

AGRI-BUZZ

Improving Agriculture, Improving Lives



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FROM THE DIRECTOR



Prof.(Dr.) Atmanand
Director-MDI Murshidabad

It gives me immense pleasure to welcome you all to MDI Murshidabad (MDIM). With an intention to impart quality management education, nurture talent, and groom them to become visionary leaders and game changers, the MDI Society had established its second campus at Murshidabad in West Bengal in 2014. After the laying of the foundation stone in October 2010, the building and infrastructure were launched by the then President of India, Shri Pranab Mukherjee in August 2014, with the simultaneous commencement of its flagship academic program, the Post Graduate Diploma in Management (PGDM), which is recognized by the All India Council for Technical Education (AICTE), New Delhi.

Since inception, MDI Murshidabad has been committed to achieving academic excellence and turning out quality managers and global leaders. Spread over 10 acres, the campus takes pride not only in terms of its state-of-the-art infrastructure and expert faculty, but also in terms of covering several milestones in cognate domains, including organizing MDPs, industrial visits, business symposia, corporate events, etc. in which our students and faculty members have played pivotal roles.

It has always been the endeavor of the Institute to strengthen the core faculty. Presently, we have a good mix of young, dynamic and experienced faculty members, who double up as institution builders and student mentors. While faculty from MDI Gurgaon (MDIG) regularly take classes at Murshidabad, our students also get the opportunity to interact with specialized faculty from other top institutions in the region like, IIM Calcutta, ISI Calcutta, Jadavpur University, Calcutta University, IIFT, etc. Distinguished personalities across India in the field of academics, industry, business, government, culture and international relations, pay frequent visits to MDIM to address and interact with the students.

We are highly focused to create an ethical and knowledge centric culture that values outstanding academic excellence, training, research and consultancy. We follow three pronged approach- connect, nurture and grow, with open doors at all levels.

MDIM vision is to be internationally excellent business school known for our academic ambition and influence in building a responsible future for both business and society globally.

About Our Mentors



Dr. Sunil Giri

Chairperson - PGDM and Associate Professor, Operations Management

Dr. Sunil Giri did B. Tech (Electrical Engineering) MBA and PhD in Supply Chain Management. He is associated with various Universities in various capacities. He is having 14 years of rich experience in management teaching, training & consulting and research. His research interest is Sustainable Supply Chain, QR Logistics, Humanitarian Logistics, Supply Chain visibility, etc. He offers Courses and sessions on the topic like operations Management, Supply chain Management, Global Logistics, Supplier Relationship management, Supply chain modeling Benchmarking both for academic and training mode.



Dr. Biranchi Narayan Swar

Dean-Continuing Education, Chairperson-Marketing Area and Professor-Marketing

Dr. Biranchi Narayan Swar is M.A. (Economics), MBA (Marketing) and Ph.D (Marketing of Services). He was ranked 3rd in order of merit in B.A (Economics) and M.A. (Economics) in the University Examination Dr. Swar has been awarded the National Scholarship from Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 18 years of rich teaching, research and industry experience in reputed organizations. His areas of expertise in teaching are Marketing of Services, Sales and Distribution Management, Customer Relationship Management, Product and Brand Management, and Marketing Analytics and Intelligence etc.



Dr. Ravi Shankar Bhakat

Assistant Professor, Marketing

Dr. Ravi Shankar Bhakat has 11+ years of experience as researcher, practitioner and trainer. His major academic credentials include MBA, PhD and UGC NET. He has been primarily associated in the areas of marketing and general management. The research works undertaken by Dr. Ravi is related to contemporary consumer behavior in the modern marketing environment. Pertinent works of modern marketing and business practices have been presented and showcased in International Conferences at ICSSR , IIM-B, IIM-L, IIT-BHU and other renowned institutions. Dr. Ravi has published papers in indexed International and National Journals of repute with high citations.



About Us

VISION

Making Agribusiness sustainable by breakthrough contribution with motive of economic development of the country where as no agro produce is wasted and no one starves of food.

OBJECTIVES OF THE CENTRE

- To conduct action oriented research in agribusiness area.
- Focus on preparing plans and policies to help the government.
- Dissemination of business knowledge to agricultural sector.
- To impart education and training to individuals for developing managerial skills in the area of agri-business.
- To offer training courses for policy makers, executives and those in charge of various agribusiness plans.
- To run agribusiness incubation center.

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Demand vs fear of restriction in export! Who is a step ahead to be stronger for the Indian rice right now?

By- Anagh Munshi | Sep. 2022

India is the top exporter of rice in the world. The market is projected to register a CAGR of 2.7% during the forecast period (2022-2027). But currently, it is facing a concern of a possible export restriction on some grades of staple, particularly rice. The category of 5% broken rice in Thailand is showing us a drop in price too, i.e. a slight dip of prices from around \$416-\$420 to \$415-\$416, in one week.

On the other hand the shift of the equilibrium in the demand vs supply curve, of the Indian parboiled category of rice helps us with some other answer - It has increased from \$366-\$372 per tonne last week to \$379-\$387 on September 1. For the third straight week, the prices of Indian parboiled rice is showing a rise and they are at their highest since June 2021. Parboiled rice is also a source of iron and calcium. Compared to other substitutes, parboiled rice has fewer calories, fewer carbohydrates, more fiber, and more protein. So with the growth of fitness enthusiast in the post-covid world, the demand for this particular category tends to show an increase.

To conclude, more number of bettors will be on the side of demand, in the game of “demand vs fear” and support the opinion that price will go up in near future.

Experts comment:

Himanshu Agarwal, the executive director of India's biggest rice exporter, Satyam Balajee-Indian parboiled rice prices rose because of a tender from Bangladesh,



which could be forced to make big buying this year due to crop damage.

Government and industry officials- India is considering whether to restrict exports of 100% broken rice, with the paddy area reduced by a lack of rainfall.

Other suppliers and exporters – White rice prices were steady because of more or less, adequate supply. Neighbouring Bangladesh was looking for a import deal of 330,000 tonnes from us and Vietnam, as they are having a target of having a cool in their domestic market prices, by replenishing the reserves.

Bangkok-based traders- The slight downward trend in the prices of rice, in Thailand is because of the change in exchange rates. Moreover during rainy season, buyers are not so active because there is always production. Orders are coming up from Africa and some part of the Middle East slowly, and so there will be a gradual stability in the price of white rice in that country.

Agri Sector High-Fliers



Success story of Mohan Dayal Chauhan - Founder of Parle

By- Ishu Shreya | Sep. 2022

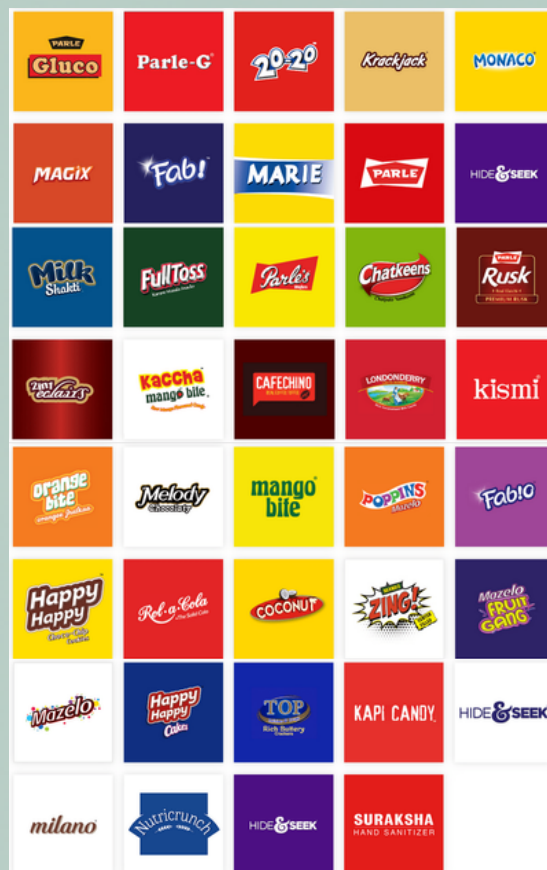
Parle-G ,the biscuit that we all love to munch on with our chai, the favourite biscuit of even our parents and grandparents came into existence about 84 years ago in 1938 yet it was not the first product of the factory "House of Parle" founded by Mohan Dayal Chauhan in 1928. The first product to come out of the factory was the candy "Orange Bite". Yes ,you read it right, Parle's first products were sweets, peppermints, and toffees made of milk, pure sugar and glucose. Biscuits were a luxury food product back then which were mostly imported and consumed by britishers and upper-class Indians. Parle in 1938 then came out with a biscuit Parle Gluco which any common man could afford. Here gluco stands for glucose.

Mohan Dayal Chauhan was a Mumbaikar and a trader of silk and was highly inspired by Swadeshi movement which motivated people to use and produce Indian goods. In order to open the confectionary-making factory he sailed to Germany to learn the art. He came back to India in 1929 with high-tech machinery and required skill and opened a small factory which was situated between the villages, Irla and Parla. The factory employed only 12 men alongwith the Chauhan family. The family were doing multiple roles such as engineers, managers, and confectionry makers. It is said that they worked so tirelessly that they forgot to name their brand. Later on it came to be known as Parle.

When Parle introduced Parle Gluco, the biscuit became very popular among Indians. The British-Indian army in World War 2, took this biscuit as their go-to food.



150+ Product Range
36 Popular Brands
21+ Export Destinations



Trends & Technologies



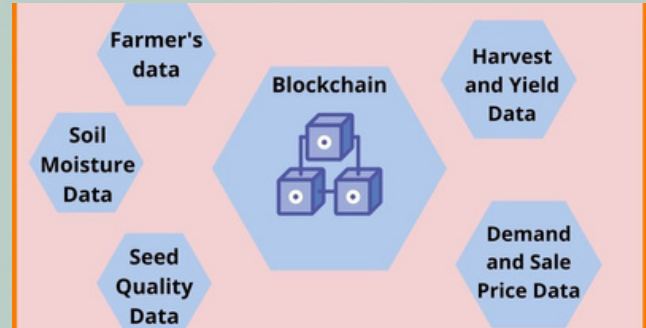
Applications of Blockchain in agriculture

By- Rahul Kr. Chanda | Sep. 2022

Blockchain in agriculture is revolutionizing the entire sector. Agriculture sector consists of 40 percent of the total global work force; hence it is generating a large number of jobs worldwide. The distributed ledger technology of blockchain tracks all the transactions done by the members in a decentralised log data which is kept on a network of computers rather than on single databases or a physical ledger. There was a lot of fraud in supply chains, so things could get changed with the help of Blockchain.

Finer Management of Inventories: Agriculture is known to be a primitive industry. It is far away from the reach of advanced technologies even today in most parts of the world. This has eventually resulted in failing management of inventories thereby resulting in gargantuan amounts of wastages. With blockchain in agriculture, inventory management is better handled and in a secure way. It can even notify farmers when their produce might expire, making agriculture smarter.

Fairer Payment for Farmers: Blockchain's Smart Contracts work by triggering payments automatically as soon as a specific, previously-specified condition has been fulfilled by the buyer. As a result, farmers would be able to receive a fairer price for their goods. Traditional payment mechanisms, usually wire transfers often take a significant amount of the farmer's earning as a brokerage. Smart contracts would completely eliminate the need for these middlemen, as it would allow farmers to connect directly with retailers. It often takes weeks for farmers to receive the full payment for their goods.



Transaction tracking: It helps farmers to sell their commodities at fair prices and lowering transaction fees thereby supporting smaller farmers to enter the market.

Controlling Weather Crisis: Smart agriculture enables farmers to understand the crop's behaviour by deploying sensors and mapping fields. Placing agricultural weather stations within the farms can help generate crucial information such as: soil temperature at different heights, air temperature, leaf wetness, rainfall, wind speed, dew point temperature, relative humidity, solar radiation, wind direction, atmospheric pressure All of the above parameters are measured, recorded and saved in the blockchain enabling farmers and other authorized entities to access it transparently. By analysing the data generated by the weather station, farmers can make informed decisions related to farming.

Food Supply Chain Optimization using Blockchain: Increasing the traceability of the supply chain will have a considerable impact on:

- Reducing food fraud
- False labelling
- Cutting intermediaries out of the process
- Ensuring producers get paid fairly for their efforts
- Enabling consumers to know what they're paying for.



Basic fundamentals of Aquaculture

By- Gundlakunta Alekhya | Sep. 2022

Aquaculture: The rearing of aquatic animals (Fish, Prawns, etc) or the cultivation of aquatic plants for food is known as Aquaculture.

- Vishwa Gopal Jhingran is Known as father of Aquaculture.
- The Blue revolution (1985-1990) is an initiative taken by the government for the growth of the aquaculture industry.
- Hiralal Chaudhuri is Known as father of Blue revolution.

Requirements for a successful culture:

- A good site: The main components that work together to make a good site for a fish pond is Water supply, Soil, Topography. Water supply is more important factor because fish depends upon water for all their needs like breath, eat, grow etc. Soil of the must be able to hold water. Topography is a word used to describe the shape of the land. The topography determines the kind of pond which can be built.
- Quality seedlings: The quality of seedlings determined based on the size. The size should be uniform.
- Good water quality: Water quality is enhanced by correct stocking density, Routine cleaning of culture facility, Sufficient aeration, Filtration. Temperature of water should be 23- 25 degree Celsius. pH should be 6.5 to 9.
- Appropriate feeds and feeding management: Feed ingredients should be free from contaminants. Avoid overfeeding. Stick to a particular time schedule to provide food, Medicated food should be used to control a specific disease.



- An intelligent and industrious farmer: The farmers require to work hard and should be intelligent.

They should know about the market price value of the fish, etc.

Some examples for Types of Fish Farming:

1. Catfish Commercial farming: The most productive and useful species for commercial fish farming is catfish. Due of its incredible health advantages, catfish is in high demand. Preparation for catfish takes 18 months. There are many different catfish species; the three most well-known are the blue catfish, channel catfish, and flathead catfish.
2. Tuna Commercial farming: Commercial fish farming yields more revenues from the saltwater variety of tuna fish. Bluefin, yellowfin, and albacore are three different types of tuna fish. Because these fish are large and energetic, commercial tuna farming is a little challenging.

Government Schemes:

- Pradhan Mantri Matsya Sampada Yojana
- Fisheries Training and Extension
- National Scheme of welfare of Fishermen
- Development of Inland Fisheries

Funding of the Month



Loopworm secures a \$3.4 million seed round from Omnivore and WaterBridge

By- Snehil Miglani | Sep. 2022

Loopworm, an Indian insect biotech startup, has announced that it has raised \$3.4 million in a seed funding round. The round was co-led by Omnivore, a company that works with WaterBridge Ventures to fund businessmen building the food and agribusiness system of the future. The funding round was also joined by Titan Capitals and other angel investors including Sanjiv Rangrass, Akshay Singha and Nadir Godrej (Godrej Agrovet). Loopworm seeks to produce value-added nutrients and ingredients for its B2B customers, while promoting insect farming for smallholder farmers. The company plans to use the newly raised funds for Loopworm's talent acquisition, research and development (including building a world-class lab for testing), and opening the company's first factory to ramp up production.

Under the OmniX Bio initiative of Omnivore, Loopworm becomes the second investment by the company, as it finances early-emerging agrifood life sciences start-ups. The business hopes to generate 300,000 MT of sustainable insect-based protein annually over the next five years in the industry, adding value to 7.5 million MT of food waste and agricultural wastes. Co-founders of Loopworm, Ankit Bagaria along with Abhi Gawri noted the pre-seed funding and expressed their excitement to have companies like Omnivore, Titan Capitals, WaterBridge, and several others as investors on board. According to the co-founders, the company plans to use the fresh capital to set up its first Loop factory in the North region of Bangalore, enhance the R&D department of the organization, and hire more talent to expand the



team. Mentioning the same and stating the company's experience to have joined with an innovative start-up, the managing partner at Omnivore, Mark Kahn said that Omnivore is thrilled to support Loopworm under its OmniX Bio initiative, which looks ahead to blaze a way forward for the agrifood life sciences sector in the nation. According to Loopworm, there is a huge potential in the transformation of cultivated insects into nutrients and ingredients that can add much bigger value to the soil. Omnivore believes that the efforts by Loopworm will soon result positively for the company, as it will quickly make its name on the list of leading biotech start-ups in India.

Founded in 2019, Loopworm is a Bangalore-based start-up that was initiated by Ankit Alok Bagaria and Abhi Gawri, two IIT Roorkee graduates, who now have become entrepreneurs aiming to solve the food waste crisis of India, work towards increasing the income of farmers who own smaller lands, and showcase the potential of biotechnology of India to mark the environmental issues. Aquaculture, pet food, and nutraceuticals are just a few of the industries that Loopworm intends to disrupt by converting food waste into protein-rich nutrition and value-added components using multi-species insect biotechnology.

Quizomania



1. Match the Co-founder with the their company.

a)



i) Thirukumaran Nagarajan

b)



ii) Ananda Verma

c)



iii) Nikhil Tripathi

d)



iv) Shashank Kumar

2. What is the ideal temperature and pH required for a successful aqua culture? (Refer to the Newsletter only)

Mail us your answers at: cabfp@mdim.ac.in
and win some exciting prizes.

TEAM CABFP

Batch 2021-23



Manish



Akash



Vimlendu



Gaurav



Sahil



Soumya



Adarsha

Batch 2022-24



Alekhya



Snehil



Rahul



Ishu



Anagh



Sandipan

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