

A Quarterly Newsletter from Doon Business School, Dehradun

IN THE NEWSLETTER

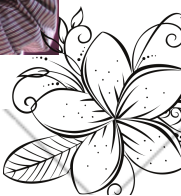
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Celebration of World Food Day 2022



World Food Day 2022 is being marked in the backdrop of multiple global challenges, including the COVID-19 pandemic, Russia-Ukraine conflict, climate change, rising prices and international tensions and being celebrated on October 16, 2022, Doon Business School Dehradun had celebrated the day on October 15, 2022. The guest of honor on the celebration was Dr. M. Madhu, the Director ICAR - IISWC Dehradun Uttarakhand. Esteemed guest delivered a key note addressing the theme of "Leave no one behind" stating that food was the basic right of every individual for a healthy life and it has been possible to ensure food for every individual despite challenges of rising population in India through better germplasm and improved resource conservation technologies.



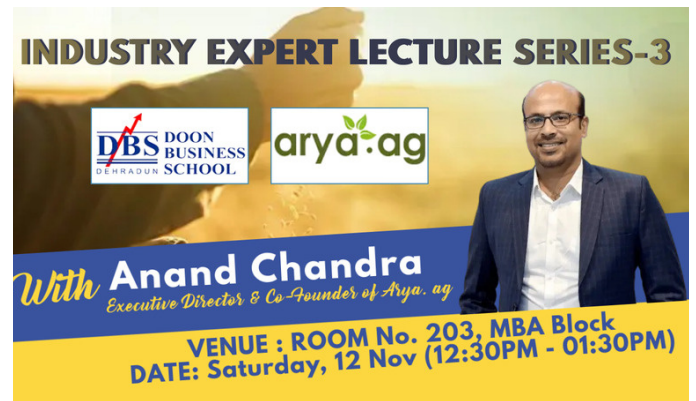


WILDLIFE WEEK at DBS Dehradun

National Wildlife Week, an annual celebration began in 1938 by the National Wildlife Federation aims to aims to commemorate the importance of Wildlife through fun activities and informative materials. Wildlife Week 2022 celebrated at Doon Business School in the first week of October 2022. This year, the week was celebrated with the unique theme of recovering species for ecosystem restoration.

During the Wildlife Week celebration, On 4th of October, 2022, three Guest lectures were organized for the students of the college. First session was delivered by Dr. Neha Awasthi (Senior Researcher at Wildlife institute of India, Kamala Chowdhury Fellowship Award. Research intern at the Exeter University of united kingdom). followed by Mr Jayanta (Senior Research fellow at Wildlife institute of India, Worked in many protected areas in Arunachal Pradesh, Assam, Madhya Pradesh and Uttarakhand under the all India tiger estimation project 2014 and 2018) and Mr. Rahul (research fellow at Wildlife institute of India, working in Carbon Stock Estimation of *Pinus roxburghi* stands in Garhwal Himalaya). These speakers enlightened students on importance of wildlife for preservation of wild life for better ecosystem balance in the earth.

Industry Expert Lecture Series - 3 Agri-Warehousing Industry



DBS Students got an opportunity to learn about one of the emerging sectors i.e. Agri Warehousing sector under the Industry Expert Lecture Series on 12th November 2022. Eminent practitioner Mr Anand Chandra, Executive Director cum Co-founder of Arya.ag has shared his profound knowledge among students in the area of Agri-warehousing. The session was interactive wherein the entire discussion was led by students and the curiosity of students was addressed by the invited guest. The speaker advised students to have some specific objectives and goals in the life and work accordingly while addressing a question on "which sector is promising?". He said Agri-warehousing sector is also promising sector as it is facilitating input and output supply chain and procurement with other Agri-industry in the same pace.





Three days entrepreneurship festival Celebrated at Doon Business School



In DBS, three days entrepreneurship festival was celebrated. During the event information related to skill development, entrepreneurship and startup were given to the students for making them familiar with the ecosystem. The theme was focused on Industry- Academia Interface on Opportunities for students in Entrepreneurship and Industrial Development in Uttarakhand. In this event, Dr. Onkar Singh, Vice-chancellor of Veer Madho Singh Bhandari Uttarakhand Technical University was invited as Chief Guest to discuss the role of educational institutions in entrepreneurship development. Dr. Poonam Sinha, Director NISBUD- Dehradun was also invited in the event, she informed the audience about the opportunities and assistance provided by NISBUD while incubating the innovative ideas of entrepreneurship. During the event presence of Mr. Mohit Agarwal- Chairman of the institute, Dr. I.J. Gulati-Principal DBS and DBS faculty members had grace the occasion.



ARTICLES OF FACULTY & STUDENT

Phytochemical and Pharmacological Profile of *Phyllanthus emblica* (Indian Gooseberry)

Dr Richa Bharti
Assistant professor

Phyllanthus emblica or *Emblica officinalis* is a deciduous plant known for its phytochemicals, which are essential for the plant body and for human beings. When its phytochemistry was studied it was known that it includes, Vitamin C, Emblicanin A, and B, Punigluconin, Peduncilagin, Chebulinic acid (Ellagitannin), Chebullic Acid, Corilagin, Geraniin, Ellagotannin, Glutamic acid, Proline, Aspartic Acid, Alanine, Cystine, Lysine, Citric Acid, Gallic acid, Methyl gallate, Ellagic acid, Trigallayl glucose. Amla is known for its anti microbial, anti-bacterial, gastroprotective, cytoprotective, hepatoprotective, and anti nuclear activities. *Emblica officinalis* has great biological potential and is used in Ayurvedic and Chinese medicine, but there is still room for more research. Amla is an Ayurvedic Rasayana medication with a regenerative effect, and is the best source of vitamin C. Amla is a natural antioxidant that supports the growth of skin, hair, nails, and nails, evens out Jatharagni, and increases physical stamina, vitality, vigour, and immunity. Amla is a potent herb with therapeutic benefits for most bodily systems, such as bodily wellness, vitality, and reproductive health. Scientific research suggests its clinical significance. *P. emblica* traditional uses have yet to be scientifically proven, but its fruit may be a natural source for future medications. Amla Tonic is an Ayurvedic treatment that may be beneficial for patients receiving radiation treatment, but may also shield cancer cells from radiation.





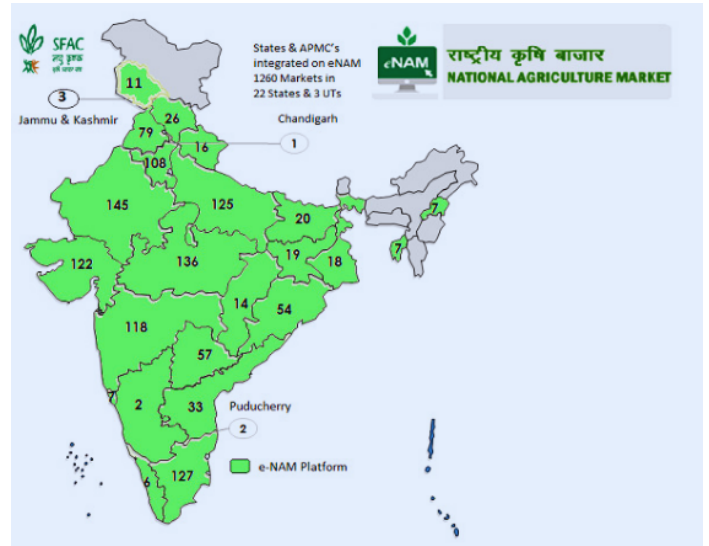
Digital Agriculture in India

Sohit Kumar
MBA

Agriculture, a major contributor to Indian economy, employs a significant portion of the population. In recent years, the Indian government has initiated steps to modernize the agriculture sector through use of digital technology for making the sector more efficient and highly competitive. As a result, the sector is witnessing improvements in several front such as better yields, reducing costs, and increasing efficiency. The government's e-agriculture portals, private players, various agricultural universities and institutions are significantly contributing in the digital world wherein information on crop prices, weather forecasts, and best practices for crop production, are being shared with millions of registered users either through mobile applications or through e-kiosk. The use of digital tools such as proxy sensors, remote sensing devices connected with mobile applications, drones, electronic supply chain networks etc. are significantly impacting the livelihoods of farmers in a better sense and providing efficiency in the agricultural supply chains. Research claims that the adoption rate of digital agriculture in India has increased by 50% in recent years and is expected to continue to grow in the coming years.

Digital platforms, such as the National Agricultural Market (e-NAM), which is an electronic trading platform connecting existing APMC market yards to create a unified market system for agricultural commodities, provide farmers with access to a wider range of buyers and more competitive prices for their crops. Over 1.75 crore farmers and more than 2.4 lakh traders are registered on the platform as on

January 2023. Further, e-NAM had recorded over 7.47 crore transactions worth more than Rs. 1.93 lakh crore on January 2022.



Source: <https://enam.gov.in/web/dashboard/stakeholder-data>

Further, the Government is in the process of formulating digital agriculture mission wherein India Digital Ecosystem of Agriculture (IDEA) framework is one of the priorities of the government to build innovative agri-focused solutions leveraging better agri-ecosystem for Agriculture in India. Several initiatives such as Artificial intelligence (AI), blockchain technology, drones, robotics, machine learning (ML), Data analytics etc. are planned to be used for modernization of the existing agriculture in India.

Indian government's Digital Agriculture Mission can play a transformational role in modernizing the existing agricultural activities in rural India, in line with the increasing use of digital technology in the agricultural value system, and farmers' active involvements. In conclusion, it can be argued that digital agriculture has the potential to transform the agriculture sector in India, improve the livelihoods of farmers, and contribute to the country's overall economic growth.





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.

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