



## IN THE NEWSLETTER

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*Panel discussion on “Opportunities for college students in the area of Entrepreneurship Development: focus area Agripreneurship”*

A panel discussion was organized on 25th March, 2022 virtually at Doon Business School, Dehradun wherein distinguished speakers were invited to participate on the panel discussion. The discussion was moderated by Dr. Satish Pant. In the discussion, Dr I. J. Gulati, Principal of the college welcome the speakers Prof. (Dr.) S. P. Mishra, former Vice Chancellor -Dev Sanskriti Vishwavidhyalaya, Haridwar and distinguished agricultural scientist. Mr Manish Kumar, CEO Utopia Ville and cofounder of Back to Village, a renowned agricultural practitioner and Mr. Nitin Lahoti, Agri-business consultant.

The discussion was started with the remarks of the Chair, none other

than Prof. (Dr.)S. P. Mishra Sir, on his opening remarks he appreciated the timely need of such topics for discussion as India is agrarian country where majority of people hereditarily connected with it for livelihood.He emphasized that time has come to reorient agri-ventures and agri-entrepreneurship through incubation set up which is promoted by conducive policy environment at present and surely will stimulate students too. In the discussion, Mr Manish was asked to discuss the potential of the agri-sector for college students amid the agripreneurship ecosystem, he replied, though, a lot has been changed in the past decade, various new companies and startups are new normal such as DeHaat, an emerging agri-startup

**PANEL DISCUSSION**

**Navigating the potential of Agri-ventures in Himalayan Region for self-reliance**

22 December 2021 11:00 am to 01:00 pm  
Virtual on Google meet (For DBS students - Auditorium)





**Shri Kamal Kumar**  
Advisor,  
Dhanuka Agritech Limited



**Dr Hema Yadav**  
Director, VAMNICOM &  
CICTAB, Pune



**Prof. T N Venkata Reddy**  
Visiting Prof. Department of Agribusiness  
Management, UAS Bangalore



**Dr Dinesh Chauhan**  
Vice President,  
DeHaat



**Shri K Karthikeyan**  
CEO, NEATEHUB,  
Assam Agriculture University



**Shri Vijay Pratap Singh Aditya**  
Co-founder and CEO,  
Ekgson Technologies Pvt. Ltd.



Chairman of Organizing Committee: **Dr I.G. Gulati, Principal DBS**

Organizing Secretary: **Dr Satish Chandra Pant, Assistant Professor (ABM)**

Member of the Committee: **Dr Pooja Kaintura, Assistant Professor (Agriculture)**

Link for registration: [shorturl.at/uxKNT](https://shorturl.at/uxKNT)  
The virtual link will be shared to all the registered participants in advance. For DBS students registration is not required.  
You can also watch the programme live on Youtube and Facebook

Organizer: Agribusiness and Agriculture Department of Doon Business School, Dehradun  
In case of any information feel free to contact Dr Satish at [satishpant@doonbusinessschool.com](mailto:satishpant@doonbusinessschool.com)

company which was initially co-founded by him with other founders and Back to Village (B2V) another organization co-founded by him working in Odisha and Bihar for the development of socio-economic wellbeing of farmers and reverse migration. The reason for success of startups is untapped agricultural market which is creating an avenue to smart people to enjoy the limited competition in the business environment where youth from rural areas have been migrated to the urban settings for various reasons. The institutions like Back to Village are thus providing solutions to the rural farmers specially women farmers who contributes a lot for supplementing their family income and livelihood. Similar kind of opportunities exist for college students in the Agri-entrepreneurial system where they can connect with the farmers in production, technology transfer, marketing, and provision of other services and grab the untapped market. Further, on the agenda of whether agri-entrepreneurship is only for agri-

graduates or non agri-graduates may also find career opportunities in it. Mr. Manish replied domain does not matter for career in entrepreneurship what matters is passion to work under rural setting. Similar response from Mr Nitin Lahoti was “entrepreneurship only require to identify the problem in the society and thereby problem solving approach to address that problem with appropriate, acceptable, affordable solutions with passion, vision, idea, and competence. During the discussion, Dr Gulati -Principal, asked to Prof S P Mishra on the lack of interest of Agri graduates in Agri-entrepreneurship rather services as option, Prof Mishra replied that Govt has come up with mandatory provision of the subject Agri-entrepreneurship in the agricultural universities. Variety of institutions have started on producing crop nutrition, crop protection, value addition, processing, etc. in Agriculture, Dairy, Horticulture, fodder production etc., which is providing opportunities for number of agri-graduates in the entrepreneurship as Entrepreneurship is pursuit of excellence”. All the distinguished panel have shared their past experiences, learnings, failures, and success mantras with students. The discussion was followed by Q&A session by students of Doon Business School, Dehradun. The discussion was fruitful and inspired the students of the college to find Agri-entrepreneurship as a career opportunity provided, they have to

compromise for the urban lifestyle as rural settings are quite different from the urban settings with profitable business solutions for both the parties in the contract i.e. farmer at one end and entrepreneur on the other side.

### *Celebrated International Day of Forest*

On 21st March, International Day of forest was celebrated at Doon Business School in the presence of esteemed guest Ms. Kahkasa Khan, DFO Mussorie, Dr. Ismita Nautiyal, Scientist, Forest Research Institute (FRI), Dehradun. The celebration was started with the welcome note of Dr. I.J. Gulati, Principal DBS Dehradun followed by deliberations of esteemed guest. Students of Agriculture and Agribusiness were present during the deliberations.

### *Farmer Producer Organization (FPO) as a prospect customer for Agribusiness Companies in India*

- Dr Satish Chandra Pant,  
Faculty- DBS Dehradun

In India, farmer collectives are known under various names such as farmer cooperatives, Self Help Groups, Joint liability groups, farmer clubs etc., Farmer Producer Organizations (FPOs) is one among such collectives which is currently very popular in the news and government schemes. The reason to promote and popularize FPO is need of the hour at the time when Indian farm land is continuously shrinking due to rapid urbanization and increasing non-farm job

opportunities, fragmentation of lands, farmers unstable social, economic and financial conditions, and on other side there are concerns of feed the future. Hence, central government has envisaged the concept of FPO in the second decade of 21st century to safeguard the interest of nearly 86% small and marginal farmers who does not have economy of scale in the agricultural operations due to small parcel of lands.



Rajavommangi Horticulture Producer Company Ltd.

At present, central Govt. is promoting 10,000 FPOs which is an unprecedented move to strengthen farmers socio-economic conditions and thereby to empower entire Agriculture sector. This changing agricultural ecosystem not only support and assist farming community but also opening doors for various public and private institutions especially corporate business houses to join the movement of FPO and encash the opportunity. Though, many business organizations have started indirectly working with such farmer collectives through agri-input shop at FPO level. There exists a huge

opportunity to agri-input companies to share the profit margins with FPOs rather to work with exhaustive retailers/dealer network.

Direct engagement with FPOs will not only minimize the input cost of FPO operations but also to create trust between two directly beneficial parties i.e. farmer and producer. One such initiative is Syngenta Foundations' work in Maharashtra where Boricha Ghoda Farmer Producer Organization wherein 43 farmers including 2 women was supported by the foundation to improve agriculture and livelihood by sourcing input, credit and market information.

In addition, it is to be noted that money received under the PM KISAN yojana, Kisan Credit Cards and various other direct benefit transfer (DBT) schemes further increasing the purchasing power of individual farmer and thereby power of farmer collectives and if the entire money will be judiciously invested by the FPOs in the Agri-input, Agri-tech, Agri-consultancy or Agri-services, it has a potential to become very profitable for FPOs and connected business organizations. Moreover, extended credit facilities through various Agri- Finance institutions and micro finance institutions are co-creating opportunities with highly customized solutions in a responsible manner wherein development and growth of farmer is key approach. Samunnati, one of the largest agri entrepreneur is

working with collectives in the domain of Agri-finance and Agri-commerce and co-creating opportunities as solutions enabler rather provider. Such co-creation of opportunities are the next game changer in the Agribusiness sector, hence business organizations have to look forward and work with FPOs to become profitable and sustainable.

*Is warehousing a solution to reduce post-harvest losses in India*

*- Rashmi Kumari,  
PGDM ABM III Trimester*

In India over 70% of the population depend on agriculture. In the year 2021-22, India's food grain production is expected to reach record 314.51 million tons as per third advance estimates. Similarly, as per the first advance estimate of the Department of Agriculture and Farmer's welfare, production of horticultural crop is expected to reach at 333.3 million metric tons in the same period. Although, the record-breaking production of food grains and horticultural crop in the past few years is a good development in the history of India's agricultural growth but at the same time increasing post-harvest losses on the other side are major concerns among farmers disrupting their socio-economic growth vis-à-vis impacting effectiveness of the agricultural marketing. Study conducted by the ICAR-Central Institute of Post-Harvest Engineering and Technology reveals that post-





Source : [www.wdra.gov.in](http://www.wdra.gov.in)



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harvest losses in non-perishable crops such as cereals, pulses and oilseeds are in the range of 4.6-9.9 per cent; in perishables such as fruits and vegetables it is in the range of 4.6-15.9 per cent; In case of meat the range is of 2.7 -6.7 per cent; and in fisheries it is in the range of 5.2-10.5 per cent (ICAR-CIPHET, 2015).

Warehousing is one of the promising and emerging area in the direction to reduce the post-harvest losses in the movement of commodity from farm to fork. It will not only augment food supply but reduce volatility in prices too. Therefore, Government has set up Warehousing Development and Regulatory Authority (WDRA) with the objectives to encourage scientific warehousing of goods, lower the cost of financing, promote shorter and efficient supply chains, enhance reward for grading and quality, ensure better price risk management, improve the fiduciary trust of depositors and banks and increase liquidity in rural areas.

In line with the objectives of WDRA,

various private and public organisations/ institutions are joining hands in the development of Agricultural Marketing Infrastructure in the country and getting accreditation from WDRA. LTC commercial company private limited, National Collateral Management Service Limited (NCMSL), Shree Shubham logistic limited, Star Agri Warehousing Collateral Management Limited, Go Green Warehouses Pvt Ltd etc. are some of the warehouse service providers who are actively working with WDRA towards its stated objectives. In the process of warehousing, provision of compulsory assaying of commodity (Quality grading) before storing the stock is a welcome step towards value addition and creation of consciousness about quality output among all the stakeholders including farmer.

The warehouses which are accredited with WDRA not only providing scientific storage to farmer or FPO or cooperatives but also supporting them for their work

capital needs through Negotiable Warehouse Receipt (NWR). With the introduction of e-NWR, depositors of stocks can now avail the benefit without visiting the warehouse where they are depositing the stocks and they can simply make transactions even at their doorstep. These initiatives would surely be revolutionizing the marketing of agricultural commodities and helping farmers to realize better price for their produce. Furthermore, the compatibility of electronic National Agricultural Market (eNAM) with warehouses has made the trade more convenient wherein farmer or FPO or cooperatives or group of farmers can sell their produce any time to anyone in part or complete without physical movement of goods, through electronic National Agricultural Market (eNAM). This interoperative function will have potential to minimize multiple handling of commodity and thereby will contribute in the minimization of losses.

*Invited Lecture at International Programme on Application of Information Technology for Development of Agricultural Cooperatives and Rural Financing Institutions (Focused on Trainers Training)*

*3rd-7th January, 2022  
- at VAMNICOM, Pune*

Dr Satish Pant, a faculty of Doon Business School was invited in an International Training programme

conducted by Centre for International Cooperation and Training in Agriculture Banking (CICTAB), Pune in association with Ministry of Cooperation, GoI during 3-7 January, 2022. The training was on Application of Information Technology for Development of Agricultural Cooperatives and Rural Financing Institutions. In the training, Dr. Satish has delivered a session on “Electronic National Agricultural Marketing (eNAM) and Electronic National Warehouse Receipt (eNWR)”. The participants in the programme were from Nepal and India. In the deliberation functioning of eNAM and eNWR were discussed and role of quality testing was focused. It was told to the trainees that use of both the instruments (eNAM and eNWR) are one of the crucial requirements among all developing nations. It was further discussed that to provide better transparency, weightment and payment in the digital transactions unlike traditional practices use of technology driven initiatives like eNAM and eNWR are much required activities.



*Feedback received from previous Issue:*

"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](mailto:dr.ijgulati@doonbusinessschool.com) or [satishpant@doonbusinessschool.com](mailto:satishpant@doonbusinessschool.com)

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