



QUARTERLY NEWSLETTER OF IBS GURGAON | FOR PRIVATE CIRCULATION ONLY

Indian Agriculture at Crossroads: An Anatomy of Current Crises





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FROM THE CHIEF EDITOR'S DESK

This issue of Samvaad focuses on the current state of Indian Agriculture and the challenges faced by Indian farmers. Some of these challenges have cropped up as the agricultural sector has undergone a remarkable transformation.

For centuries, Indian agriculture was a way of life and a gamble in monsoon. The memories of the Bengal famine of 1943 which resulted in the death of 40 million people due to starvation are difficult to erase. The period of PL 480 scheme under which India used to receive wheat from the US, as part of a food aid program initiated by it, in the 1950s to help developing countries to overcome food shortages, at a subsidised price and against rupee payments was equally harrowing and demeaning.

The late sixties and seventies witnessed the beginning and maturing of the Green Revolution – a period when agriculture acquired the attributes of industry by using a technology-based package comprising a high-yielding variety of seeds, tractors, irrigation facilities, pesticides and fertilizers. The central and state governments along with Agricultural Universities and their extension departments played a heroic role in the dissemination of this technology, throughout the length and breadth of the country. By early 1980s, the green revolution had covered the entire country and India transformed itself from a gravely deficit to a surplus nation in food grains.

Today, India stands as one of the world's most diverse food producers, ranking second globally in crops like rice, wheat, cotton, sugarcane, farmed fish, sheep & goat meat, fruits, vegetables and tea. India is also the largest producer of milk in the world, contributing 24 percent of global milk production. Also, it accounts for 40 percent of the global rice trade.

However, Indian agriculture is still facing several challenges. It falls within the unorganized sector vulnerable to weather fluctuations and employs a workforce often underemployed and unskilled and is consequently poor. Despite its size and contribution to the economy in diverse ways, the sector does not exhibit dynamism and vibrancy.

India, with its massive population, depends heavily on agriculture. Despite the economic reforms of 1991, nearly half its workforce (49 percent) finds employment in the agricultural sector, which contributes only 15 percent to the country's GDP compared to 59 percent in the 1950s. In contrast, around 4-5 percent of the workforce are engaged in agriculture in developed countries. India has a very long distance to cover before it joins the comity of developed nations.

It is a universal fact that value creation in the agriculture sector is significantly lower compared to the manufacturing and services sector. The all-pervading presence and support of the central and state governments at every stage of the production cycle, price support mechanism, credit facilities from banking and cooperative sector institutions, logistics and warehousing facilities created by FCI and Ware Housing Corporation, subsidies given on various inputs including fertilizers, electricity and water have helped India in achieving food self-sufficiency and contributed to the growth and stabilization of the agricultural incomes. Despite that, around 70 percent of India's poor are living in rural areas and derive their livelihood from agricultural and related activities.

These factors contribute to a persistent agrarian crisis, manifested in farmer suicides and rural indebtedness. To address these issues, several initiatives and innovations were undertaken in the last seven decades. However, given the enormity, diversity and gravity of the challenges, the success has been limited, particularly in reducing poverty and inequality. In the ultimate analysis, access to education, financial literacy and market information are the surest ways to equip the farmers and their families to diversify their sources of income and navigate the complexities of the market.

Further, Indian agriculture has developed certain policy-induced structural imbalances. Firstly, wheat production and distribution are driven by Government support. Although, the productivity of wheat has significantly gone up and at 3.37 tons per hectare in 2023, which is close to the world average of 3.47, it has been made possible through the incentivized increase in input usage, plant protection, chemicals and irrigated areas. Research studies have found that the excessive use of fertilizers, chemicals and irrigation has degraded the fertility of the soil and also caused a reduction in groundwater table. The mono-cropping system led to deterioration in soil quality. The cost of fertilizer subsidy to the Government of India is 1 percent of India's GDP. Studies have concluded that if the current trend continues, the country will face a serious problem in utilization of scarce natural resources.

Agricultural sector is strategic to national welfare and can't be left to market forces alone. At the same time, farmers' expectations from the government are perennial. Hence, the sector will continue to agitate, as in other parts of the world. Nevertheless, certain long-term reforms aimed at raising productivity per unit of land and efficient use of water are required along with switching over to high-value crops and developing value chains to reduce marketing costs.

Happy Reading Samvaad!!

Prof. S. C. Sharma
Senior Director, IBS Gurgaon

FROM THE MANAGING EDITOR'S DESK



The present issue of Samvaad is on the theme 'Indian Agriculture at Crossroads: An Anatomy of Current Crisis'. For centuries, agriculture has been the backbone of India. It provides livelihood to nearly half the population, directly or indirectly. It is the source of our food security. Beyond sustenance, agriculture is a key player in international trade, contributing significantly to India's exports and foreign exchange reserves. However, the sector's contribution to the Gross Domestic Product (GDP) is at 15 percent today. This shift, while indicative of a growing economy diversifying into other sectors, also highlights the need for modernization and improved productivity in the agriculture sector.

Today, the Indian agricultural sector stands at a critical juncture. However, overcoming the challenges requires collective efforts from policymakers, government, farmers and the private sector. As the nation navigates the crossroads, a concerted effort towards agricultural reform and innovation is indispensable for shaping a more resilient and prosperous future as it has the potential to be a driver of economic growth, ensuring food security, social well-being and rural prosperity.

Farmers in Punjab and Haryana, who benefit from guaranteed income through minimum support prices (MSP) for wheat and rice, are pushing for similar guarantees on other crops by recent protests. Farmer unions are demanding MSP based on the Swaminathan Commission's recommendation. This demand is due to the declining water tables, which results in traditional rice and wheat cultivation unsustainable. The reliance on MSP for water-intensive crops threatens the future of agriculture, which employs 49 percent of India's population. A shift towards high-value crops like fruits and vegetables is crucial for long-term sustainability. While MSP currently applies to 23 crops, it's primarily used for rice and wheat. Farmers are demanding wider coverage to secure their livelihoods, especially as water scarcity threatens their traditional crops. The Indian government refrained from blanket MSP, due to the high costs on the exchequer. Loan waivers are also seen as ineffective solutions. The situation is further complicated by the distribution of land ownership. 82 percent of farmers are small and marginal, holding very little land. There are roughly 1.46 million agricultural families in Punjab and 1.96 million in Haryana out of a total population of approximately 90 million. In percentage, these two states account for only 3.67 percent of India's agricultural household population but have been at the forefront of farmer protests. Wealthier and large farmers dominate Punjab and Haryana, despite these states having a smaller share of farmers overall. The geographical distribution of small and marginal farmers is that 73 percent of them are concentrated in the southern and eastern states. Punjab and Haryana are dominated by large farmers, with only 1 percent falling into the small and marginal category.

The Indian agricultural sector stands at a crucial point, contending with challenges like climate change, water scarcity and small landholdings. However, India can unleash its agricultural potential by ensuring food security, elevating farmer incomes and fostering the agricultural sector's growth. By investigating options like organic farming and by increasing the export potential to reduce excess production and related losses, will ultimately lead to market diversification and a decreased reliance on conventional channels.

This issue of Samvaad covers many academic and extracurricular events organized by IBS Gurgaon during the January-March quarter. My heartfelt thanks to all those who have contributed to this Issue. I am thankful to the Editorial team, Faculty Members, Alumni and Information Team for their valuable contribution. My special thanks to the Student team of Samvaad Cell, for the hard work they have put into bringing out this issue of Samvaad. Readers, I am sure you will find the theme informative.

Happy Reading Samvaad !!
For any kind of feedback or suggestions,
Please contact at bhavna.chhabra@ibsindia.org

Dr. Bhavna Chhabra
Managing Editor, Samvaad

FACULTY ARTICLES



Prof. Navneet Saxena
Associate Editor, Samvaad

Various agricultural scientists have warned that Indian agriculture is at the crossroads. Climate change, soil degradation and unpredictable monsoons contribute to vulnerability. It faces issues like low income, access to credit, volatile market prices, complex land ownership and tenure systems. Low adoption of technology and primitive farming practices lead to suboptimal yields and productivity. Among other problems are lack of marketing and storage facilities, inadequate access to crop insurance schemes, limited spending in R&D by government.

Some of the steps that have been taken to improve the situation include ensuring food security through Food Corporation of India's storage plans. Increasing women's empowerment and their leadership in agri-foods systems is now recognized as a vital imperative to bolster agricultural productivity, improve food security, enhance nutrition and buttress resilience against climatic factors.

The top farming business ideas include dairy farming, fertiliser distribution, flower business, herbal and medicinal plants, hydroponics, mushroom farming, organic farming, organic fertiliser, poultry farming, and sunflower farming.

Various techniques have been proposed to increase agricultural income. They include organic farming, crop rotation, grain farming, plantation farming, subsistence farming, conservation tillage, water conservation, agricultural drone technology, cover crops, dry farming, natural sequence farming, vertical farming, precision farming. Use of integrated pest management is an important tool for reducing the use of pesticides.

Farmers can increase their income by diversifying crops and products, implementing sustainable farming practices, adding value through processing and packaging, selling directly to consumers, offering agritourism opportunities, participating in government programs, utilising technology, collaborating with other farmers, selling non-agricultural products or services and investing in renewable energy.



Prof. Umesh Kumar Kalra
Faculty, IBS Gurgaon

INDIAN AGRICULTURE AT CROSS ROADS

"There are two major challenges before Indian agriculture today: ecological and economical. The conservation of our basic agricultural assets such as land, water, and biodiversity is a major challenge. How to make agriculture sustainable is the challenge."-**Dr M. S Swaminathan**

According to the Collins dictionary, crossroads mean that our agriculture sector has reached a very important stage in its development where it could go one way or another. India has indeed achieved colossal heights in the sector after long strides but the challenges have also become equally influential, especially at the global level. The government of the day will have to take careful and cautious steps

to make the sector not only competitive internationally but also make its growth sustainable.

Agriculture, in India, is truly called the backbone of the economy. It has been observed from the past data that in general, growth of this sector and that of the economy, are intertwined and interlinked. The fundamental reasons may be that 54.6 of the total workforce is engaged in agriculture and allied



sector activities (Census 2011) and accounts for 18.6 % of India's Gross Value Added (GVA) at current prices during 2021-22. As per the Land Use Statistics 2018-19, the total geographical area of the country is 328.7 million hectares, of which 139.3 million hectares is the reported net sown area and 197.3 million hectares is the gross cropped area with a cropping intensity of 141.6%. The net area sown works out to be 42.4% of the total geographical area. The net irrigated area is 71.6 million hectare (Source: Ministry of Agriculture and Farmers' Welfare, Annual Report 2022-23)

At present, India ranks 2nd in the global agriculture production. During 2022-23, total food grain production in the country was recorded at 3297 lakh tones which was higher by 141 lakh tones than that during 2021-22. India is also the world's largest producer of milk, pulses and jute and ranks as the second in the production of rice, wheat, sugarcane, groundnut, vegetables and fruit and cotton. It is also one of the leading producers of spices, fish, poultry, livestock and plantation crops. Globally India ranks 9th for the agricultural exports. Horticulture and animal husbandry contribute more than 60% of India's agricultural production. Irrigated area in India (96 million hectares) is the largest in the world.

However, despite this, there are many challenges even today faced by the sector that tend to overshadow its achievements mentioned above. The sector is grappling with an array of issues ranging from fragmented landholdings to water scarcity, market volatility, and inadequate infrastructure. This article delves into these challenges plaguing Indian agriculture and explores potential pathways towards sustainable growth. Due to the globalization, the farmers in India have exposed to the new challenges. The agricultural products are not able to compete with that of the developed nations. Let us have a brief look

One of the fundamental challenges is the prevalence of fragmented landholdings. There is an imperative need to improve the conditions of the small and marginal farmers who play the crucial role in our rural economy. They constitute a significant proportion of the agricultural workforce, operate on small plots of land, making mechanization and efficient farming practices difficult to implement. Fragmentation not only limits economies of scale but also hampers investment in modern technology and agricultural infrastructure. Unfortunately, even today the sector relies on the monsoon for rainfall though it boasts of the largest irrigated area in the world. Its heavy reliance on monsoon rains still makes the agricultural sector vulnerable to droughts and floods, leading to crop failures and income losses for farmers. Additionally, inefficient and traditional irrigation practices and inadequate water management makes the problem more complicated, highlighting the urgent need for sustainable water conservation strategies and investment in irrigation infrastructure. There is an imperative need to train the farmers on rain harvesting technique.

Indian farmers often grapple with market volatility and price fluctuations, which significantly impact their income and livelihoods. Lack of access to transparent and efficient markets, coupled with middlemen exploitation, results in farmers receiving disproportionately low prices for their produce. Moreover, dependence on traditional crops and inadequate diversification exposes farmers to market risks, accentuating their vulnerability to price shocks and income instability.

There is acute and serious problem of the lack of adequate storage facilities, transportation networks, and market linkages. Poor post-harvest management leads to significant losses during storage and transportation, resulting into food insecurity and lowering of farmers' incomes. Furthermore, limited access to modern technology and extension services impedes innovation and productivity enhancement, hindering the sector's overall growth and competitiveness. Climate change and altering weather patterns have tended to disrupt the cropping calendar, thereby reducing yields along with the erratic rainfall.

There is no gainsaying the fact that the government has been taking steps to rectify the shortcomings

coming in the way of sustainable growth of the agricultural sector. Some worth mentioning of them are :
PM KISAN Scheme: It is a central sector scheme to supplement the financial needs of land-holding farmers. The financial benefit of Rs 6,000 per year is transferred into the bank accounts of farmer families through Direct Benefit Transfer (DBT). It is one of the largest DBT schemes in the world. About 11.3 crore farmers were covered under the Scheme in payment cycle. The Scheme, through a span of over 3 years, has successfully provided assistance of more than Rs. 2 lakh crore to the needy farmers.

Pradhan Mantri Fasal Bima Yojana (PMFBY) is currently the largest crop insurance scheme in the world in terms of farmer enrolments, averaging 5.5 crore applications every year and the third largest in terms of the premium received. The scheme promises minimal financial burden on the farmer, with farmers paying only 1.5 per cent and 2 per cent of the total premium for the Rabi and Kharif seasons, respectively, with Centre and State Governments bearing most of the premium cost.

Several expert groups have identified horticulture as a high-growth area and a source of buoyant income and improved resilience for farmers. The scheme of Mission for Integrated Development of Horticulture (MIDH) to promote horticulture covering fruits, vegetables, root and tuber crops, spices, flowers, plantation crops etc., was introduced in 2014-15. The interventions include introducing improved varieties and quality seeds, incentives for plantation crops, cluster development, and post-harvest management. : The Government of India launched the National Agriculture Market (e-NAM) Scheme in 2016 to create an online transparent, competitive bidding system to ensure farmers get remunerative prices for their produce.

Therefore, it could be said that the government of India is aware of the serious issues that are still confronted by Indian agriculture and has been launching and implementing various schemes which may take time to show the results in view of the large number of manpower, their illiteracy and the size of the sector. The above measures would certainly, strengthen market linkages, empower cooperatives, leverage digital technologies for market access, and improve income security and livelihoods of the farmers. By empowering them, investing in infrastructure, and prioritizing environmental conservation, India can unlock the full potential of its agricultural sector and ensure a prosperous future for generations to come.

Indian Agriculture at Crossroads: An Anatomy of Current Crisis



Prof. R. K. Anand
Faculty, IBS Gurgaon

Indian Agriculture – Demography vs Output:

Beginning on positive note, Agriculture holds significant position in the Indian Economy. With over 70% of rural households relying on it for their livelihood and around 58% of the population depending on it for employment. This percentage of world's highest populated country estimated at over 145 crores. GDP share of agriculture declined from 35% in 1990-91 to 18% in 2022-23. Looking at the probable reasons, it's the pace of growth in industrial and services (26% and 56% share in GDP) sectors outpaced the growth in Indian Agriculture. Currently declared Second

Advance Estimates by MOSPI for 2023-24 declare that Agriculture grew by 4.6% vis a vis the 8.2% YoY the overall growth in GDP.

Contrast with Chinese Economy:

The second most populated country i.e. China has invested heavily in agri-tech and sustainable growth i.e. organic, vertical and precision agriculture. The CAGR 2020-24 for Agriculture in China records close to 6% there. India seems to have perceptible case of looking back to review post-Green Revolution (1960s') era when long-term Investment done in land development, irrigation, land reforms and HVY seeds was made to increase India's food grains production which at that time was hovering around lows of 73 MTs p.a.

Indian Economy (GDP) vis a vis Agriculture Growth way forward the 'Dynamics':

The 'Objective Review of Indian Agriculture Growth' calls for Zero Base Plan to 'Transform Agriculture' for the further stimulus to India's GDP which may begin with:

- ▶ Setting-up Land and Crop R & D Centres and Agri-Clinics
- ▶ Dissemination of Research Based Consultancy for cropping
- ▶ Mass Agri-land development
- ▶ Irrigation Development
- ▶ Common Agri-tech and Equipment Centers
- ▶ Agri-health check and support
- ▶ Weather forecasting and season-based farming guidance
- ▶ Marginal Cost-based Agri Pricing and Margin
- ▶ Agro-processing industries development
- ▶ Allied activities promotion drive
- ▶ Marketing Centres for domestic and global sales



Dr. Ranika Chaudhary
Faculty, IBS Gurgaon

NEED OF THE HOUR

Need of the Hour-Millets, a climate change compliant crop to boost Indian agriculture sector.

Agriculture was a way of life for Indian farmers, which provided them not only food but also an emotional satisfaction as owner of the land. Their whole life was interwoven with different cycles of crop cultivation. In the wake of modernization and technology upgradation Indian farmers have faced many difficulties and disruptions and farming sector is passing through a critical and challenging phase due to indifference and apathy of government.

With declaration of 2023 as 'International Millet year' this orphan crop has attracted everybody's attention. India is Millet capital of the world with more than 40% of world's production of these grains. Millets are known as super grains for their health and environment benefits. Rajasthan being the leading state in millet production 27% followed by Karnataka, Telangana, Madhya Pradesh, Uttar Pradesh and Tamil Nadu.

If Government is looking for a promising shift in agricultural practices, then millets can be the answer. Historically undervalued, ignored and considered as crop of the poor, millets hold immense value as human food which helps to increase immunity, Low Glycemic index which helps in reducing diabetes. Agricultural lands in India have already been exploited to the maximum due to monoculture, millets score high due to various reasons Early maturation, low water requirement, insect tolerance, soil fertility with crop rotation.

So the need of the hour is to create more awareness among farmers for production of export quality millets and to establish strong supply chain networks, to support millet producing farmers of the leading states and Indian agriculture at crossroad.



Dr. Reenu Kalani
Faculty, IBS Gurgaon

INDIAN AGRICULTURE, ONCE A GAMBLE OF MONSOON, ALWAYS A GAMBLE OF MONSOON?

Rainfed agriculture accounts for about 51% of the net sown area in our country and occupies nearly 40% of total production. The El Nino phenomenon adversely affected crop yields, resulting in a 1.4% decrease in food grain for the year 2023-24 which further led to increase in food prices. The food inflation in February 2024 was measured at 8.66%. The preceding year witnessed significant restrictions on the import and export of various agricultural commodities as the nation grappled with surging inflation. The demand supply gap is evident in pulses and edible oils. As per NITI Aayog's report India's demand for pulses and edible oils is likely to outstrip production by 2047.

Inconsistent weather patterns, aggravated by climate variations, pose an expressive risk to farming, affecting crop yields and planting seasons. The repercussions of climate change impede farmers' capacity to cultivate the essential food crops required to sustain the demands of a growing population with rising incomes.

80% of water consumption in India is for irrigation in agriculture. Depletion of the groundwater table is a major factor affecting agriculture. Water level in more than half of India's 150 major reservoirs is lower than 40% of the capacity with the storage on two-thirds being less than 50% as per the Central Water Commission. These reservoirs which supply water for irrigation are replenished with monsoon rains.

Agriculture, a cornerstone of the nation's economy, faces numerous challenges, including declining soil fertility, water scarcity, and the pressing need for sustainable farming practices.

Although, over the past six decades, Indian agriculture has come a long way, a being a famine prone country to comfortably producing food for 1.25 billion people from finite arable land, but the agricultural landscape remains at the forefront of economic concerns in India. Around 60% of the total Indian population is engaged in agriculture, contributing about 18% of the country's GDP. This year La Nina's return is poised to boost India's monsoon rains, offering much needed respite for its agriculture.

INDIA'S AGRONOMIC CRISIS



Prof. Aniruddha Ghosh
Faculty, IBS Gurgaon

India's agricultural sector, a vital source of income for millions, however, it faces numerous challenges that hinder production. Over 75% of land holdings in India are less than one hectare in size. Hence, this fragmentation makes it difficult to implement modern agricultural practices, efficient irrigation concepts, and achieve economies of scale, thus impacting overall agricultural productivity.

Secondly, agriculture in India is heavily reliant on monsoon rains,

making it susceptible to unpredictable weather patterns. Droughts, floods, and rising temperatures significantly impact crop yields.

Thirdly, Indian farmers often struggle to secure credit at reasonable rates. This makes it difficult for them to invest in essential inputs like fertilizers, pesticides, and high-quality seeds, hindering productivity.

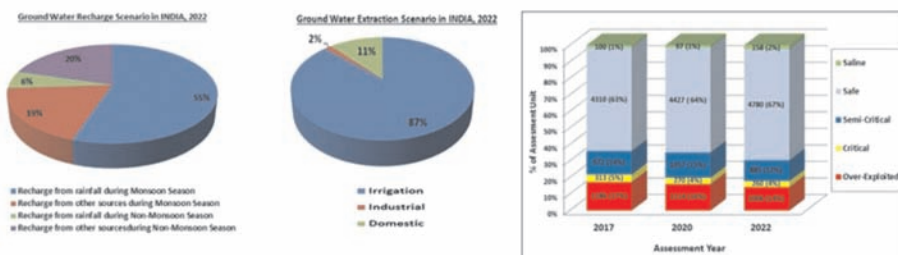
Fourthly, inadequate storage facilities and poor market infrastructure lead to substantial post-harvest losses for farmers. Additionally, a lack of access to direct markets often forces them to rely on middlemen who exploit price fluctuations. Data on post-harvest losses in India is not always consistent across different sources and years. However, estimates suggest significant losses, particularly for perishable fruits and vegetables. Fruits and vegetables experience the highest post-harvest losses, ranging from 25-40% according to a 2007 study by CIPHET. Losses for cereals and pulses are estimated to be between 4.65% and 8.44%, while oilseeds see losses around 3% to 10%. These losses highlight the need for improved infrastructure, handling practices, and storage facilities to minimize wastage across the agricultural supply chain.

Fifthly, the declining water tables, erratic rainfall patterns due to climate change, and inefficient irrigation systems also affecting the agricultural produce.

Sixthly, land degradation mainly due to soil erosion and for excessive usage of fertilizers and pesticides, and unsustainable farming practices also leading towards decline in agricultural production.

However, the above crisis can be ameliorated if the following measures are taken by policymakers or individual citizens of India. For instance, emphasizing the awareness and need for water conservation techniques, micro-irrigation, and rainwater harvesting. Similarly, advocating for promoting organic farming, crop diversification, and soil health improvement.

Policymakers should also propose loan waiver schemes, minimum support prices, and strengthening farmer cooperatives for better market access. Efforts should also be made by technology efficient firms to discuss the importance of providing farmers with access to modern farming techniques, precision agriculture tools, and weather forecasting information.



Source: Central Ground Water Board (www.cgwb.gov.in).

CAMPUS BUZZ

Students' Council Events

ADIOS'24

Students' Council organized a heartwarming farewell ceremony for the graduating batch of 2024. The event commenced with a traditional lamp-lighting ceremony, followed by an inspiring address from our esteemed Senior Director, Prof. S.C. Sharma. The cultural program then took centre stage, featuring captivating performances by the students themselves. Each student cell presented a unique dance performing, keeping the audience thoroughly entertained. Following the vibrant display of talent, Senior Director Sir and other dignitaries felicitated all the cells for their contributions. The graduating batch received their well-deserved titles, and a lively DJ night ensuring a memorable send-off for the seniors. The event was well coordinated by Dr. Ranika Chaudhary and Prof. Rajesh Mishra.



Community Connect Club

Community Connect Club organized an inspiring session on 12th January, 2024 and the guest speaker was Mrs. Aparna Sharma, Director, Learning Steps. Mrs. Aparna Sharma shared her valuable insights and encouragement, highlighting the significance of kindness and community service. The event fostered a positive atmosphere, instilling a sense of responsibility and compassion among the participants. With the guest's motivational message, students left with a renewed dedication towards making a positive impact through acts of kindness and social engagement. In the event a video clip was shown to the guests and attendees, depicting the life journey of Mr. Aditya Sharma, who was the event's guest. The 'Kindness Crew' event helped students care more about others and understand social issues better. The event was well coordinated by Dr. Shalini Khandelwal.



Book Wizards' Club

Book Wizards Club organized an event on 11th January, 2024 and the guest speaker was FCA, Manav Vigg. The event started with the words of wisdom of Senior Director, Professor S.C. Sharma, where he shared his insights on the genesis of The Book Wizards Club, and encourage the members and students with his words. Further, Mr. Vigg elaborated on his literary work titled 'Sherlock vs Devdas', wherein he delved into the thematic intricacies of his book and fervently encouraged students to engage in both the art of writing books and the enriching practice of reading them. The event concluded with an interactive question and answer session. The event was well coordinated by Prof. Mohammad Shariq and Dr. Bhagat Singh.



IBAC Cell Events

IBAC Cell organized an event where Dr. S.P Sharma was invited as the speaker. Dr. S.P. Sharma, Chief Economist and Dy. Secretary General, PHDCCI. The theme of the session was 'Geopolitical trends and India in 2047'. The event began with our Senior Director Prof. S.C. Sharma's words of wisdom where he talked about the importance of understanding the interaction between various economies and continents, whether it is a bipolar or multipolar world. Dr. S.P. Sharma began his session, by speaking about the economic history of India starting from the 'Lehman Crisis' and various geopolitical developments that have taken place. He also talked about the 'Viksit Bharat' plan in terms of developing a boom phase for the manufacturing sector of India. He emphasized on the story of India saying that 'India moved from slow to steady, steady to fast and fast to fastest.' The event was concluded with Senior Director Sir's closing remarks. The event was well coordinated by Prof. R. Venkataraman.



IBAC Cell organized an insightful session on 10th January, 2024. The guest speaker for the session was Mr. Suresh Narayanan, Chairman and Managing Director at Nestle. The event commenced with insightful remarks from our Senior Director, Prof. S.C. Sharma, highlighting Nestle's significance as a brand for management students. Mr. Narayanan elaborated on Nestle's journey, outlining five key steps to success. He addressed the Maggi crisis, detailing Nestle's strategies for managing backlash and overcoming the crisis. The session concluded with an engaging question and answer session. The event was well coordinated by Prof. R. Venkataraman.



IBAC cell organized an interactive session on 16th January, 2024. The guest for the session was Mr. Gurpreet Singh Tikku, Food Influencer, TedX speaker, smile spreader, joined by 15 IBAC Alumni. The session commenced with lamp lighting ceremony and followed by the valuable words of Senior Director, Prof. S.C. Sharma where he welcomed the chief guest. The speaker talked about how we should encircle ourselves with good people. He spoke about the hunger that one should have to achieve something in life. Additionally, he made students aware about the important concepts of entrepreneurship. The event was concluded with an engaging question and answer session and mementos were given to the alumni. The event was well coordinated by Prof. R. Venkatraman.



Entrepreneurship Development Cell

Entrepreneurship Development Cell organized its flagship event 'Campus Entrepreneur' on January 10th, 2024 where the cell took up an initiative to provide a platform to students of IBS Gurgaon to set up their own marketable venture. There were 23 participating teams consisting of 3 students each and the event was attended by more than 600 students. The stalls consisted of Food Products, Games, Fashion Accessories, Books, Beauty Products etc. This event was inaugurated by the Chief Guest Shri. Santosh Mishra, Chairman Vashistha Capital, Portfolio Management Services and Guest of Honour, Prof. S.C Sharma, Senior Director. These teams were given a challenge to multiply their money in 5 hours and the winners were decided based on the revenue generated. The teams generated a revenue of Rs 1.6 lacs in 5 hours.

Prize distribution of this event was done on January 19th, 2024. Chief Guest Shri. Santosh Mishra, Chairman Vashistha Capital, Portfolio Management Services gave away the prizes to the winning teams. Certificate of participation was given to all the participants. The event was coordinated by Prof. Umesh Kalra and Prof. Vikram Sharma.



Social Responsibility Cell

Social Responsibility Cell of IBS Gurgaon organized a visit to the Earth Savior Foundation on January 5th, 2024. Students interacted with the residents and learned about their lives and why they joined the NGO. They also spoke with the dedicated staff, who explained how the foundation runs, from making meals to providing medical care. Even though things were difficult, the residents stayed positive and happy. This showed the students how important it is to face challenges with a smile. The visit wasn't just about learning facts but it was a lesson on being positive and understanding others. The strong spirit of the Earth Savior Foundation community inspired the students with their resilience and strength. The visit was well coordinated by Prof. R.K. Anand.



Social Responsibility Cell organized an exciting event for 'Lohri' on 11th January, 2024. The event started with a welcome speech and lamp lighting ceremony. This was followed by the badge distribution ceremony of the Social Responsibility Cell, and an address by Senior Director Prof. S.C. Sharma. Students then took the centre stage, showcasing beautiful poetry that captured the essence of Lohri. The cultural program continued with vibrant dance performances that had everyone grooving to the festive spirit. The Lohri bonfire was then lit, followed by an energetic dhol performance that got students dancing and celebrating wholeheartedly. The event was well coordinated by Prof. R.K. Anand.



Local Immersion Cell: Industrial Visit

Local Immersion Cell arranged a tour to Haier in Greater Noida, which is the third-largest producer of electronic appliances globally, on January 19th, 2024. The visit featured a

presentation by Mr. Viraj from Haier's marketing department, highlighting the company's ten categories, and 600+ SKUs, its global presence in 160+ countries, and if focus on innovation & technology. Students experienced automation and robotics in manufacturing, engaged in interactive sessions, and explored Haier's appliances like refrigerators, LED TVs, and smart home devices. This first hand exposure provided valuable insights into industry operations and production processes, enriching practical knowledge which is applicable in daily life. The visit concluded with a lunch hosted by Haier India, leaving a lasting impact on students. The visit was well coordinated by Prof. Ekta Chauhan.



Internship Cell Events: Convergence 2024

IBS Gurgaon organized 'Convergence 2024 - The Summer Internship Guides Meet' on 20th January 2024, at The Crowne Plaza Hotel Gurgaon. The event started by welcoming all the guests who were present in the meet followed by the address by Sr. Director, Prof. S. C. Sharma. He shared that the thrust of the management education at IBS campuses is to prepare impactful leaders of tomorrow with ability, agility and adaptability. Dr. Prapti Paul shared with the industry guests the objective and the uniqueness of the Summer Internship Program at IBS. She emphasised on the critical role played by the SIP company guides in grooming the students and further developing their skill sets to become successful professionals. The highlight of this event was a panel discussion with the industry guests of the Summer Internship Organizations on the topic 'Leading Business to Success'. The Panel Discussion was conducted by Sr. Director, Prof. S.C. Sharma. The panellists were Ms. Reetika Sood- Assistant Director EY, Mr. Shekhar Vijayan, CEO of Shevins Entertainment, Mr. Kunal Kumar Singh, Founder of KKS Capital Advisory and Mr. Vikas Verma, Co-founder of 7Med India. The event witnessed a participation of 58 SIP Company Guides from various companies such as Levycon, Emeritus, ICICI Bank, Riders Sports Management, Apollo Tyres, Cog Culture, Radico Khaitan, Orion Realtors, Clove Wealth, Lite Bite Foods, Colliers, Wishful Digital Solutions, Intrvuz, CBRE, MPCL, Sunconnect, Reliance, 1Click Policy, Adzip, Alpha Value consulting, Profit Idea, Mozo hunt, Hair Originals, KKS Capital Pvt. Ltd., S&P Global, 7 Med, Densat, etc.

Apart from the SIP company guests, the event witnessed active participation and networking by the members of the faculty and the corporate relations team at IBSG. All faculty members who generated summer internships in the last few years at IBS G were felicitated at the event.



SIP REGISTRATION

IBS Gurgaon conducted the SIP Registration for the Batch of 2025 on February 13th, 2024. The 14-week Summer Internship Program stands as a pivotal element of the two-year PGPM program at ICFAI Business School. The commencement of SIP Registration marked the initiation of students' ambitious Summer Internship journey. Each student was paired with a faculty guide for mentorship and guidance, and they were also provided with the SIP Handbook for the year 2024. This was well coordinated by the Academic Team of IBS Gurgaon.



ALUMNI RELATIONS CELL

Alumni Relations Cell at IBS Gurgaon organised an Alumni meet, IMPRINTS January 2024, on January 19, 2024, a program designed to invite, network, and felicitate alumni. The venue for the event was V Club, Gurgaon. Senior Director, Prof. S. C. Sharma sir extended a gracious welcome to alumni, commending their notable achievements in their professional endeavours. The Noteworthy contributions were acknowledged, with over 80 alumni participating in various capacities, such as guest lecturers and practicing managers at ICFAI Gurgaon, followed by a formal invitation to the esteemed alumni to visit the new campus of IBS Gurgaon.. The Alumni Relations Cell (ARC) team infused energy into the gathering with a lively dance performance. Alumni reminisced about the good old IBS days with friends and batch mates, while others connected with alumni from different campuses and made new friends. The event was well coordinated by Dr. Vibha Arora and Prof. Anuj Bhatt.



Alumni Relations Cell of IBS Gurgaon hosted Imprints on 15th March 2024, a grand reunion at V Club, Gurgaon. Senior Director, Prof. S. C. Sharma, extended a warm welcome to over 300 alumni, applauding their achievements. The event pulsated with energy as the ARC team delivered a lively dance performance. Alumni shared fond memories of their IBS days, forging new connections and friendships across campuses. The atmosphere was electrifying, filled with enthusiastic performances by both students and alumni, making the event truly unforgettable. The alumni were felicitated by Senior Director, Prof. S.C. Sharma, Dr. Anupama Raina and Dr. Vibha Arora. The event was well coordinated by Dr. Vibha Arora and Prof. Anuj Bhatt.



HOLI CELEBRATIONS

IBS Gurgaon organized a vibrant Holi celebration on 22nd March 2024, which was attended by our Senior Director, Prof. S.C. Sharma and all the faculty members. It was a joyful occasion as the spirit of Holi was all around spreading good and positive vibes, as everyone came together to celebrate the auspicious festival with colours and greetings filled with love. The event was a beautiful display of unity and camaraderie, fostering bonds among the faculty members. Holi at IBS Gurgaon was a testament to the spirit of togetherness and celebration that defines the festival in its true essence. The occasion came to an end as all attendees joined in dancing to the tunes of Holi songs.



Management Development Program

Management Development Program was organised on 22nd March 2024, on the topic 'Building Interpersonal Relationships'. The expert from the faculty Prof. Anupama Raina, Dean Corporate Relations, took the lead at the event. The event was conducted by the Leadership team of Osram Lighting Pvt. Ltd., which was attended by Mr Avinder Singh - MD & CEO, Mr Sanjeev Tripathi - Sr GM & Country HR Manager India, Thailand & Indonesia. The session was very interactive and insightful for the participants.



Alumni Knowledge Sharing Sessions

Alumni Relations Cell recently organized an engaging alumni interaction in the month of March in this session amidst the selection briefing process, bringing together, distinguished guests from diverse fields to enrich the experience for the faculties and students of IBS. The esteemed panel of alumni included Mr. Abhishek Shah, Mr. Amrit Kumar Jha, Mr. Arnab Maitra, Mr. Sunny Ralli, and Mr. Uttam Biswas. This dynamic gathering provided a platform for insightful discussions, where past and present merged to inspire and guide the future generation. Through shared experiences and invaluable wisdom, the session fostered meaningful connections and sparked motivation for excellence in all endeavours.





GUEST LECTURES @ IBS GURGAON



Mr. B Santosh Venkat, Founder of PSYDOM on 'Psychology of Persuasion' on 4th January 2024, organized by Prof. Vineeta Jha.

Mr. Anuj Mehtani, founder of Secret Sause, Sharksense on 'Latest Trends In Marketing' on 4th January 2024, organized by Prof. Anuj Bhatt.



Mr. Manish Verma, Co-founder and CEO at AngelBlue Holdings Pvt. Ltd. on 'Social Responsibility' on 5th January 2024, organized by Dr. Vinod Mutreja.

Mr. Pratyush Rohit, Manager at Accenture on 'Strategy Consulting' on 9th January 2024, organized by Dr. Vineeta Mishra.



Mr. Anuj Thapliyal, Consultant on 'Supply Chain Efficiency: The Heartbeat of Business Vitality' On 9th January 2024, organized by Prof. Sanjeev Saren.



Ms. Rhea Roshni Doshi, Senior Manager- L&D at Cubastion consulting on 'Corporate Etiquette and Behaviour' on 9th January 2024, organized by Prof. Ekta Rani Chauhan.

Dr. Ainain Shahidi, Corporate Trainer and Motivational Speaker at Freelancer on 'Goal Setting & Time management' on 10th January 2024, organized by Prof. Ekta Rani Chauhan.



Mr. Sanjay Gakhar, Vice President and Regional Head-Business Development at MCX on 'Analysis of trading account' on 11th January 2024, organized by Prof. Navneet Saxena.

Mr. Ronald May, GM at Medanta on 'Corporate Management Steers, Self-management empowers' on 12th January 2024, organized by Prof. Sangeeta Shahane.



Mr. Rajiv Dhar, Consultant of international trade and packaging & Ex-Director at Indian Institute of Packaging, on 'Developments in International trade and Packaging requirements', on 16th January 2024, organized by Prof. Hemant Kumar.

Mr. Prasoon Kumar Singh, Assistant Manager- Learning & Development at Haldiram's on 'Changing Role & Expectations from HR' on 18th January 2024, organized by Dr. Shalini Khandelwal.



Newly Arrived Books at the N.J. Yasaswy Library, at IBS Gurgaon



N . J . Ya s a s w y Memorial Library of IBS Gurgaon has recently announced the arrival of new collection of books.





Dr. Vipin Khurana on 'Selection Briefing' at Hotel Solitaire Inn, Kanpur on 6th January, 2024 (Session A)

Dr. Vipin Khurana on 'Selection Briefing' at Hotel Solitaire Inn, Kanpur on 6th January, 2024 (Session B)



Dr. Vipin Khurana on 'Selection Briefing' (Session-A) at Hotel Dayal Paradise, Lucknow on 7th January, 2024.

Dr. Vipin Khurana on 'Selection Briefing' (Session-B) at Hotel Dayal Paradise, Lucknow on 7th January, 2024.



Dr. Vineeta Mishra on 'Online Mock GDPI Session' at Agra and Lucknow on 10th January, 2024 via zoom.

Dr. Vikram Sharma on 'Selection Briefing' (Session- B) at Hotel The Park View , Prayagraj on 13th January, 2024.



Dr. Bhavna Chhabra on 'Selection Briefing' (Session- B) at Hotel Atithi, Agra on 14th January, 2024.

Dr. Vikram Sharma on 'Selection Briefing' (Session-B) at Hotel Radisson, Varanasi on 14th January, 2024.



Dr. Vibha Arora on 'How to Crack GD and PI?' at Meerut, IBS office on 23rd January, 2024.

Dr. Vibha Arora on 'GD & PI', at Hotel Umang, in Karnal, on 9th January, 2024



Dr. Shalini Khandelwal on 'IBSAT 2023 Achievers' Meet Program' at Hotel Regenta Central, Lucknow on 28th February, 2024.

Dr. Shalini Khandelwal on 'IBSAT 2023 Achievers' Meet Program' at IBS Information Office, Kanpur on 29th February, 2024.



Dr. Shalini Khandelwal on 'IBSAT 2023 Achievers' Meet Program' at Hotel Jahnvi International, Varanasi on 1st March, 2024.

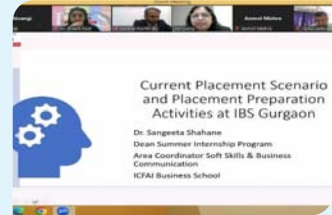
Dr. Vikram Sharma on 'Achievers' Meet' at Hotel Crystal Palace, Meerut on 2nd March, 2024.





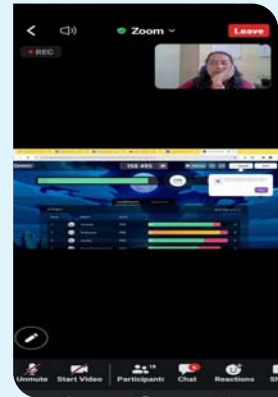
Dr. Anupma D Raina on 'Achievers' Meet' at YMCA Tourist Hostel, New Delhi on 5th March, 2024 via zoom.

Dr. Prapti Paul & Dr. Sangeeta Shahane on 'USP's of IBS Gurgaon' at Uttar Pradesh & Uttarakhand on 11th March, 2024 via zoom.



Prof. Umesh Kumar Kalra on 'Business Model Canvas' at GNIOT Institute of Professional Studies, Greater Noida on 13th March, 2024.

Dr. Shalini Khandelwal on 'Entrepreneurship and Skill Development' at Vasanta College for Women, Varanasi on 18th March, 2024 via zoom.



Prof. Umesh Kalra on 'Career Opportunities and Job Perspective After Graduation' at Zakir Husain Delhi College Evening (University of Delhi), New Delhi North Campus on 20th March, 2024.

Prof. Neeta Mathur on 'How to Prepare and Crack GD/PI' on 20th March, 2024 via zoom.



STUDENTS' ARTICLES



Simran Dhanda
23BSP2099

Reviving India's Agriculture: Challenges and Solutions

India's farming life, once the lifeblood of the country, is facing a bunch of tough problems. Land is split into tiny pieces, water is scarce, there's not enough modern stuff to help farmers, and prices keep jumping around. Farmers are drowning in debt, their income is shaky, and some are even giving up in despair. On top of that, the old way of farming needs an upgrade to keep up with the times, and there's more pressure to sell crops for a profit. Even with new technology and government help, the gap between city and country life keeps growing. To fix this mess, we need a complete overhaul. We need farming methods that don't harm the environment, strong systems to sell crops, and a fair way to get everyone what they need. By teaching farmers new things, giving them the latest tools, and helping them financially, we can transform this situation. This will keep everyone fed and make sure millions of people who depend on farming can have a good life. India's has to make some tough choices now to get its farms back on track.



Sakshi Sharma
23BSP2889

Navigating Challenges in Indian Agriculture

Indian agriculture is currently dealing with a number of issues that could endanger its expansion and sustainability. The industry is dealing with a variety of complex problems that require quick solutions, such as dispersed land holdings, the effects of climate change, inadequate infrastructure, and paralyzing laws. Unpredictable rainfall patterns, severe droughts, floods, and heatwaves are just a few of the effects of climate change that Indian agriculture is particularly exposed to. These severe weather occurrences interfere with crop rotation, lower yields, and jeopardize food security. Adaptation tactics that help lessen the negative effects of climate change on agriculture include encouraging drought-resistant crops, effective water management techniques, and farmer insurance programmes. The agricultural catastrophe that India is currently experiencing calls for immediate attention and resolute action. India can fully utilize its agricultural industry and create a path for fair and long-term prosperity by tackling the underlying issues that lead to it, such as dispersed land ownership, the effects of climate change, insufficient infrastructure, and policy gridlock.



Manthan Sauda
23BSP1155

Addressing India's Agricultural Challenges: A Call to Action

India, with its vast expanse of agricultural land, has long been recognized as an agrarian country. However, despite its significance, the agricultural sector faces a myriad of challenges, as evidenced by the ongoing farmers' crisis. The Indian economy's heavy reliance on agriculture underscores the

intricate interplay between production, distribution, and consumption within this sector. Productivity remains a critical concern; while Indian farmers currently yield 2.4 tonnes of rice per hectare, this falls significantly short of its potential. In comparison, countries like China and Brazil achieve substantially higher yields, producing 4.7 and 3.6 tonnes per hectare, respectively. This productivity gap highlights the need for comprehensive reforms to bolster India's agricultural landscape. The crisis gripping Indian farmers serves as a poignant reminder of the urgent need for sustainable development strategies to enhance productivity, ensure equitable distribution, and safeguard the livelihoods of millions dependent on agriculture.



Yogesh Chechi
23BSP2457

'Indian agriculture at a crossroads'

Indian agriculture is facing multiple environmental challenges such as resource degradation, water and air pollution which threaten its sustainability. India has to double the farmers' income by 2022, so it needs to focus on the agriculture-water-energy nexus, making agriculture more climate resilient and stopping the burning of crop residue. Punjab and Haryana, which spearheaded India's food security, now face multiple environmental problems. Their imbalanced use of fertilizers has added to soil and water contamination, and their resource-intensive system of rice-wheat production has led to the over-extraction of groundwater. Leaders of farmers' associations have reminded that farmers need to see results on the ground quickly, and they need the right knowledge and incentives to embrace eco-friendly technologies. Decision-makers need to revisit policies so that appropriate incentives are provided to farmers to make the right choices.



Shankey Chauhan
23BSP1940

India's Agricultural Crisis: Urgent Need for Sustainable Solutions

India, a nation long known for its fertile lands and bountiful harvests, faces a critical crossroads. Its agricultural sector, the backbone of the economy and food security for millions, is grappling with a multifaceted crisis.

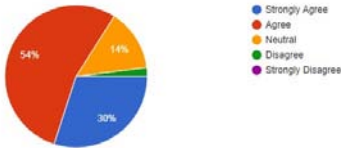
The known rice-wheat cropping pattern, a success story of the Green Revolution, is now a culprit in resource depletion and pollution. In states like Punjab and Haryana, hailed as India's agricultural powerhouses, intensive farming practices have led to a dangerous depletion. Groundwater tables are sinking, and soils are losing their vitality. The burning of leftover crop residue, a common practice, adds another layer of woe – choking the air with harmful pollutants and jeopardizing public health.

The onus lies heavily on policymakers. They must craft transformative policies that incentivize farmers to shift towards climate-smart practices and embrace sustainable agriculture. India's agricultural future hinges on this delicate balancing act – ensuring food security for a growing population while safeguarding the precious natural resources for generations to come.

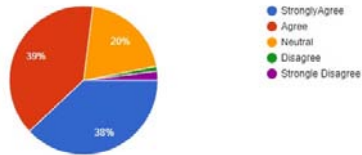
VOX POPULI

Findings of Opinion Survey from a sample of students of class 2025 at IBS Gurgaon.

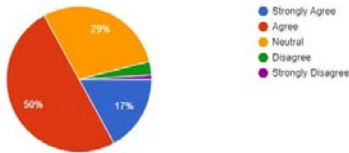
1) Implementing micro-irrigation systems method can significantly increase water efficiency in agriculture.



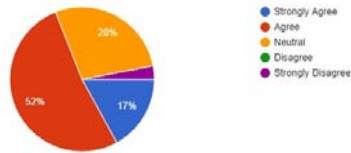
2) Crop rotation has proven to enhance soil health and fertility while also conserving water.



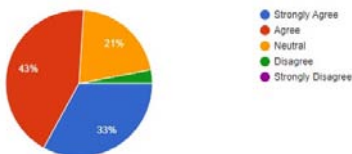
3) Greenhouses offer controlled environments for year-round crop production.



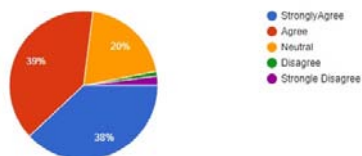
4) Horticulture plays a crucial role in crop diversification, crop production and increasing profitability in agriculture.



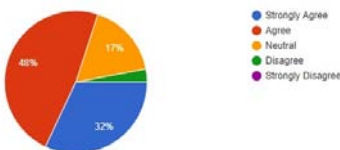
5) Integrating technology into agriculture can lead to increased efficiency and productivity.



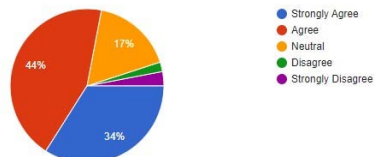
6) Investing in smart farming can help farmers make data-driven decisions and optimize resource and management.



7) Access to affordable agricultural machinery and equipment is vital for small-scale farmers to boost their income.



8) Government subsidies and incentives aimed at encouraging the adoption of sustainable farming practices can alleviate financial barriers for farmers and enhance their livelihoods.





Ajay Sharma

IBS Gurgaon Batch: 2006-08
Co-Founder of Epic Content

Alumni Success Story

'Five Pointers for Navigating Through Your Most Productive Years'

Education serves the purpose of enhancing the value of a human however, there is much more to how valuable you eventually become to yourself and others. It's important to have harmony between your aspirations and capabilities. 'It takes all kinds to make this world,' so each person has a role to play in this creation. If we are at peace with this role, we are in the right place at the right time. Here are a few things one can take up as personal learning goals to carve a niche for themselves:

- 1. Time Management:** Time is an invaluable resource, and during an educational program, deadlines have a hidden agenda to make it a ritual. Freshmen should look for tools and techniques for effective time management, such as using calendars, task organizers, or time-blocking methods to prioritize assignments.
- 2. Networking Strategies:** Networking is a cornerstone of success in today's world. It's so important that often introverts are known as stiff and stuck up. Freshmen should learn how to build genuine relationships and network with professors, alumni, and industry professionals.
- 3. Soft Skills Development:** Success isn't solely dependent on technical knowledge; soft skills are much needed to hit the ground running. Engage in workshops or utilize resources focused on communication, leadership, and teamwork. One should practice respecting diverse opinions and cultures, which helps professionals become effective players in larger global teams.
- 4. Financial Literacy and Career Planning:** Both are important parts of our life goals. Based on preferences and capabilities, one should set financial goals and craft a career path to support those goals, and vice versa. It doesn't matter whether success comes first or financial freedom; having a view on both is essential. One can also seek a coach in career planning and financial literacy.
- 5. Mindset and Resilience:** College and professional life can be intense, and filled with challenges and stress. Look for strategies to maintain a positive mindset, build resilience, and manage stress effectively. Meditation isn't only for seekers but is scientifically proven to improve productivity and lead to a healthier life.

A solid foundation is needed for future success beyond the academic realm. One should not forget that a healthy, happy life is the focal point of everything we do. In simpler terms, we build anything around us to serve us, not to serve them.

FACULTY FORUM

RESEARCH PAPER PUBLICATION

Prof. Aniruddha Ghosh, Pillai, D., Doifode, A., Parashar, N., Bhosale, T., Ghosh, A., Surapalli, S., & Sharma, R. (2024). Diverse linkages between green bonds and equity indices of developed and developing economies, *International Journal of Management and Sustainability*, 2024.

PRESENTATION OF PAPER

Prof. R.K. Anand, International Conference on Business & Finance (ICBF) 2024, IBS Hyderabad. Paper Topic: Sustainable Finance, by IBS Hyderabad from 29th February 2024 to 1st March 2024.



Mr. Deepak Dongere

CELEBRITY INTERVIEW

Mr. Deepak Dongere had demonstrated a history of 18 years, of experience, in domains like Finance, Data Analytics, Data Science, Machine Learning, Artificial Intelligence, and Organic Farming. He is a self-motivated individual, with experience in handling large-size teams, wherein striving to create a performance driven work environment along with a result oriented approach towards achieving outputs served as the priorities. He also holds a certification for 'Certified Data Scientist', from IABAC.

Q1. Could you provide an overview of the primary challenges currently confronting Indian agriculture and elucidate how these challenges contribute to the existing crisis in the agricultural sector?

We grapple with two central hurdles: a deficiency in labor and the arduous task of obtaining essential guidance on acquiring and applying organic pesticides and insecticides. These challenges impede productivity and sustainability in agricultural practices. The scarcity of workers limits operational efficiency, while the lack of accessible information hinders effective pest management strategies. Addressing these obstacles requires innovative solutions, such as comprehensive educational programs to empower farmers with knowledge about organic pest control methods. Overcoming these challenges is crucial for ensuring the viability and success of farming endeavors.

Q2. What role do government policies play in the current state of Indian agriculture, and how have they impacted the sector's development?

The Central and State government assumes a pivotal role in agriculture, offering numerous farm-friendly subsidized initiatives that have positively impacted millions of farmers nationwide. These initiatives encompass various support mechanisms aimed at enhancing agricultural productivity and farmer welfare. Through subsidies and programs tailored to meet farmers' needs, the government strives to alleviate challenges and promote sustainable farming practices. Such interventions play a crucial role in bolstering the agricultural sector and uplifting the livelihoods of rural communities across the country.

Q3. In your opinion, how has climate change affected Indian agriculture, and what measures do you think should be taken to address these challenges?

The rainy season is no longer predictable, we are currently facing drought like situation in Karnataka and earlier this year we had failed Monsoon. As a farmer this brings in an added layer of complexity regarding how to decide on what to grow next. Incorporating technologies like drip irrigation we have been able to continue to farm however govt along with citizens need to have both short term and long term to overcome this ecological challenge

Q4. The issue of farmer distress is often discussed in the context of the agriculture crisis. How would you assess the mental, economic, and social well-being of farmers in India today?

The unpredictable nature of the rainy season has intensified in Karnataka, manifesting in drought-like conditions, exacerbated by a recent failed monsoon. As farmers, navigating this uncertainty adds layers of complexity to crop planning. Despite challenges, technologies like drip irrigation have enabled continued farming. However, addressing this ecological challenge demands collaborative efforts between the government, citizens, and technological interventions. Short-term solutions,

such as immediate aid and support, are essential for alleviating immediate hardships. Simultaneously, long-term strategies, including sustainable water management practices and resilient crop diversification, must be prioritized. By integrating both short and long-term approaches, we can effectively mitigate the impacts of erratic rainfall patterns and ensure the resilience of agricultural systems in the face of climate change.

Q5. Land fragmentation has been cited as a significant concern in Indian agriculture. How does this impact productivity and what reforms can be considered to address this issue?

As a marginal farmer I can say that Land Fragmentation according to me mitigates the risks with diversification of crops.

Q6. Technology adoption in agriculture is seen as a potential solution. What role can innovation and technology play in revitalizing Indian agriculture, and what are the hurdles in implementing such solutions?

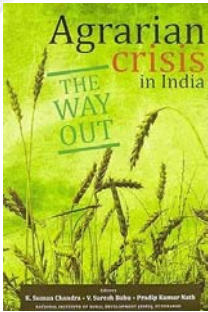
Undoubtedly, technology holds immense potential to revolutionize agriculture. Implementing AI-based pest detection software on my farm has proven invaluable, enabling proactive measures to address issues before they escalate. Drones offer another efficient method for monitoring vast expanses of land. However, the adoption of such technologies poses financial challenges, as they are often expensive investments. To ensure equitable access, government initiatives should prioritize making these advancements accessible to all farmers. By subsidizing or providing financial support for technology acquisition, governments can empower farmers to leverage these tools effectively. Additionally, initiatives aimed at promoting technology education and training can enhance farmers' capacity to utilize these innovations optimally. By democratizing access to agricultural technology, governments can foster sustainability, efficiency, and resilience in the agricultural sector, ultimately benefiting both farmers and food security on a broader scale.

Q7. The agricultural supply chain has faced disruptions, especially during the COVID-19 pandemic. How can the resilience of the supply chain be improved to ensure a steady income for farmers?

Selling directly to consumers or large buyers should be something which we need to work on. Food is an essential product, so disruptions don't necessarily mean less demand.

Q8. The role of education and awareness in agriculture is crucial. How can we enhance agricultural education and awareness among farmers to empower them with knowledge and skills for better productivity?

The widespread access to mobile phones and high-speed internet among Indians presents an opportunity to disseminate agricultural knowledge effectively. By leveraging these platforms, we can create numerous short duration talks and demonstrations to showcase the best farming practices to farmers across the country. Moreover, mobile technology can serve as a powerful tool for educating farmers about technological advancements and market opportunities for their produce. I am deeply passionate about this endeavor. However, developing such initiatives demands substantial investment in technology and time. Nevertheless, the potential benefits, including enhanced agricultural productivity, improved livelihoods for farmers, and increased market access, make this investment worthwhile. By harnessing the power of mobile technology for agricultural education and outreach, we can empower farmers with the knowledge and resources they need to thrive in an ever-evolving agricultural landscape.



BOOK REVIEW

'Agrarian crisis in India: The way out'

Author: K. Suman Chandra

Publisher: Oxford University Press

Summary

'Agrarian Crisis in India: The Way Out' authored by K. Suman Chandra and published by Oxford University Press provides a comprehensive analysis of the ongoing agrarian issues in India along with potential solutions. Chandra delves into the multifaceted challenges faced by the agricultural sector, including low productivity, farmer distress, land degradation, and inadequate policy measures. Drawing upon extensive research, the book offers insights into the root causes of the crisis and proposes viable strategies for its resolution. It advocates for holistic reforms encompassing land tenure, water management, technology adoption, market access, and social security measures for farmers. Chandra's work emphasizes the need for a coordinated effort involving policymakers, agricultural experts, and grassroots stakeholders to address the systemic issues plaguing Indian agriculture. 'Agrarian Crisis in India: The Way Out' serves as a valuable resource for understanding the complexities of the agrarian crisis and charting a sustainable path forward for the sector.

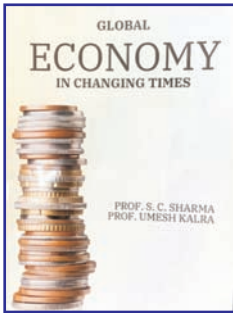
CELEBRITY WATCH



Shri G. Nammalvar

Shri G. Nammalvar, an eminent figure in Tamil Nadu's agricultural landscape, was a tireless advocate for organic farming. Born in 1938 in Puthapatti, his deep-rooted connection with the land guided his lifelong commitment to sustainable practices. With a degree in agriculture, Nammalvar embarked on a transformative journey, emphasizing collaboration with farmers rather than imposing solutions. His iconic philosophy, 'Farming is not a way of producing crops to make money. It is a way of living,' encapsulates his holistic approach. Despite minimal government support, he conducted extensive training sessions, nurturing a cadre of farm youths as future trainers. Nammalvar's impact extended beyond theoretical discourse; he symbolized solidarity with farmers through attire and communication in Tamil, resonating with diverse audiences. His perseverance in the face of skepticism led to a gradual but significant shift towards organic farming in Tamil Nadu. Today, his legacy inspires sustainable agricultural practices, embodying the enduring impact of visionary leadership on agricultural development.

Book Review of 'Global Economy In Changing Times'



Authors: Senior Director, Prof. S.C. Sharma and Prof. Umesh Kalra

Summary: This book discusses about globalization and how it has created a more interconnected world through international trade, investments and financial flows. Since the dawn of civilization, people have migrated across countries and continents seeking a better life. Globalization further accentuates and reinforces these interactions– between people, governments, markets, and production factors, particularly, capital and human resources. The technological advancement is the major driver of change by disrupting the traditional industries and creating the new

business model by reshaping the skills required for the workforce in the worlds of new AI system, big data and IoT. The global political landscape is also shifting, with alliances forming and breaking at a rapid pace due to environmental and demographic changes. This book also explores how different economic systems, cultures, and dynamic geopolitical forces continuously interact with each other, shaping the present and future of the global economy. While globalization has led to faster growth, recent events like the Russia-Ukraine war, Israel-Palestine war and COVID-19 threaten a new global crisis. The war's impact goes beyond just commodities and it has disrupted supply chains. The war has also impacted the US dollar's role as a currency reserve with downward pressure on economic growth. The US may have no choice but to tighten monetary policy which will impact some European countries as they are heavily dependent on Russia's oil, gas and raw materials that keep factories running. Amidst these disruptions, the global supply chain is recirculating and reshaping. This book explores the potential consequences of these evolving economic and political issues.



Authors: Dr. V. Shruthi, A.N. Amrin Fathima, Dr. Bhavna Chhabra and Shahid Amin

Summary: This Book with the title 'Entrepreneurship Basics' covers the Entrepreneurship Skills. The seventh chapters of this book are written in an easily digestible and reproducible format with the required information. An effort has been made to present the book in this form, and it is useful for Budding Entrepreneurs.



Author : Shweta Sikroria

Summary: This book systematically explains the importance of Soft Skills for graduates and young professionals to excel in their area of work. It is a comprehensive guide to Group Discussions, Interviews and dealing with demanding situations. The book also includes stories, expert opinions and an impeccable collection of resources that readers will find useful.

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