

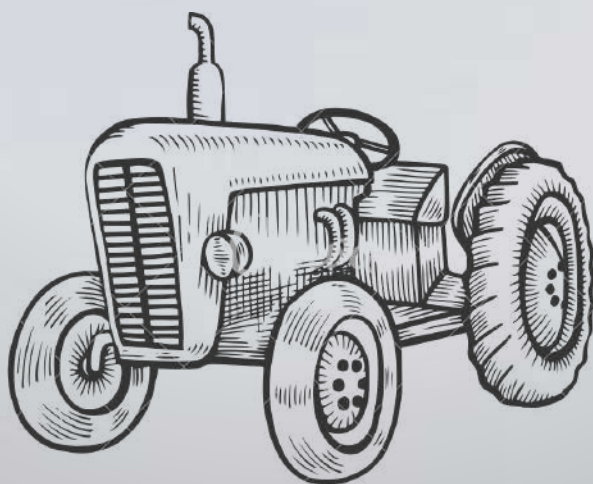


DBS AGRI-SAMVAAD

A Quarterly Newsletter from Doon Business School Group, Dehradun

IN THE NEWSLETTER

- Executive Editors' Desk
- Industry Expert Lecture Series
- Summer Internship Experience
- Faculty Upgradation
- Articles
- Feedback



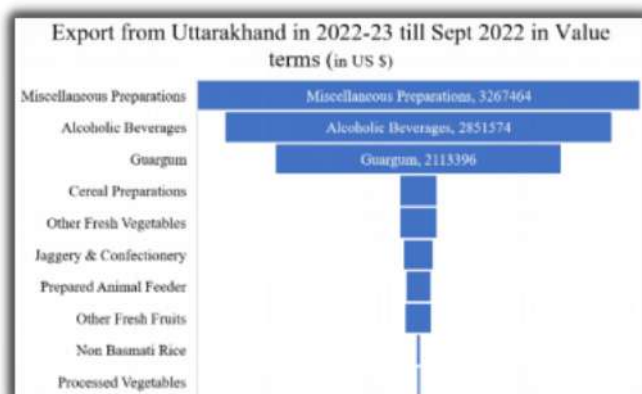
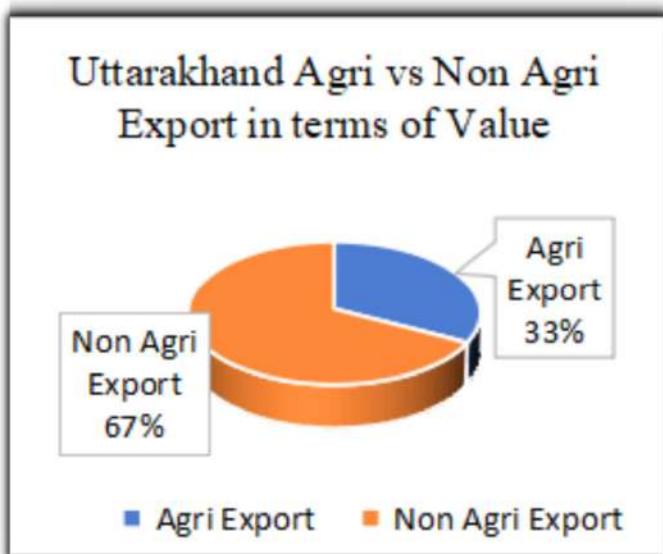
From Executive Editors' Desk

The Export potential of Uttarakhand in Agri-commodities: an overview



Uttarakhand has potential of producing variety of agricultural and horticultural commodities due to its favourable agro-climatic conditions. Rice, wheat, millets, pulses, and oilseeds are few important crops grown in the tarai region (Plain area) of the State other than several horticultural production, such as apples, peaches, plums, apricots, potato, tomato and onion grown across the State (Hills and Plain). In addition, Uttarakhand has a rich diversity of medicinal and aromatic plants which provides livelihood opportunities for its people through cultivation and collection of medicinal and aromatic produce from their fields and forest respectively and support in the GDP of the State. The State government is actively promoting exports of these commodities and providing support to farmers and small and medium enterprises for the same.





SOURCE: <https://agriexchange.apeda.gov.in/IndExp/PortNew.aspx>

Fig. 1 shows the status of export from the State in terms of value and fig. 2 shows the agri and non agri contribution in the export scenario of the State. The figures reveal that despite of huge potential of several agri and allied production activities, the export industry is highly saturated towards export of few commodities that too confined to Guargum only, although, agri-sector comprises one third of the export. The trend supports huge potential in the core agri and horticultural sector, provided, agri-preneurs, agri-policymaker, agri-exporters, agri-processors and farmers

will work in collaboration, wherein Govt has to ensure the provisions of developing horticultural production zones and mega horti-production centres to promote agri-export from the State to tap the untapped potential of the State. Further, challenges of lack of supporting infrastructure also need to address through public private partnership (PPP) models wherein extra job opportunities may get generated and a healthy processing cum export facility is to be added in the existing portfolio of agri-developments in the State.



Industry Expert Lecture Series

Agricultural Marketing Opportunities for Graduates

Department of Agribusiness and Agriculture of DBS Dehradun had organized a webinar session exclusively for MBA (Agribusiness) students to provide them a glimpse of agricultural marketing in India vis a vis various opportunities for graduates in upcoming days. The webinar was organised on 20th September 2022 in the presence of Principal DBS. The eminent speaker Dr. K C Gummagolmath, Director, National Institute of Agricultural Extension (MANAGE) Hyderabad was invited for the webinar. During the webinar, he focused on every sector such as Agri-input, Agri-infrastructure, Agri-processing, Agri-venture setup and various agri related consultancy firms etc. He explained, the inter-dependency of all the sector for enabling better agricultural marketing system and effective & efficient agri supply chain is much required and accepted phenomenon in India.



Although, he said still several challenges are exist which opens the door for graduates to take a call and provide innovative solutions to make entire agribusiness highly profitable.

Sensitisation of Agri-entrepreneurship



On 22 September 2022, Department of Agribusiness and Agriculture had invited Prof. (Dr.) Mahesh Kadam, Associate Professor of National Institute of Cooperative Management (VANMICOM) Pune to highlight the role of incubators and role of agri-entrepreneurship to the students. During the talk, speaker highly emphasised on the role of innovation and ideas for successful venture development and provided real examples of several incubates. In the same session, another speaker and Agri-entrepreneur Mr Pravin from Startup ShagYara has shared his own experience of developing startup. The experience of the young entrepreneur was really eye opener for the Business Graduates of DBS Dehradun.



Experience of Summer Internship Program of First batch of MBA (ABM)

Experience of Internship at Efasal

- Divyant Deora
MBA ABM- DBS Dehradun

I was selected as an intern at Efasal. My internship journey lasted from July 15th to August 15th . In these two months of Internship, lots of challenges and learning came along the way. Under the guidance and constant support of our college mentor Dr. Satish Chandra Pant, Industry mentor Anandita Ma’am an Srushti Ma’am, I was able to complete my internship successfully. The internship started with the task of calling various agrochemical dealers of my district i.e. Bhilwada and introduce them to Efasal organization. In the beginning it was a bit tricky as many of the dealers didn’t respond promptly and were not available to talk, but slowly and gradually I came to understand how to engage them on call and have a good conversation with them. The second task, which was the major and comparatively more crucial task, was to collect data and understand the agriculture market of my district. This project occupied a major time in my internship period as it was all about collecting data which was kharif and rabi crops grown in different blocks, factors effecting the purchase decision of dealers through distributors and companies, challenges faced by the dealers, major agrochemical brands and other necessary information. The project includes both primary and secondary data, and with the help of that information we created a presentation which was presented in front of expert panelists. Through this internship period, I learned how to have a significant

business conversation with the dealers, about various factors that affect the agrochemical market, challenges (both market and financial) faced by agrochemical dealers and desired solutions, cropping pattern of the district, how agrochemical supply chain works, major brand leaders in the area, marketing strategies necessary for the company to introduce products in the market, climate and soil conditions and how they affect the agriculture market. My future objectives of career are to join the Business intelligence sector or Operations and Supply chain sector in renowned Agriculture enterprise alongside working on my Business proposal on precision farming. My sincere gratitude to Efasal for providing me with this opportunity. This experience will surely aid in my future prospects.





Experience of Summer Internship Program of First batch of MBA (ABM)

Internship Experience at Dhanuka Agritech Ltd

- Mohit Kumar Vagala
MBA ABM- DBS Dehradun

I, Mohit Vagala, got an opportunity to engaged with Dhanuka Agritech Limited in District Bijnor during my Summer Internship. The assignment given by the officials to me for my internship was to explore the District Profile of Bijnor for various agribusiness and agricultural related understanding to them as well as to me. In this engagement, I had several visits in various blocks wherein I visited dealers, retailers and farmers at one side and in the Taluka and district I visited Agriculture department and officials of Dhanuka along with all other competitive organizations to understand the Agricultural production scenario as well as the business opportunities for all the competitors of Dhanuka as they are in the Agro-chemical sector.

In this project, I exposed to the culture and Agricultural practices of the district which are flipside of the coin and understood the practical challenges farmer faces in the ground specially while growing their crops they need to protect the crop and provide nutrients to nurture. This required high efforts, energy, time and money. I got to know that without the Agro-chemical sector it is very difficult to feed the future in today's scenario wherein growing industrialization and urbanization has snatched the farming land to certain extent. I realize that how important agro chemicals are to provide income and social security to farmers.

During the project, I connected all the theoretical underpinnings in the field and build my practical knowledge on the Agro chemical market, their supply chain, role of distribution channel and above all the role of understanding the "District Profile" for better penetrating in the agro-chemical market, learn how competitors play a significant role in the business environment, how to liaison with retailers and dealers, role of demonstration in the filed specially by all the agro-input companies. Overall it was a fantastic journey, I will certainly get benefited in the near future. My sincere gratitude to Mr.Kamal Kumar Sir (Company Advisor), Dr. I.G. Gulati Sir (Principal- Doon Business School and my internal me ntor Dr. Satish Chandra Pant sir for setting forth the opportunity and for continuous guidance& endless support throughout the SIP.





Internship Experience at E-Fasal

During my two months internship at Efasal I studied the crop calendar and soil profile of my state Telegana. I learnt about fertilizers and pesticides business of different retailers/dealers of Telangana. I also learnt about their challenges and their prospects. I had the opportunity of interacting with several farmers of Telegana and Andhra Pradesh. I learnt about their cropping pattern, the products they use, their challenges & their prospects. Thank you Efasal team for the experience and encouragement. I will continue my learning journey in agriculture space and build my career in some reputed agro enterprises.

Manigiri Venkata Surendrai
PGDM ABM- DBS Dehradun

Small and Marginal farmers are the backbone of Indian agro economy. Presently many promising agro ventures are endeavouring to improve the efficiency of the agro supply chain and generating value for farmers, their families and communities: They are becoming the change makers of future India Event want to be a part of this Chang-making through Agriculture To gain practical knowledge of the agro supply chain. I embarked on a two months internship program at Efasal. I connected with dealers/retailers of Rajasthan to understand their preferred product portfolio I documented package of practices of the prominent crops in that state. I even created good quality product campaign collaterals for Efasal. This opportunity of gaining practical experiences is very painful for any youth aspiring to work in agriculture sector.

Rashmi Bharti
PGDM ABM- DBS Dehradun



Doon Business School is thankful to the recruiters and the organizations/institutions where ABM students of DBS completed internships.

Knowledge and Skill upgradation of Faculty at DBS Dehradun



Department of Agribusiness and Agriculture is actively involved in the upgradation of knowledge and skills of its faculty members for better teaching learning ecosystem in the college. Dr Satish has participated in a 2 days workshop on “Qualitative Research and Data Analysis using NVIVO” organized by Vaikunth Mehta National Institute of Cooperative Management (VAMNICOM), Pune in the month of July 2022. He learned about emerging tool of NVIVO for conducting qualitative research in the area of social sciences.



Power of Millets towards Nutritional and Water Security

Rashmi Bharti
PGDM ABM- DBS Dehradun

Historically, several millets were used as staple food among Indian, Chinese and Egyptians. Changing taste preferences in the recent past for paddy, wheat and other food products with other factors have lowered the production and consumption of millets drastically. Farmers have started treating millets as a subsistence crop that too for their household consumption only. Even in some part of the country, situation is even worsened and production of millets started to disappear from the food basket and production practices completely restricted due to the tag "Poor mans' food" associated with millets. Pearl millets, sorghum, Finger millet, kodo millet, Little millet, foxtail, amaranth, Proso millet (broomcorn) and buckwheat etc are different types of millets widely used in India and popularly known as bajra, Jowar, Ragi, kakum/korra, Arke, kutki, rajgira, chena and kuttu, millets.



Although, millets are highly suitable for better health and growth of human being due to its high nutritional composition, typical millet constitute 7-12% protein, 2-5% fat, 65-75% carbohydrates and 15-20% dietary Fiber, Minerals, Iron, Calcium and have a low glycemic index. Millets are non glutinous and acids-free, are a good source of nutrients such as iron, copper, phosphorus, magnesium and manganese making them excellent balanced diet food. Millets are fibre-rich and control blood sugar and cholesterol levels. This composition

serve as a good source of protein, micronutrients and phytochemicals. Millets are recently in the news and several agricultural practitioners are trying to create a market for the millets which are still grown in some part of the country. The promotion of millets got a boost after Government of India announced the year 2018 as "National year of Millet" and thereafter United Nation has declared the year 2023 as the Year of Millets, on the recommendation of Government of India in 2021. Further, to boost the production and consumption across the States in the country, Govt has facilitate the movement of the surplus millet from surplus States to other States. Food Corporation of India (FCI) is facilitating the inter-State movement to cater the advance demand placed by consuming states before the start of procurement. Similarly, The nutritional composition of millets not only create an opportunity among farmers to fetch remunerative prices by the evolving health-conscious consumerism, but also enable the environment of sustainable agriculture practices wherein consumption of highly water intensive crops like paddy has to replace with less water intensive, hardy and robust crops like millets and ensure the water security and nutritional security of the nation.

As millets are now regaining attention among consumers as it is being promoted as super food having high nutritional elements, several small regional players are connecting the production centres to consumption centre. Several private players are joining hand to promote these nutri cereals under Rashtriya Krishi Vikas Yojana-Remunerative Approaches for Agriculture & Allied sector Rejuvenation (RKVY-RAFTAAR), various Start-up initiatives, and Agri-incubators of public and private functionaries in the country and ensuring nutritional and water security for the future generation which is a welcome sign.

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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