've taken on responsibilities such as scheduling meetings, managing documents, and ensuring smooth communication between students and faculty. These experiences have deepened my understanding of administrative work and sharpened my problem-solving abilities and attention to detail. Overall, this role has not only enhanced my professional skills but also helped me grow personally, making me more responsible and confident in my leadership abilities.



ARPITA SINGH (ACADEMICS SECRETARY)

Being an Academic Secretary at ISAB has been a truly rewarding experience. While I never aspired to this role, I'm grateful for the opportunity to serve my fellow students. To my batchmates and juniors, I encourage you to prioritize professionalism and adhere to the guidelines set forth by ISAB. Our club aims to foster a disciplined, supportive, and academically rigorous environment. By being punctual, hardworking, and respectful, you contribute to a positive and productive learning community. I'm dedicated to supporting students' academic growth and overall professional development. As the bridge between students and faculty, we work tirelessly to ensure that students' voices are heard and their needs are met.



DEEPIKA BHARTI (CO-SECRETARY AAC)

As a co-secretary of academics and administrative club my role and responsibility to resolved student concerns bridged the gap between classmates and teachers and make sure that everyone is on the same page. Our club is closely collaborating with the college administration to enhance student concerns, improve academic processes, and provide better access to necessary resources



We are organizing a number of seminars, invited talks, and panel discussions with leaders in academia and business to offer insightful analysis and useful information outside of the classroom. Display LinkedIn Premium course during leisure period and maintain excel records of present students. In reading class we displayed Daily Agri News on projector for better enhancement of knowledge for students.



SCI OF ENTREPRENEURSHIP CLUB OF ISAB

RAJAN KUMAR (SECRETARY)

I am Rajan Kumar, committed to promoting creativity and initiative as the Entrepreneurship and Innovation Club Secretary at Imperial School of Agribusiness, Greater Noida. The Entrepreneurship and Innovation Club is at the forefront of fostering creativity and success among its members through a range of engaging activities. From the bustling souvenir shop to the dynamic in-house and out-house activities, the club provides a platform for budding entrepreneurs to thrive. The club's innovation hub also serves as a breeding ground for transformative ideas and collaborative ventures, further solidifying its role as a catalyst for innovation within the community.



PALLELA PUJITHA GOWRI (CO-SECRETARY)

I am Pujitha Gowri, co-secretary of entrepreneurship and innovation club at imperial school of Agribusiness, greater Noida. The Entrepreneurship and Innovation Club is deeply committed to providing a supportive environment for its members to explore and develop their entrepreneurial ideas. By offering networking opportunities, mentorship, and resources, the club empowers emerging entrepreneurs to take their concepts to the next level. Through workshops, guest speakers, and collaborative projects, members have the chance to exchange ideas and foster innovative solutions. The club aims to be a catalyst for innovation by encouraging members to think outside the box and pursue their entrepreneurial ambitions.



SCI OF SPORTS CLUB OF ISAB

HARISH SINGH (SECRETARY)

As the Sports Club Secretary at ISAB, I am excited to lead our efforts in fostering a dynamic and engaging environment through a wide range of activities. Our club is dedicated to promoting camaraderie, discipline, and a competitive spirit among students. From cycling and cricket to morning wellness classes, badminton, and beyond, we offer diverse opportunities for students to stay active and connect with one another. By participating in these activities, students not only enhance their physical fitness but also develop essential life skills such as teamwork, perseverance, and leadership. Our goal is to build a vibrant and active campus community that values holistic development, both on and off the field. Together, we will create an inclusive and energetic environment where every student can thrive and contribute to our collective success.



DIYA KRISHNAN (CO-SECRETARY)



As the Co-Secretary of the Sports Club at ISAB, our mission is to cultivate a culture of fitness, teamwork, and leadership among our students. Sports not only boost physical health but also enhance mental well-being, resilience, and strategic thinking—qualities essential for future agribusiness leaders. Through a variety of activities such as cycling, cricket, morning wellness classes, badminton, and more, our club aims to foster camaraderie, discipline, and a competitive spirit that will empower students both on and off the field. Together, we will build a vibrant and active campus community that prioritizes holistic development.

SCI OF DRAMATICS CLUB OF ISAB

JIGNESH SINGH (SECRETARY)

As the Secretary of the Dramatics Club, I am thrilled to enhance our college experience by bringing depth and meaning through the art of theater. In today's fast-paced world, where life can often feel hectic and impersonal, our club stands as a beacon of creativity and emotional enrichment. We are more than just performers; we are a vibrant community dedicated to fostering creativity, cultural understanding, and personal growth. Through our engaging plays and social awareness initiatives, we aim to entertain while also nurturing a strong sense of community and connection. Our productions offer moments of joy, reflection, and togetherness, enriching our busy lives with valuable experiences. Join us in celebrating the transformative power of theater and discover the profound impact it can have on our college journey and beyond.



SURENDRA DARA (CO-SECRETARY)

In today's fast-paced world, where life often feels hectic and impersonal, our dramatics club breathes life into the college experience by infusing it with meaningful and fruitful emotions. Being co-secretary of dramatics club we make sure club act beyond just performances, the club is a vibrant space for creativity, cultural enrichment, and personal growth. Through engaging plays and social awareness initiatives, we not only entertain but also foster a sense of community and connection, filling our busy lives with moments of joy, reflection, and togetherness. The invaluable impact it has on enriching our college journey.



SCI OF CULTURAL CLUB OF ISAB

KUMAR GAURAV (SECRETARY)

As the Cultural Club Secretary, I am dedicated to celebrating and embracing the rich tapestry of traditions and arts that characterize our diverse campus community. Our club serves as a vibrant hub where cultures converge, and creativity flourishes. We organize a wide range of events and activities that highlight the unique cultural heritage of our students, fostering an environment where artistic expression and cultural appreciation are at the forefront. From traditional festivals to innovative cultural showcases, we aim to create an inclusive space where every student can share their cultural stories and experiences. By promoting cultural understanding and collaboration, we strive to enrich the college experience and build a strong sense of unity and pride among our diverse student body.



SWETA KARN (CO-SECRETARY)

As the Co-Secretary of the Cultural Club, my role is to support and enhance the celebration of the cultural diversity that defines our college. My primary goal is to nurture and showcase the myriad cultures represented on our campus, creating a platform where every cultural background is honored and every student feels a sense of belonging. I work closely with the Secretary to ensure that our events and activities reflect the vibrant and multifaceted nature of our community. By organizing cultural festivals, performances, and workshops, we provide opportunities for students to engage with and learn from one another. My focus is on building connections, fostering inclusivity, and celebrating the rich cultural mosaic that makes our college truly unique.



SCI OF MUSIC CLUB OF ISAB

VISHAL TRIPATHI (SECRETARY)

As the Music Club Secretary, my goal is to cultivate a vibrant environment where every melody and rhythm finds its true voice. Our club is a rich tapestry of diverse talents, where creativity flows freely and passions harmonize to create a dynamic musical landscape. I am committed to ensuring that music becomes an integral part of campus life, enriching our community with performances, jam sessions, and collaborative projects. By fostering an inclusive atmosphere where all musical expressions are celebrated, we aim to inspire and connect with every student.

Together, we are crafting a symphony that reflects the unique voices and talents of our members, making music the heartbeat of our college experience.



BARNALI CHANDA (CO-SECRETARY)

As the Co-Secretary of the Music Club, my dedication lies in supporting and amplifying the wide range of musical talents within our community. My role involves working closely with the Secretary to enhance the club's initiatives and create opportunities for members to showcase their skills. I focus on fostering an environment where every musical expression is valued and encouraged. By organizing events, coordinating rehearsals, and managing external collaborations, we aim to build a vibrant soundtrack that resonates with every heart on campus.



Our collective efforts are geared towards crafting a musical experience that not only entertains but also brings our community together through the universal language of music.



FACULTY CORNER

EMERGING TRENDS IN AGRICULTURE ITS ROLE IN SUSTAINABLE & ECONOMIC DEVELOPMENT

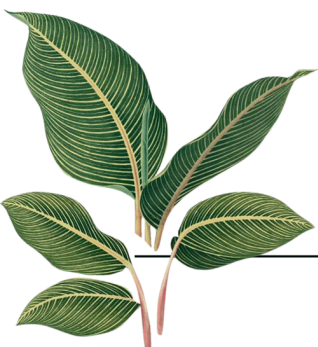
Agriculture in India traces its roots back to the Indus Valley Civilization and was practiced in parts of Southern India even before the Harappans. Today, India stands as the world's second-largest food producer, cultivating a variety of crops such as rice, wheat, sugarcane, cotton, fruits, and vegetables. The agricultural sector encompasses a diverse range of activities, including crop cultivation, animal husbandry, forestry, and fishing. Although agriculture's contribution to India's GDP is gradually declining due to broad-based economic growth, it remains one of the largest contributors to the GDP and a significant source of livelihood, with three-quarters of the population depending on it. Agriculture began during the Neolithic Revolution as a means to produce food. India's agriculture sector is undergoing significant transformation due to various emerging trends.



DR. SONIKA SHARMA

The rise of agri-tech startups is revolutionizing the sector by offering innovative solutions like farm management software, mobile applications, and marketplaces that connect farmers directly with consumers. The agribusiness has since undergone tremendous transformation with the advent of AI tools and machinery. New technologies, such as integrated sensors, agricultural forecasting, IoT-powered drones, and smart spraying, are replacing traditional farming methods. These technologies help farmers make data-driven decisions, optimize resource usage, and increase crop yields. The use of precision agriculture is expected to grow as more farmers adopt these technologies to enhance productivity and sustainability. Emerging trends are reshaping India's agricultural sector, driven by technological advancements, changing consumer preferences, policy changes, and environmental concerns. Precision agriculture employs technologies like GPS, IoT, drones, and sensors to monitor and manage crop production efficiently, helping farmers make data-driven decisions, optimize resources, and boost yields. The adoption of these technologies is expected to rise, enhancing productivity and sustainability.

Sustainability is becoming a priority, with practices such as conservation tillage, crop rotation, and integrated pest management being adopted to minimize environmental impact. Sustainable agriculture is crucial for the earth. When farmers manage their land and crops responsibly, they contribute to environmental sustainability. Various measures can be implemented to enhance this sustainability. Addressing sustainable agriculture is one of the most vital environmental issues. The ecological benefits of sustainable agriculture are numerous. Failure to improve environmental sustainability could lead to irreversible and long-lasting ecological damage.

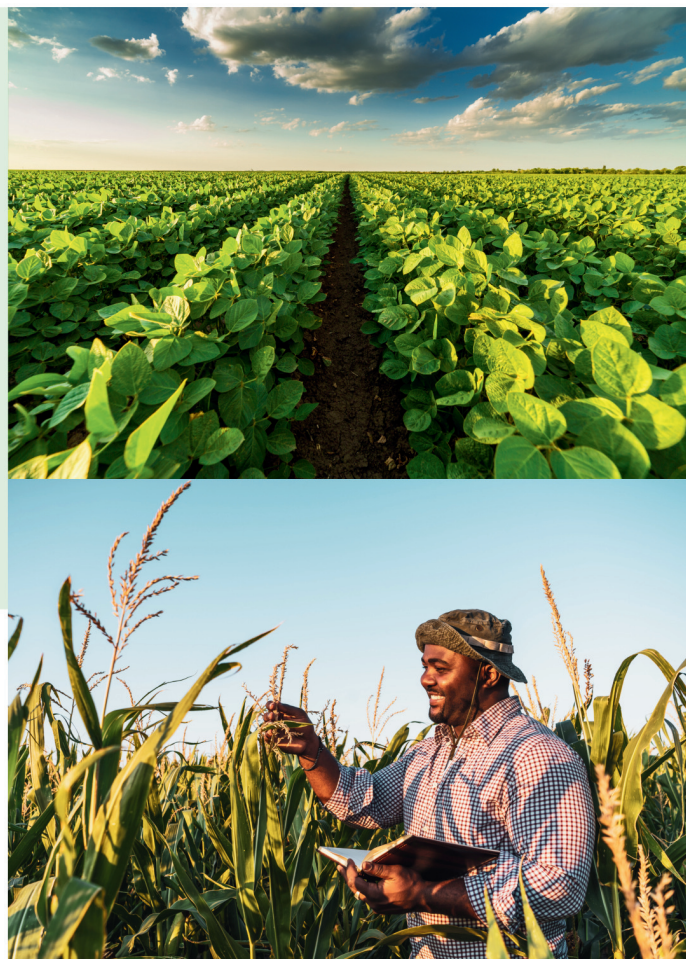


KRISHI UNNATI

The focus is on achieving long-term productivity while preserving natural resources. Urban agriculture is gaining traction with the adoption of vertical farming and hydroponics. These methods allow for the cultivation of crops in controlled environments, often in urban settings, reducing the dependency on traditional farming land. They offer solutions to challenges such as limited land and the need for year-round production. The Indian government has introduced policies and initiatives to support the agriculture sector, including crop insurance schemes, subsidies for fertilizers and equipment, and financial support for startups. These policies aim to enhance agricultural productivity and profitability.

Dr. M.S. Swaminathan has emphasized the importance of farm ecology and economics, stating, "If farm ecology and economics go wrong, nothing else will have a chance to go right in agriculture." He advocates for remunerative prices and assured markets for farmers, relating right economics to non-violence towards those who toil day and night. This perspective underscores the significance of pricing and marketing policies in agriculture. Despite various government interventions and marketing development programs, the marketing system for farm products has faced certain challenges, adversely affecting farmers. The private sector has traditionally been hesitant to invest in agricultural marketing activities. However, recent agricultural marketing reforms have encouraged private sector participation in agribusiness on a substantial scale.

Shifting from 'agriculture' to 'agribusiness' is seen as essential for revitalizing Indian agriculture. While the share of pure agriculture in GDP may decline, the share of agribusiness is expected to rise with increasing demand for value addition. Redefining agriculture to include production, processing, marketing, distribution, and trade of food, feed, and fiber highlights the importance of focusing on the entire agribusiness spectrum rather than just production. Innovation, a hallmark of entrepreneurship, is crucial for success, enabling small farmers and enterprises to overcome the disadvantages of size and scale. Balancing the potential benefits of private sector investment with the implications for employment is a key challenge for policymakers.



In conclusion, the emerging trends in agriculture are pivotal for driving sustainable and economic development. By integrating innovative technologies and practices, such as precision farming, organic agriculture, and sustainable water management, we can enhance productivity while preserving our natural resources. These advancements not only contribute to environmental sustainability but also bolster economic growth by creating new opportunities and improving food security. As we face the dual challenges of a growing global population and environmental degradation, it is crucial to prioritize sustainable agricultural practices. Continued research, investment, and collaboration among stakeholders will be essential to ensure a resilient and prosperous future for agriculture and the world at large. The rapid changes in India's agriculture sector, driven by technology, sustainable practices, and government policies, offer numerous opportunities. Business acumen can play a vital role in making agriculture more efficient, sustainable, and profitable, contributing to the sector's transformation and growth.

STUDENTS CORNER

ROOTS OF ADVENTURE DISCOVERING AGRI-TOURISM

A developing and dynamic industry, Agri-tourism combines the best parts of both tourism and agriculture to provide opportunities that are exclusive to both farmers and tourists. Agritourism is an intriguing concept that offers a viable path for innovation and sustainable development in rural communities, particularly for me as a student interested in a career in agriculture.

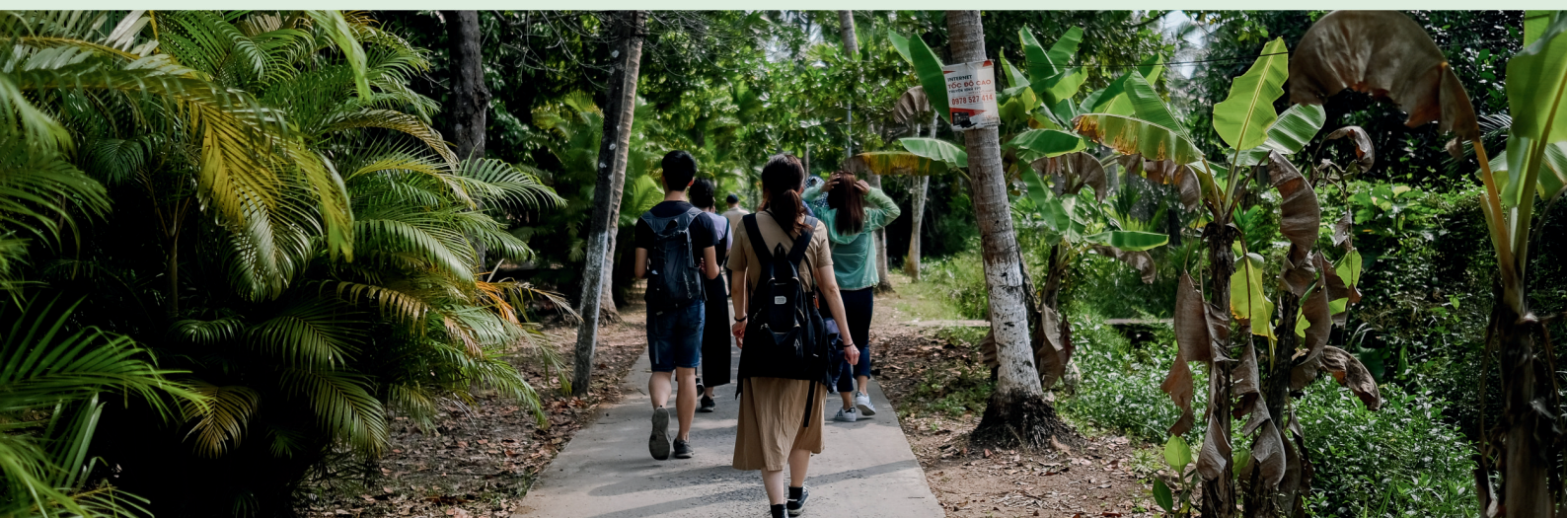
Through participating in agricultural activities like farming and harvesting and seeing rural life, visitors can bridge the divide between urban and rural communities through Agri-tourism. Through this type of tourism, travellers can learn about farming methods, gain an appreciation for the labour-intensive procedures involved in agriculture, and establish a connection with the source of their food. It gives farmers an extra source of revenue, lessening their dependency on traditional farming.



AYUSH SUHANEY



Agri-tourism's ability to advance sustainable agriculture is among its most alluring features. Agri-tourism encourages environmental responsibility by teaching tourists about biodiversity, organic farming, and the value of maintaining traditional farming practices. In order to ensure the long-term health of our world, it promotes sustainable activities. As an agronomic student who is passionate about farming, I think Agri-tourism can be a great way to promote and use sustainable farming methods.



BEHIND THE BITE

THE CRITICAL ROLE OF TRACEABILITY IN SAFEGUARDING FOOD QUALITY

INTRODUCTION:

In households, ensuring food safety has become a paramount concern. People are very much concerned about what they eat for various reasons, including environmental sustainability and recent disease outbreaks in animals that could potentially affect humans, such as avian flu. So, many individuals now seek chemical free food options. However, with the complexity of modern food supply chains, identifying unsafe products, whether they pose risks to the environment or to human health, has become a tough task for consumers.

The solution to this challenge lies in traceability, which offers a modern approach to addressing food safety concerns. ***But what exactly is traceability?***



SATYAM KATARA

TRACEABILITY:

In simple terms, traceability refers to the ability to track and trace the movement of food products throughout the entire supply chain, from production and processing to distribution and retail. It is like having a roadmap that shows you where a product has been and how it comes to you. This system gives you insights into the different stages and operations involved in manufacturing and supplying the product to end consumers. It involves tracing the activities involved in manufacturing, processing, distributing, and handling the feed and food, from the very beginning of production to the moment it reaches consumers. It is like taking a step back to see where your food or feed ingredients came from, especially if there are issues or faults with the products. Traceability helps ensure food safety and quality by allowing us to identify and address any problems.

WHY TRACEABILITY IS IMPORTANT IN AGRICULTURE?

Food safety has emerged as a paramount concern globally, driven by the scandals that concern consumers daily. With retailers assuring customers of disease-free products, the reality is most of the time be different, potentially risking consumer health. This major issue has heightened public worry regarding the safety of the food they consume.

The trading landscape has gone into significant transformations, driven by the expansion of the global network.

Therefore, the structure of supply chains has changed with the sector growth and development happening worldwide majorly in the food industry.

This evolution has led to increased complexity within supply chains. As the number of stakeholders involved in the supply chain increases, so does the complexity, making it more challenging to trace the origins of food products and form their compliance with consumer expectations.





In this dynamic landscape, safeguarding food safety is not merely a regulatory thing but also a moral need. It necessitates efforts from all stakeholders involved in the food supply chain, from producers to retailers, to hold the highest standards of safety and integrity. By prioritizing transparency, accountability, and adherence to stringent quality control protocols, the industry can build up consumer confidence and mitigate the risks associated with foodborne diseases and contamination incidents which negatively affect the people with that their trust in the supply chain of the products.

Furthermore, the perishable nature of agricultural goods further emphasizes the question of quality and safety assurance throughout the production and distribution processes. The urgency to guarantee the truth of food products and their delivery to end consumers has become more essential to any supplier than just a mere want. This imperative stems from the inherent vulnerability of perishable goods to spoilage and contamination, underscoring the critical importance of robust quality control measures and transparent supply chain practices.



WHAT ARE THE BENEFITS OF TRACEABILITY?

- **Enhanced Monitoring:** The implementation of traceability systems allows businesses to monitor information in real-time, which helps in better tracking of products throughout the supply chain.
- **Informed Decision Making:** Real time data provided by traceability systems enables businesses to make more informed decisions, leading to longterm value creation and strategic planning.
- **Increased Customer Trust:** Products with traceability systems build trust in customers as they can track the origin of their food, aligning with their values and beliefs, thus enhancing brand reputation.
- **Resource Optimization:** Correct implementation of traceability systems helps businesses utilize resources more effectively and efficiently, leading to reduced product losses, lower inventory levels, and improved resource allocation.
- **Supply Chain Optimization:** Traceability systems streamline the supply chain process, reducing delays and improving efficiency, ultimately contributing to business growth and enhancing customer satisfaction.
- **Branding:** If the products provide all the information that is needed by customers it helps in improving the brand equity, and enhances the customer confidence in the brand.

WHAT THE STAKEHOLDER NEEDS?

In the world of food businesses, keeping track of what you are receiving and where it's coming from is crucial. For example, imagine going to a grocery store and not knowing where the apples or chicken came from, it just wouldn't fly. So, food businesses need to be careful when it comes to this stuff.

When food arrives at a business, they need to know who sent it and where it has been. This means having information like the name and address of the company that made or packed the food. And if it's imported, they need to know who brought it into the country. And additionally, they have know what the food is called. It sounds obvious, but sometimes this is also skipped.

Food recall: If something is not right with the food maybe it's gone bad or got something which is not eatable in it, the business needs to be able to recall it fast. The recall plan should have all the details: like who the business is, records of what was made and when, including things like product codes, where it was packaged, and even down to the time it was made. They also need to know how much was made or supplied So, in a nutshell, food businesses need to be super organized. They gotta know what's coming in the door and where it's been, and have a solid plan in place in case things go south. It's all about keeping customers safe and making sure they can trust the food they're buying.

CONCLUSION:

In many developed countries, there are very strict rules about traceability, meaning the ability to track food products from their source to the consumer. This is mainly because of the concerns about food safety, especially after incidents like bird flu or mad cow disease.

Having a traceability system also ensures that the food is genuine and provides accurate information to customers.

But in developing countries, setting up good traceability systems can be tough. They often lack the information and infrastructure needed, and they see it as expensive. Smaller businesses in these countries usually just sell locally, where traceability rules are less strict. But eventually, even local markets will demand better traceability, aligning with global standards, and it is also becoming the need of the hour.

Rules about traceability aren't going away, so it's smart for businesses in developing countries to start setting up traceability systems now for their better customer support on their products.



CONSISTENCY IS KEY

*In life's grand tapestry, a constant thread,
Consistency, a virtue greatly spread.
A steady pace, a firm belief,
It leads to triumph, beyond relief.*

*With every step, a purpose clear,
Consistency's light dispels all fear.
A steadfast heart, a focused mind,
Success, it's sure to find.*

*So let's embrace this guiding star,
Consistency, from near or far.
For in its glow, our dreams take flight,
And lead us towards a future bright.*



ATUL SHARMA

ANIME, A DISTINCTIVE ART



RUPALI



“ The thing which passionate me to draw Anime is their personality which reflects through their large expressive eyes and unique hairstyles. Many anime series tackle significant themes such as love, loss, friendship, and personal growth, often delivering powerful messages through memorable quotes. For example, *"The world isn't perfect. But it's there for us, trying the best it can".*



HEMP (MIRACLE PLANT)

THE COMEBACK KID FIGHTING CLIMATE CHANGE



“Hemp is nature's gift to mankind. It can solve more problems than any other plant on Earth.” - Henry Ford

The potential of hemp is staggering. It can change the world.” - Jack Herer, (hemp activist)

**HEMP, MARIJUANA,
CANNABIS, WEED &
GANJA.**

These names whisper of forbidden pleasures and historical shadows. But beneath the stigma lies a miracle plant rising from the ashes, poised to reshape our future and combat climate change.

HIMACHAL PRADESH: LEADING THE HEMP REVOLUTION:

Himachal Pradesh, nestled in the majestic Himalayas, is leading the charge in India's hemp revolution. This progressive state has recognized the immense potential of this versatile plant, legalizing its cultivation and paving the way for a sustainable future. Himachal Pradesh, is at the forefront of the hemp revival. With legalization paving the way, farmers are rediscovering this lucrative crop, while entrepreneurs are weaving hemp into the fabric of a greener future.



AMAN GULERIA



SAKSHI SHARMA

FROM ANTIQUITY TO OBLIVION

For 12,000 years, hemp thrived. It fed, clothed, and sheltered civilizations – a one-stop shop for sustainable living. Imagine a world where your house, clothes, and even paper came from a single, environmentally friendly source. That was hemp's golden age.

THE DARK AGES DESCEND

New materials like cotton and petroleum-based products edged hemp out, its versatility forgotten. Worse, its psychoactive cousin, marijuana, cast a dark shadow, leading to its demonization and prohibition. The miracle plant became a pariah.





“Hempcrete is not just a material, it's a movement,” says Dr. Vijay Sharma, a leading hemp researcher in Himachal Pradesh. “It's about building with nature, not against it. (A, 2023)”

SAVING TREES, ONE SHEET AT A TIME

Remember the Declaration of Independence? It was written on hemp paper. Today, deforestation driven by paper production rages on. But hemp offers a sustainable alternative. Imagine fluffy toilet paper or crisp banknotes, all guilt-free because they protect, not consume, our forests.

TEXTILES: DITCH THE CHEMICALS, EMBRACE HEMP

The fashion industry is a notorious polluter, guzzling water, spewing pesticides, and leaving a trail of waste. Cotton, the king of fabrics, is a major culprit. But there's a sustainable superhero waiting in the wings: hemp. This wonder plant needs minimal water and no pesticides, thrives on depleted soil, and produces fibers that are strong, durable, and naturally anti-bacterial.

“Hemp textiles are not just good for the environment, they're good for your skin too,” says Ms. Priya Sharma, a hemp clothing designer in Himachal Pradesh. “Imagine wearing a T-shirt that saves water, doesn't harm the Earth, and feels amazing - that's the power of hemp.”

A GREEN KNIGHT EMERGES

But whispers of hemp's potential never truly died. Now, in the face of a looming climate crisis, it's making a triumphant return. Why? Because hemp possesses superpowers that could save the planet.

BUILDING WITH NATURE'S BRICKS

Imagine a world where buildings breathe, regulate temperature naturally, and store carbon instead of releasing it. Enter hempcrete, a biocomposite made from hemp fibers and lime, that's stronger than concrete, lighter than wood, and absorbs CO2 from the atmosphere. No more deforestation for lumber, no more energy-guzzling air conditioners, just healthy, sustainable living spaces.

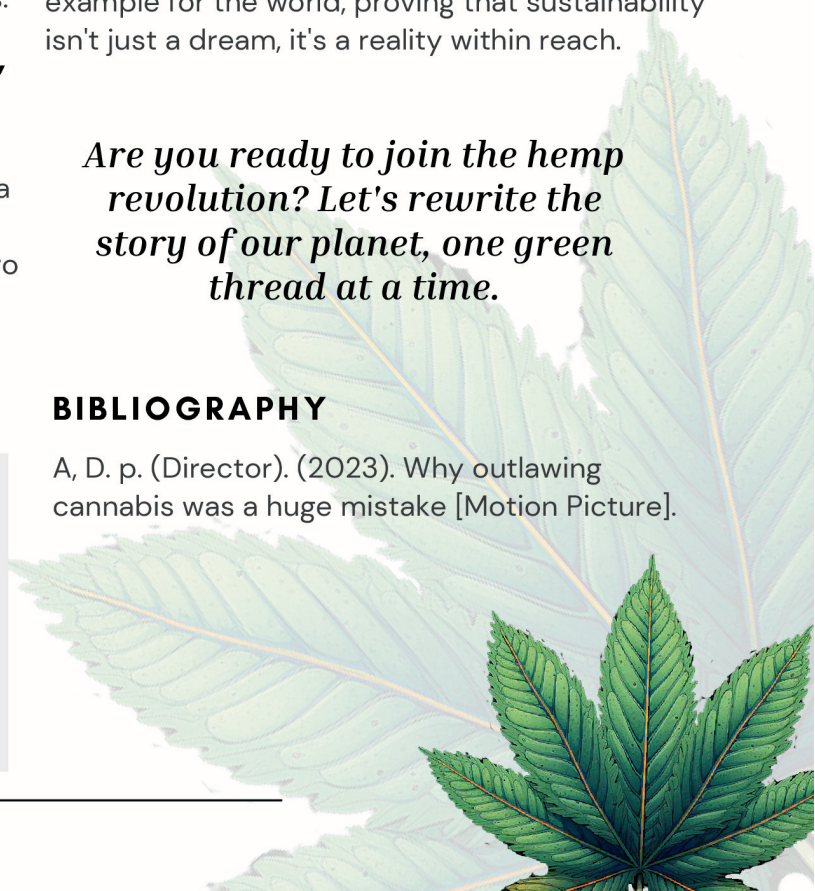
CONCLUSION

The story of hemp is one of resilience and potential. From its ancient past to its modern-day revival, it offers a glimpse into a future where we live in harmony with nature. As Himachal Pradesh embraces this green giant, it sets an example for the world, proving that sustainability isn't just a dream, it's a reality within reach.

Are you ready to join the hemp revolution? Let's rewrite the story of our planet, one green thread at a time.

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SUNFLOWERS OF SUCCESS

THE GROWTH AND LEARNING JOURNEY OF MBA STUDENTS

A field of sunflowers basking in the sunlight, their vibrant yellow petals reaching upwards, embodying resilience and growth. Each sunflower is unique yet part of a cohesive, radiant ensemble, standing tall and unwavering against the backdrop of a clear, blue sky.

In this picturesque scene, the sunflowers serve as a powerful metaphor for the life and learning journey of MBA students. Just as the sunflowers thrive by drawing nourishment from the sun, the students gain knowledge and inspiration from their academic experiences. The sunflowers' ability to turn their faces towards the sun mirrors the students' openness to new ideas and their eagerness to absorb insights from their courses, professors, and peers. The field of sunflowers represents the diverse but interconnected experiences of MBA students.

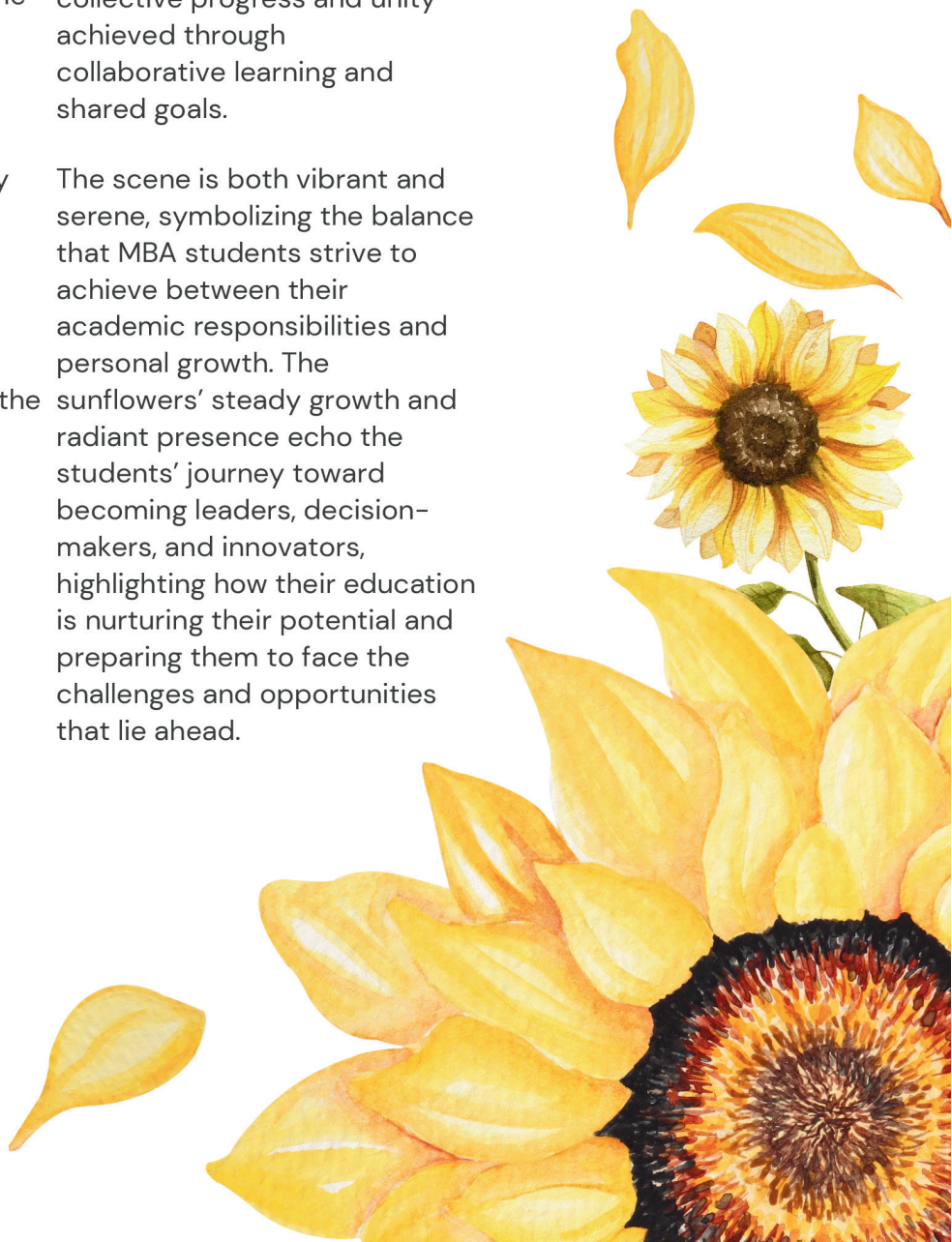


Each sunflower's growth is a testament to perseverance and adaptation, qualities that are crucial in the demanding world of business education. The varied heights and slight differences in the sunflowers' blooms highlight the individual paths and personal development of each student, while the overall harmony of the field reflects the collective progress and unity achieved through collaborative learning and shared goals.

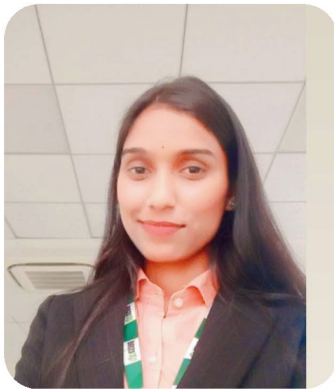
The scene is both vibrant and serene, symbolizing the balance that MBA students strive to achieve between their academic responsibilities and personal growth. The sunflowers' steady growth and radiant presence echo the students' journey toward becoming leaders, decision-makers, and innovators, highlighting how their education is nurturing their potential and preparing them to face the challenges and opportunities that lie ahead.



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