MDI MURSHIDABAD | Management Development Institute

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AGRI-BUZZ

Improving Agriculture, Improving Lives

Issue no.4 | Dec.2022

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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.

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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.

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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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Agri-Bulletin

India's Agri exports could hit a new high.

By- Shiva Sharma| Dec. 2022

Coffee exports are estimated to fall by 9.5% to 315 thousand tons during the year October 2022-September 2023. The fall is estimated on account of a partial recovery in Brazil's coffee production along with softening international coffee prices. The recovery in the coffee production from Brazil is supposedly expected to increase supply in the international market & in turn impact the export demand of Indian coffee. Softening international coffee prices are expected to make the global market competitive while making it less lucrative for Indian coffee producers to supply in the international market. These factors are supposedly to impact coffee exports from India in the ongoing year 2022-23. While Indian coffee exports are expected to decline during the year, coffee production is expected to remain at the year-ago level at around 342 thousand tons.

In the year 2020-21, coffee exports recovered partially by 11.4 per cent to 274 thousand tons after falling for 3 consecutive years. Coffee exports fell by 1.6 per cent in 2017-18, 5.4 per cent in 2018-19 and 11.8 per cent in 2019-20. However, coffee exports somewhat recovered during the year 2020-21 due to strong demand from countries like Russia and Belgium.

Coffee exports picked up further in the year 2021-22. During the year, coffee exports scaled up by 27% to 348 thousand tons as against 274 thousand tons in 2020-21. This was due to exports from India got a boost following a fall in Brazil's coffee production due to a drought & frost in the country. The drought affected around 8-10% of planted acreage in Brazil's arabica heartlands, according to Conab, Brazil's crop marketing agency. Consequently, production of coffee from Brazil came down by 16.9% to 58.1 million 60-kg bags in July 2021-June 2022 as against a record 69.9 million 60-kg bags produced in 2020-21.

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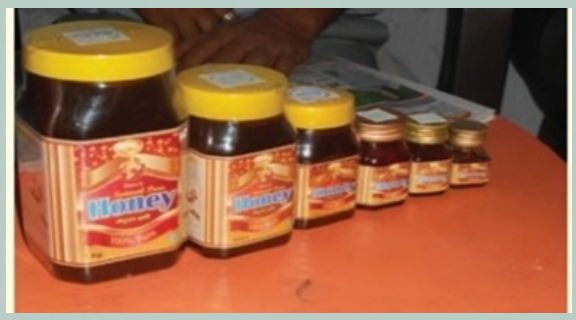
Agri Sector High-Fliers

Success story of Ocean Of Honey

By- Zahid Maisoor | Dec. 2022

Life is sweet for Shri. Uday Veer Singh Rana, 43, hailing from Kamal district, Haryana, who quit his sales executive job and joined the 2-month residential training programmed of AC&ABC at Indian Society of Agribusiness Professionals (ISAP), Haryana. During the training, his search for a sustainable Agri venture stopped at an established Apiary wherein, he observed a scientific procedure of honey processing and his interest was triggered. Investing his own capital of Rs. 20 lakhs, he registered the honey processing unit by the name of Ocean Foods. The capacity of the honey processing unit is around 150 kg per day. Shri Rana started procuring and processing honey, flower-wise. Subsequently, the processed honey was catalogued by different brand names i.e., Mustard honey, Litchi honey, Neem honey, Sunflower honey etc. The processing unit is having good storage facility and skilled labor are engaged in bottling, packing, labeling etc. Shri Rana says that he is expanding his business according to the availability of flowers in the state; Mustard flower raw honey is procured from Kashmir, Sunflower honey from Punjab, Litchi honey from Dehradun and Neem raw honey from other States. Door-to door delivery is the basic marketing strategy worked out for promotion of his honey brand. His firm has recruited 20 sales executives. They are individually contacting the traders, farmer sand shopkeepers either for procurement or sale of honey. Sales executives are taking online orders and providing door delivery. This strategy has resulted in establishment of the brand and market where middle men are eliminated. He has individual contract with Bee keepers. In the first year itself, he processed about 40 tons of honey.



Shri. Sukhadeo Singh, 52, a farmer from Jamuna Nagar, Haryana, is one of the beneficiaries of Ocean Foods. He is selling raw honey to the firm. He says that Ocean foods is giving ready cash and good price for his product, whereas earlier traders used to procure raw honey from him at offhand prices. At present 1000 farmers are regular clients of the firm.

The processed honey is sold in Bihar, Madhya Pradesh, Uttar Pradesh, Haryana, Punjab and other States. Creamy mustard honey is more in demand in the market for the bakery industry. ln the first year itself, the sale was Rs. 80 lakhs with a net profit of Rs. 15lakhs. In order to export honey, Shri Rana has applied to AGMARK for obtaining certification. While narrating his success story, he emphasized that scientific training, financial and market support to beekeepers could create a million-dollar business and huge job opportunities alleviating poverty.

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Trends & Technologies

Agriculture Trends, Technologies & Innovations for 2022

By- Rahul Kumar Chanda | Dec. 2022

Is vertical farming the future of farming?

- Vertical farming is the practice of growing plants indoors in layers with LED illumination and controlled growth and nutrition systems.
- The largest vertical farm in Europe produces 1,000 tonnes of food each year.
- The benefits of this type of agriculture include the ability to grow more food in less space while avoiding the use of pesticides.
- However, the high expense of real estate and technology, as well as farms that use fossil fuels, are some of the barriers to widespread adoption.

What is vertical farming?

Vertical farming is often known as indoor farming since it includes growing plants indoors. Vertical farms employ LED illumination and controlled growth and feeding systems instead of sunshine and rain. Because plants are piled vertically in tiers, many of the farms resemble warehouses with massive shelving units.

Nordic Harvest, a Danish start-up, is developing Europe's largest vertical farm outside of Copenhagen in Denmark. According to Free Think, it is a 75,000-square-foot warehouse-style facility where plants are cultivated in 14 stacked levels. Nordic Harvest claims that once completed, their vertical farm would produce 1,000 tonnes of food per year.

How will vertical farming change agriculture?

- Vertical farming, as opposed to growing fruits and vegetables on large farms and then transporting them over great distances in trucks and planes, may serve local products from neighborhood buildings. This results in less fuel use and fresher food.

- With the world's population projected to exceed 9 billion by 2050, vertical farming could not only provide fresh, local produce, but also help increase food production and expand farm operations.
- Producing fresh vegetables and greens close to this growing urban population will reduce distribution chains to reduce emissions, provide more nutritious produce, and reduce water use and runoff to significantly reduce water use and runoff. By doing so, we will help meet the world's growing demand for food in an environmentally sustainable way.

Why isn't vertical farming already a global solution?

- Vertical farming has significant financial challenges. The sun and rain are both free. It isn't enough to power LED lights, software, and complex growth systems.
- While some buildings are powered by wind turbines, vertical farms powered by fossil fuels may exacerbate rather than alleviate climate change, according to Free Think.
- Purchasing urban real estate to develop a vertical farm might be costly as well. According to Duke University in the United States, the average square meter of city center property in Melbourne, Australia, costs over $3,500.
- Nonetheless, Statista predicts that the worldwide vertical farming business would expand from $5.5 billion in 2020 to about $20 billion by 2025.

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Farming Fundamentals

ORGANIC FARMING

By- Hemant Kumar| Dec. 2022

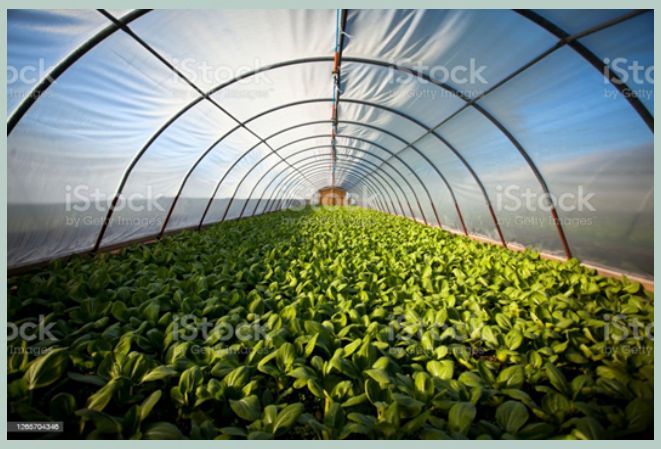
Organic Farming:

Organic farming works in harmony with nature rather than against it. This involves using techniques to achieve good crop yields without harming the natural environment or the people who live and work in it. It involves the use of biological materials, avoiding synthetic substances and maintaining ecological balance thereby minimizing pollution and wastage. It includes processes like crop rotation, green manure, organic waste management, biological pest control, etc. Some types of organic farming: Permaculture, Ranching, Hydroponics, Dryland farming. Father of modern organic farming is Sir Albert Howard.

Aims of organic farming:

- To maintain the long-term fertility of the soil
- To reduce the input cost
- To effectively utilize the natural resources
- To avoid all forms of pollution caused by agricultural techniques
- To provide a quality foodstuff

Techniques in organic farming: Mulching, Bio-fertilizer, Vermi-compost, Seed treatments. Uses and benefits of organic farming: Reduction of toxic substances in the environment, Job creation, Assisting fight against climate change, Preservation of the culture of agriculture, Reduction of farm waste.



Scope of organic farming in India: India's rich heritage of agricultural traditions makes it suitable for designing organic production systems, with greater political will and investment in research, extension and marketing infrastructure more of this potential could be realized, The agronomy division of Indian agricultural research institute (IARI) has started many courses including package and practises for organic farming which can promote great career opportunities in organic farming. Growth of organic farming in India: With the increasing demand for organic products in India, the certification and regulation of the organic sector came into being and thrived. As a result of its growing importance, the organic farming sector in India has substantially increased over the course of years.

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Funding of the Month

Carbon farming startup Grow Indigo raises $6M funding

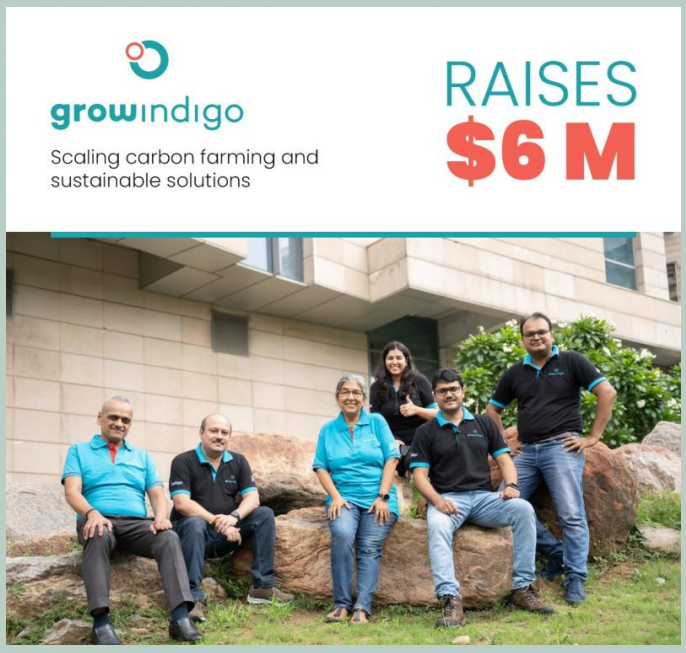
By- Animesh Banerjee| Dec. 2022

Grow Indigo's latest funding round saw interest from investors globally including participation from Indigo AG, Mahyco and HNIs.

Agritech startup Grow Indigo has raised over $6 million in the recent funding round with a cumulative capital raise thus far of over $13 million, the company informed through a media release.

"Grow Indigo has conceptualized the concept of farming carbon as a crop for small holder farmers in India. When implemented on 120 million acres of cropland in India, a 1% increase in soil carbon would remove 7+ gigaton carbon dioxide equivalent from the atmosphere," the company said.

The startup, founded in 2018, focuses on providing nature-based solutions to address climate challenges faced in agriculture and ensures that farmers/stakeholders have a connection with both input and output markets to maximise their access and incomes. Grow Indigo encourages the concept of farming carbon as a crop for smallholder farmers in India. When implemented on 120 million acres (i.e. about one-third of cropland in India), the company expects a 1% increase in soil carbon would remove over 7 gigatonnes of carbon dioxide equivalent from the atmosphere.



Carbon as a new crop could become the fifth largest agri commodity in India, expected to generate $7 billion annually in additional income for smallholder farmers by 2030, the startup said. Grow Indigo expects to enrol over 3.5 million acres in the next two years. It has invested significantly to build a large library of useful microbes, enabling farmers to reduce their chemical inputs and increase their ability to generate carbon credits. Its proprietary microbial consortium already covers four million acres.

Usha Barwale Zehr, Chairman and Executive Director, Grow Indigo, said, "With sustainability at its core, Grow Indigo will continue to scale up carbon farming in India."

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Quizomania

1.The recovery in the coffee production from Brazil can impact the export demand of _____?

A) Sugar from India B) Indian Tea

C) Indian Coffee D) Indian beverages products

2. How much of earth's land is being used for crop production?

A) 11% B) 5%

C) 20% D) 100%

3. Who is the father of modern organic farming?

A) N.E. Borlaug B) Lord Northbourne

C) Albert Howard D) Glubler B. Triplets

4. Green House effect refers to

A) Cooling of earth B) Trapping of UV rays

C) Warming of earth D) Cultivation of plants

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

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TEAM CABFP

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Anagh


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Shiva


Sanniv


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Niladri