

DBS AGRI-SAMVAAD

A Quarterly Newsletter from Doon Business School Group, Dehradun

IN THE NEWSLETTER

- Visit of CEO-NICR
- MoU signing Ceremony with VCSG Uttarakhand University of Horticulture & Forestry
- Industry Expert Lecture Series
- Articles of Faculty and Student
- Feedback from previous issues



Visit of Mr Aleen Mukherjee, CEO NCDEX Institute of Commodity Market & Research (NICR)

On 30th June 2022, Mr. Aleen Mukherjee, Chief Operating Officer of NCDEX Institute of Commodity Market & Research (NICR) visited DBS Campus Dehradun. During his visit a discussion was held on the prospects of collaboration between NICR and DBS Dehradun as a partner training and educational institute for students of DBS.

Prof. Mohit Aggarwal, Chairman DBS, Dr. I. J. Gulati, Principal DBS, Dr Harsh Verma, Professor – Agriculture and Dr Satish Chandra Pant- Assistant Professor (ABM) were involved in the discussion followed by plantation programm to commemorate the visit of Mr Aleen Sir at DBS Dehradun.



MoU signing of DBS with Veer Chandra Singh Garhwali Uttarakhand University of Horticulture & Forestry

To capitalize on knowledge sharing and develop our common commitment to promote effective use of technology in diverse modes of education and research particularly in the field of Agriculture Sciences, MoU was signed between Doon Business School group and Veer Chandra Singh Garhwali Uttarakhand University of Horticulture & Forestry, on 29.04.22 at new auditorium, DBS. Dr. A. K. Karnataka, Hon'ble Vice Chancellor of VCSG UUHF was the Chief Guest.

The other dignitaries Dr. Chandresh Tiwari, Director Extension, and Dr V.P. Khanduri, Dean, CoF, Ranichauri, of VCSG UUHF were also present to grace this ceremony, On this occasion a brain storming session on "Changing Trends of Agricultural Development and its impact on Rural Livelihood of Uttarakhand" was also organized.



Doon Business School: Industry Expert Lecture Series

Department of Agriculture at Doon Business School has initiated an industry connect initiative as "Industry Expert Lecture series" under the guidance of Dr I J Gulati, Principal DBS. The very purpose of the lecture series is to provide expert sessions from senior leaders of the agri business industry. The first lecture was inaugurated by Sh Pradeep Tiwari, Group Product Manager, VNR Seeds Ltd. wherein career opportunities in seed industry was discussed among students.



In the second lecture, Sh Kamal Kumar sir, Advisor, Dhanuka Agri Tech Ltd. Has delivered a session on "sustainable practices adopted by Agro chemical industry". The lecture was attended by MBA, PGDM and BSc final year students of DBS Dehradun.



Quality Standards in Marketing of Agri commodities and digitalization

Prof. (Dr.) I.J. Gulati
Principal, DBS Group, Dehradun
Retd. Professor & Dean
Rajasthan Agricultural University

With the changing consumerism, the regulations on the food safety and standards have been more stringent specially in the trading platforms facilitated by government. Two such trading platforms facilitated by Government are 1) electronic National Agriculture Market (eNAM) a spot market and, 2) National Agriculture Commodity Derivative Exchange (NCDEX), a future market. Various private and public warehouses connected with NCDEX and eNAM are also facilitating the Assaying process and strengthening the Agricultural infrastructure and primary processing in the country. These platforms are giving much attention to Assaying facility i.e. quality testing wherein there is a mandatory provision of Assaying lab (Quality lab) to ensure the better quality produce during the exchange or trade. The assaying facility not only provides remunerative prices to the farmers but ensures the minimum losses during the post-harvest practices by inculcating the habit of grading and sorting of the commodity before transporting it to the market from the farmgate. Both of these major platforms are utilizing AGMARK grade standards, though, in case of NCDEX these standards are much stringent. AGMARK is a certification mark for agricultural produce, assuring that they conform to a grade standard notified by Directorate of Marketing & Inspection besan, etc. (DMI), under Agricultural Produce (Grading Marking) Act, 1937.

These standards differentiate between quality and 2-3 grades are prescribed for each commodity. Till date, grade standards for 222 agricultural commodities have been notified. These include fruits, Vegetables, cereals, pulses, oilseeds, vegetable oils, ghee, spices, honey, creamery butter, wheat, atta, The importance of the assaying was realized during the initial days of COVID 19 crisis where majority of the physical movements were restricted and auction in the mandis were almost closed. Auction is seeing as an important mechanism in the Indian Agri-marketing system i.e. in the mandis (agricultural market) for fair price discovery of agricultural commodities. During the crisis, digitalization was emerged as the only channel to channelize the trade among traders to feed the nation and protect the farmers income. Similarly, assaying was the only instrument to provide fair price discovery based on scientific investigation of the agri-commodity which was accepted by all the traders too. The digital practices not only provide scientific results for the quality of the produce but also facilitate a faster, reliable and transparent mechanism. The age old physical auction system has to be upgraded with the electronic enabled Assaying facilities for better transparency, fair price mechanism, and minimization of post-harvest losses.

Agribusiness Facilitation: an emerging focal point.

*- Dr Satish Chandra Pant
Assistant Professor
Agribusiness Management*

Agribusiness incubators are new focal points of discussion among agri graduates and young entrepreneurs in India. The agri-Incubators are facilitating agribusiness and supporting budding entrepreneurs by incubating their novel and unique ideas in order to support farmer and entrepreneur for holistic development of agriculture and agri economy. The budding entrepreneurs and agri-startups are providing opportunities to farmers through creation of ICT and technology based value chain models wherein the farmers may get better support, return and profitability at one end and employment opportunities for agri-business professionals on the other side. In India, RKVY RAFTAAR (Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation) is one such scheme of GoI, Ministry of Agriculture and Farmers' Welfare. One component of the schemes is Innovation and Agri-entrepreneurship development to promote and nurture innovation and agri-entrepreneurship by providing financial support to the budding entrepreneurs. In India, five knowledge partners namely MANAGE-Hyderabad, IARI-New Delhi, NIAM Jaipur, UAS Dharwar and Assam Agriculture University- Jorhat have been identified to promote the RAFTAAR Scheme.

The scheme has three components-

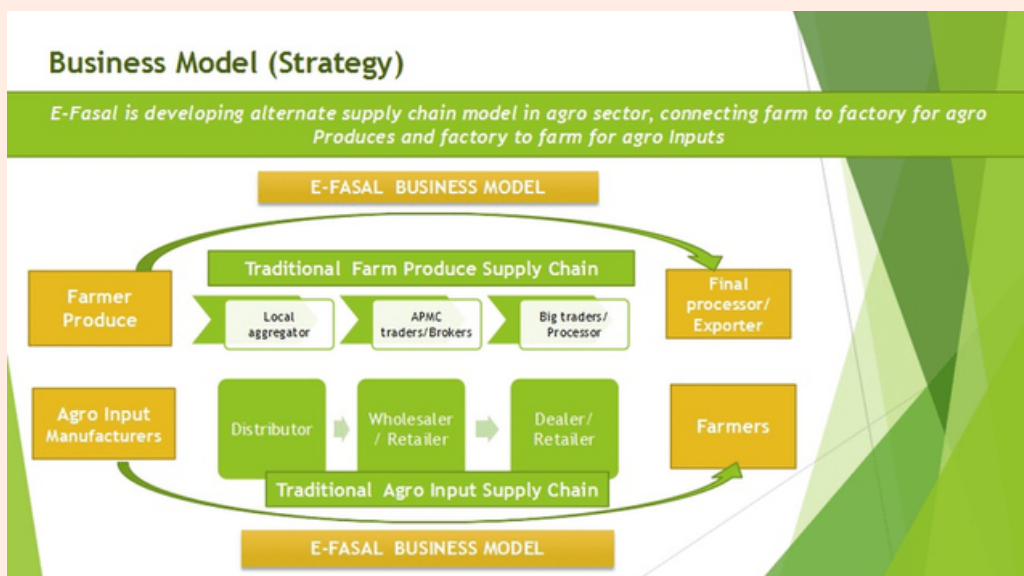
- Agripreneurship Orientation – 2 months duration with a monthly stipend of Rs. 10,000/- per month. Mentorship is provided on financial, technical, IP issues etc.
- Seed Stage Funding of R-ABI Incubatees – Funding upto Rs. 25 lakhs (85% grant & 15% contribution from the incubatee).
- Idea/Pre-Seed Stage Funding of Agripreneurs – Funding up to Rs. 5 lakhs (90% grant and 10% contribution from the incubatee).

Source: <https://rkvy.nic.in/>

Emerging Agribusiness models and promising future in rural supply chain in India: A case of Efasal

*- Divyant Deora
MBA ABM- DBS Dehradun*

Efasal is an emerging Indian agribusiness venture focusing on building sustainable forward linkage in predominant agricultural areas of the country. The business is working under franchisee model and supply over 35+ brands to thousands of connected farmers and FPOs in several States of the country. Efasal is well connected with more than 3500 shops, 40+ FPO (Farmer Producer Organizations), small and medium sized entrepreneurs and agriculture startups, which buy input materials from Efasal at reasonable price. The venture is also supporting farmers during the marketing of their produce by developing of linkage between producer and processor/exporter. The business model of the venture is focuses on



Source: <http://www.efasal.com/ourmodel>

the development of small and marginal farmers, as they have been continuously facing various issues such as low profitability, poor access to quality inputs, lack of knowledge and skill etc. Efasal centres are thereby minimizing this gap and strengthening the most vulnerable section of rural India wherein farmers are being connected with Efasal in the forward linkage of the supply chain for a promising return, and better social life.

WHAT EFASAL DOES?

- Connect all the stakeholders and form an information sharing system which reduces cost of supply and make them informed for better decision making.
- It is a single source of 360* agro services with well-equipped technical support.
- The company provides a well range of agro chemical products starting from Fertilizers, Pesticides, Seeds to Dairy, Poultry, Insurance and Financial products.
- Assured Quality products based on demand of specific cluster and crops.
- Provides affordable prices to Farmers as input supply chain is minimized.
- Promoting buyer's-based package of practice among farmers so that they can produce as per the demand.

Recruiters for Summer Internship Program of First batch of MBA (ABM)



Doon Business School is thankful to the recruiters and the organizations/institutions where ABM students of DBS participated in the summer internship interview process. DBS is looking forward to your continuous support and further cooperation in the final placement of ABM students.

Feedback received from previous Issues:

"Many thanks for your email and your efforts to bring Agriculture sector in your esteemed institute. We would like to connect to promote NF on large scale"

- Ms. Rakhi, Program Manager, Bajaj Foundation

Suggestions and Feedback:

We would be happy to hear suggestions and feedback (if any) on this issue. Feel free to contact at dr.ijgulati@doonbusinessschool.com or satishpant@doonbusinessschool.com for any academic and placement activities in the future.

Chairperson

Prof. Mohit Aggarwal
Co-Founder-DBS Group
Dehradun

Chief Editor

Prof. (Dr.) I.J. Gulati
Principal DBS Group, Dehradun

Executive Editor

Dr. Satish Chandra Pant
Assistant Professor
(Agribusiness)
DBS, Dehradun

Student Coordinator



Mohit Kumar Vagala
MBA (ABM)



Contact us:

Doon Business School Group, Dehradun

Department of Agribusiness and Agriculture

Mi-122, Behind Pharma City, Selaqui Industrial Area,
Dehradun, Uttarakhand 248001, Tel : 0135- 2699166

Email: satishpant@doonbusinessschool.com