



ISABTM
GN

Center of Excellence for Agribusiness
Founded by IIM Ahmedabad Alumnus

KRISHI UNNATI

THE VOICE OF ISAB

Sambhramaa 6.0
Edition

6+ YEARS

500+ COLLEGES

12000+ STUDENTS



PRESENTED BY:



LPS CELL ISAB GN
LITERARY AND PUBLIC SPEAKING CELL

SAMBHRAMAA 6.0

The National Food and Agribusiness Conclave





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MR. SAURABH V. PANDEY
PROMOTER & FOUNDER

Sambhramaa 6.0 emerged as more than an event—it became a meaningful platform that reflected learning, leadership, and excellence in action. Our students demonstrated commendable confidence, creativity, and discipline across all activities, embodying resilience, teamwork, and clarity of thought.

I particularly appreciate the dedication and professionalism of the student organizers, who managed planning and execution with maturity and accountability, transforming the event into a true experiential learning platform. Sambhramaa 6.0 also enabled valuable engagement with peers, mentors, entrepreneurs, and industry representatives, reinforcing the importance of such initiatives in nurturing future-ready leaders.

As we look back on this milestone, we celebrate the achievements and learning it fostered. I extend my best wishes to all students as they carry forward the values, skills, and purpose gained through this experience, and continue to contribute meaningfully to society and the agribusiness ecosystem.

- Message from the Founder's Desk

SAMBHRAMAA EDITION

This edition serves as a testament to the dynamic spirit that defines our community—a blend of academic excellence, social responsibility, and innovative fervor in the realm of agriculture. Over the past months, ISAB has been a hive of activity, fostering growth, collaboration, and meaningful contributions that align with our mission to nurture future leaders in agri-business.

Beautiful chaos, controlled combustion. Exactly what a launchpad should look like. Now the real ignition sequence begins: Sambhramaa 6.0.

Sambhramaa is not just an event; it's a celebration of ideas, grit, and limitless possibilities in Indian agriculture. Every year, the brightest minds from 200+ colleges converge on our campus to pitch startups, crack case studies, dance under the stars, and battle it out on the cricket field — all while building friendships and networks that last a lifetime.

This is where future CEOs, policymakers, and agripreneurs are born. Sambhramaa doesn't just showcase talent; it ignites it.

So bring your energy, bring your vision, and let's together script the next big success story of Indian agriculture! See you at Sambhramaa 6.0 — louder, bolder, unstoppable! This is not the future knocking, This is the future being born, right here, right now, in noise and fire and impossible belief.

And we are getting just started.



DR. PRADYUMNA PANDEY
CHAIRMAN

- Message from the Chairman's Desk



DR. BIRENDRA KUMAR
DIRECTOR

Who is s/he? Is s/he different than the average lot? How can s/he build an empire out of seemingly little. Do you know that s/he is the same as any other but there is a fire inside called achievement motivation. The hunger to do something new and reach excellence. S/he is not interested in controlling others(power), not even in showing off. Entrepreneur is a very special person. S/he dares to dream, imagine a future in spite of the limitations. When everyone feels lost in the maze of problem, s/he sees arid opportunity. S/he is quick to start, plan and act. Risk, uncertainty and problems do not deter. Meeting people, exploring places and imagining outcome are natural to an entrepreneur. S/He is simple, communicative and patient with odds.

Others hesitate at uncertainty; the entrepreneur moves forward with confidence, turning risk into learning.

Psychologists say every human activity is fired by needs. People have need for power, affiliation and money. However, the need that stimulates entrepreneurs is very special called as achievement motivation. People with achievement motivation are dreamers. They imagine desired situation, think over them and dare to act. They Persist till they get it. "Dream, dare and do" is the mantra.

Qualities that set Entrepreneurs apart are:

- Initiative S/he starts immediately while others are still thinking
- Sense of finding opportunity in problems
- Simple in living. Not interested in complex lifestyle
- Goal oriented, always planning for the next move
- Achievement oriented wants results. Eyes are fixed on the target
- Focused on self-improvement.
- Listens to criticism of others
- Continuously engages in new ideas from different sources
- Patience and perseverance when going gets tough.
- Is fond of expanding network with successful people
- Are you interested in becoming an entrepreneur.
- Good news is that it is not hereditary.
- Dream (imagine creatively)
- Dare take calculated risk and face uncertainty with confidence,
- Believe you can

- Message from the Director's Desk

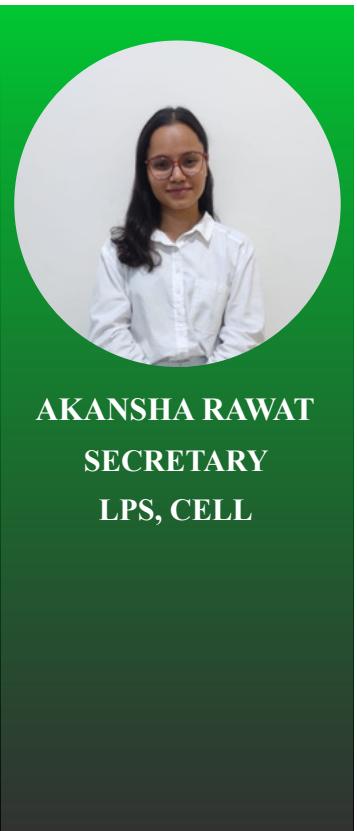
SAMBHRAMAA EDITION

Dear Readers,

We are delighted to present this edition of Krishi Unnati, which reflects the academic achievements, cultural vibrancy, and professional development initiatives at ISAB. This magazine brings together messages from the leadership team, contributions from the Literary & Public Speaking Cell, and the dedicated efforts of the Krishi Unnati Magazine Core Team.

The edition features thoughtful perspectives through Industry Spotlight and Faculty Insights, offering readers a meaningful connection between academic learning and practical exposure. It also captures the enthusiasm and creativity showcased during Sambhramaa 6.0, highlighting the spirit of participation and teamwork on campus. Experiences from the Dubai Exposure Program further add to the diverse learning journeys shared in this issue.

Through this publication, we aim to encourage expression, knowledge-sharing, and continuous learning. We hope Krishi Unnati serves as a platform that inspires students to grow academically, creatively, and professionally.



AKANSHA RAWAT
SECRETARY
LPS, CELL

Dear Readers,

It is with immense pride that I present the December edition of Krishi Unnati. This month, our campus transitioned from local engagement to global excellence, marking a season of unparalleled achievement. This edition celebrates the brilliance of Sambhramaa 6.0. We highlight the intellectual rigor of PRASTUTI (Debate) and Vishleshan (Case Study), alongside the vibrant talent displayed in Natrash, Tarangeet, and the high-stakes Dwand competition. These events showcased the versatility and competitive spirit that define our student body.

Beyond the stage, we reflect on our Dubai Exposure trip—a transformative journey that offered us a front-row seat to international innovation and global commerce. Coupled with our Industry Spotlight and Insights from Faculty, this issue serves as a bridge between academic learning and real-world leadership.

To our readers: Your energy is the heartbeat of this magazine. I extend my sincere gratitude to the Core Team and Faculty for their vision and support in making these milestones possible.

I leave you with this thought: “Education is the passport to the future, for tomorrow belongs to those who prepare for it today.” — **Malcolm X**



FAIZAN KHAN
CO-SECRETARY
LPS, CELL



MS. SHWETA KUMARI
PLACEMENT
CHAIRPERSON &
ACADEMICS HEAD

Role of Emotional Intelligence in Driving Agribusiness Innovation

Why Is Emotional Intelligence Important in Agribusiness Entrepreneurship and Innovation?

Agribusiness today goes beyond traditional farming and involves technology, sustainability, and global markets. Entrepreneurs in this sector face challenges such as climate uncertainty, market fluctuations, and resistance to change. While technical and financial skills are important, emotional intelligence (EI) plays a key role in achieving success and driving innovation.

Emotional intelligence is the ability to understand and manage one's own emotions and those of others. In agribusiness, strong EI helps entrepreneurs build trust, communicate effectively, and maintain good relationships with farmers, workers, suppliers, and customers. Empathy and social skills are especially important when introducing new technologies or practices, as they help reduce resistance and encourage collaboration.

EI also supports better decision-making under pressure. Agribusiness involves frequent risks and setbacks, and emotionally intelligent entrepreneurs can manage stress, remain resilient, and adapt to changing conditions. Motivation and emotional control help them stay focused on long-term goals and inspire their teams. EI supports effective communication and relationship-building with farmers, workers, suppliers, and customers. Overall, EI enhances leadership, resilience, collaboration, and innovation in agribusiness entrepreneurship.

In addition, emotional intelligence strengthens leadership and innovation. Leaders with high EI create positive work environments where employees feel valued and are more willing to share ideas and support change. It also promotes ethical and socially responsible decision-making that benefits communities and the environment.

In conclusion, emotional intelligence is essential for agribusiness entrepreneurship and innovation. It enhances leadership, resilience, collaboration, and the successful adoption of new ideas, contributing to sustainable and competitive agribusiness development.



Urban Agribusiness and Its Demand on Livelihood

Urban agribusiness is emerging as a vital component of modern city economies, bringing food production closer to consumers while generating sustainable livelihoods. With nearly 68% of the global population projected to live in urban areas by 2050, cities face increasing pressure on food systems. This shift has altered consumer preferences toward fresh, chemical-free, and locally produced food, making urban agriculture both relevant and economically viable.

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Urban agribusiness also supports waste-to-value initiatives like composting, strengthens digital market access through e-commerce and logistics, and enhances food security. Despite challenges such as high initial investment, limited land, and regulatory barriers, growing awareness, innovation, and policy support position urban agribusiness as a sustainable livelihood and environmental solution for future cities.



MR. RAJAT KUMAR
MISHRA
DEPUTY MANAGER-
ACADEMICS
ISAB,GN

**Urban
agribusiness is
growing by
necessity, not
by secure
livelihood
design.**





MS. BHAKTIPRAVA SAHOO
DEPUTY MANAGER -
ACADEMICS
OPERATIONS
ISAB, GN
MAGAZINE-IN CHARGE

Carbon credits can be a game-changer for farmers and entrepreneurs in India

What are Carbon Credits?

Carbon credits are certificates issued to farmers or organizations that adopt sustainable practices, reducing greenhouse gas emissions or sequestering carbon dioxide. These credits can be traded on carbon markets, providing a new income stream for farmers.

Benefits for Farmers :

- Additional Income: By adopting sustainable practices, farmers can generate carbon credits, which can be sold to companies or governments looking to offset their emissions.
- Improved Livelihoods: Carbon credits can help farmers increase their income, improving their livelihoods and enabling them to invest in their farms.
- Sustainable Practices: Carbon credits promote sustainable agriculture practices, such as agroforestry, no-till farming, and organic farming, which can improve soil health, conserve water, and reduce chemical use.

Benefits for Entrepreneurs:

- New Business Opportunities: Carbon credits create new business opportunities for entrepreneurs, such as developing carbon projects, aggregating credits, and trading them on carbon markets.
- Sustainable Business Model: By adopting sustainable practices and generating carbon credits, entrepreneurs can create a sustainable business model that benefits both the environment and their bottom line.

“The greatest danger to our future is apathy”

- Dr Jane Goodall



Challenges and Opportunities:

1. Complexity: The carbon credit market is complex, with many stakeholders involved, including governments, companies, and farmers.
2. Price Volatility: Carbon credit prices can be volatile, making it challenging for farmers and entrepreneurs to predict their income.
3. Scalability: To make a significant impact, carbon credit projects need to be scaled up, which requires significant investment and infrastructure.

Examples of Successful Carbon Credit Projects are :

- The Good Rice Alliance: A collaboration between Bayer, GenZero, Shell, and Mitsubishi to promote sustainable rice farming practices and generate carbon credits.
- ACORN Platform: A platform that enables smallholder farmers to access carbon markets and generate carbon credits through sustainable agriculture practices.

Key Principles for a Successful Carbon Credit Market

1. Science-led Approach: Carbon credit projects should be based on scientific principles and methodologies.
2. Farmer- centric: Carbon credit projects should prioritize farmers' needs and benefits.
3. Transparency and Accountability: Carbon credit projects should be transparent, with clear methodologies and monitoring.
4. Aggregation Models: Aggregating small farms through cooperatives or digital platforms can help achieve scale and reduce transaction costs .





Industry Spotlight

"Experience the groundbreaking shift as AI, autonomous robotics, and satellite intelligence redefine the modern landscape—turning traditional fields into high-tech hubs of unprecedented efficiency, sustainability, and global impact."

The New Face of Agribusiness: How Innovation and Entrepreneurship Are Redesigning Modern Farming

Innovation & Entrepreneurship in Modern Agribusiness

Agriculture is no longer confined to fields, fertilizers, and farm labour. Today, agribusiness is a modern, opportunity rich sector where innovation combines with entrepreneurship. The transformation is not driven by huge machines but by creative ideas, smart problem-solving, and a different way of thinking-a mindset where agriculture is a growing business world. Shift from Traditional to Smart Farming. Earlier, farming relied on experience and guesswork.

Decisions about sowing, irrigation, or pest control were based on traditional knowledge. But modern agribusiness has moved to smart farming, where farmers use simple mobile apps for weather monitoring, crop disease detection, and instant expert advice. Innovations such as solar pumps, drip irrigation, and improved seeds are small in size, but they solve daily problems, reduce waste and increase profits. This proves innovation needn't be big, it needs to be useful.

Rise of Agri-Entrepreneurs

A major transition underway in agribusiness is the rise of Agri-entrepreneurs who treat farming as a business. They are entering fields such as organic farming, food processing, seed production, hydroponics, drone spraying, and advisory services. Many rural youths have created ventures out of simple ideas like branding and selling millet or vegetables directly to consumers. Start-ups are creating modern supply chains that reduce middlemen and can ensure fair prices for farmers and fresh products for the customers. Modern agribusiness is changing through simple yet powerful innovations and entrepreneurial thinking. Innovation today is not limited to advanced technology; even small creative ideas.

For instance, digital agriculture has opened up new avenues to sell produce online, create brand awareness through social media, learn through online courses, and make and receive payments with ease. This digital transformation makes agriculture an attractive, modern field for more and more youth.



MR. PRATEEK RANA
DEPUTY MANAGER, HR
JU AGRISCIENCE





MS. SIMIN ASKARI
SENIOR VICE
PRESIDENT HUMAN
RESOURCES BUSINESS
EXCELLENCE
DS GROUP

Youth in Agribusiness: Creating Career Aspirations & Leadership in the Agri-Food Sector – What the Industry Truly Seeks.

When I look at the way India's agri-food sector is evolving, I am reminded of how quietly yet powerfully the landscape around us has been changing. Agriculture today is no longer confined to traditional perceptions; it is an ecosystem shaped by innovation, data, technology, evolving consumer habits, rising global aspirations and a renewed focus on sustainability. In the midst of this transformation, the question that comes up often—especially when I interact with institutions and young professionals—is this: *What does the industry really look for in the next generation of agribusiness leaders?*

To begin with, the sector needs individuals who can appreciate agriculture both as a science and as a business. Over the years, in my conversations with agrientrepreneurs, supply chain specialists and young managers entering the field, one thing has stood out—those who succeed are the ones who can connect the dots across the value chain. They understand production systems while also understanding markets, pricing behaviour, policy shifts, logistics and consumer trends. They can look at agriculture not just as cultivation but as an economic enterprise that moves from farm to fork. This broader perspective is becoming indispensable.

Technology, too, has changed the face of Indian agriculture more than most people realise. Whether it is drones assessing crop health, sensor-based irrigation, digital mandi platforms or AI-led advisory systems, the sector is moving forward at a pace that demands adaptability. What organisations appreciate is not the expectation that young professionals will walk in with mastery over every tool. However, they expect a willingness on their part to embrace technology, interpret data and apply it meaningfully. Digital confidence is becoming as important as domain knowledge.

Another quality I have seen the industry consistently gravitate towards is a problem-solving mindset. Agriculture in India comes with its own set of challenges—fragmented landholdings, unpredictable weather, volatile markets and complex supply chains.

But it also offers immense opportunity to anyone who is willing to engage with these realities with curiosity rather than hesitation. Many of the most promising agriculture start-ups we see today were founded by young individuals who viewed problems as possibilities and reimagined old systems with fresh ideas. Innovation and resilience go hand in hand in this sector.

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At the same time, agribusiness is deeply rooted in human relationships. This is something young professionals sometimes underestimate. Leadership here is not about sitting behind screens or boardroom discussions; it is about understanding people—especially farmers. It is about listening more than speaking, building trust, simplifying complexity and being patient with the pace at which change happens at the grassroots level. Empathy is not just a soft skill required in this sector; it is a strategic one. The ability to relate to rural communities, communicate with clarity and respect and build long-term relationships is what sets true leaders apart.

Sustainability has also moved centre-stage in all sectors and the Agri business field is no different. Climate change is not just longer a distant worry; it is shaping everyday agricultural decisions. Organisations now expect young leaders to bring an awareness of soil health, water conservation, regenerative practices and climate resilience. More importantly, they look for people who understand that sustainability is not a tradeoff with profitability but an essential part of long-term business viability. This thinking must come naturally to the next generation of professionals.

And if there's one piece of advice I always give to young professionals and this is even more relevant to those interested in agribusiness, it is this: spend time on the ground. No classroom or online module can replace the learning that comes from standing in the middle of a field, watching a supply chain in action or having an honest conversation with a farmer about challenges and priorities. Field exposure shapes judgment, sharpens intuition and offers a perspective that cannot be gained any other way. The best leaders in this sector are those who respect lived experience as much as theoretical knowledge.

Creating aspirations in agribusiness is, therefore, not only about showcasing opportunities but also about helping young people see this sector as a space where they can build meaningful, high-impact careers. The future of Indian agriculture is expanding in extraordinary ways. There is an all round transformation that can be seen in agri-tech, processing, exports, sustainability consulting, digital advisory platforms, rural ecommerce, value-chain management and much more. It is a sector where purpose, innovation, commercial thinking and national development intersect beautifully.

For India to build a resilient and future-ready agri-food ecosystem, it needs young professionals who are curious, grounded, empathetic and willing to lead with both head and heart. And for the youth, there is perhaps no other sector that offers the chance to contribute so meaningfully to the nation's progress while building a career that is dynamic, relevant and deeply fulfilling



DR. SHAILENDRA SINGH
CHIEF OPERATING
OFFICE
ZYDEX

Career in India's Agri-Input Industry: What to Expect & How to Succeed

The agri-input industry in India—spanning seeds, fertilizers, crop protection, farm machinery, biologicals, and digital advisory—is one of the most dynamic, relationship-driven, and rapidly transforming sectors in the country. For an Agribusiness Management graduate, this industry offers a career full of learning, field experience, innovation, and the satisfaction of directly impacting farmers' livelihoods. However, the reality on the ground is far different from what books describe. Here is what you can expect—and what you must prepare for.

What to Expect When You Enter the Industry

- **The Field Is Your True Classroom:**

Most early years will be spent in villages, on farms, and in retail shops—not in air-conditioned offices. You will learn more by walking fields, diagnosing crop issues, speaking to farmers, and interacting with retailers than from any textbook. Fieldwork builds credibility—without it, you cannot grow in this sector.

- **Relationships Drive Business**

Indian agriculture runs on trust, not just products. Farmers buy from people they believe in. Retailers support professionals who stand with them in challenging seasons. Your success will depend on how well you build longterm relationships across the ecosystem—farmers, retailers, distributors, FPOs, influencers, dealers, and even competitors.

- **Seasonality and Pressure Are Real**

Agri-input business revolves around crop cycles. Season windows are short and demand fast decision-making. You will face pressure to deliver results, supply products on time, handle farmer complaints, and support channel partners—often all at once. This pressure teaches resilience and sharpens problem-solving.

- **Technology & Regulation Are Changing the Game**

From bio-inputs to precision agriculture and data-driven advisory, the industry is shifting. Understanding digital tools, sustainability expectations, and regulatory frameworks (such as FCO, CIB&RC, and state-level norms) is now essential.

Key Factors for Success

1. Deep Knowledge of Crops, Soils, and Products Product knowledge is your weapon. Know:
 - How the product works,
 - When it works best,
 - On which crop and stage,
 - What results the farmer can realistically expect.

Farmers respect professionals with strong technical clarity.

2. Strong Communication & Farmer Engagement Skills

Explain technology simply and practically. Conduct demos, field days, shop meetings, WhatsApp advisories, and problem-solving visits. A good professional makes complex science easy for farmers to understand.

3. Integrity and Reliability

Deliver what you promise. In this industry, your personal credibility is more valuable than your company brand. One false claim can break your market for years.

4. Data-Based Working with Discipline

Track your beats, sales funnel, demo results, competitor moves, and season planning. Discipline in reporting, forecasting, and demand planning separates average employees from future leaders.

5. Adaptability and Continuous Learning- Crops change, pests evolve, regulations shift, and technologies advance. A successful agri-input professional learns continuously—about markets, science, farmers, and business models.

The Don'ts: What Successful Professionals Avoid

1. Don't Mislead Farmers:

Avoid overpromising results. A short-term sale gained by exaggeration will cost you long-term trust.

2. Don't Ignore Complaints or Difficult Situations:

Successful professionals face problems head-on—product issues, farmer dissatisfaction, or supply delays. Ignoring them damages relationships irreversibly.

3. Don't Depend Only on Company Marketing Materials:

Do your own homework. Field validation, real-world experience, and farmer interactions matter more than printed leaflets.

4. Don't Create Channel Conflict:

Respect the distributor–retailer ecosystem. Miscommunication, favoritism, or unauthorized discounts can break your market.

5. Don't Resist New Technology:

Digitization, AI-driven advisory, bio-stimulants, and sustainable practices are the future. Those who refuse to learn will be left behind.

Final Message to Students

The agri-input industry rewards those who combine knowledge, field discipline, empathy for farmers, and business understanding. If you enter with humility, willingness to learn, and a long-term mindset, this sector can offer a highly fulfilling career. You will not just build a profession—you will help build India's agricultural future.



MR. RAKESH BISHT

BUSINESS HEAD

WILLOWOOD

While agri-industry has progressed a lot in terms of improving farm productivity and making India self-sufficient in terms of food availability but it has still remained backward in terms of product promotion. It seems promotional activities in Indian agri-industry just mean putting banners, posters, hoardings ,leaflets ,facades at retailers' shops , few print /TV advertisements (ATL) and yes few face-to-face farmer-meetings in monologue. Energy is spent to out run the competing companies by putting more banners, more hoardings or some other similar item. A marketing campaign here is measured in terms of the quantity of these not-so-useful paraphernalia. Other amusing aspect is the time spent on finding a rhyming slogan for the product-positioning- and here too consideration is that the longer the slogan ,better it is.

Over that , the funny part is a senior's visit to the market. It means few more posters and lot more banners on the route. While the supervisor's eyes are open to the presence or absence of these promotional inputs ,but the same person is blind towards the futility of these efforts ,that these have only 24 hours life and no-one pays attention to them except him or the competition ('selective attention' -we see what we want to see).

And nowadays ,TV advertisement is the latest fad in this industry where we are trying to imitate FMCG and electronic-goods companies. Guys ,let's recognize the fact that there is a difference between what they sell and what we sell and may be a 30 sec advertisement is not suitable for the complexity of communication we have w.r.t of timing/dosage/application method of our product is concerned. Blind copying of other industries and a TV spot may suit well for a corporate-image building campaign ,but using a 30 sec TV advt in product promotion ,on a shoe-string budget ,may merely serve as a brand-recall tactic for the established product ! But whether it can establish a new product, that is a big question mark and a point to ponder about.

Apart from that, if you have worked in this industry or have come across any promotional tool ,there are certain standard fixed elements to them e.g. a picture of a crop or an insect , a long rhyming slogan and least attention to text-to-visual ratio or the color aspects. End result is a series of boring and not-so-catchy attention-grabbing efforts.

We, as an industry, have consistently failed to think out of the box and have contained ourselves within the boundaries of crops & pests. Unlike other industries, we are yet to realize that our products too affect customers' lives much beyond the yield of the crops they grow and the canvass of product positioning can be much more broader and versatile.

What has changed in last 20 years ?

Conventional marketing in agri-industry has hardly changed over last two decades except that few new elements have been added e.g. facades and TV advertisements. Yes now few professional advertisement agencies are also being hired, but the scope of their work remains limited to design a better positioning statement and that too ends up on those posters and banners which are hardly read by customers. Other work of agencies is to get involve in some media-planning, a sign of companies having enough money now that they just need an avenue to spend without considering the cost-benefit ratio (print or electronic media impact is a debatable point). To a certain extent, people in our industry are blinded by the way they

have historically done things and only addition to their promotional strategy has been TV advertisements. City based executives have led them to believe that a rural farmer buys an agriculture product as he buys a soap or a tooth-paste! Need to rethink !

To understand the pointlessness of this approach ,there is a need to study the reasons of success or failure few products of the past in our industry .They all reveal a startling fact -Promotional efforts , especially these BTL/ATL activities, have never contributed meaningfully to the success of any of the product in our industry.

On the other hand, a little survey in the so-called marketing divisions across companies in our industry will illustrate that 70% time is devoted on designing /printing/dispatching of these inputs and beyond that 40% of front sales guys's time is wasted to utilize these. Many of the guys ,serving at the marketing positions in this industry, may vehemently oppose the above conclusion. But before forming an opinion, let's think honestly about why certain products failed or succeeded in our industry and whether ATL/BTL activities had any role to play.

Every layman knows that for any product successa marketing -mix requires a good balance of all the 4 Ps ,let's asses all of these in context of past successes in our industry.

We will find that in our sector ,most of the credit for success goes to only 2 Psi.e. product and placement (placement here means penetration i.e. distribution network and credit terms) , here are few examples:

Product: I have been part of launching the today's largest selling herbicide in India,anyone who has worked with marketing of this product in the initial years will vouch that demonstrations of the product worked better than the high intensity media campaign . Another important insight into this case is that the product took off very slowly and that too when the company has stopped putting efforts behind it. And the product is still growing after 18 years despite zero marketing efforts by the company nowadays. Acceptance of this product suggests that it was the'show & tell' & 'farmer experience' that worked not the traditional promotional activities. Other example is our latest successful launch of an IGR (it is more of a concept rather than a product ,bit more complex than selling a simple solution) ,most of the customers are buying the product after field shows.There were no hoardings,no banners, no TV advertisement etc etc.

The key point here is that if you have a good product, it will succeed one day ,with or without so called promotional efforts. Yes the difference lies in its speed to the peak and that can be put on fast track if all the promotional efforts are geared towards 'seeing is believing' activities.

- **Placement:** If a product is good, the reach to retailers points contribute in a significant way in this industry. For reach and placement, role of credit can also be not denied. We have seen few MNCs and big local companies achieving overnight success with few products due to them having huge distribution network and relaxed payment terms. On the other hand, few companies do have good products as well as they are priced well but they keep struggling due to absence of network support system.
- **Price:** It does play a role in our industry but than happens only in the case of 'me-too-solution' i.e. there other products /molecules are already available to address certain need. But if one has got the 'me-only' solution, then need overcomes the price-concerns. (a recently launched post emergence rice herbicide and an insecticide for white-grub are examples of the same).
- **Promotion:** If the secret to success of all existing products lies in a product's efficacy as well as the distribution channel, then what has been the role of the prevailing ATL/BTL tools, it is high time for an honest review for the same. There is no denying that the promotion can play a critical role in success of any product, and it can help in spreading the product quickly but we need to introspect whether we are using the right tools! Need of the hour is to evaluate whether a face -to-face interaction /a demonstration /a field-show viz-a-viz a TV advt /a poster on the road-side or a hoarding will give more bang for the buck.

Let's think about future:

Every industry has its own strengths as well as challenges and we have been able to transform Indian farming in a great way with our products, financial power and distribution reach in a beautiful way. And this has been achieved despite being in a credit driven, monsoon dependent and complex agriculture scenario. Here are few of the ideas for future, where in addition to utilizing our traditional strengths of reach and product excellence, we can spend our marketing bucks in a more effective and efficient manner.

- Use of modern technologies -Live field shows to farmers' smart phones, use of games, movies via tablets to make the communication more persuasive and interesting
- More legs on ground - This will not only generate more employment but at the same time, trained manpower is better suited to carry home the complex product related information
- Show & Tell : We have been following this strategy and our 90% of promotional spend goes into it. And believe me, the conversion ratio has been multiple times as compared to any other promotional activity.
- Start from Scratch :Instead of putting load of traditional ways on younger entrants, let's give chance to new joiners in the industry to think independently. Let them try new things, let them make mistakes .



Bridging the gap between Campus Learning and Corporate Expectations

The transition from campus to corporate life is one of the most defining phases in a student's journey. While academic institutions provide the foundation of knowledge, the corporate world demands practical application, adaptability, and a result - oriented mindset. The challenge lies in bridging the gap between what is taught in classrooms and what organizations expect from fresh graduates. Campus Learning- The Academic Foundation Theoretical Knowledge - Students gain insights into management principles, economics, organizational behaviour, and strategic thinking. Structured Environment - Assignments, exams, and projects provide a controlled setting for problem-solving. Collaborative Learning - Group work fosters teamwork and leadership skills. Limitations are that Often, the focus remains on theory rather than real-world scenarios. Exposure to ambiguity, risk, and rapid decision-making is limited. Corporate Expectations- The Reality Check Soft Skills - Communication, negotiation, and emotional intelligence are critical for success. Adaptability - The ability to thrive in uncertain, multicultural, and fast-changing environments. Digital Competence Familiarity with analytics, AI, and modern business tools. Professionalism Accountability, time management, and ethical conduct are non-negotiable.

Bridging the Gap- Pathways to Alignment

Internships and Industry Projects - Real-world exposure helps the students to understand the corporate dynamics. Skill Development Beyond Curriculum - Training in digital tools, project management, and data analytics. Soft Skills Enhancement - Workshops on communication, leadership, and conflict resolution. Networking and Mentorship - Building connections with Alumni and Industry professionals. Continuous Learning - Staying updated with global trends, innovations, and market shifts.

Conclusion

Bridging the gap between Campus learning and Corporate expectations is not about discarding academic knowledge but about complementing it with practical skills, adaptability, and professional maturity. Management students who proactively seek industry exposure, cultivate soft skills, and embrace lifelong learning. This will help them to meet corporate expectations and grow as future leaders.





MR. SUBODH GUPTA
DEPUTY GENERAL
MANAGER
DHANUKA AGRITECH
LIMITED

Counterfeit in Agriculture: A Silent Threat to Farmers and Food Security

Counterfeit agricultural inputs have become one of the most dangerous yet underestimated threats facing Indian agriculture today. From spurious pesticides and adulterated fertilizers to fake seeds and bio-stimulants, the rise of counterfeit products directly attacks the heart of farming—trust, productivity, and profitability.

The Scale of the Problem

India loses thousands of crores every year to counterfeit inputs. For farmers, these losses are personal—failed crops, reduced yields, increasing pest resistance, and financial stress. For companies, the impact includes erosion of brand trust, market distortion, and rising cost of enforcement.

The counterfeit supply chain thrives on:

- Weak regulatory oversight.
- Complex rural distribution channels.
- Price-sensitive farmer segments.
- Lack of awareness about genuine vs fake products.

Impact on Farmers

Counterfeit products do not just fail to work—they actively harm agriculture:

- Poor pest and disease control, leading to crop losses.
- Soil health damage from untested formulations.
- Resistance build-up due to sub-lethal doses.
- Financial loss from both crop damage and wasted input cost

Ultimately, the farmer pays the highest price.

Impact on the Industry Genuine companies face:

- Revenue loss.
- Brand reputation damage.
- Increased need for field support and complaint handling.
- Threat to R&D-driven innovation.

Counterfeiting discourages quality companies from investing in better technologies.

Protecting Farmers: The Way Forward

Solving the counterfeit crisis requires collective action:

- Stronger enforcement by state agencies.
- Unique product identifiers like QR codes, holograms, and traceability.
- Farmer awareness campaigns on identifying genuine products.
- Cleaner dealer networks and strict action against offenders.

- Digital verification apps for instant authentication.

Companies like Dhanuka are already pushing for traceability, QR Code, farmer training, and ethical distribution, but the fight needs wider collaboration.

Conclusion:

Counterfeiting in agriculture is not just a commercial issue; it is a threat to national food security. Protecting farmers from fake products is a shared responsibility—of companies, regulators, and every link in the distribution chain. When farmers get genuine inputs, they get more than products—they get trust, safety, and the power to grow.





DR. SHIRISH NIGAM
MANAGING DIRECTOR
SOUTH ASIA,
EW NUTRITION

Mastering the Art of Unlearning

Dear Future Leaders,

Congratulations on mastering the foundational concepts of modern management. You are now equipped with the theoretical frameworks necessary for success. However, as you prepare to launch your careers, I submit a critical concept for your consideration: in our era of exponential change, Mastering the Art of Unlearning is the most crucial skill you must cultivate to ensure relevance. The conventional wisdom that governed businesses 10 or even 5 years ago is rapidly becoming obsolete, often giving way to disruptive innovation. True leadership today is less about knowing the most and more about demonstrating intellectual humility—the readiness to dismantle obsolete mental models.

The Necessity of Sector-Specific Unlearning

The need to unlearn is not an abstract exercise; it is a profound business imperative. In the specialized field of animal nutrition and health—where EW Nutrition operates—we see this dynamic every day. For decades, certain conventional practices, such as the routine use of Antibiotic Growth Promoters (AGPs) in feed, were considered the industry standard. Your academic textbooks might still reference them. However, global regulatory pressure, consumer demand for sustainable farming, and advancements in microbiology have necessitated a fundamental shift. We, as an organization, had to unlearn the reliance on these long-standing solutions and relearn how to formulate innovative, efficacious alternatives like phytogenic compounds and specialized feed additives.

What exactly does "unlearning" entail?

It's not about forgetting valuable knowledge or dismissing foundational wisdom. Instead, it's about:

- Challenging Assumptions: Being brave enough to question deeply held beliefs about how things "should" be done, even if those beliefs are your own.
- Embracing Discomfort: Stepping outside your comfort zone and engaging with new ideas, even those that seem to invalidate your current understanding.
- Cultivating Curiosity over Certainty: Prioritizing continuous exploration and questioning over the perceived security of having all the answers.

- Adopting a Growth Mindset: Believing that your abilities and intelligence can be developed through dedication and hard work, rather than being fixed. At EW Nutrition, an organization deeply embedded in the evolving animal nutrition and health sector, we constantly face the need to unlearn. What worked effectively for feed additives five years ago might be less relevant today due to regulatory changes, new scientific discoveries, or shifts in livestock production practices. We must continually re-evaluate our approaches, unlearn outdated methods, and embrace innovative solutions to best serve our customers and the industry.

My challenge to you is this:

As you embark on your careers, don't just seek out opportunities to learn; actively seek opportunities to unlearn and relearn. Foster an environment – both personally and professionally – where questioning the status quo is encouraged, and where failure is seen as a valuable data point for future success, not a definitive end. Your mastery of the MBA curriculum is your starting line. Your capacity to unlearn and adapt will define your professional endurance. Go forth, be bold, and never allow your past achievements to become the ceiling of your future potential. I wish you all the very best in your exciting journeys ahead.





MR. VISHAL KANOJIA
DEPUTY GENERAL
MANAGER
ADANI GROUP

When Orchards Whisper: A Bond Beyond Business

Adani Farm-Pik's bond with Himachal's apple farmers goes beyond business; it is a heartfelt partnership that honours their sweat, dreams and unyielding spirit. From the misty orchards of Shimla, where small growers wake at dawn to tend trees passed down through generations, they often face unpredictable weather and market swings. Adani steps in not as a distant buyer, but as a true ally—offering fair prices from day one, digital tools for seamless registration and expert guidance that turns challenges into triumphs. Through three dedicated farmer service centres, horticulture advisors stand shoulder to shoulder with growers, teaching scientific pruning, an-hail protection and post-harvest care, helping families increase incomes through efficient irrigation and a focus on quality. In times of calamity, when hailstones shatter hopes, Adani supports with timely relief, rebuilding trust and resilience one orchard at a time. It is the pride in a farmer's eyes when their crisp apples reach tables across India, labelled with QR codes that trace each fruit back to their village. This is more than procurement; it is empowerment. Today, thousands of smallholders smile a little wider, knowing their harvest nourishes homes while securing their own future. Adani does not just buy fruit—it nurtures legacies, proving that corporate hands can hold rural hearts with equal strength.



Sambhramaa 6.0 - Beyond Twenty A Legacy



When the Nation Chose ISAB: The Rise of Sambhramaa 6.0

ISAB proudly hosts “Sambhramaa 6.0 – National Food and Agribusiness Conclave 2025,” a flagship nationwide event that brings India’s young agri-talent under one roof. Designed for UG and PG students of Agriculture and allied streams, the conclave offers a vibrant platform to showcase skills, creativity, and leadership in a truly competitive national environment. Across three power-packed days, the campus witnessed a rare national convergence of ideas, innovation, culture, and competition—proving why this prestigious conclave found its home at ISAB.

Day 1: The Nation Arrives, the Energy Ignites

The conclave opened with vibrant enthusiasm as students from premier agriculture universities, ICAR institutions, IIMs, and management schools arrived on campus. Academic and cultural competitions such as Vishleshan, Prarambham, Prastuti, Natraj, Yugantar, Tarangeet, and high-intensity sports events Dwandh and indoor games ran simultaneously, turning ISAB into a buzzing national arena. The day concluded with a lively DJ Night, breaking barriers and building lifelong connections.

Day 2: Vision, Wisdom, and National Thought Leadership

Day two marked the intellectual high point with an auspicious lamp-lighting ceremony led by Prof. Dr. Vijay Paul Sharma (CACP, Govt. of India). Industry leaders and policymakers from NIAM, DS Group, Zydex, Dhanuka Agritech, Willowood, and AU Small Finance Bank shared transformative insights—bridging education, industry, and national priorities. Student-led stalls and interactions showcased ISAB’s vibrant academic ecosystem.

Day 3: Celebration of Excellence and Grand Finale

The final day celebrated talent and teamwork with alumni talks, prize distribution, and cultural brilliance. Outstanding teams from institutions across India were felicitated, followed by a high-spirited Dhol–Dance Grand Farewell, closing Sambhramaa 6.0 on a memorable high.

With participation from 400+ institutions across editions, Sambhramaa 6.0 reaffirmed one truth: “When the nation looks for a platform, ISAB delivers the stage”

Voices that Inspire

Prof. Dr. Vijay Paul Sharma

Commission for Agricultural Costs and Prices, Ministry of Agriculture & Farmers Welfare, Government of India



Prof. Dr. Vijay Paul Sharma delivered a visionary address highlighting India's vast agricultural potential in a rapidly evolving global economy. He emphasized the importance of evidence-based policymaking, farmer-centric reforms, and sustainable pricing mechanisms to ensure inclusive growth.

Drawing from his extensive experience, he inspired students to view agriculture not merely as a sector, but as a strategic pillar of national development. His insights on global leadership, export opportunities, and strengthening agri-value chains encouraged young professionals to actively contribute to shaping India's agrarian future with responsibility and innovation.

Dr. Ramesh Mittal

Senior Director, CCS NIAM



Dr. Ramesh Mittal offered deep insights into agribusiness incubation, cold-chain development, and export readiness. He stressed the need for innovation-driven entrepreneurship and institutional support to transform agricultural ideas into scalable ventures.

Highlighting the importance of product reliability and global quality standards, he motivated students to adopt a problem-solving mindset rooted in ground realities. His address bridged the gap between academia and industry, reinforcing the role of management education in strengthening agri-startups and empowering rural enterprises to compete confidently in international markets.

Mr. Subodh Gupta

Deputy General Manager – Marketing, Dhanuka Agritech



Mr. Subodh Gupta emphasized the growing role of modern agri-technologies, data analytics, and skill enhancement in today's agribusiness ecosystem. He encouraged students to stay adaptive and continuously upskill to meet industry demands. Sharing practical insights from the agri-input sector, he highlighted how innovation and farmer-focused marketing strategies can drive sustainable growth.

His address inspired future managers to embrace technology with purpose, ensuring productivity, profitability, and positive impact across agricultural value chains.



Mr. Rakesh Bisht

Business Head – Brands, Willowood

Brand building, market readiness, passion, and strategic timing emerged as powerful success factors, highlighting how creativity and analytical clarity together shape trust in competitive agribusiness markets.



Mr. Shailendra Singh

Chief Operative Officer, Zydex Group

Leadership was defined through trust, ethical conduct, transparent communication, and networking, underscoring the balance between data-driven decisions and human connections for long-term industry impact.



Ms. Simin Askari

Senior Vice President, DS Group

Tech-readiness, empathy, emotional intelligence, and adaptability reframed leadership, inspiring future professionals to align performance with integrity, compassion, and responsible organizational growth.



Ms. Karishma Sharma

Circle Manager – TA & TM, AU Small Finance Bank

Resilience, financial awareness, accountability, and integrity shaped a growth-oriented mindset, encouraging disciplined careers built on adaptability, ethical values, and long-term professional vision.

DWANDH : Cricket Competition



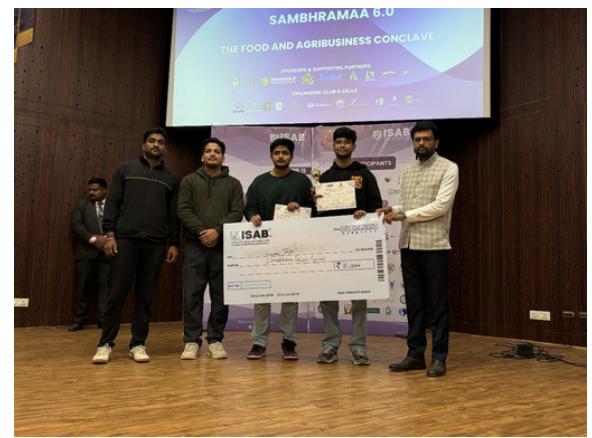
DWANDH fostered sportsmanship, teamwork, and competitive spirit through thrilling matches that tested physical endurance, strategic thinking, discipline, and coordination. **SVPUA&T** and **Dr. Y. S. Parmar University of Horticulture and Forestry** emerged as the winning colleges of the event.

NATARAJ – A Dance Competition



NATARAJ mesmerized the audience with graceful movements, expressive choreography, and energetic performances celebrating diverse dance forms. **IABM** and **GBPUA&T** emerged as the winning colleges of the competition.

DWANDH : Carrom Competition



The Carrom competition highlighted precision, focus, and strategic gameplay among participants. **Sparsh, ISAB** emerged as the winning college, demonstrating exceptional skill and consistency throughout the matches

DWANDH : Chess Competition



The Chess event tested analytical thinking, patience, and tactical planning. **SVPUA&T** and **VAMNICOM** emerged as the winning colleges, showcasing strong strategic depth and competitive excellence

TARANGEET – A Music Competition



TARANGEEET celebrated musical talent through soulful performances, energetic bands, and melodious renditions, creating a vibrant and lively atmosphere. **Madhav College, VAMNICOM, and ANDUAT** were the winning colleges of this event.

YUGANTAR – A Drama Competition



YUGANTAR provided a powerful platform for drama and mime performances, reflecting social messages, emotions, and cultural narratives creatively. **SKRAU Bikaner, ANDUAT, and ISAB** emerged as the winning institutions.

PRASTUTI – A Debate Competition



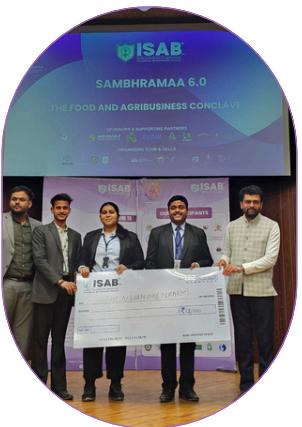
PRASTUTI sharpened critical thinking and public speaking skills through logical arguments, confident rebuttals, and structured discussions. **GBPUA&T**, **VAMNICOM**, and **IIM Sirmur** were declared the winning colleges.

VISHLESHAN – A Case Study Competition



VISHLESHAN tested analytical and decision-making skills by challenging participants to evaluate real-world problems and propose feasible solutions. **NIFTEM**, **GBPUA&T**, and **Christ University** secured winning positions.

PRARAMBHAM – An Agri-Startup Competition



PRARAMBHAM encouraged innovative agribusiness ideas by showcasing sustainable solutions, entrepreneurial skills, and practical approaches to modern agricultural challenges. **ICAR-NAARM, ISAB and Banaras Hindu University (BHU)** secured winning positions in this competition.

REEL-O-MANIA – A Reel Making Competition



Reel-o-Mania showcased digital creativity where participants presented impactful stories, innovative editing, and engaging concepts through short reels. The event witnessed enthusiastic participation from multiple institutions.

Learning Beyond Borders: Experiences at the International Center for Biosaline Agriculture, Dubai



Dr. Tushar Pandey

Faculty, ISAB Greater Noida

It was indeed a proud privilege for me to lead the ISAB alumni study tour to Dubai in September 2025. The focus of the tour was a visit to the International Centre for Biosaline Agriculture (ICBA). The work in GCC countries in the area of agriculture offers a lot of career opportunities to ISAB and other agribusiness management students.

All the students and I benefited from this visit. The bonding between alumni is setting up a strong network for ISAB in the market. I am confident that this unique module provides a very strong experience and incentive for aspiring ISAB students to learn and develop their careers. My finest compliments and best wishes to the management, staff, and students of ISAB.



Visit to the **International Center for Biosaline Agriculture (ICBA)**, Dubai was an inspiring learning experience. Introduced by **Dr. Ganga Rao, Chief Scientist**, students learned how Dubai has strategically developed climate-specific technologies to address heat, salinity, and water scarcity. Exposure to salt-tolerant crops, smart agriculture systems, gene conservation, and climate-resilient practices highlighted how innovation is tailored to local conditions, making agriculture sustainable even in extreme desert climates.



The Dubai study tour was an exciting and memorable experience for students, blending learning with exploration. From a serene **Dhow Cruise** at Dubai Creek to the thrilling **Desert Safari** with dune bashing and cultural shows, every moment was filled with joy and excitement. The Dubai City Tour, visit to **Dubai Mall**, and breathtaking views from the **Burj Khalifa** added to the excitement. The well-planned itinerary, comfortable travel, and shared experiences made the trip truly enjoyable, leaving students with unforgettable memories and a deeper appreciation of Dubai's vibrant culture and modern marvels.



“We thank ISAB for giving us the opportunity to visit ICBA Dubai, creating unforgettable memories and a joyful reunion. - ISAB Students, Batch 2023-2025”



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