

 Literary and Media Cell of ISAB

*presents*

# Krishi Unnati

*A National ISAB magazine*

*Nurturing Futures,   
Cultivating Excellence*



EDITION

OCTOBER 2023



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



**Imperial School of Agri Business (ISAB)**

CAMPUS ADDRESS - KNOWLEGE PARK III, GREATER  
NOIDA, UTTAR PRADESH

**Contact:** +91-7440977485, +91-8319400485



# TABLE OF *Contents*

• <i>Message from Editorial Desk</i>	3
• <i>Literary &amp; Media Cell</i>	4
• <i>Alumni Cell</i>	5
• <i>Music Club</i>	6
• <i>Dramatics Club</i>	7
• <i>Sports Club</i>	8
• <i>Agro-Marketing Club</i>	9
• <i>Cultural Club</i>	12
• <i>Entrepreneurship &amp; Innovation Club</i>	15
• <i>Empowering Farmers for a Sustainable Future</i>	16
• <i>Student Corner</i>	17
• <i>Embracing Diversity and Unleashing Talent: A Night of Brilliance at Imperial School of Agri Business</i>	19



# *Message from Editorial Desk*

*Step into the vibrant world of imagination and expression with ISAB's Literary & Media Cell - a sanctuary for the innovative minds that thrive within the walls of our esteemed institute. This student-centric cell serves as a catalyst for the development of communication and interpersonal skills, providing a nurturing platform for students to unleash their creativity and share their exciting narratives.*



**Abhijith Nair AC**  
**Secretary, Literary and**  
**Media Cell**

*As we unveil our first monthly College Magazine of October 2023, we invite you to explore the rich tapestry of activities that complement ISAB's diverse curriculum. Our innovation-driven institute recognizes the importance of nurturing quality managers for societal betterment, and our programs are structured to meet the aspirations of bright executives, fostering strong conceptual fundamentals and future-ready skills.*

*ISAB's Literary & Media Cell serves as a nurturing ground, fostering excellent communication and interpersonal skills among students. The primary goal is to ignite a passion for literature and E-Media, shaping individuals into critical thinkers and eloquent speakers. Throughout the year, our dedicated team organizes a plethora of events and expert sessions, both online and offline, aimed at enriching students in the realms of writing and public speaking. Our dynamic team, comprising 18 enthusiastic members, works tirelessly to uplift the institute's brand and enhance the skill set of each student. We firmly believe that literature and E-Media are indispensable components of our society, and we are committed to carrying their glory forward.*

*ISAB takes pride in ensuring comprehensive placement support for its students having renowned faculty members from IIT, IIM Ahmedabad, and XLRI, ISAB stands as a beacon of quality education.*

*ISAB's dream of becoming a leading global management institute is backed by a legacy of 100% final placements for every batch of MBA – Food & Agribusiness Management, since its inception. We extend our best wishes to all our stakeholders and aspiring students who play a pivotal role in crafting the future of our country.*

*Join us in celebrating the convergence of literature, media, and academic excellence at ISAB. Together, let's script a story of success and innovation.*





# Literary & Media Cell

*A literary and media cell is a student-run organization that promotes literary and media activities within an educational institution. It provides a platform for students to explore their creativity and express themselves through various forms of literature and media, such as writing, debating, public speaking, filmmaking, photography, and graphic design.*

*Literary and media cells also provide a space for students to come together and share their ideas, learn from each other, and develop their skills.*

*They provide a space for students to express themselves creatively, to learn about different forms of literature and media, and to develop their critical thinking skills. Literary media cells can also help students to build their confidence and to develop their communication and interpersonal skill.*

## Pen & Prestige Activity

*The Literary and Media Cell of Isab successfully embarked on an event "Pen and Podium Prestige" on 24th August 2023. As a part of this activity, an Article writing Competition was organized as the First round. Participants were presented with five compelling themes, each beckoning them to craft their narratives in just 40 minutes.*

*The 2023-25 batch of ISAB students left us awe-inspired with their boundless enthusiasm and remarkable prowess.*

*Our next destination is the Public Speaking Round, where oratory finesse met storytelling charisma and the Final Round where perspectives flip and opinions sway which will be conducted soon.*

*We would like to express our sincere gratitude to the*

*Secretary Abhijith Nair AC, Co-secretary Abhay Mishra and all the other coordinators for their hard work and sincere dedication towards organizing the first round successfully.*

*Winners of the final round will be awarded certificates as well and awards will be distributed for the first 3 positions.*





# Alumni Cell



An important part of creating ties between our alumni and the school is the alumni cell at Imperial School of Agri Business (ISAB). It plans a number of events, like the Alumni Speak Series, which is an interactive online and offline session with alumni to provide assistance to students. According to the cells, these kinds of activities assist students in anticipating and become aware of the talents and qualities that potential employers are looking for. Through this cell, advocacy, charity, and volunteerism are returned to the organization. Additionally, it creates and maintains efficient channels of communication that update alumni on news, events, and activities related to the university. Students learn about the accomplishments and success stories of former students through this, which serves to motivate present pupils.

## *A few take away from the most recent alumni talk:*

- *Since self-awareness is essential for both personal and professional development, we should be aware of who we are.*
- *Time management skills are essential.*
- *Know your own definition of success.*
- *Take lessons from your errors.*
- *Interpersonal skills are crucial.*
- *Concentrate on your own growth and development.*
- *Strategies for maintaining a healthy work-life balance and managing stress.*
- *Discussed about their professional journey, including internships, first jobs, and how they advanced in their careers.*
- *Shared valuable lessons they've learned along the way, including the importance of resilience, adaptability, and continuous learning.*
- *Significance of building a professional network and maintaining relationships with mentors, peers, and colleagues.*
- *Importance of diversity and inclusion in their industries and share their experiences with promoting these values.*





# Music Club

*The Music club is a vibrant and broad community of students who share a passion for music. The club organizes a variety of activities throughout the year providing opportunities for students to learn, grow and perform.*

*Mission: To create a lively and inclusive music community where students can explore, appreciate, and share their musical talents.*

*Vision: To be the premier hub for musical expression on campus, where students from all cultures and backgrounds can connect through the universal language of music.*

- *To give students valuable experience through regular rehearsals and live performances, boosting their confidence and stage presence.*
- *To organize events such as concerts and open mic nights, providing platforms for students to showcase their talents in front of diverse audiences.*
- *To provide a platform for students to polish their musical talents, fostering skills like teamwork, creativity and discipline.*
- *To nurture students abilities in a supportive environment, preparing them for future growth and personal development.*
- *To build students confidence and public speaking abilities, which are essential for any business career.*

## *Some activities of music club activities*

- *Independence Day - The music club organizes a special celebration of Independence Day featuring a diverse collection of patriotic songs performed by students from all backgrounds.*
- *Morning prayer - The music club leads the prayer every morning singing prayerful songs to create a peaceful and divine atmosphere*
- *Guest welcome - The music club organizes special welcome songs to greet guests who visit the college.*
- *Music workshops - The club organizes music workshops to help students learn new skills and develop their musical talents.*
- *Jam sessions - The club organizes jam sessions where students can come together to play music and collaborate on creative projects.*
- *Open mic nights - The club organizes open mic nights where students can perform their music in front of an audience.*
- *Competitions- The club organizes competitions to encourage students to challenge themselves and improve their skills.*

## *Summary*

*The Music club is a group of students who love music they do all sorts of music related activities together like concerts, workshops and open mic nights. The club is open to everyone, and its a great way to learn new music skills, meet new people and have fun.*





# Dramatics Club

*The Dramatics Club put on an impactful Nukaad Natak, focusing on the prevalent issue of corruption in India.*

*The theme, "Bharat mai Kitna Brastachar," was chosen to shed light on the widespread problem that affects various facets of society. The performance was a powerful portrayal of the harsh realities faced by everyday citizens due to corruption. The talented members of the Dramatics Club used their skills to vividly depict scenarios that resonate with the audience. Through powerful dialogues, convincing acting, and a thought-provoking narrative, they effectively conveyed the urgency of addressing this issue. The Nukaad Natak served as a wake-up call, urging viewers to reflect on the state of corruption in the country. It sparked discussions and raised awareness about the need for collective action to combat this societal menace.*

*Kudos to the Dramatics Club for using their platform to tackle such an important issue. Their performance was not only a testament to their artistic prowess but also a call to action for a more transparent and accountable society. This Nukaad Natak will undoubtedly leave a lasting impression on its audience, inspiring them to be part of the solution against corruption in India.*

*The Dramatic Club organized a fun in-house play called "Story Story Die," in which we offered each group a distinct circumstance and they had to narrate a story within 30 seconds. It was amazing to see the creativity that was displayed during the Dramatic Club's internal performance, "Story Story Die." Each group was given a unique situation, and they had a restricted 30-second time limit to tell their story. It was like storytelling and magic were being cooked under pressure!*

*Each group's turn brought about an actual feeling of excitement in the crowd. They had to act swiftly and come up with stories that would instantly attract their audience. It provided an excellent opportunity to practise time management, creativity, and public speaking.*

*The Dramatic Club deserves praise for planning such a fun activity! It not only brought out the best in every participant, but it also displayed the club's incredible skill. It was obvious*



*ISAB students shine through their role-play teaching model for CWC, all thanks to Dr. Neha Saini's vision. Thanks to Dr. Neha Saini's inspirational guidance, the ISAB students were able to exhibit their truly excellent skills through the role-play teaching style for the Child Welfare Committee (CWC). This novel method was made possible by Dr. Neha Saini's vision. She laid the groundwork for this concept with her understanding of both education and child welfare. She provided pupils with a dynamic and engaging learning experience by incorporating role-play into the teaching style. In addition to making the classes more interesting, this also helped the students develop a strong feeling of empathy and compassion for the difficulties the CWC faces.*



# Sports Club

*Sports Club at Imperial School of Agri Business Promote Sportsmanship, Teamwork, and an Active Lifestyle*

*The Sports Club at Imperial School of Agri-Business is a vibrant and inclusive community where students can develop their passion for sports, cultivate teamwork and leadership skills, and promote a healthy and active lifestyle.*

*The club offers a diverse range of sports activities, including cricket, badminton, and cycling, and is committed to creating a welcoming and supportive environment for students of all skill levels.*

*Recent Events - In the past few months, the Sports Club has organized a number of successful events, including:*

*Cricket match between the Seniors team and a Juniors team: A cricket match between the Seniors team and a Juniors team: This match was a great opportunity for students from different batches to come together and compete in a friendly and competitive spirit. The Seniors team emerged victorious, but the Juniors team gave them a tough fight.*

*Special event on National Sports Day: On National Sports Day, the Sports Club organized a special event to promote the importance of sports and cleanliness. The event featured a variety of sports activities, as well as a workshop on cleanliness and environmental awareness. The event was a great success and attracted a large number of students.*

*Early morning cycling event to promote fitness and well-being: An early morning cycling event to promote fitness and well-being: This event was held to encourage students to adopt a healthy and active lifestyle. The cycling event was a great way for students to start their day on a positive note and to get some exercise.*

*Badminton tournament for students of all skill levels: This tournament was open to all students, regardless of their skill level. The tournament was a great way for students to improve their skills and compete with others. The winners of the tournament were awarded prizes and certificates.*

*Yoga sessions in the morning: The yoga sessions in the morning are a great way for students to start their day off on a relaxed and centered note. The sessions are open to students of all skill levels and are a great way to improve flexibility, strength, and balance.*

## Impact

*The Sports Club at Imperial School of Agri-Business is a valuable asset to the school community. It provides students with an opportunity to develop their physical and social skills, and to promote a healthy and active lifestyle. The club's recent events have been a great success and have helped to build camaraderie and sportsmanship among students.*

## Summary

*The Sports Club has a positive impact on the lives of students in a number of ways. It provides students with an opportunity to develop their passion for sports, cultivate teamwork and leadership skills, and promote a healthy and active lifestyle. The club also helps to build camaraderie and sportsmanship among students. It is a place where students can come together and compete in a friendly and competitive spirit.*

*The Sports Club is an important part of the Imperial School of Agri-Business community and it plays a vital role in promoting the overall well-being of students.*







# Agro-Marketing Club

*Agro-Marketing Club is the place where all the marketing strategies based on the needs and wants of the consumer are discussed, designed, planned, implemented, and monitored. The Agro Marketing Club at the Imperial School of Agribusiness through a diverse range of activities, which contribute in nurturing the knowledge of agribusiness students.*

*Agro-Marketing Club supports the creative thought process, and new ideology, and relates them with the current scenario of (Agri) market to create a win-win situation for both consumer and producer (farmer).*

## *Krishi Digdarshan Talk Series*

### 1. Mr. Mangesh Wange- CEO of Swades Foundation and professional certified coach(ICF)

Mr. Wange candidly shared the remarkable journey of his life, openly acknowledging that he faced failure four to five times along the way and he revealed how each failure served as a stepping stone to his ultimate success. His message was crystal clear: "Don't let self-doubt hold you back."

One of the key takeaways from Mr. Wange's talk was the importance of becoming and remaining relevant and strong in today's ever-evolving world. He stressed the significance of KSA, Knowledge, Skills, and Attitude, in shaping our personal and professional growth. Mr. Wange's insights underscored the vital role of hands-on experience in one's career. He emphasized that working in the field isn't just an option; it's the ultimate path to honing our interpersonal skills and truly learning by doing. Mr. Wange concluded with a powerful mantra: "The 3 H's- One's intellect (Head), Emotions (Heart), and Practical Skills (Hand).- are the vital ingredients for success in any organization." These three components, he explained, form the bedrock of achievement.



### 2. Mr. Sachin Nandwana, Co-Founder of BigHaat, - 10th October, 2023

Mr. Nandwana Sir offered insights into the extraordinary journey of BigHaat, a pioneering Indian agritech firm established in 2015. BigHaat aims to transform the way farmers engage in the buying and selling of their agricultural produce. Their approach lies in a cutting-edge online platform that directly links farmers with suppliers, effectively bypassing intermediaries and ensuring equitable pricing for the agricultural goods.

But BigHaat's vision extends beyond mere commerce; it's deeply rooted in a commitment to sustainability. The company offers a comprehensive array of eco-conscious products and services, including organic fertilizers and pest control solutions. What sets them apart is their dedication to eco-friendly agricultural practices like crop rotation and water conservation, playing a pivotal role in steering Indian agriculture towards a more environmentally responsible and sustainable future.

In essence, BigHaat is reshaping the landscape of farming in India, ushering in an era of increased profitability and sustainability that benefits all stakeholders involved.



### 3. Mr. Rajendar Godara- VP and Head of Agri Input at Unnati

Mr. Rajendra Godara's remarkable journey through the Agri-input landscape serves as a living testament to his extensive experience. His career, which began as a Management Trainee at TCL, has now evolved into his current role at Unnati. During his enlightening session, Mr. Godara embarked on a comprehensive exploration of the Agri Input Industry in India. His insights illuminated the revolutionary impact of digital agriculture, the ever-changing landscape of crop varieties, the indispensable role of Farmer Producer Organizations (FPOs), and the evolving mindset of our farmers. In addition, Mr. Godara delved into the industry's growth, underscoring the increasing number of industry players, and highlighted the emergence of new products and innovative chemistry. Furthermore, Mr. Rajendra Godara stressed on the importance of recognizing and addressing the specific needs of farmers, digital marketing skills, and harnessing the power of data science to succeed in this dynamic and ever-evolving sector.



### Expo Visits:

#### BIOFACH India

Exploring the vibrant event space colors featuring an abundance of fresh produce, snacks, beverages, and skincare products, all crafted from organic ingredients. Meeting passionate farmers committed to sustainable agriculture left a lasting impression, showcasing the environmental benefits and healthier lifestyle choices of organic farming. Companies are wholeheartedly embracing sustainable farming practices, harnessing innovative techniques to cultivate eco-friendly and natural agricultural products.

Embracing transparency, some companies are digitizing their products, offering consumers comprehensive data through QR codes.



What truly inspiring were the passionate farmers, their farming methods contribute to environmental sustainability and promote healthier lifestyles by adding millet based value products in daily consumption of people. This visit not only educated us about organic products but also revealed the growing market trends, reflecting an increasing demand for organic offerings.

#### UP International Trade Show

The UP International Trade Show was a hub of invaluable insights and networking opportunities for traders and entrepreneurs alike. It underscored the significance of innovation and technology adoption in staying competitive. The event also shed light on the entrepreneurial spirit and startup culture, inspiring attendees by showcasing the journey of business professionals who started from the ground up.

The emergence of drone technology in Indian agriculture was a major revelation, indicative of the sector's rapid evolution. The exhibition unveiled cutting-edge equipment and sustainable practices, highlighting the industry's commitment to environmental preservation. The collaborative atmosphere, fueled by interactions with industry leaders and passionate farmers, emphasized the role of knowledge exchange in propelling agriculture forward. Jointly organized by the Government of Uttar Pradesh and India Exposition Mart Ltd., this event brilliantly showcased the thriving agriculture sector in the region.





## Azadpur Mandi, Delhi – 3rd October, 2023

Established in 1977, Azadpur Mandi, also known as Ch. Hira Singh Wholesale Fruit Market, serves as a vital link in the food supply chain, facilitating connections between farmers, traders, and consumers.

There were chaos of fresh produce moving from farms to stalls at dawn, underscoring the need for efficiency in the industry. Interactions with traders and logistics professionals deepened the understanding of supply chain dynamics, with commodities' prices fluctuating based on supply and demand dynamics. The negotiation process between farmers and traders highlighted the delicate balance of demand, supply, quality, and fair pricing. While Azadpur Mandi continues to rely on traditional auctions, the growing interest in online transactions aligns with the Digital India mission. Government regulations play a crucial role in shaping the Indian agriculture sector, fostering collaboration among stakeholders.

This visit provided insights into the commission charges at Azadpur Mandi, transportation fees, and the handling, grading, sorting, and pricing of various fruit produce.



## Events

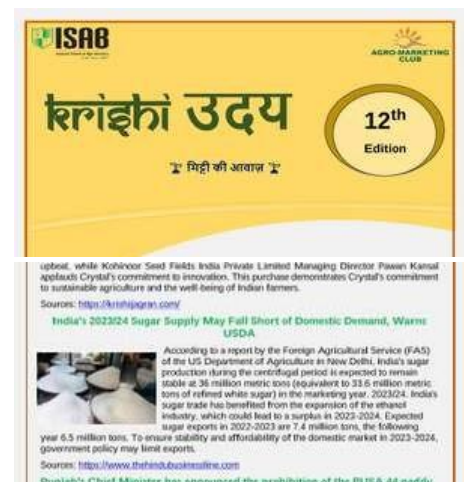
### Intern Insights: Reliving Experience

Fresh from their summer internships, this event provided a stage for ISAB (2022-2024) batch interns to candidly reveal the full spectrum of their experiences - from soaring highs to challenging lows. The outcome was nothing short of remarkable, as knowledge and insights flowed freely across diverse fields. The event was a resounding success, and the depth of expertise of students who shared and shed light on the multifaceted nature of the agricultural industry.



### E-Magazine- “Krishi उदय”

Krishi उदय- an E-Magazine, a treasure trove of knowledge and inspiration. This digital platform has become a valuable asset to the budding agribusiness leaders. Firstly, it serves as a rich source of up-to-date information on the dynamic agricultural landscape, keeping students abreast of emerging trends and market insights providing access to the new innovations and research. This not only enhances their academic learning but also equips them with practical wisdom for real-world scenarios. Secondly, "Krishi उदय" offers a space for students to share their research, insights, and experiences, enhancing their communication skills and expanding their professional network. Moreover, it fosters a sense of community among like-minded individuals passionate about the agricultural sector. In a world where knowledge is power, "Krishi Uday" empowers MBA Agribusiness students to thrive in this ever-evolving field.





# Cultural Club

*The Cultural Club offers a variety of activities for our students to participate in. We organize events such as cultural festivals, routine activities, and excursions to promote the appreciation of different cultures. We also have the vision to host workshops on a variety of topics such as cultural sensitivity, language learning, and cultural exchange programs.*

*Our mission is to promote and celebrate the cultural diversity of our institution. Our club members come from all backgrounds, and we strive to create an inclusive and welcoming environment that allows everyone to appreciate and learn from each other.*

## Activities

### Independence Day Celebration

*On India's 77th Independence Day, our campus was transformed into a vibrant tapestry of patriotism, culture, and unity as students enthusiastically participated in diverse patriotic performances, with each dance step and musical note weaving a story of our diverse heritage and freedom. The environment burst into life with their contributions, creating an unforgettable harmony and celebrating our nation's undying spirit.*



### Chandrayaan-3 Success Celebration

*In a momentous celebration of India's remarkable achievement with Chandrayaan 3, the Cultural Club took the initiative to distribute sweets as a gesture of national pride and collective joy. The successful mission to the moon was a significant milestone, showcasing the nation's scientific prowess and determination.*

*The distribution of sweets was a symbolic act, representing the collective enthusiasm and unity of the academic community in acknowledging and appreciating the tireless efforts of ISRO (Indian Space Research Organization) and all those involved in making Chandrayaan 3 a success.*



*This sweet distribution was not just a mere act of sharing confectioneries but a heartfelt expression of support, pride, and admiration for the nation's scientific endeavors. It served to remind everyone of the incredible feats achieved by our scientists and researchers, reinforcing the importance of space exploration and scientific advancements. Chandrayaan 3's success is a testament to India's commitment to space exploration and its bright future in the field.*

### Onam Celebration-2023

*The Cultural Club's celebration of Onam was a vibrant and joyous occasion, honoring the rich cultural heritage of Kerala. Onam, one of the most significant festivals in the southern Indian state, is a harvest festival that transcends religious boundaries, bringing people together in a spirit of unity and festivity.*



The celebration featured a stunning display of cultural elements, including the traditional Pookalam (flower rangoli), where intricate floral patterns adorned the floors. The exquisite and colorful attire of attendees added to the visual splendor of the event, with many wearing traditional Kerala sarees and dhotis.



## Agra Excursion



The Cultural Club at our institution recently organized a truly unforgettable trip to Agra for our junior students. This excursion offered a unique opportunity for our juniors to explore the rich cultural heritage of Agra, home to the iconic Taj Mahal and several other historical treasures. The trip was a perfect blend of education, entertainment, and bonding, allowing students to not only witness the awe-inspiring architecture but also create lasting memories and friendships.

## Swagatam 2023

Swagatam 2023, organized by the Cultural Club, was an extravagant event to welcome the newest members of our academic community. The event was graced by the presence of several esteemed dignitaries, adding to the grandeur of the occasion. It provided a platform for both fresher's and existing students to come together and celebrate the spirit of unity and diversity.

The evening's entertainment was a highlight, featuring a lively DJ session that had everyone grooving to the beats, creating a vibrant atmosphere. The ramp walk showcased the students' talents and unique fashion styles, allowing them to express themselves confidently. Various fun activities added an extra layer of enjoyment, fostering a sense of camaraderie among the attendees. Swagatam 2023 was not just an event; it was a memorable experience that fostered a sense of belonging and excitement among the incoming students, setting the tone for their journey through academia.



## Ganesh Chaturthi Celebration-2023

"Amidst the echoes of devotion and the rhythms of unity, the Cultural Club of Imperial School of Agribusiness welcomed Lord Ganesh with open hearts and open arms. For 11 days, from September 11th to September 28th, our hostel premises transformed into a haven of festive exuberance. The enchanting melodies of bhajan on the 26th resonated with spiritual fervor, filling the air with divine blessings. And as the crescendo of our celebration reached its zenith, the final day brought us together for the vibrant and soul-rejuvenating Visarjan. In these moments of togetherness, we found not just a cultural event but a deep connection that binds us all. Ganapati Bappa Morya!"



## World Animal Day-2023

On the 4th of October, the Cultural Club of the Imperial School of Agribusiness came together to celebrate World Animal Day, a day dedicated to our voiceless companions. As an institution deeply rooted in agriculture, we understand the importance of nurturing all forms of life. We ventured out with love and care in our hearts to feed the street dogs and cattle, sharing our warmth with these often-forgotten souls. It was a day not just of celebration, but of gratitude and empathy, reminding us that in our pursuit of knowledge, we must never forget the essence of compassion towards all creatures sharing this planet.



## Blood Donation Drive- 2023

The act of donating blood to save human lives is a testimony to the selfless spirit that unites us all. 'Give the gift of life - donate blood,' resonates profoundly with this belief. On the 9th of October, the Cultural Club at Imperial School of Agribusiness organized a remarkable Blood Donation Drive. It was a resounding success, with over 70 donations, a testament to the compassion and generosity of our fellow students. This event was graced by the presence of our esteemed Director, Mr. Saurabh Pandey, who led by example and donated blood. Our dedicated admin team provided invaluable support.

Together, we demonstrated the profound impact and power of unity, offering hope and life to the world."



## Indian Air Force Day-2023

Indian Air Force Day held a special significance at Imperial School of Agribusiness as we celebrated not just the valor of our nation's protectors but also honored one of our own, Mr. Sudam Mahapatra. A distinguished retired member of the Indian Air Force, his unwavering dedication to our country during his service was truly commendable. Mr. Mahapatra, who now serves as the Officer of Security and Wellness at ISAB, embodies the spirit of patriotism. We are proud to felicitate him on this occasion, acknowledging not only his achievements in the Air Force but also his continued dedication in nurturing the safety and well-being of our institution.



## Swachhata hi Seva Campaign-20

On the auspicious occasion of Gandhi Jayanti, our students joined hands for the 'Swachhata Hi Seva' (SHS) campaign with a resounding commitment to a 'garbage-free India.' Our young champions went beyond just cleaning; they dedicated themselves to the cause, tidying up the Knowledge Park 3 area. Their enthusiasm was infectious, and they also actively spread awareness about the importance of cleanliness. Mahatma Gandhi's values of cleanliness and selfless service echoed through their actions, reminding us that a clean India is a shared responsibility and an enduring tribute to the father of our nation.







# Entrepreneurship & Innovation Club

An entrepreneurship and Innovation Club at Imperial School of Agribusiness is the student-led group. The club basically focus is on encouraging entrepreneurial skills and promote innovative thinking among students to develop their capability for future competition and to increase development in society. The club aims to increase the interest for innovation and prepare them to become future entrepreneur by providing them with resources and mentorship for education, social networking, teaching and research events.

## Entrepreneurship And Innovation Club Events

### Expert Talk

Entrepreneurship and innovation club organizes expert talk to educate the students about entrepreneurship, innovation, and the startup ecosystem. These talks provide knowledge and insights to the students about the field from the experienced individuals. Students can learn from the experiences, about networking, insights about the industry, career guidance and practical advices. Such events benefit the club as well as students to grow.



### In House Activity

Entrepreneurship and innovation club has organized various in house activities that allow students to apply their innovative knowledge in real world and find the solutions to the problem by thinking in a creative way and learn to work collaboratively.



### Idea Pitching

Idea pitching is one such in house activity that has been recently conducted by entrepreneurship and innovation club in which the students have to sell their idea and have to convince why their product or idea is different from other. This activity enhances the communication of student, upskill creativity, critical thinking development and they can showcase their entrepreneurial spirits and gain confidence in presenting their ideas.



### Newsletter

Entrepreneurship and innovation club releases the newsletter which have news related to agriculture startups, innovation and entrepreneurs. That's beneficial to the students by providing them with the information about startup world and industry development and can inspire them to pursue their own entrepreneurial endeavors.

**NEW**  
LATEST NEWS AND  
INNOVATION

EDITION  
**24**  
13 October 2023

# Empowering Farmers for a Sustainable Future

Today's farmers are grappling with pressing concerns about the health of their soil and the environmental consequences of excessive chemical use. They are on a quest to find alternatives to existing chemical dominated farming practices that not only protect their yields but also safeguard the environment.

Fortunately, new technological developments have provided a ray of hope, demonstrating a chemical fertilizer-free bio-farming protocol "Prakalp Sanjivani" by Zydex Agro Solutions, that not only maintains yields but often enhances them right from the very first crop cycle. These forward-thinking endeavors aim to enrich soil health by improving its structure, making it soft and porous, increasing organic content, and transforming it into a nurturing medium for crops.

## *The Perils of Chemical-Dependent Agriculture:*

In recent years, modern agriculture has heavily relied on chemical inputs, such as synthetic fertilizers and pesticides. While these chemical agents have temporarily increased crop yields, they have come at a significant cost. The excessive use of chemicals disrupts the natural balance of our ecosystem, resulting in diminished soil quality (increased compactness, reduced soil biology and organic matter), compromised water resources, and contributing to climate change. This imbalance poses a grave threat to the foundations of our food production system.

## *The Promise of Chemical-Free Bio-Farming*

Thankfully, the solution lies in initiatives that champion chemical-free bio-farming. These programs are built on a few fundamental principles:

*Enhancing Soil Health:* The primary objective is to improve soil structure making it soft, porous, well aerated and rich in organic content of the soil. This sets the stage for healthier and more productive crops.

*Optimizing Soil Microbial Populations:* By making better soil structure, it becomes conducive for the development of beneficial soil microbial population. This community of microorganisms plays a crucial role in enhanced nutrient efficiency, disease suppression, and overall plant vitality.

*Boosting Farm Productivity:* These initiatives are designed to increase farm productivity while reducing the reliance on harmful chemical inputs. This dual focus ensures both economic viability for farmers and long-term sustainability.

*Preserving Water Resources:* Sustainability goes beyond crop production; it extends to maintaining water table levels. By increasing soil porosity and infiltration capacity of soil, these initiatives concentrate on enhancing water resource management to ensure the effective utilization of green and blue water and further reducing exploitative agriculture ensuring availability of clean water.

## *The Road to Sustainable Farming*

As the global population continues to expand, the importance of sustainable farming practices cannot be understated. Initiatives promoting chemical-free bio-farming provide a roadmap to a brighter, more sustainable future. By embracing these practices, we can meet the increasing demand for food while preserving our planet's health and resources.

Initiatives showcasing chemical-free bio-farming demonstrate that we can cultivate food in harmony with nature, creating a future where the Earth remains fertile, water resources remain clean, and food remains healthy and abundant. It's a call to action for all stakeholders, from farmers to consumers, to support and advocate for initiatives that bring us closer to a more sustainable, food-secure world.

Let us join hands to make every day healthier and safe for consumers, where nutritious, safe, and abundant food is accessible to all while leaving a minimal footprint on our planet. By supporting and participating in chemical-free bio-farming initiatives, we can genuinely make this vision a reality, enriching both our lives and the world we call home.

*by Mr. Shailendra Singh from Zydex Group*





# Student Corner

## AGRISTACK

*transforming agriculture with technology*

-Sushil Dhote

**A**gristack is a collection of information, technologies and digital database that focuses on farmers and the agricultural sector. Agristack is a novel approach to agriculture that fosters sustainability, resilience, and equity in response to climate change and other environmental challenges. Agristack, that blends traditional practices with cutting-edge technology, is transforming the industry, offering both challenges and opportunities for future food security, sustainability, and economic prosperity. AgriStack is a government initiative aimed at improving farmers' access to credit, inputs, and markets by collecting and analyzing data. The project could lead to improved formal credit access, enabling better interest rates and loan terms, enabling farmers to invest in their businesses and boost productivity. Additionally, AgriStack could provide farmers with better quality inputs at lower prices, reducing costs and increasing profits. Despite potential risks, the project offers potential benefits for farmers. The Ministry of Agriculture and Farmers Welfare has signed a memorandum of understanding (MOU) with Microsoft Corporation, Star Agribazaar, Patanjali Organic Research Institute, Amazon Internet Services, and Esri (Environmental Systems Research Institute) India for various operations under AgriStack, including pre- and post-harvest advisories.



**C**hallenges: Digital technologies and AI can help address challenges in Indian agriculture, such as poor access to credit and information, mechanization, and input usage. However, they alone cannot bring about transformative change. A holistic approach, combining technology with comprehensive agricultural reform strategies, is needed to address complex problems like soil fertility, crop diversification, and pest management. Addressing systemic issues like supply chain wastage and intermediary exploitation requires policy changes, community involvement, and innovative technology adoption. Data security, financial exploitation, exclusion error and digital access is a concern against agristack.

**C**onclusion: I hoped that farmers will receive various kind of support from the pilots to be conducted as part of the Mo Us. Some solutions which may emerge with help of these pilot projects will be: Farmers will be able to make informed decisions about which crop to grow, what type of inputs and seed varieties to use, time of sowing and best practices that can be adopted to maximize yield. Farmers can decide whether they should sell right after harvest or store their produce. Precision will increase in agriculture and farming will move towards being smart farming leading to resource use efficiencies for farmers.

**References:** <https://agricoop.nic.in/en/MoU>

[https://farmer.gov.in/iaof/iaof\\_admin/Data/403\\_Role%20of%20Digital%20and%20AI%20Technologies%20in%20Indian%20Agriculture-%20Mr.%20Tanay%20Mahindru.pdf](https://farmer.gov.in/iaof/iaof_admin/Data/403_Role%20of%20Digital%20and%20AI%20Technologies%20in%20Indian%20Agriculture-%20Mr.%20Tanay%20Mahindru.pdf)

# Transition on Growing Up

-Sakshi Sharma

*Is it just me who feels like I want to stay little, so that mother can still pick me up  
and put me under the covers*

*But at the same time I want to be a grown person, who don't want to hide from the  
responsibilities behind a curtain*

*I am thinking too much, I wonder? Is it a phase or an eternal blunder?*

*All these silly questions filled my restless head, a tear stained pillow whispers as I lie  
in bed*

*They all are saying to me it's going to be fine, or maybe you just going to be alone in a  
long line*

*Growing up is a mixed ride, feeling unwanted, empty, ridiculous and a bumpy slide*

*But you know what the beautiful part of this journey is,  
Through the darkest nights, you wept it's true  
But you found laughter in battles, and your courage grew  
You have faced the darkness, but never ceased to try,  
In the depth of hopelessness, you dared to fly*

*It's you who kept on pushing, but never stop,  
Through all the storms and struggles, you reach the top  
It's you who aim to be bold and to stand tall,*

*In the end, it's you who will overcome all.*



# MADHUBANI ART (Mithila Painting)

-Pratibha Mishra

*Mithila, a region in the state of Bihar, northern India (and also stretching into Nepal),  
has an important tradition of knowledge in the form of paintings. Madhubani  
paintings (also known as Mithila paintings) have been practiced by the women of the  
region through the centuries and today it is considered as a living tradition of Mithila.  
The art not only depicts the social structure but also the cultural identity of the land  
with its depictions on themes of religion, love and fertility.*

## Origin

*The origins of Madhubani paintings are quite unknown. However, it is believed that  
King Janak, ruler of Mithila Kingdom in the 8th or 7th century BCE, had asked to  
develop these paintings in order to capture the moments of his daughter Sita's  
wedding to Prince Rama (of the Hindu epic -Ramayana)*



*“some o/ the  
photos o/  
Mithila  
Painting  
which I made”*



# *Embracing Diversity and Unleashing Talent: A Night of Brilliance at Imperial School of Agri Business*

*In a dazzling celebration of talent and identity, the Cultural Club, in collaboration with the Dramatics Club - ISAB and Music Club - ISAB, orchestrated a mesmerizing Introductory Night for the vibrant juniors of the 2023-25 batch. The campus buzzed with energy as the evening unfolded, revealing a captivating tapestry of creativity and self-expression.*

*The stage transformed into a canvas for the juniors, who, one by one, stepped into the spotlight to introduce themselves and unveil their diverse talents. From heartfelt monologues that tugged at emotions to melodious tunes that resonated with passion, each performance showcased the extraordinary potential within our budding talents.*

*Yet, beyond the spectacle, the event held a profound significance. It served as a crucible for the juniors to forge their unique identities within our college community. The synergy of unity and individuality wove through the performances, leaving an indelible mark on all in attendance.*

*To acknowledge the exceptional efforts of the participants, thoughtful gift hampers were bestowed upon them. These tokens, carefully curated, stand as companions for their academic journey, promising support and inspiration in their pursuit of excellence.*

*Gratitude reverberates towards the Imperial School of Agri Business, the Music Club - ISAB, and the Dramatics Club - ISAB, whose collaborative efforts brought this spectacular event to life. It is in such alliances that moments of celebration and growth find their resonance. Special thanks extend to the enthusiastic audience, whose presence elevated the evening with an extra layer of encouragement.*

*As we reflect on the resounding success of the Introductory Night, the pages of our college story turn, promising continued growth and achievements for our junior batch. Here's to anticipating many more memorable events that enrich our collective college experience and foster an unbreakable sense of belonging.*





**SAMBHRAMAA 4.0**

## NATIONAL FOOD AND AGRIBUSINESS CONCLAVE 2023

Prize Money worth INR 2.0 lakhs with Certificate

Eligibility UG & PG Students of Agriculture and Allied Streams

*1st & 2nd December*

LAST DATE FOR REGISTRATION  
5 TH NOVEMBER 2023

*venue: ISAB Campus*



**Prastuti**

Debate  
Competition



**Dwandh**

Inter College Sports  
Tournament



**Vishleshan**

Case Study  
Competition



**Prarambham**

Agri Startup  
Competition



**Riwayat**

Photography  
Competition



**Taranggeet**

Duet Vocal & Band  
Competition



**Yugantar**

Drama, Mime &  
Dance Competition

**Imperial School of Agri Business (ISAB)**

Campus Address - 30/7 Knowledge Park III, Greater Noida, Uttar Pradesh



Conclave Secretary  
Yogesh Kumar Sahu

+919348323202,  
+919178870769

sambhramaa@isab.org.in