

● Media Cell and Literary & Public Speaking Club

*presents*

# Krishi Unnati

*A National ISAB magazine*

*Nurturing Futures,*   
*Cultivating Excellence*



JANUARY AND EDITION  
FEBRUARY 2024



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



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# Message from Editorial Desk

*Dear Readers,*

Happy New Year! As we step into 2024, I am thrilled to extend my warmest wishes to the vibrant community of Krishi Unnati. As the newly appointed Group Editor, it is an honour to lead this literary and media venture that showcases the dynamic landscape of MBA Food and Agri Business at our esteemed institution.

In our first edition of the year, I am excited to share the enriching experiences of some of our college members who had the privilege of visiting G. B. Pant University of Agriculture and Technology (GBPUA&T) Pantnagar. Their active participation in the university's competition reflects not just their individual prowess, but also the collective spirit of excellence that defines our MBA Food and Agri Business program. Along with that I am also elated to share about the Anuvartan 1.0 event which was recently organized at our institution.



At Krishi Unnati, we aim to be the voice of innovation, insight, and inspiration in the domain of agriculture and business. Our commitment to fostering knowledge exchange and celebrating achievements within the community is unwavering. This edition serves as a testament to the dedication and passion that propels our students forward.

As we navigate the complexities of the food and Agri business landscape, let this magazine be your compass, guiding you through the latest trends, research breakthroughs, and success stories. Our goal is to create a platform that not only informs but also sparks discussions and cultivates a spirit of collaboration among our readers.

I invite you to delve into the pages of Krishi Unnati, where knowledge meets creativity, and insights bloom. Let this edition be the starting point of a year filled with learning, growth, and impactful contributions to the field. Thank you for being part of our journey, and here's to a year of unparalleled success and innovation in the world of Food and Agri Business.

# Co-Editor's Message

As we step into 2024, I extend my warmest wishes to the thriving Krishi Unnati community. As the newly-appointed Co-Editor, I'm privileged to helm a literary and media venture spotlighting the dynamic realm of MBA Food & Agri Business at our alma mater. In this edition, we're thrilled to showcase the experiences of ISAB members who represented our institution at various platforms, embodying individual brilliance and collective excellence. Krishi Unnati embodies 'Innovation, Insight, and Inspiration' in agriculture & business. Our recent event, ANUVARTAN 1.0, pulsated with enthusiasm, featuring stalwarts of the agro industry sharing invaluable expertise. Through knowledge exchange and celebration of achievements, we unite our community. Join us in exploring the latest trends, scientific breakthroughs, and inspirational narratives. Let Krishi Unnati be your guide through the intricate food and agribusiness landscape, propelling you towards growth, learning, and impactful contributions. Welcome aboard for a year of unparalleled innovation and success!



Prince Tyagi  
*Co-Editor*  
*Krishi Unnati*

As we step into 2024, I extend warm wishes to the Krishi Unnati community. This edition features the experiences of ISAB members representing our institution at various events, reflecting their brilliance and collective excellence. Krishi Unnati aims to be a beacon of 'Innovation, Insight, and Inspiration' in agriculture & business. Recently, ANUVARTAN 2.0 brought industry stalwarts to share expertise, creating an unforgettable experience. We foster knowledge exchange and celebrate achievements within our community, inviting you to explore trends, discoveries, and tales in the intricate food and agribusiness landscape. Join us in Krishi Unnati's journey of creativity and knowledge, igniting growth, learning, and contributions to the field. Dive into articles filled with discovery and enlightenment, as we anticipate another year of innovation and success.



Shivani Pathak  
*Co-Editor*  
*Krishi Unnati*

# Placement Officer message

As the world population is growing, so does the demand for food. To meet this demand, farmers need access to innovative practices by agribusiness and the food industry. To deal with this, the industry needs an exceptionally talented workforce. It has become increasingly important for academia like us to prepare industry-ready students. ISAB, with its strong focus on agribusiness management, has been at the forefront of fostering students to become successful future agribusiness managers. Through our comprehensive curriculum and hands-on learning experiences, we aim to equip students with the knowledge, skills, and practical experience needed to excel in this field. By providing a supportive and nurturing environment, we ensure that our students are well-prepared to tackle the challenges and opportunities that lie ahead in the agribusiness industry.

Message from the Placement Officers's Desk CII to produce industry-ready professionals. In this approach, we have recognized the

industry-academia gap and structured our curriculum by adopting advanced technologies and tools to train our students to bridge this gap.

Recognizing the need of the hour to train future-ready successful agribusiness managers, ISAB has collaborated with many industry leaders, experts, and researchers, as well as government bodies like the PHD chamber, FICCI,

ISAB has leveraged its expertise to build a world-class competency to offer a premium management program in Food and Agri-Business. Our ISAB competency includes the 25-week mandatory internship, over 30 hours of training on AgriTech, Block-chain, Artificial Intelligence, and Machine Learning, 70 plus hours of Business Analytics programs, 100 plus expert sessions by industry leaders, more than 120 hours of Corporate Communication program, and 140-plus hours of Behavioural Training Programs such as teamwork, attitude, and interpersonal skills. To ensure students follow these programs stringent rules have been implemented, including 90% academic attendance with biometric surveillance, and all reports and assignments undergo stringent plagiarism checks using the software.

ISAB has granted all students exclusive access to a premium LinkedIn account, enabling them to develop the essential skills necessary for success in their corporate careers. Through this account, students involve themselves in top-notch courses taught by world-renowned trainers, ensuring they receive the highest quality education on an international level. Furthermore, ISAB offers all students the opportunity to acquire information from Indiastat.com regarding crop yields, production trends, and agricultural output in various regions of India. This data holds significant importance in comprehending the intricacies of the agricultural industry. Through intense research and the collective efforts of our esteemed faculty members, who are alumni of top management colleges like IIM, IRMA, MANAGE, and XLRI, we have developed a curriculum based on the present and future needs of industries. Students are trained by industry experts in industry-simulated environments. This engagement has helped industries to obtain industry-ready agribusiness managers from ISAB and save their time and money on training.

At ISAB, we have a unique ecosystem that helps unlock our students' full potential by maintaining a growth mindset. We believe in empowering and strengthening their sense of responsibility and fulfilling commitments on time with desired quality standards. We shift the paradigm from instructions to inspiration by boosting their intellectual capabilities. As a result, we have built a can-do attitude. Year after year, one batch of students passes on their undeterred perseverance to the next batch, who successfully raise the bar every year.



# Triumph in Thought: Students from ISAB Shine Bright in Prestigious Paper Presentation and Debate Competition at GB PANT

G. B. Pant University of Agriculture and Technology is the first agricultural university in India. It was inaugurated by Jawahar Lal Nehru on 17 November 1960 as the "Uttar Pradesh Agricultural University" (UPAU). Later the name was changed to "Govind Ballabh Pant University of Agriculture and Technology" in 1972.

The National Youth Awakening Festival, YUVA is the most spectacular activity of Vivekanand Swadhyay Mandal, being organized for the last 18 years continuously on National Youth Day (Swami Vivekanand Jayanti), on a mass scale which is held at G. B. Pant University of Agriculture and Technology. Under YUVA comes MANTHAN AND UDBHAV.

## **Manthan: The National Youth Conference**

The National Youth Conference serves as a platform to discuss, disseminate, and deliberate on the possible plans, targets, and solutions that must be generated and implemented by our youth in order to enhance their effective participation and role in nation-building. Manthan aims to create an action-oriented social dialogue around an issue of prime importance. The Conference participants shall be given an opportunity to either participate in an oral paper presentation or poster presentation or as delegates.

The students of Imperial School of Agribusiness led by the Team leader **Abhijith Nair AC** of the **batch 2022-24** who is the **Secretary of the Literary and Media Cell** along with the team members from the **2023-25 batch**, **Swapnil Rajput, Aman Kumar, Harsh Parmar, Vishal Tripathi, Priyanka Pattnaik and Arpana Kumari** participated in the Conference.

The theme for The National Youth Conference in YUVA 2024 was

## **“Strategizing the Role of Indian Youth to Fulfill the Targets of the Amrit Kaal”**

We are proud to also share that our Students **Abhijith Nair AC, Swapnil Rajput, and Kothakapu Dwarakamai** submitted their paper on the topic **“Unleashing Potential, Fueling Progress: The Youth Factor in India’s Amrit Kaal Journey”** and were selected as **“One of the best”** for the Paper Presentation and they also got it **published** in the Compendium of G.B. Pant.

## **Udbhav: The National Level Inter-University Debate Competition**

After the grand success of the Debate for the last 15 years, this time they planned to include even more Universities from all corners of the country. About 50 universities came to compete with their oratory skills. This competition served as an instrument for generating social awareness about the issue of Youth’s contributions to developing India. It promoted the sharing of thoughts among the students and served as an opportunity to bring students with diversified thoughts close to each other.

The debate was conducted in Hindi & English separately in the campus of G.B. Pant University of Agriculture & Technology. Each participating university was entitled to two teams of two participants each (Hindi & English), one speaking for & one against the topic.

# Triumph in Thought: Students from ISAB Shine Bright in Prestigious Paper Presentation and Debate Competition at GB PANT

For **English Debate Competition**, **Vishal Tripathi**( For the Topic) and **Aman Kumar** (Against the topic) delivered a very good competition representing the **Imperial School of Agribusiness**. Their poise and confidence on stage were truly commendable, reflecting the hard work and dedication they invested in honing your debating skills. It was inspiring to witness how they navigated through complex arguments, presenting their ideas persuasively and with undeniable charisma.

For **Hindi Debate Competition**, **Harsh Parmar**(For the topic) and **Swapnil Rajput** (Against the topic) delivered a healthy competition against the raging competitors. Their ability to articulate their thoughts with clarity and conviction showcased not only their mastery of the subject matter but also their dedication to the art of debate. It was evident that they had thoroughly researched and prepared for the event, demonstrating a profound understanding of the topics at hand.



# Experience sharing of the Biggest Milestone achieved by Students of ISAB at GB Pant University

## Abhijith Nair

As we take a moment to reflect on our recent participation in the YUVA 2024 National Youth Conference, I am filled with a deep sense of gratitude and pride for the incredible journey we embarked on representing Imperial School of Agribusiness. I am very happy and obliged to lead a team like this who were able to make their identity in such a prestigious Agricultural University of India.

First and foremost, I want to extend my heartfelt appreciation to each of my team member your unwavering dedication, cooperation, and hard work throughout the entire process. Our collective efforts truly made our presence felt at the conference, and I couldn't be more proud of the team spirit we exhibited.

I am excited to share the fantastic news that our research paper, focused on the "Challenges and opportunities of Amritkaal," has not only been recognized but has also been selected as one of the best papers presented at the conference. This is a testament to the depth of our research, the quality of our arguments, and the relevance of the topic we chose to address.

Furthermore, I am delighted to announce that our paper has been published in the prestigious compendium of the university. This achievement reflects not only our team's commitment to excellence but also the broader impact our work can have on shaping discussions around the challenges and opportunities presented by Amritkaal.

Our participation in YUVA 2024 has not only allowed us to showcase our academic prowess but has also provided a platform for us to learn from other brilliant minds, engage in thought-provoking discussions, and celebrate the rich diversity of perspectives within our academic community.

I want to express my gratitude to the entire team for their hard work, to our Director Saurabh Pandey Sir and our institution for the support, and to the YUVA organizers for creating an environment that fostered both intellectual growth and collaboration. As we move forward, let's carry the knowledge and inspiration gained from this experience into our future endeavors. I am confident that the success we achieved at YUVA 2024 is just the beginning of many more achievements to come for our team.



## Vishal Tripathi MBA(FABM)2023-25

The Govind Ballabh Pant University of Agriculture and Technology pulsed with anticipation as I stepped onto the stage for YUVA 2024, the national debate competition. Representing "Imperial School of Agribusiness", I felt the weight of responsibility not just for myself, but for my team and the institution we embodied. Weeks of rigorous preparation had honed our arguments, forged our teamwork, and instilled in us a deep understanding of the complex topic at hand.





The debate hall was charged with intellectual electricity. Diverse perspectives clashed, arguments were meticulously constructed and deftly defended, and the power of language resonated through the room. It was a stimulating microcosm of the world beyond these walls, showcasing the potential for reasoned discourse and meaningful exchange.

Beyond the competitive arena, YUVA fostered invaluable connections. Interaction with fellow participants from across the nation exposed us to a tapestry of experiences and viewpoints, enriching our understanding of the world and challenging our own preconceived notions. The spirit of camaraderie transcended institutional boundaries, forging friendships that promised to endure.

While the final outcome held its own significance, the true value of YUVA lay in the transformative journey. It pushed me beyond my comfort zone, demanding critical thinking, articulate communication, and the courage to defend my convictions. It instilled in me a profound responsibility to use my voice to contribute to meaningful dialogue and strive for a just and equitable future.

YUVA 2024 was not merely a competition; it was a crucible that shaped and refined my perspective. The lessons learned, the connections forged, and the memories made will continue to resonate long after the final gavel falls. As I embark on new endeavours, carrying the spirit of YUVA within me, I am confident that this journey has equipped me to tackle the challenges and opportunities that lie ahead.

I'm very thankful to Mr. Saurabh Pandey sir (Director Imperial School of Agribusiness) and Mohit sir (Training and Placement officer ISAB) to providing me this magnificent opportunity

## **Arpana Kumari** MBA(FABM)2023-25



I had the incredible opportunity to immerse myself in the vibrant atmosphere of YUVA-2024, a national youth awakening festival hosted at Govind Ballabh Pant University of Agriculture and Technology. From January 12th to 16th, 2024, the campus buzzed with energy and enthusiasm, creating an environment that fostered growth and connection. My personal highlight was participating in a paper presentation competition, where I engaged in stimulating discussions, shared ideas with fellow participants, and had the chance to showcase my research. YUVA-2024 was not just an event; it was a transformative experience that left me inspired and eager for future opportunities.

YUVA-2024 was more than just a competition; it was an immersive experience that deepened my understanding of contemporary issues, leaving an indelible mark on my personal and intellectual journey.

## **Prianka Pattnaik** MBA(FABM)2023-25



The following is a brief account of our experiences during our visit to GB Pant University. Upon arrival, we were greeted by junior staff members. They assigned us to dormitories and made sure we attended every event without fail. Since their university is quite large, they organized a bus to take us to the yoga session on the first morning. There, we practiced some yoga asanas under the guidance of very experienced university dignitaries who also explained the event to us. After that, we were allowed to share our experiences

and many students and participants from other colleges did the same. In the evening, there was a very good cultural event in which singers from a band called Sadhu Music Club performed and entertained us, and there was a very good event that was similar to a bajan regarding Swami Vivekananda. They regularly organize cultural events like this, inviting different singers to perform bajans like this, which is very good. It was really pleasant, and there was nothing to bore students. We really enjoyed it. Unlike our college activities, which we must embrace, we have noticed that dignitaries were present at the cultural event. Even dignitaries should have the opportunity to enjoy themselves. After the competition that we had to complete in our cultural cell, they lit candles. There was no DJ night; instead, they simply performed bajans like the one I just described and bajans regarding the tragedy that occurred at the Ram Mandir earlier in the day. There was nothing to occupy students, and it was quite lovely. We had a great time with it. Distinctly from our campus events, which we have to participate in, we have observed that dignitaries attended the cultural event. There should be time for enjoyment even for dignitaries. They burned candles after the competition we had to finish in our cultural cell.

## Swapnil Rajput MBA(FABM)2023-25



The theme for The National Youth Conference in YUVA 2024 was Strategizing the Role of Indian Youth to Fulfil the Targets of the Amrit Kaal. My experience at GBPUAT was nothing short of astonishing, with the Vivekanand Swadaya Mandal team showcasing remarkable hospitality and cooperation. Their friendly and supportive nature truly made the event memorable. From seamless logistics to addressing our queries & concerns promptly, the team's dedication was evident.

The National Youth Awakening Festival, YUVA is the most spectacular activity of Vivekanand Swadhyay Mandal, being organized for last 18 years continuously on National Youth Day (Swami Vivekanand Jayanti), on mass scale. The festival spanned for four days from 12th to 15th January 2024.

The conclave served as an enriching platform, fostering insightful discussions with industry stalwarts namely Dr. M S Chouhan, Vice Chancellor GBPUAT, Pantnagar, Shri R Sreenivasan, Co-Founder, Carrier Launcher, throwing light on diverse perspectives of life, Oratory skills and the future of youth and their role in our nation's economy. The diverse perspectives shared during the debate and paper presentation competitions added a dynamic flavour to the entire occasion. This event in itself is a very unique opportunity to instil the thoughts of Swami Vivekananda in the hearts and souls of the young generation of India.

Udbhav: The National Level Inter-University Debate Competition.

Manthan: The National Youth Conference.

Manthan aims to create an action-oriented social dialogue around an issue of prime importance.

We were fortunate enough to get our research paper published in the compendium of the university. The subtheme of our research paper was "Challenges and opportunities of Amritkaal". Also to present the paper among the such igniting young minds of nation was an astounding experience.

Overall, the YUVA 2024 was an amazing blend of seamless integration of cultural events into the conclave's schedule. These events added a touch of vibrancy and provided a much-needed break from the intense debates and discussions. It showcased the rich cultural diversity within our agricultural community and created an environment that perfectly balanced the overall conclave experience. The conclave saw 300+ Participants from 25+ Universities across the nation.

Heartfelt gratitude to the entire VSM team for their tireless efforts in creating an environment that facilitated both learning and collaboration. This experience has not only broadened my understanding of debating and public speaking but has also left me inspired and motivated.

## **Harsh Parmar** MBA(FABM)2023-25



The theme for The National Youth Conference in YUVA 2024 was Strategizing the Role of Indian Youth to Fulfil the Targets of the Amrit Kaal

GB Pant's experience was very informative. Many contestants who came to the competition expressed their views. Friend, this was the first attempt of my life. I participated in a national level competition. I learned many things from it, like everyone agreed and was satisfied with what I said. If we talk about the competition, all the participants put forth their views and the entire program was organized by the students of GB Pant. The fellow students themselves made all the arrangements. Words and speeches of all the students, teachers and guests present there. It was sweet, it was a unique experience in my life and it also gave me an opportunity to understand the thoughts of many competitors who came in the competition. I get inspired after seeing such competitions and would like to participate in such competitions enthusiastically.

The Vivekanand Swadaya Mandal team provided remarkable hospitality and cooperation, making the event memorable. The festival, organized for 18 years on National Youth Day, spanned four days from 12th to 15th January 2024. It featured discussions with industry leaders, debates, and paper presentations. The event also included a National Level Inter-University Debate Competition and an action-oriented social dialogue. The event showcased the rich cultural diversity within the agricultural community and attracted 300+ participants from 25+ universities. The VSM team's efforts facilitated learning and collaboration, inspiring and motivating the young generation.

## **Aman Kumar** MBA(FABM)2023-25



I am excited to share the exhilarating experience I had recently at YUVA-2024, the national youth awakening festival hosted at Govind Ballabh pant university of agriculture and technology from January 12th-16th 2024 where I have participated in debate competition.

Participating in the YUVA-2024 debate competition was an invigorating experience that went beyond refining my speaking skills. Delving into the topic of India's economic aspirations under the 'Amrit Goal,' I discovered the intricate nuances of the nation's youth potential. The event ignited a passion for constructive discourse, leaving me inspired to contribute to India's ambitious economic dreams.

The competition not only provided a platform for honing my debating skills but also fostered camaraderie among participants from diverse backgrounds and cultures, the lively exchange of ideas and perspectives challenges me to think critically and express my thoughts effectively, being part of such a dynamic event at GB Pant University was truly enriching. It not only enhanced my public speaking abilities but also allowed me to appreciate the power of respectful dialogue in fostering understanding. My topic was against the motion of Indian youth is capable of full-filling the dream of making India a 35-million-dollar economy during the challenging Amrit goal”

# CELL/CLUB(S) Activities

## LITERARY AND MEDIA CELL

**Mission:** The mission of the Literary and Media Cell of our college is to foster a vibrant culture among students, empowering them to express themselves creatively and develop critical thinking skills. We aim to provide a platform for students to explore various forms of literature and media, encouraging them to engage in intellectual discourse, showcase their talents, and contribute meaningfully to society.

**Vision:** Our vision is to establish the Literary and Media Cell as a hub of literary and media activities within the college, creating an inclusive and inspiring environment that nurtures the artistic and intellectual potential of our students.



## ACADEMICS AND ADMINISTRATIVE CLUB

**Mission:** Our goal is to support academic excellence and to create a positive environment where students can succeed in their academic endeavours. Among students, faculty, and staff, we aim to promote a culture of intellectual curiosity, critical thinking, and teamwork. Through our initiatives and programmes, we hope to improve academic performance, personal development, and career advancement.

**Vision:** Our goal is to establish a dynamic academic environment that encourages everyone to realise their full potential. We want to be a major force in advancing educational innovation, encouraging multidisciplinary cooperation, and empowering students to succeed in a world that is changing at a rapid pace. We see our club as a bridge between the student body and the governing body, encouraging a culture of continual learning, and acting as a catalyst for positive change.

**Academics and Administrative Club  
2023-25**



Arpita Singh



Narender Singh



Deepika Bharti



Sankar S



Priya Yadav



V. V. Sri Vishnavi



Aman Saini



K. Shashikala



Rajat B. Adhikari



Rajan Kumar



Aashi Burman

## CULTURAL CLUB

**Mission:** Unveiling the hidden treasures of diversity, the Cultural Club at Imperial School of Agri Business embarks on a transformative journey, transcending borders and boundaries, fostering a tapestry of intercultural understanding and connection among our students.

**Vision:** Our vision is to create a dynamic cultural hub where colors, rhythms, and flavors blend, igniting a passion for cultural exploration, empowering our students to become ambassadors of unity and embracing the world's mosaic of traditions and perspectives.



## PLACEMENT CELL

**Mission:** Placement cell is the platform that empower students with the necessary skills, knowledge, and opportunities to excel in their professional careers. It aims to foster strong relationships with the industry, understand their requirements, and guide students towards suitable career paths. The Cell also aims to showcase the capability of the institute and students to build and expand its footprint in the education and agri-business field.

**Vision:** To become a leading and trusted interface between the institution, students, and the industry. We aim to create a dynamic and supportive ecosystem that promotes career development, entrepreneurship, and industry interaction. It strives to secure promising employment opportunities for students and contribute to their personal and professional growth.



## ENTREPRENEURSHIP AND INNOVATION CLUB

**Mission:** The mission of the Entrepreneurship and Innovation Club is to foster a vibrant and supportive ecosystem that empowers aspiring entrepreneurs and innovators. We aim to cultivate a culture of creativity, collaboration, and risk-taking, providing the necessary resources, guidance, and networking opportunities to turn ideas into successful ventures.

**Vision:** Our vision is to become a catalyst for entrepreneurial growth and innovation, creating a community of forward-thinking individuals who drive positive change and make a significant impact on society. We strive to be a leading hub for ideation, entrepreneurship education, and startup incubation, fostering an environment where groundbreaking ideas thrive and transform into sustainable businesses.



## MUSIC CLUB

**Mission:** Our mission is to create a vibrant and inclusive music community within our college, where students can come together to explore, appreciate, and showcase their musical talents.

**Vision:** Our vision is to establish our music club as the premier hub for musical expression. We envision a dynamic space where students from all culture and backgrounds can connect through the universal language of music, forging lasting friendships and meaningful connections.



## DRAMATICS CLUB

**Mission:** To foster a vibrant Dramatics community, where students can unleash their creativity, build character, and have fun through theatrical experiences, while enhancing their presentation skills, confidence, and communication abilities for greater future prospects.

**Vision:** To be a leading Dramatics club, inspiring students to embrace their passion for theater, develop valuable skills in presentation, confidence, and communication, and create impactful performances.



## AGRO-MARKETING CLUB

**Mission:** Empower students to develop consumer-centric marketing strategies for the agricultural sector, fostering a win-win situation for consumers and producers (farmers).

**Vision:** Nurture future agro-marketing leaders through practical learning, ethical practices, and a collaborative mindset, driving sustainable growth in the agricultural industry.



## SPORTS CLUB

**Mission:** To promote sportsmanship, teamwork, and an active lifestyle among students through diverse sports activities, fostering a spirit of excellence and holistic development.

**Vision:** To create a vibrant and inclusive environment that fosters a passion for sports, cultivates teamwork and leadership skills, and promotes a healthy and active lifestyle among students.





## ALUMNI CELL

**Mission:** To connect and engage alumni in order to strengthen the relationship between the institution and its graduates.

**Vision:** To build a thriving network of alumni who actively support the institution and each other through lifelong learning, professional development, and community involvement.



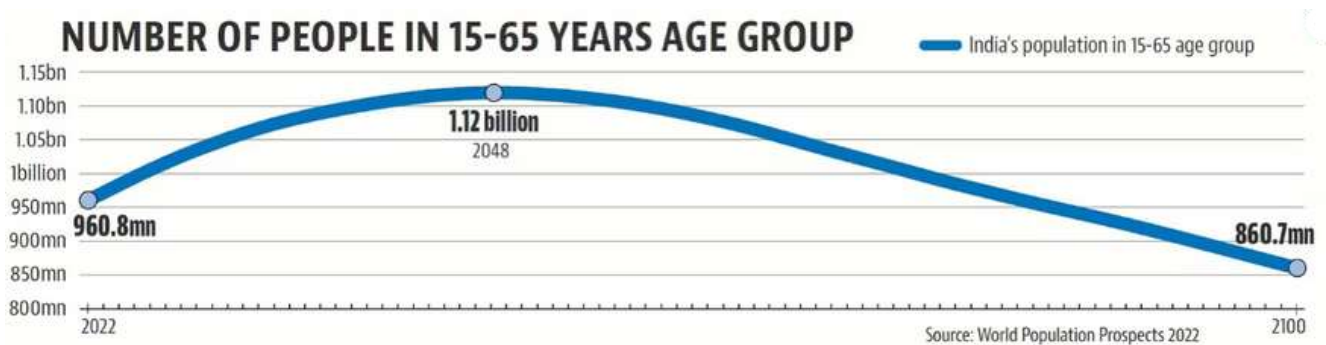
# Student Corner Research Paper

## Unleashing Potential, Fuelling Progress: The Youth Factor in India's Amrit Kaal Journey

Abhijith Nair, Swapnil Rajput, Kothakapu Dwarakamai

### Abstract

India's impending centennial festivals present a significant chance for its developing youthful populace. Amrit Kaal is of the opinion that the 25 years leading up to 2047 may be a period of change; however, we will only address the issues that concern the youth of India and encourage them to take advantage of the next big opportunity. This section features three key difficulties: inequality, mental health issues, and skills. We find that instructive and future work needs, absence of mental help and social disappointment will fundamentally affect youngsters.



This study proposes three fundamental arrangements: supporting STEM schooling, supporting abilities, supporting advancement through plants and new businesses, making harmony emotional wellness, making assets and participating in wellbeing in training and the working environment. This study exhibits the force of public-private associations and the utilization of advanced stages to guarantee the adequacy of these techniques. Amrit Khar envisions a time when young people in India, equipped with the knowledge, bravery, and determination to participate, will act as agents of change and lead India to success and prosperity.

### Introduction

There are approximately 1.4 billion people living in India; This number is higher than China's recent total. Of these billions, in excess of 300 million are between the ages of 15 and 34; This is an obvious sign that this gathering is a viable gathering. Amrit Kaal let the young know that 25 years from the birth century of India could bring difficulties and an interesting time for India, a defining moment for the nation's childhood. The important research questions in The Role of Indian Youth in Achieving India's Youth Mission are whether Indian youth can contribute to India's success by overcoming key challenges like skills, mental health issues, and other social inequalities. Youth Mission makes a difference. Accomplish long haul vision objectives and realize what procedures we can use to engage India's childhood and influence Amrit Khar's chance to empower them to become diplomats of progress from here on out.

Shri Piyush Goyal, Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution, and Textiles, recently made a statement commemorating India's global expansion on the sidelines of the Fund Control India Family Business Awards. India's GDP will rise to \$35 trillion by 2047 due to economic expansion. This will be the country with the biggest economy on the planet," said the Clergyman, and proceeded: " Our populace is younger than 30, and we will keep on supporting our childhood for the following 30 years also. I accept we will contribute given areas of strength for the of Head of the state Modi. To our developing economy of around 30 trillion bucks.

The primary issues that this study intends to investigate in depth are:

1. Will India's childhood defeat the difficulties looked by Amrit Khar?
2. How can youth at Amrit Khar be encouraged to take advantage of the opportunities there?

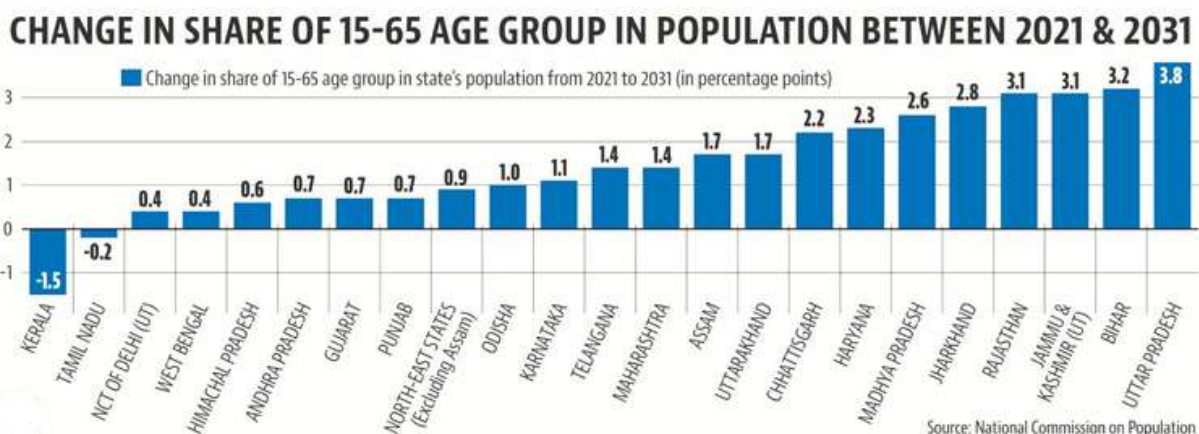
This inquiry pose to how the young people of India can be engaged to jump all over the chances given by Amrit Khar and become problem solvers in life later on.

### Deterrents and valuable open doors that Indian youth face in accomplishing Amrit Kaal

In mark of reality, Amrit Kaal furnishes Indian youth with a unique chance to become an observer as well as an accomplice in helping their country to have a prosperous future. He requested that they go up against the hardships, beat existing issues and become experts of positive change, getting ready for India to emerge strong and more grounded on the world stage.

By continuously learning, developing skills, and employing a mind that is flexible and adaptable, young people can thrive in this dynamic environment and contribute to the value of Amrit Kaal.

Due to the rise of the gig economy, rapid economic shifts in Amrit Kaal have a significant impact on India's youth, prompting them to seek new education, acquire new skills, and retrain. According to Amrit Kaal, new tutoring and authority in India requires capacities past what our tutoring framework can give. Youngsters might not be able to find work in fields like environmentally friendly power, man-made reasoning, and robotization because of this critical expertise hole. Conventional educational systems typically focus solely on hypothetical information without taking into account the skills and transformations anticipated for future positions.



The abilities hole is maddened by discriminatory admittance to excellent training, especially in provincial regions. Amrit Kaal's aggressive objectives and the fast improvement of innovation are prompting a critical befuddle between the necessities representing things to come work market and schooling systems. This is a fundamental test for young Indians who want to make a significant contribution to the nation's century vision.

Current educational systems regularly center around speculative data and reiteration getting, dismissing the improvement of definitive thinking, decisive reasoning, advancement, and electronic schooling essential for future positions. Biotechnology, mechanization, renewable energy, and computer-based intelligence all require particular skills that are not adequately addressed in the majority of educational programs. This prompts a "capacities opening," leaving graduates surprised for genuine work demands. The informative cycle doesn't put satisfactory complement on the utilization of capacities and practical experience. This disturbs the improvement of huge business capacities like correspondence, composed exertion, and assignment the leaders. Information systems every now and again fight to remain mindful of the work market, achieving outdated capacities being taught and critical capacities being dismissed. The educational system doesn't adequately prepare students for the perpetual and versatile learning expected in a rapidly developing environment. A shortfall of participation among schools and associations holds students back from being introduced to genuine prerequisites and curbs the improvement of occupation express capacities. Distraught gatherings need to procure resources and capacities that open entryways that make inconsistent execution and block their capacity to contend in the commercial center.

The strain to do well in school and get a well-paying line of work, joined with social and prevalent difficulties, can prompt pressure, melancholy and frailty in youngsters. Disgrace around dysfunctional behavior and absence of admittance to emotional well-being administrations can worsen this condition. The merciless and high-speed environment of Amrit Khar will deteriorate existing emotional well-being issues and influence the assurance and execution of youngsters. Huge contrasts in nationality, direction, religion and economy can keep youngsters from getting to quality training, medical services and work. This makes an example of destitution and shortcoming that limits Amrit Khar's capacities to accomplish his objectives. An absence of variety and knowledge in work and school conditions can hurt specific gatherings and impede their advancement and improvement.

Amrit Kaal says India's antiquated vision depends on venture and execution in youth. In any case, disregarding the issues that India's childhood looked in the locale, like absence of abilities, clashes and medical conditions, blocked their cautious association and at last Amrit Khar's prosperity. > The area becomes more extravagant and upholds the success of the country.

### **1. Tending to Ability Holes for Employability and Advancement:**

- Unidentified necessities: Without understanding the particular ability holes inside Amrit Kaal's key areas (computer-based intelligence, environmentally friendly power, and so forth.), we risk planning schooling and preparing programs that address unessential abilities, leaving our childhood caught off guard for the real work market.
- Mised assets: Dispensing assets like subsidizing and framework to obsolete expertise improvement drives will be a misuse of important resources. Distinguishing and focusing on essential abilities guarantees effective asset portion and significant preparation programs.
- Restricted advancement potential: A labour force coming up short on fundamental abilities in regions like decisive reasoning, critical thinking, and computerized education will battle to create imaginative arrangements and drive mechanical headways important for Amrit Kaal's prosperity.

### **2. For inclusive growth, reducing disparities in social status:**

- Inconsistent admittance to quality training: The talent pool that can contribute to Amrit Kaal will be limited if socioeconomic disparities and inequities in education access are ignored. Understanding these disparities is critical for planning designated mediations and guaranteeing comprehensive development.

- Underutilized potential: An enormous piece of India's childhood stays undiscovered because of variables like position, orientation, and rustic metropolitan partitions. Perceiving these imperatives permits us to foster approaches and projects that enable these gatherings and open their true capacity for Amrit Kaal's advantage.
- Social disharmony and agitation: Neglected social disparities can raise disappointment, and disdain, and thwart public solidarity. Understanding these issues empowers us to make an agreeable and amicable society as a strong starting point for the progress of Amrit Kaal.

### **3. Center around medical care to further develop wellbeing and execution:**

- Diminished execution and impediments: Intense subject matters, for example, stress and nervousness can influence the young fellow's capacity to take part in the Amrit Kaal responsibility. Understanding these issues permits us to cultivate close to home exchange and concordance that further develop wellbeing and execution.
- Negative social results: Untreated emotional well-being issues can prompt seclusion, substance misuse, and self-hurt. We can create a supportive environment in which young people can thrive and contribute to society by recognizing and addressing these issues.
- Stewardship: Putting resources into psychological well-being is in excess of a genuine end goal; Happiness and good health are the goals. Security. Worker prosperity is at the core of Amrit Kaal's drawn out administration technique.

Indian youth who are great at exploring the advanced world can make shrewd abilities for various enterprises, spike development and monetary development. The way that man-made consciousness new companies, for example, BlackBuck and Zeno Wellbeing have arrived at unicorn status shows that there is extraordinary potential for youthful business visionaries in this new field. Adventures can zero in on creating imaginative advances for energy capacity, network the board, and waste administration, adding to a supportable future. Organizations like Ayana Environmentally friendly power and Fourth Accomplice Energy have prepared, showing the potential for cleantech new companies to accomplish unicorn status. Edtech new companies can make open and reasonable web-based learning stages, shutting the instructive hole and enabling country and oppressed networks. Byju's and Unacademy are demonstrations of the enormous capability of the Edtech area, with numerous youthful business people ready to take action accordingly. Healthtech new businesses like Practo and Pharmeasy have accomplished unicorn status, showing the reasonability and potential for youthful business people in medical services advancement.

The Different arrangements that we can embrace to the proposed issue above could be:

- Advance youth-drove new businesses and adventures in key areas of Amrit Kaal through Brooding habitats and mentorship programs admittance to subsidizing and funding: Make it easier for promising startups to obtain financing.
- Technology expertise: Upgrade advanced proficiency and outfit youth with pertinent innovative abilities through computerized instruction drives: Incorporate innovation into school educational plans and proposition particular preparation programs.
- Tending to Social disparities:
- Span access holes to training and open doors.
- Enabling minimized networks: Center around expertise improvement and asset assignment for burdened gatherings.
- Advancing variety and consideration: Make arrangements and projects that worth and influence assorted viewpoints.

The Plausibility, Monetary and Natural Reasonability and Adaptability of the examination question rely upon the multi-partner joint effort where Government, instructive organizations, enterprises, and NGOs need to cooperate for maintainable execution and furthermore use advanced stages for available schooling, psychological well-being assets, and local area building.

A portion of the normal results of this examination paper are:

1. **Connecting the abilities hole:** the capacity to more effectively plan and prepare for work that will support Amrit Kaal's objectives.
2. **Worked on psychological wellness:** Youngsters are better and more useful, prompting better long-haul connections.
3. **Impartial turn of events:** All degrees of society take part more and add to feasible turn of events. 4.
4. **Dynamic Citizenship:** More capable and more youthful individuals influence change and make a superior future.

Indian youth can work with worldwide accomplices to take care of worldwide issues, for example, environmental change and food security. Youthful Indians can challenge generalizations and draw out the truth of variety through virtual entertainment and online stages. Think about young bloggers who dispel misconceptions about India or young influencers who discuss social change, global understanding, and racism. India's capability to encourage mechanical and social advancement by its childhood is boundless. By empowering development, praising variety and worldwide incorporation, Indian youth can set out new open doors and take care of social issues, as well as fabricate scaffolds of understanding and cooperation across boundaries to make shared and worldwide incentive for what's in store.

**Public-Private Partnerships (PPPs)** can possibly assist India's childhood with beating difficulties and immediately jump all over chances, as indicated by Amrit Khar's vision. By uniting the assets, ability and impact of government, business and NGOs, these organizations can make cooperative energies for youth improvement and social change.

1. The public authority can urge organizations to offer professional instruction and preparing programs that address the issues of Amrit Khar. Youth from underserved and rural areas can benefit from NGOs' skill and vocational education programs.
2. Organizations and states can team up to give emotional wellness mindfulness projects and administrations to workers.
3. Government, business and NGOs can mutually make business centre points and gas pedals to help youthful business visionaries in key areas of Amrit Kaal. 4. Green innovation organizations can team up with state run administrations and NGOs to foster manageable arrangements and instruct youth on ecological advances.

## **Results**

Primary review We trust that this review to recognize explicit business-related abilities in Amrit Khar will exhibit the predominance and effect of psychological wellness issues among youngsters and show the social disparity that influences youngsters' support in public activity. country. All things considered, research necessities to give successful procedures to scholarly turn of events, mental help and formative help, as well as giving a premise to supporting young men's and young ladies' business, ecological security and innovation studies.

## **Conclusion**

Looking at the difficulties and valuable open doors according to the viewpoint of youth support, this study means to give proposals to strategy producers, teachers and youth associations to assist youngsters in India with becoming Amrit Khar a. effective designer.

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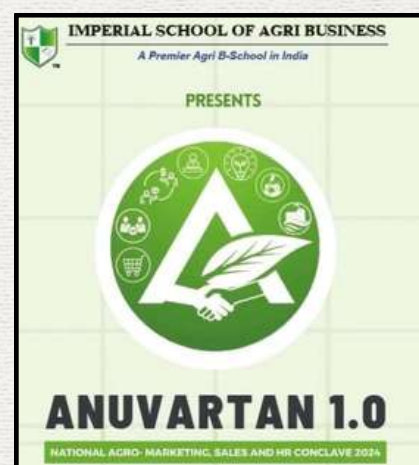
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# ANUVARTAN 1.0

ANUVARTAN 1.0, the prestigious National Agro Marketing and HR Conclave of 2024, hosted by the Agro-Marketing Club of the esteemed Imperial School of Agribusiness. More than just a gathering, ANUVARTAN stands as a beacon of unity, bringing together visionaries, industry leaders and passionate academic enthusiasts on a singular platform.

ANUVARTAN 1.0 is a journey into the very heart of Food and Agribusiness, offering engaging discussions that delve into the depths of industry insights. Attendees gained invaluable perspectives on the future landscape of Food & Agribusiness as well as a profound exploration of Growth Opportunities in the realm of Agro e-commerce.



Moreover, ANUVARTAN 1.0 aims to provide an enriching experience with in depth discourses on Taking the First Step in the Corporate World. ANUVARTAN provides an opportunity to glean wisdom from seasoned professionals, learning the ropes of navigating the intricate paths of the corporate sphere within the agribusiness domain.



ANUVARTAN 1.0 acts as a compass guiding the students through the ever evolving Agribusiness Trends & Market Dynamics. Students Learn to navigate the ever-evolving future with a keen eye on Agribusiness Trends & Market Dynamics, gaining the knowledge to thrive in a dynamic industry landscape.

# Esteemed Speakers

## Dr. Vijay Sardana

In a captivating speech, Dr. Vijay Sardana illuminated the path to success by emphasizing the power of determination. He urged listeners to fortify their resolve, enabling them to chase their dreams with zeal and joy. Embracing independence, he advised immersing oneself fully in activities that spark happiness. Dr. Sardana emphasized the importance of sharpening critical thinking skills, advocating for the challenge of assumptions and the systematic analysis of situations. He encouraged cultivating a mindset driven by clarity and coherence. His words resonated deeply, guiding his audience towards a future marked by unwavering determination and thoughtful decision-making. Dr. Sardana's speech served as a beacon of inspiration, igniting a fire within each listener to pursue their aspirations with renewed vigor and purpose.



## Dr. Megha Joshi (Associate VP, Q&Q Research Pvt. Ltd.)

Dr. Megha Joshi, Associate VP at Q&Q Research Pvt. Ltd., delivered a stirring discourse on the essence of success—a journey akin to the absorbing prowess of a sponge. She emphasized that prosperity is not bestowed but earned through unwavering diligence, hard work, and dedication. Dr. Joshi urged listeners to cultivate a mindset of continuous learning, highlighting the pivotal role of knowledge acquisition, confidence, and adaptability in unlocking opportunities. Success, she iterated, is crafted through persistent self-improvement, where challenges are embraced as avenues for growth. Confidence and the ability to learn quickly are underscored as crucial assets in this journey. Dr. Joshi's speech resonated with the audience, reminding them that resilience is forged through effort, enabling one to triumph over obstacles and achieve a fulfilling life.



## Mr. Akhilesh Pandey (HR Manager, Unnati Agri)

In a stirring address, Mr. Akhilesh Pandey, HR Manager at Unnati Agri, delivered a compelling message on professional growth and success. He advocated for individuals to prioritize learning over prestige, urging them to embrace opportunities for personal development within smaller organizations. Mr. Pandey emphasized the importance of stepping outside one's comfort zone, recognizing that true learning often occurs beyond familiar boundaries. He championed a proactive approach to seizing opportunities, emphasizing the value of individual contributions within a team dynamic. His philosophy, encapsulated in prioritizing continual learning and self-improvement, challenges the conventional emphasis on large corporate structures. Mr. Pandey's advice resonates with the belief that true professional advancement lies in seizing opportunities for growth and development, rather than being solely defined by the size or reputation of an organization.





## Mr. Amit Rana (Marketing Manager, Crystal Crop Protection Ltd.)

In a stirring speech, Mr. Amit Rana, Marketing Manager at Crystal Crop Protection Ltd., championed a paradigm shift from mere selection to prioritizing performance. He underscored the pivotal role of individual contributions and achievements, advocating for qualities like teamwork, multitasking, and flexibility in navigating the dynamic landscape of modern work environments. Mr. Rana passionately urged his audience to strike a balance between personal and professional life, emphasizing the profound impact of overall well-being on fulfillment. Central to his message was the cultivation of a positive attitude, recognizing its power in fostering personal growth and enhancing team dynamics. Moreover, he stressed the importance of effective time management as a cornerstone skill for achieving both personal and professional goals. Mr. Rana's guidance encapsulates a holistic approach to success, focusing on personal performance, collaboration, adaptability, work-life balance, positivity, and efficient time utilization. His insightful perspective transcends mere job selection, fostering well-rounded professional development and sustained success.



## Dr. Birendra Kumar

Dr. Birendra Kumar, a distinguished coach and trainer in public speaking, also serves as an adjunct professor at SKRAU, Bikaner. He emphasizes the importance of dreaming while understanding the constraints of time. According to Dr. Kumar, a public speaker's effectiveness hinges on their ability to blend credibility, logic, and pathos in their presentations. This trifecta of ethos, logos, and pathos enables speakers to influence their audience profoundly. Moreover, he underscores the necessity for public speakers to exhibit unwavering commitment to their craft. This commitment is not merely to their work but also to the transformative potential of their words. Dr. Kumar believes that through skillful persuasion and a dedication to their message, speakers can evoke change and inspire action in their listeners. By instilling this commitment within aspiring speakers, Dr. Kumar not only fosters their individual growth but also cultivates a new generation of impactful communicators. His teachings not only equip students with the tools to excel in public speaking but also instill in them a profound understanding of its power to effect positive change in society.



## Dr. Shalini Sharma

Dr. Shalini Sharma, a distinguished professor and certified trainer in Communication Behavior TTT, advocates for a more analytical approach to life, encapsulated in the acronym SINCERE. Each letter represents a fundamental aspect crucial for fostering a fulfilling and successful life.

"S" stands for stability, emphasizing the importance of maintaining equilibrium and consistency in one's endeavors. Without stability, progress can be hindered, and goals may remain elusive.



"I" represents inclusivity, highlighting the significance of embracing diversity and fostering a sense of belonging for all individuals. Inclusivity cultivates empathy, understanding, and collaboration, essential for building strong communities.

"N" signifies novelty, emphasizing the value of innovation and creativity in exploring new ideas and solutions. Embracing novelty fosters growth, adaptability, and a forward-thinking mindset.

"C" denotes communication, underscoring the vital role of effective communication in fostering meaningful connections, resolving conflicts, and sharing ideas.

"E" embodies entrepreneurship, encouraging individuals to harness their entrepreneurial spirit to identify opportunities, take calculated risks, and pursue their passions.

Lastly, "R" represents reliability, emphasizing the importance of being dependable, trustworthy, and accountable in both personal and professional relationships.

Moreover, the significance of emotional stability is underscored by the second "E," highlighting the importance of managing emotions effectively to navigate life's challenges with resilience and grace.

## **Mr. Mayank Goel** (Head product manager, JU Agriscience Pvt. Ltd.)

In a recent speech, Mr. Mayank Goel, the Head Product Manager at JU Agriscience Pvt. Ltd., emphasized several key learnings crucial for professionals, especially freshers, embarking on their careers. Mr. Goel highlighted the criticality of the initial 3-4 years as a period of profound learning and career shaping. He stressed the importance of working under the guidance of supervisors during this phase to gain valuable insights and skills. Moreover, maintaining organizational hierarchy was underscored as essential for fostering a conducive work environment. Mr. Goel advised against frequent job changes, advocating for stability in one's career trajectory, which he deemed paramount. He emphasized the virtues of honesty, hard work, and patience as indispensable keys to success in any professional endeavour. By adopting a mindset geared towards adapting to various situations rather than attempting to alter the organizational landscape, individuals can navigate their careers more effectively. Mr. Goel's speech encapsulated invaluable wisdom for professionals at all stages, offering a roadmap for success built on foundational principles of diligence, integrity, and adaptability.



## **Mr. Dushyant K Tyagi** (Chief Executive Officer, Farmgate Technology Pvt. Ltd.)

In a compelling address, Mr. Dushyant K Tyagi, the Chief Executive Officer of Farmgate Technology Pvt. Ltd., articulated a series of pivotal insights crucial for professionals navigating the dynamic landscape of modern agriculture. Mr. Tyagi emphasized the significance of confidence, particularly in aligning oneself with the appropriate domain within the agricultural sector. He elucidated the concept of Agriculture 4.0, highlighting its interdisciplinary nature encompassing engineering, bioscience, and chemistry, and underscored the imperative of staying abreast of global developments. Mr. Tyagi stressed the



importance of personal development, emphasizing the need for individuals to enhance their capabilities before seeking acceptance from others. Moreover, he delved into the transformative potential of algorithms, genomics, AI, data, and machine learning, elucidating their escalating relevance in shaping the future of agriculture. Sustainability and climate considerations emerged as paramount, alongside the emergence of new tech markets and the evolution of data-driven decision-making processes. Mr. Tyagi also addressed the paradigm shift from digitalization to intelligent automation and the evolving dynamics of supply chain management, advocating for adept objection handling and the delivery of pertinent content. Through his comprehensive discourse, Mr. Tyagi provided a roadmap for embracing innovation, sustainability, and technological advancement within the agricultural domain.

## **Mr. Kapil Meena IAS** (Director Ministry of cooperation, GOI)

Mr. Kapil Meena, IAS, Director of the Ministry of Cooperation, GOI, delivered an enlightening speech on the transformative power of cooperatives. With eloquence and insight, he highlighted the democratic structure inherent in cooperatives, where members have a voice and share control over businesses that serve them. Emphasizing community focus, Mr. Meena underscored how cooperatives prioritize the well-being of their members and local communities, reinvesting profits into social and economic development initiatives. Furthermore, he elucidated the role of cooperatives in economic empowerment, facilitating better market access and fair prices for farmers, artisans, and small businesses, thereby improving their income. Notably, Mr. Meena shed light on the crucial aspect of financial inclusion, with cooperative banks extending essential services to underserved areas, fostering saving habits, and providing access to loans. His speech resonated with the audience, inspiring a renewed commitment to the cooperative movement's principles of empowerment and inclusivity.



## **Dr. Shirish Nigam** (Managing Director EW Nutrition South India)

In a thought-provoking address, Dr. Shirish Nigam, Managing Director of EW Nutrition South India, underscored the paramount importance of prioritizing health and emotional well-being in our bustling lives. He articulated that optimal health forms the bedrock of performance in any pursuit, emphasizing the symbiotic relationship between physical vitality and emotional equilibrium. Dr. Nigam's impassioned plea resonated with the audience, urging them to nurture their bodies through exercise, nourishing meals, and adequate rest, recognizing that a healthy body fosters a healthy mind.

Furthermore, Dr. Nigam urged a mindful approach towards time, money, and career strategy. He advocated for prudent financial management, mindful time allocation, and strategic career planning. By aligning these elements harmoniously, individuals can cultivate both material wealth and personal fulfillment, steering their lives towards prosperity and purpose.



## Dr. Neeraj P Garg

In a compelling speech, Dr. Neeraj P Garg illuminated the crucial distinction between passive observation and active creation. Addressing MBA students, he underscored the importance of embracing proactive behavior in shaping one's success. By instilling values of goal-directed action, meticulous planning, and the drive to effect change, Dr. Garg inspired his audience to become architects of their destinies. He urged them to seize the opportunities presented by their MBA journey, transforming themselves into proactive forces in the business realm. Through taking charge, setting clear objectives, and executing well-structured plans, they can distinguish themselves from passive bystanders. Dr. Garg emphasized that true fulfillment arises from actively pursuing goals and taking ownership of outcomes. His poignant message resonated with the aspiring business leaders, encouraging them to harness their potential and become catalysts for positive change in both personal and professional spheres.



# Navigating Success: Anuvartan 2024 Unveiled!

In the heart of Imperial School of Agri Business (ISAB), February marked a significant milestone with the staging of Anuvartan 1.0 - The National Agro-Marketing, Sales, and HR Conclave. As the Conclave Secretary, the orchestration of this intellectual spectacle was both a privilege and a profound learning experience. The conclave's thematic essence,

"Cultivating Success: Navigating HR and Agro-Marketing Horizons," set the stage for a discourse that reverberated with insights and innovation. Renowned speakers illuminated diverse facets, covering "The Future of Food & Agribusiness," insights into the challenges of Agro e-commerce, guidance for the nascent steps into the corporate world, and a foresightful exploration of future trends.

The interactive panels weren't just about sharing knowledge; they were about nurturing it - a true Anuvartan meaning progression. The dynamic discussions between students and speakers showcased the vigor and enthusiasm that defines the ISAB community.

This triumph was a collective effort, and credit goes to the Agro-Marketing Club at ISAB. Their dedication, meticulous planning, and execution were the backbone of this intellectual extravaganza.

The success of Anuvartan reverberates through the hallowed halls of ISAB, showcasing not just academic prowess but a holistic commitment to learning, growth, and community engagement. The event was more than an assembly of ideas; it was a celebration of the ethos that defines ISAB.

In expressing my gratitude, I extend sincere thanks to the entire ISAB community, with special acknowledgment to our Director, Mr. Saurabh Pandey sir, co-founder Dr. MJ Khan sir and Amit Kumar Sahu. Their trust and support have been instrumental in steering this event towards triumph.

As we close this chapter, the impact lingers on. Anuvartan wasn't just a conclave; it was an affirmation of ISAB's commitment to fostering an environment where ideas converge, collaboration thrives, and success is a collective journey.

Here's to Anuvartan 2024 – a beacon of success, a testament to collaboration, and a precursor to the myriad possibilities ahead in the ever-evolving landscape of agribusiness. Wishing Anuvartan 2.0 even greater triumphs and accomplishments in the journey ahead!



KONDRA AKHILA  
CONCLAVE SECRETARY

# AGRO MARKETING CLUB



## PARAMPARA- A Handover Ceremony

PARAMPARA - A Handover Ceremony was recently organized by the cultural club at Imperial School of Agribusiness (ISAB), marking a significant transition as seniors passed on the torch of leadership to the new talents within the institution. This heartfelt event symbolized the essence of tradition and continuity within the ISAB community. Throughout the ceremony seniors who held various positions within different cells and clubs graciously hand over their roles to the enthusiastic and capable junior members. It was a moment filled with gratitude, nostalgia and excitement for the fresh perspectives and ideas that the new leaders would bring.

The handover ceremony was a true testament to the close-knit bond that thrives within the ISAB family. Every detail of the event was meticulously planned and executed reflecting the dedication and passion of both outgoing and incoming members.

As the seniors bid farewell they left behind a legacy of hard work, dedication and a strong sense of community. The juniors now entrusted with new responsibilities are poised to carry forward this tradition of excellence and make their mark on the vibrant ISAB journey.



## Sports Club

Sports Club is the club that inculcate enthusiasm, teamwork, dedication, fitness and motivation in the students and to make sure an overall development of the students. They conducting a variety of activities and this time they have been part of the IPA Marathon (Run for Water) at Major Dhyan Chand National Stadium organized by Jaguar Group 16 talented students from Imperial School of Agri Business who had showcased their determination and sportsmanship on 4th Feb 2024 and to Experience the power of inner peace and mental fitness they organize a rejuvenating session of Sahaja Yoga Meditation. Hosted by our Sports Club, this event was a refreshing break for students to recharge and find balance amidst their busy schedules. Guided by a certified instructor of Sahaja Yoga, our students embarked on a journey of inner exploration, discovering the power of mindfulness and meditation. Through gentle breathing techniques and guided visualizations, they learned to: Reduce stress and anxiety, enhance focus and clarity, improve emotional well-being, Cultivate inner peace.



# Krishi Digidarshan Talk Series

In our latest Krishi Digidarshan Talk Series, we had the privilege of hosting Mr. Sai Teja Duggempudi Sir, Co-Founder of FarmOR, at the Imperial School of Agri Business, Greater Noida

## Expert Talk Topic: Role of Digital Transformation in Agriculture

Mr. Sai Teja Duggempudi Sir shared the remarkable journey of FarmOR, an Agritech company founded in 2021 by IIT BHU alumni. FarmOR mission is to change the entire landscape of Input supply chain both with their solutions, platforms and operations. It's works upon digitalizing the agri supply chain.

FarmOR is dedicated to addressing India's agricultural challenges by fostering innovation and bridging B2B agri-input supply chain gaps. We recognize the need for sustained efforts and pragmatic solutions to propel our nation's talent and food production onto the global stage.

The study of this talk encompassed various facets of agricultural development. Fund sourcing avenues were examined for sustainable growth, while customer management challenges were addressed to boost service quality. Solutions were sought to improve credit access, integrating traditional wisdom for digital efficacy. Digital transformation was leveraged to diversify offerings, targeting niche segments. The entrepreneurial landscape was explored, navigating startup challenges within the agriculture sector. The Krishi Digidarshan Talk Series provides a unique platform to gain valuable insights into the dynamics of the agricultural sector. Don't miss this opportunity to enrich your knowledge and network with industry experts.

Another enlightening session concluded, bringing us closer to the pulse of agribusiness growth.



IMPERIAL SCHOOL OF AGRI BUSINESS  
A Premier Agri B-School in India

AGRO-MARKETING CLUB

## KRISHI DIGDARSHAN TALK SERIES

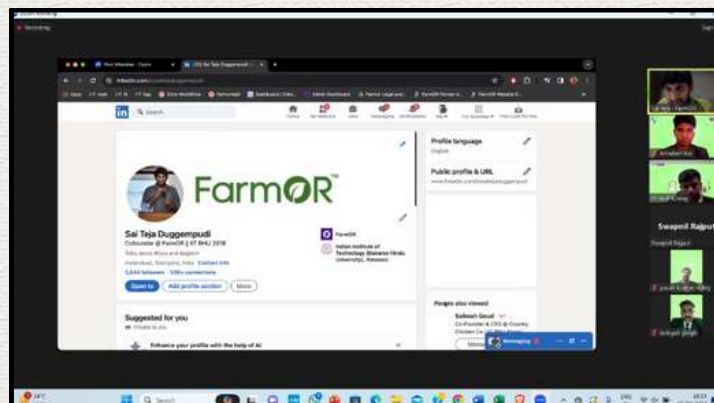
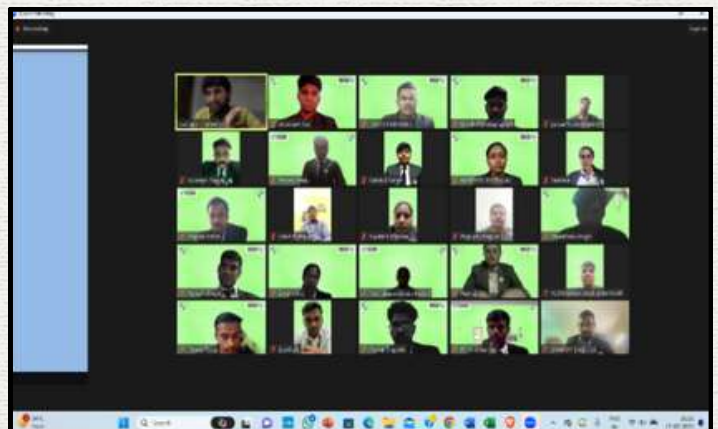
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Date: 15th Feb 2021 Time: 05:30 06:30 PM

IMPERIAL SCHOOL OF AGRI BUSINESS  
Greater Noida

Mr. Sai Teja Duggempudi  
Co-founder  
FarmOR  
ALUMNUS

INDIAN INSTITUTE OF TECHNOLOGY  
(BANARAS HINDU UNIVERSITY) VARANASI



A screenshot of a LinkedIn profile for Sai Teja Duggempudi. The profile includes a profile picture, the name "Sai Teja Duggempudi", and the title "Co-founder @ FarmOR | IIT BHU 2019". The bio mentions "Senior Institute of Technology, Banaras Hindu University". The profile also shows a "Public profile & URL" and a "Suggested for you" section. The background of the profile is the FarmOR logo.



# IIM Lucknow Experience

## Pragya MBA-FABM 25'

Stepping into the shoes of Macao at the IIM Lucknow Manifest Varschasva MUN conference was more than just representing my college, the Imperial School of Agribusiness. It was a passport to a world brimming with diverse perspectives and an urgent dialogue: global warming. As a first-time delegate, I was not only a participant, but a student absorbing invaluable insights from fellow representatives from various countries. Each voice, each story, painted a vivid picture of how global warming manifested in their corners of the world, their unique challenges, and their unwavering spirit in the fight for a sustainable future.

The conference was an eye-opening revelation. Witnessing so many young, talented individuals from my field ignited a spark of inspiration within me. The energy was palpable, fueled by passionate discussions, inspiring talks, and an abundance of diverse talents showcased through various programs.

The feeling of being part of something bigger than myself, contributing to a global conversation on such a critical issue, was truly immaculate. Connecting with like-minded individuals, fostering friendships, and exchanging knowledge left an indelible mark on my heart. It ignited a passion for advocacy, collaboration, and the pursuit of solutions in the face of global challenges.

This MUN odyssey was a testament to the power of shared experiences. And while this might have been my first MUN, it certainly won't be my last. I carry the lessons learned, the connections forged, and the inspiration ignited, ready to contribute to a more sustainable future, one dialogue, one collaboration, one action at a time.



## Parakh Khandelwal MBA-FABM 25'

I had the incredible opportunity to visit the Indian Institute of Management Lucknow for their annual event, Manifest Varchasva 2023-24. Immersed in the Model United Nations (G20 committee), I proudly represented the Delegate of Myanmar. Engaging with brilliant minds, we diplomatically deliberated on global issues. Conversations with MBA students provided insights into their courses, fostering a learning exchange. The enriching experience extended beyond MUN, as I relished stand-up comedies, live bands, and a mesmerizing music concert. Manifest Varchasva wasn't just an event but a platform for learning, connecting with diverse individuals, and gaining confidence. The amalgamation of intellect and entertainment made it a truly unforgettable experience.



Participating in the Model United Nations (MUN) at Manifest Varchasva 2023-2024 as the delegate of Hungary in the G20 committee on climate change was an enlightening and empowering experience to collaborate with like-minded individuals and interacting with the delegates of different universities was indeed a valuable experience that enriched my learning and expanded my network. It helped to improve my public speaking and debate skills through delivering speeches. I represented the Hungary, I had to do research and analyse the data about the climatic issues they are dealing with and present within short time span of 120sec. Overall, it was a holistic and enriching experience that left a lasting impact on all participants involved.



## From Forest Floor To Switchboard- The Pine Needle Power In Himalayas

### Introduction

The Himalayan region, known for its natural beauty and a place where cool and comfortable climates offers a soothing escape from the blistering heat of the nearby plains. These mystical highlands are a treasure trove of sacred natural beauties, including hidden valleys, clean lakes and diverse range of tree species. The Himalayas are emerging as a hotspot for creative and sustainable solutions in the midst of the amazing landscape. The Himalayas are the home to extraordinary diversity of tree species, each of which plays an important part in maintaining the region's biological balance. Pinus roxburghii is one such trees miracle, with the potential to power a greener, more sustainable future.

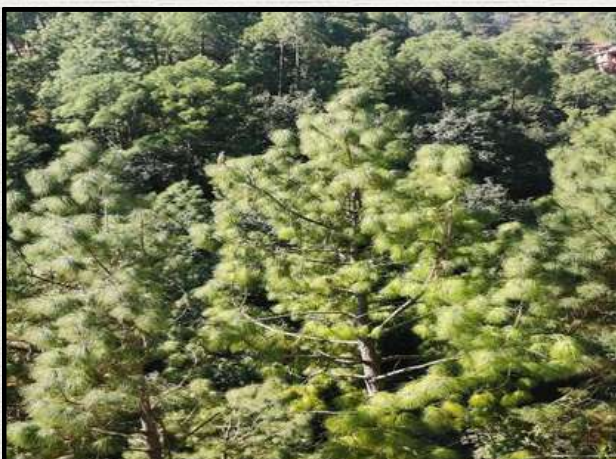


Aman Guleria



Sakshi Sharma

### The Pine Needle Predicament:



Captivating Pine Trees of Himachal

Pine woods stand as a symbol protectors of this astounding region nestled among the breathtaking Himalayan mountains. Their lush canopies make a gorgeous view, yet beyond this stunning exterior beauty, there lies a unique challenge that is in the region for the years. While pine needles are necessary for the forest environment, they have unintentionally become the cause of a major concern that is forest fires. These pine trees freely distribute a carpet of needles on the forest floor, providing flammable layer that converts into a possible wildfire threat during the summer months. And in the end forest fires due to pine needles not only affect human settlements but also the sensitive species that lives there.

## **Electricity Generation from Pine Needles**

The abundance of pine needles that blanket the forest floors has long been a fire concern in the area. However, efforts are being made to prevent the risk and also provide clean electricity to local people. Avani Bio Energy, a devoted NGO in Uttarakhand, is at the forefront of this transformative change. Their objective is to empower villages and overcome the various issues they confront by utilizing the enormous energy potential trapped inside pine needles. The pine needles are commonly regarded as a nuisance in the forest, but it can actually be a useful resource.

The key lies in a biomass gasification, Avani Bio Energy noticed this and used this to transform problematic pine needles into a valuable source of electrical energy. The harvesting of pine needles is a task which is done beautifully by Uttarakhand women, the consuming tasks takes place from April to June, when they slowly harvest the dried pine needles. These harvested needles are then kept for an year. This collection operation not only helps to lessen the risk of forest fires, but also provides a major additional revenue. They are compensated with 1 rupee per kg of the collected pine needles. This is not just an ecological effort but also a powerful instrument for uplifting the local people.

The process for remarkable process of electricity generation using these abundant natural resources is:

- **Collection of Pine Needles:** In the time of year when pine trees shed their needles, devoted people go into Himalayas forests to gather the pine needles. It has a dual purpose it not only give an additional income to local people, but it also minimizes the risk of forest fire during the season. Communities can help avoid deadly wildfires by collecting needles responsibly.
- **Drying the Collected Pine Needles:** After collecting the pine needles go through an important transformation. The collected needles are carefully dried to remove excess moisture before being used in biomass gasification. This critical phase assures that the pine needles are in their most efficient state and are ready to transformed into energy.
- **Gasification of the Dried Pine Needles:** The pine needles that have been dried are then placed in a gasifier-a specialized machine that subjects them to carefully controlled circumstances. The end result is nothing short of alchemy: syngas, a synthetic gas made of carbon monoxide, hydrogen and methane. All these gases have the potential to generate clean, long-lasting energy.
- **Cleaning the Gas:** Before electricity can be generated, the syngas must be purified. Impurities in the producing gas are removed using a variety of processes. Particle filtering, water cleaning and acid gas removal techniques ensure that the syngas is clean and ready for the next stage.
- **Electricity Generation:** The burning of the purified syngas is at the heart of this process. The energy is captured and turned into electricity by burning this gas in a combustion engine or a gas turbine. This electricity can be subsequently be used to power local homes, schools and small businesses providing a sustainable supply of energy for Himalayan communities.

## **The Biochar Bonus**

Biochar is a forgotten knight in the world of sustainable agriculture. It is the byproduct of the biomass gasification process, it is a charcoal like material which deliver a tremendous environmental punch. This helps to sustain fertility by increasing the water retention capacity in the soil which can become a game changer for not only Himalayas but for the whole world.

## The Pine Needle Powerhouse

Using pine needles for the biomass gasification has a number of advantages:

**Waste Reduction:** This solution provides two functions. It decreases the danger of fire hazard created by the accumulation of the pine needles in forests by producing electricity from them. At the same time it reduces the requirement for traditional fossil fuels, making the process more environmentally friendly.

**Renewable energy:** Pine needles are a commonly available renewable in many Himalayan regions. This paves a way for a more sustainable energy option that meets the needs of the environment while minimizing dependency on nonrenewable energy sources.

**Economic opportunities:** Pine needles collection and electricity generation projects benefits local populations. They provide people with an additional source of income.

**Lower Carbon Emissions:** When compared to traditional coal based power generation employing pine needles is a more environmentally friendly option. It emits fewer carbon emission making it a more environment friendly.



A Mature Pine Tree with Cones

### Challenges in the process

The concept of generating electricity from pine needles is indeed very promising but it have its own challenges like:

**Maintenance and Expertise:** To operate the system successfully the gasification process requires continual maintenance and a team of professional experts. In the rough terrain of the Himalayas ensuring that the equipment performs efficiently might be difficult.

**Low Energy Density:** Pine needles have a lower energy density than traditional biomass sources such as wood chips or agricultural residues. As a result a large number of pine needles are needed to create a reasonable amount of electricity.

**Seasonal Availability:** Pine needles are not available all year, which can hamper the continuous operation of the electricity generation facilities.

**Logistics:** Collecting and transporting pine needles from remote Himalayan forests can be difficult logistical challenge that must be solved.

The use of pine needles for biomass gasification holds great promise as a sustainable energy solution for the Himalayan region. Yet it is very crucial to acknowledge the obstacles of this process toward a cleaner and more energy independent Himalayas.

### Addressing the challenges necessitates

The challenges of producing power from pine needles are peculiar to the Himalayan region. To overcome these obstacles there are some proposed solutions:

**Diversify Biomass Sources:** Pine needles are seasonal so there is need of establishing alternate biomass sources or hybrid systems that can run alongside pine needles all year.

**Improve Collection and Transportation:** Establish efficient collection and transportation systems for pine needles. To reduce expenses and environmental impact, using lightweight portable equipment and set up a local collection centers.

**Community involvement:** Involve local communities in the collection process by offering training and involving them in the collection process. This not only helps to sustain livelihoods but it also fosters a sense of ownership and cooperation.

**Stakeholder Collaboration:** Encourage collaboration among government agencies, NGOs, commercial firms and local communities in order to pool resources.

By adopting these strategies we can transform challenges into opportunities paving the way for a cleaner and more sustainable energy future in the Himalayas.

## Conclusion

A quiet revolution is taking place in the heart of the gorgeous Himalayan range one where adversity transforms into innovation. Electricity generation from pine needles has emerged as an encouraging model of sustainability, bridging the gap between environmental preservation and local people pressing energy needs. It is a win win situation because it reduces the threat of forest fires while also meeting the energy needs of local people. This brilliant approach Page 5 of 5 illustrates the ability of transforming obstacles into opportunities and environmental concerns into an environment friendly solutions.

The Himalayan vision for a greener more sustainable future is getting closer to becoming a reality as technology advances and communities collaborate. The quest is far from finished, but the road ahead is clear and Himalayas is inching closer to the reality.

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# Essence of Kedar Ghati

In the heart of Kedar Ghati, my lens becomes a storyteller, capturing moments frozen in time. A photograph of a weathered face tells the tale of a weather-beaten farmer, whose hands have toiled the land for generations, embodying the spirit of resilience that runs deep within the community.

Another photograph reveals a cascading waterfall, its pure white streams flowing gracefully against a backdrop of lush greenery. The image whispers of the untamed beauty that thrives in this untouched landscape, reminding us of the power and magnificence of nature.

Amidst the quiet serenity of a village nestled in the mountains, a photograph portrays a group of locals engaged in a traditional ceremony. Their vibrant attire and joyous expressions illuminate the page, showcasing the rich tapestry of tradition that weaves through the fabric of their lives.

Through my lens, I capture a tranquil scene of a mist-covered valley, where the mountains stand tall as silent guardians. The photograph captures the delicate harmony between humanity and nature, reminding us of the importance of preserving this fragile balance.

In each click of my camera, I strive to immortalize the soul of the Himalayas, to evoke a sense of awe and appreciation for the wonders that surround us. As these photographs grace these pages, I hope they ignite a passion for preservation, awakening a collective responsibility to protect and cherish the beauty that nature has bestowed upon us.

May these images serve as a reminder that within the heart of Kedar Ghati, a world of stories, resilience, and untamed beauty awaits, inviting us to explore, appreciate, and protect the delicate harmony between humanity and nature.



UTTAM RANA



# Vulnerable

Be relaxed,  
Sit back  
Think twice!  
Why to allow someone else  
Drive your life?

Aren't you capable,  
Scared of obstacles?  
Stop being Vulnerable!  
Why to allow someone else  
Drive your life?

Can't you make decisions,  
Still want some remissions.  
Make your energy,  
Your ignition.  
Why to allow someone else  
Drive your life?

Stop biting your tongue,  
Next is your turn.  
To enlighten your life,  
Be your own Sun.  
Why to allow someone else  
Drive your life?

Please take your time.  
Leave things that,  
Push you behind.  
Do not hesitate.  
Once you are ready,  
Drive your life,  
Drive your life.



# Editorial Team of Krishi Unnati

