

AGRI-BUZZ

Improving Agriculture, Improving Lives



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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India's Agri exports could hit a new high.

By- Kushagra Chourasia | Nov. 2022

Agriculture exports from India are increasing and may reach a new high this fiscal year. However, imports are also increasing. The farm trade surplus can be increased by putting an emphasis on local production and new

technology. In the months of April-September, India's agricultural exports increased by 16.5% year over year, and they are expected to surpass the record \$50.2 billion established in 2021-22.

(April-March). It's interesting to note that shipments of commodities like sugar, wheat, and rice, whose exports have been restricted, have increased significantly.



Despite curbs, exports are growing

The government, on May 13, banned the export of wheat. Yet, according to Commerce Ministry data, wheat exports, at 45.90 lakh tonnes during the April-September period, were nearly twice the 23.76 for the same period last year.

The government, on May 24, moved sugar exports from the "free" to "restricted" list. On September 8, broken rice exports were prohibited, and all other non-parboiled, non-basmati shipments were subject to a 20% tariff.

Despite these precautions, non-basmati exports have increased along with basmati rice exports, from 82.26 in April-September 2021 to 89.57 in April-September 2022. Similarly, sugar exports increased 45.5% in value terms to \$2.65 billion from April-September and are on track to surpass the record-breaking \$4.6 billion recorded in the fiscal year 2021-22.

However the imports are also surging. The impressive growth in exports is, however, offset somewhat by imports. The 60% of India's total agricultural imports is accounted for by a single commodity: vegetable oils.

Agri Sector High-Fliers



Success story of Lijjat papad - From Rs 80 to Rs 1,600 crore empire

By- Ishu Shreya | Nov. 2022

Lijjat papad , a beloved brand, popular in almost every household of India was started in 1959 by a group of seven housewives namely Jaswantiben Jamandas Popat, Parvatiben Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N Tanna, Laguben Amrita Gokani, Jayaben V Vithalani, Amritalal Gokani who used to live in Girgaum (Maharashtra). The idea came up in conversation when they gathered one morning on their rooftop and they decided to take charge of their life. As there was no money to start the business, these women reached a famous local social worker, Chhaganlal Karamshi Parekh who then lent Rs 80 and the work of making papad started.

They sold their first batch which consisted of 4 packets of papad to a businessman. Making and selling papads was just a desperate step to contribute to the family income for these women. All the women used to make papads on their house terrace. They earned little over Rs 6000 in the first year.

The company was named Shri Mahila Gruha Udyog Lijjat Papad. Later In 1962, they named their brand 'Lijjat'. Lijjat means tasty in Gujarati. Sales at that time were around Rs 2 lakh. Slowly as the sale of papads increased, the women who made the product also increased from 7 to few hundreds and then to few thousands in couple of years. It was empowering 45,000 women by 2021. The women are not workers but rather malik (co-owner)

Jaswantiben Jamnadas Popat (Co-founder)– The Padma Shri Awardee said that the highlight ingredient for her is providing employment and empowering women of our country.



She trained and supported many women under her to achieve financial independence. In Jaswantiben's words "The credit of Lijjat Papad goes to every women working here. This is the fruit of their hard work". Lijjat is one of the oldest co-operatives of the world to support women through employment opportunities. Lijjat has earned its success by providing quality products at reasonable price, by gaining the trust of customers and through sustainable entrepreneurship. Lijjat papad is one of the inspirational tale of women empowerment in India.

Trends & Technologies



Agriculture Trends, Technologies & Innovations for 2022

By- Snehil Miglani | Nov. 2022

Agricultural Robotics

A major issue for farmers is a labor shortage, which is increased in the case of fieldwork operations. In order to help farmers with fruit picking, harvesting, seeding, transplanting, fertilizing, planting, and weeding, entrepreneurs are now creating agricultural robots.

Robots are being used by farmers more frequently to automate boring fieldwork. They use intelligent farming equipment, such as fully and partially autonomous tractors, to harvest the crops. Also, auto-steer technology is offered on tractors for simpler field navigating. Similarly, automated methods for monitoring cattle also employ robots. This includes automatic feeds, milking equipment, incubators, and weighing scales. Farmers can engage more on raising overall productivity attributable to robots because they no longer have to worry about inefficient farm operations. They also offer convenience and prevent human error.

Artificial Intelligence

AI in agriculture gives farmers accurate data about the state of their fields, allowing them to take preventative action. AI helps farmers make informed decisions by offering predictive insights for forecasting meteorological data, crop yield, and prices. AI systems give farmers advice and suggestions for input. Automated anomaly and disease diagnosis in plants and livestock is made possible by AI and ML systems. This makes it possible for prompt diagnosis and, if necessary, corrective action. Also, ML algorithms are used in biotechnology to make suggestions for gene selection. Furthermore, AI offers farmers who are turned down.



Big Data & Analytics

Conventional farm data is transformed into useful insights by big data and analytics methods. The foundation for the upcoming farming season is formed by statistics on crop volume, production, land availability, irrigation, agricultural pricing, weather forecasts, and crop diseases. Advanced methods are used to derive information about farm operations from data on meteorological events, agricultural machinery, water cycles, and the quality and quantity of crops. This makes it possible for farmers to spot patterns and connections that might otherwise go undiscovered.

Controlled Environment Agriculture

The use of conventional farming techniques is constantly limited by irregular and severe weather events. Additionally, it can be quite difficult to grow crops in crowded cities, deserts, or other unfavorable environments. Agriculture in a controlled environment helps to overcome this (CEA). Plants are exposed to a predetermined ratio of light, temperature, humidity, and nutrients in CEA. There are several growing situations, including greenhouses, indoor farming, and vertical farming, among others. Techniques like hydroponics and aeroponics, which grow soilless plants in a liquid nutritional media or steam, are being used more frequently.



FLORICULTURE

By- Gundlakunta Alekhya | Nov. 2022

Floriculture: It is a subfield of horticulture that deals with growing flowering and attractive plants for gardens. Cut flowers, potted plants, cut foliage, seed bulbs, and tubers are the principal floral goods. To convey human emotions, several flowers are employed. White carnations for women's affection, roses for love, pennies for thoughts Narcissus is a flower for self-esteem, French Marigold is for jealousy/sorrow, African Marigold is for crude brains. Irises stand in for messages, Jasmine for friendliness, Lilies for purity, and sweet peas for departure. Dimensions and significance: Due to urbanization's increased need for cut flowers and live plants, India and other Asian nations have emerged as floriculture development hubs. Additionally, these nations have favorable soil and climate conditions, and they have a number of government programs (NHB, APEDA, NABARD). Festivals, weddings, poojas, funerals, events, wall decorations, carpet bedding, and foreign exchange all involve the use of flowers. The Netherlands is a major producer of cut flowers, along with Germany, which is a major importer of cut flowers. a 26% compound annual growth rate (India).

Several states currently practice commercial floriculture, with West Bengal (32%) followed by Karnataka (12%) and Maharashtra (10%) outpacing other producing states including Madhya Pradesh, Gujarat, Punjab, Haryana, Andhra Pradesh, Orissa, Uttar Pradesh, and Chhattisgarh.



West Bengal has the greatest area planted with flowers in India, whereas Tamil Nādu and Karnataka are the two states that generate the loosest flowers. The diverse environment of India makes it best suited for producing flowers in one region over another so that blooms can be produced all year round. Different climate zones' soil is excellent for cultivating a variety of flowers. Opportunities include increased demand for greenhouse agriculture, APEDA provides storage subsidies, NABARD offers government incentives, reduction of significant taxes on cut flowers, growth of global market demand Self-employment, High possibility for adding value. Value-added products include dried flowers used for potpourri, cards, garlands, and bouquets as well as bouquets, garlands, and scents. economic flowers products: Rose-related products include tube rose perfume, rose water, and rose otto.

Funding of the Month



IFC invests Rs 300 crore in agro-chemical firm Crystal Crop Protection

By- Anagh Munshi | Nov. 2022

Agrochemical company Crystal Crop Protection Ltd announced that it has raised 300 crores from IFC to fund its expansion and growth plans. The International Finance Corporation (IFC), a member of the World Bank Group, is the largest global development institution focused on the private sector in emerging markets.

According to the statement, "investment of Rs 300 crore (approx USD 37 million) by IFC and IFC Emerging Asia Fund (EAF)" will boost farm productivity, reduce supply chain disruptions, and set up a robust infrastructure for sustainable production of crop protection products. The statement does not address the dilution of Crystal Crop's shares in raising this equity fund from IFC. The project will improve farmers' access to tailor-made, affordable, and environmentally friendly crop protection products.

Crystal Crop Protection Limited is R&D based crop protection manufacturing and marketing company under the leadership of visionary industrialist Mr. Nand Kishore Aggarwal. Crystal's products cater to the entire lifecycle of crops, from sowing to harvesting. Crystal Crop Protection is a 360 - degree farming input solutions company catering to the needs of farmers -right from the sowing of seeds up to harvest.

It caters to the formulator's needs for Insecticides, Fungicides, Herbicides & PGRs. Crystal Corporate business is present across the length and breadth of the country offering over 32 import &



Indigenous manufacturing registration products in the form of Technical, Bulk, and P2P.

The success of the organization has been primarily due to strong Business relationships, perfect product quality, a high level of services, and a Professional ethos.

The driving force behind Crystal's meteoric rise over the last four decades is its strong innovation-led culture with its long-standing commitment to research & development.

The company's success comes from having its ear to the ground, where it engages closely with farmers to understand the challenges faced and thereafter offers a range of products and services to address these needs at the most cost-efficient price points.

Crystal and its subsidiaries, Modern Papers, and Nexus Crop Science Pvt Ltd engage in the technical manufacturing, formulation, and marketing of agrochemical products – Insecticides, Fungicides, Herbicides, Plant Growth Regulators /Micronutrients. Under the adept guidance of Mr. Nand Kishore Aggarwal and his 40 years of rich experience, Crystal has evolved as a market leader in the growing agrochemical sector of India over a period.

Quizomania

1. Which commodities exports were restricted by the government.
A) Wheat B) Sugar C) Rice D) All of the above
2. Who lent Rs 80 to the 7 founders of Lijjat papad to start their business ?
A) Amritalal B) Chhaganlal Karamsi Parekh
C) Laxmidas D) Rajendra Prasad
3. AI is used in Agriculture for collecting data about the fertility of soil, similarly AI is used in biotechnology for?
A) for gene collection B) for predicting human trend
C) for data collection D) for predicting new diseases
4. Which country is a Major producer of Cut Flowers
A) India B) Indonesia C) Netherlands D) China

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

TEAM CABFP

Batch 2021-23



Manish



Akash



Vimlendu



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Sahil



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Batch 2022-24



Alekhya



Snehil



Rahul



Sandipan



Anagh



Ishu



Shiva



Sanniv



Animesh



Arka



Zahid



Hemant



Kushagra



Niladri