

# FARMING



## Featured Article

*SKILL DEVELOPMENT FOR  
MODERN DAY FARMING*

## WeChat

**Mr Omkar Ranade**  
Mango Moods

# ABOUT US



## OUR VISION

**“To nurture thought leaders and practitioners through inventive education”**

## CORE VALUES

**Breakthrough Thinking and Breakthrough Execution**

**Result Oriented, Process Driven Work Ethic**

**We Link and Care**

**Passion**

*“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” - Alvin Toffler*

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind’s eye needs to be nurtured and differently so.

We school has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

## MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.



**Prof. Dr. Uday Salunkhe**  
Group Director

As we begin a new journey with 2017, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Wishing everyone a very happy and prosperous new year.

**Prof. Dr. Uday Salunkhe,**  
Group Director

## FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the December Issue of SAMVAD for the year 2017!

SAMVAD is a platform for “*Inspiring Futuristic Ideas*” and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the December Issue of SAMVAD which revolves around the theme of “**Farming**”.

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

*“The difficulty lies not so much in developing new ideas as in escaping old ones.”*

John Maynard Keynes.





We Chat

06

Operations of organic or vertical farming in cities 08



Finance in the world of farming

11

What is organic? 13

13



Skill development for modern day farming

15

Impact of government policies on rural management 17



Call for articles

19

Team Samvad 20

20

away the major chunk and the farmers are left with very less profit with them. Agricultural inputs are increasing day by day but the selling price (output price) is not increasing in the same

## Mr. Omkar Ranade

Mango Moods

*Team SAMVAD*

## WECHAT

1. Could you please take us through your journey?

Actually, I had decided before my MBA to come back to Farming. Our farming was mainly dependent on Mango. So I decided that I should diversify to Medicinal Plantation as Raw Material supplier to Pharmaceutical companies which manufacture Ayurvedic products. I started this in 2016. After that, I started concentrating on Spices like Black Pepper, and some other spices used for domestic purposes. I also started my own production of Fertilizers like Vermi-Compost and Regular Compost. This helped me save cost on Farming.

2. At what stage would you say is the agricultural sector in India?

In terms of life cycle, it's between introduction and growth stage. Also, now is the time where productivity should increase and sustainable agricultural practices should be promoted. The Second Green Revolution concept is emerging and it should bring about the necessary change.

3. What are some of the challenges faced by the agricultural sector in India?

In India overall, draught and floods the major concerns. Also, value-chain is not organized in India. Market value of products is a concern for farmers as they get very less returns on what they invest. This is because the middleman takes

proportion. In India, it's very hard to mechanise the agricultural sector because many farmers fall below marginal line as agriculture is mainly labour dependent. Universities in India are also lacking in submitting research for agricultural sector and even if there are researches available they fail to reach the farmers.

4. How do you manage the whole value chain for Mango? Is it just for mangoes or for other yields as well?

We try to sell mangoes directly to the consumers. Currently we sell 30-40% of our production directly. Moreover, our mangoes are all organic; we don't sell or produce processed fruits. Cultivating, Harvesting, Packing and Selling to the consumers is how we create value chain. Around 60% is sold to Agents as we are still in the developing phase.

5. What are the steps taken by the Government currently to ensure growth in this sector?

Last year, the Maharashtra government amended the law in regards to APMC which allowed farmers to sell their products anywhere in the state. Quality of Crops depends on the Farmers. There are standards like Global Gap Certification, which certify farms for Good Agricultural practices. But the Government has not made it compulsory; it's all up to the farmer.

6. According to you, how can India benchmark against International best practices in Farming?

Global GAP (Good agricultural practices)

Certificates which help in promoting better ways for agriculture and helps farmers to produce best quality products. Farmers at large must be educated about the ways to use the pesticides. Many farmers are unaware of the quantity to use and the way to use it which results in poor quality of crops and increase in cost.

7. What advice would you like to give students willing to build a career in this sector?

I think practical knowledge along with theory is the key here. Also, look for research opportunities in farming which should help farmers and create a value chain. And an important aspect is to connect with farmers, try to learn and understand that in the terms of We School students' Grass Root Level process, where students have a great opportunity.

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# OPERATIONS

## Operations of Organic or Vertical Farming in Cities

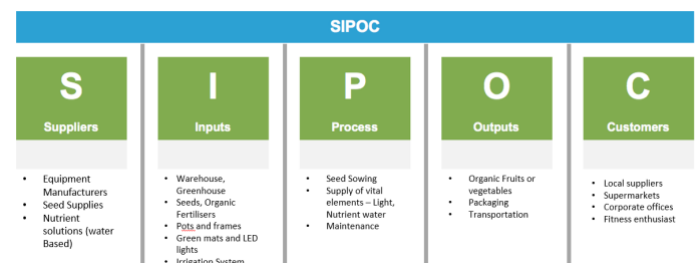
*Nikhil Thakur & Vivek Sonawne, PGDM – Marketing, Prin. L.N Welingkar  
Institute of Management Development & Research, Mumbai*

Prime agriculture land is scarce and expensive and with the growing world population the demand for both more food and more land to grow food is ever increasing. To solve this problem some entrepreneurs and farmers are **looking upwards** and **not outwards** for space to grow more food. This upwards concept of farming is called **vertical farming**. Vertical farming is production of plants in multiple vertical layers indoor in skyscrapers, using warehouse or shipping container where the environment is controlled. It provides huge quantity of nutritious and quality fresh food without relying on favorable weather.

It uses less water and does not need fertile soil or skilled labor. The yield is more reliable and consistent along with climate control and is not affected by external environment factors such as disease, pest, or predator attacks.

Residential vertical gardening in form of window farms has been around for decades but the first commercial level vertical farming was started in Japan in late 1980s. As of early 2015, the world has seen only a handful of commercial vertical farms under operation. But in recent years the interest in this new farming technology is growing rapidly and many entrepreneurs are taking up this new innovative farming. The global vertical farming market is anticipated to reach USD 9.9 billion by 2025 according to Grand View Research, Inc.

When we try to understand the operations of any complex system we must always go to the basics. We will use SIPOC model to visualize the system from beginning to end. SIPOC stands for suppliers, inputs, process, outputs and customers.



Let us now understand each of the blocks in detail:

### Suppliers:

The typical suppliers for vertical farming would be equipment manufacturers, seed suppliers and nutrient solutions providers. There are many startups that provide such equipment.

### Input:

In vertical farming, plants are cultivated in multi-stacks or vertically-inclined surfaces of buildings, warehouses or greenhouses located in cities or urban areas. Along with this we need below materials as input:

- Fertilizers(organic) and seeds
- Pots and frames
- Green mats & LED lights
- Irrigation system

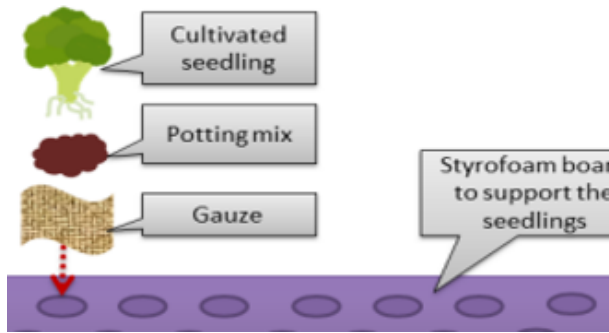


**Process:**

The process flow for a vertical farm is as given below:

- **Seed sowing:** Vegetable trays contain seedlings that are wrapped in potting mix with pieces of gauze and supported by perforated Styrofoam boards.

*Seeding mix*



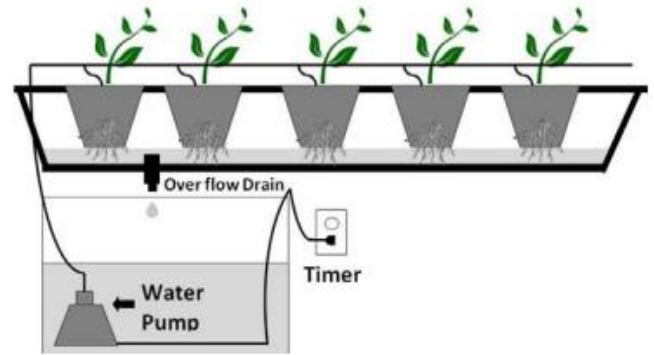
*Image (2) – Sky Urban Solutions*

- **Supplying vital elements:**  
**Lighting** can be provided with help of natural sunshine or artificial light. Natural sunshine can be used when farming is done in open areas like terrace, gardens etc. Artificial lighting is used when farming is done in enclosed environment like greenhouses, containers and warehouses. It helps us to protect plants from environmental factors such as storms, earthquake and pests also it helps in uniform and faster growth of plants.

**Nutrient** provision to plants uses one of three soil-free systems:

1. **Hydroponics:** Involves growing plants in nutrient solutions that are free of soil. The plant roots are submerged in the nutrient solution, which is frequently monitored and circulated to ensure that the correct chemical composition is maintained.

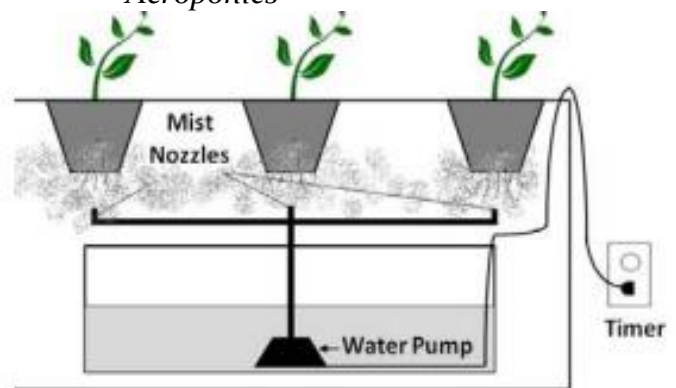
*Hydroponics*



*Image (3) - NCAT sustainable agriculture*

2. **Aeroponics:** The NASA is responsible for developing this innovative indoor growing technique and it is defined as “growing plants in an air/mist environment with no soil and very little water.” Aeroponics systems are still an anomaly in the vertical farming world, but they are attracting significant interest. An aeroponic system is by far the most efficient plant-growing system for vertical farms, using up to 90% less water than even the most efficient hydroponic systems. Plants grown in these aeroponic systems have also been shown to uptake more minerals and vitamins, making the plants healthier and potentially more nutritious.

*Aeroponics*

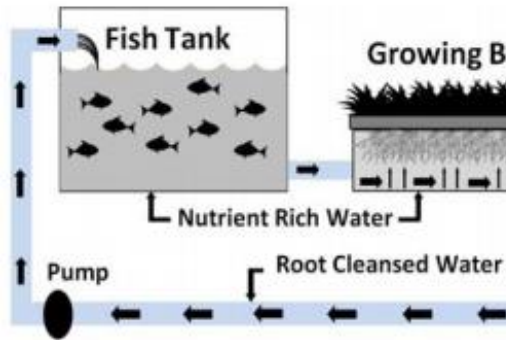


*Image (4) - NCAT sustainable agriculture*

3. **Aquaponics:** An aquaponic system takes the hydroponic system one step further,

combining plants and fish in the same ecosystem. Fish are grown in indoor ponds, producing nutrient-rich waste that is used as a feed source for the plants in the vertical farm. The plants, in turn, filter and purify the wastewater, which is recycled to the fish ponds.

*Aquaponics*



*Image (5) - NCAT sustainable agriculture*

### **Conclusion:**

Vertical farming is a relatively new phenomenon, but interest in this approach is growing, and the number of vertical farms is expanding every year. There are several variations of vertical farms being tested throughout the world, and new innovations and technology will likely increase the energy efficiency and profit margins of these farms in the future. The main focus is on high-return and short-rotation crops such as salad greens, with nearby restaurants often buying all of the production. Whether vertical farms will become more widespread is still uncertain, but the innovative vertical farms currently under construction or already in production are being closely observed by urban planners and the sustainable agriculture community.

- **Maintenance:** Due to enclosed environment and soil free water supply there is a huge problem of maintenance. It leads to fungus growth, water spills and damp atmosphere which are causes of concern for the workers and the plants. The arrangement of the objects and processes should be streamlined considering poka-yoke to avoid losses and wastages.

*Sustainable process*

*Image (6) – Google Image*

### **Output and Customer:**

The market for this vegetation is usually the urban area itself in which it is grown, thus the cost of transportation and packaging reduces substantially. As they have longer shelf life and better quality than traditionally farmed vegetation, these can be exported with ease. Customers can be corporate offices, fitness enthusiasts, super markets etc.

# FINANCE

## Finance in the world of Farming

*Prem Sai, PGDM-Marketing, GMBA*

In India, agriculture is a significant sector of the Indian economy and accounts for almost 14% of India's gross domestic product (GDP). Agriculture forms the support of rural India which populates 65% of the Indian population, hence any policy decision concerning agriculture has an effect on a large majority of the huge population. There is growing indication that investing in Indian agricultural sector is among the most effectual ways to reduce poverty and hunger. The growth target for agriculture in the 12th plan is estimated to be 4% as compared to 3.6% for the 11th Plan and in order to meet the foodgrain requirements of the country, the agricultural productivity and its growth needs to be sustained and further improved. The government too is determined to revitalize the agriculture sector. India needs Foreign Capital that can boost Agricultural Sector in terms of productivity and capital formation. Moreover, foreign capital with latest technology and research would be an added advantage for the agricultural sector. FDI in Indian Agricultural sector is no doubt a necessity, however, any increase in an equity stake of the foreign investors in existing joint ventures or purchase of a share of equity by them in domestic firms would not automatically change the orientation of the firm. That is, the aim of FDI investors would be to benefit from the profit earned in the Indian market. As a result, in such cases, FDI inflows need not be accompanied.

In order to promote private sector participation, the Indian government has allowed 100 per cent

foreign direct investment (FDI) in several segments of the agriculture sector. These include fertilizers, agricultural machinery, horticulture, development of seeds, animal husbandry, pisciculture and the cultivation of fruits and vegetables. Drawing these private sector investments is expected to greatly benefit Indian farmers as a majority of them engage in small-scale businesses and struggle to attain profitability. These investments can be used to propagate agricultural R&D, develop technologies for energy saving, and protect the environment, which could help increase yield. As a consequence of permitting 100 per cent FDI, the agricultural services sector witnessed foreign investments of US\$ 1.5 billion over 2000–2012.

In FYo8, the government introduced Rashtriya Krishi Vikas Yojana (RKVY), with an outlay of Rs 25,000 crore (US\$ 4.7 billion), to encourage states to increase public investment in agriculture and allied services. The programme enables adoption of national priorities as subschemes, thereby providing flexibility in project selection and implementation to state governments.

Integrated Scheme of Oilseeds, Pulses, Oil Palm, and Maize (ISOPOM) programme is primarily targeted at small and marginal farmers who raise oilseeds under rainfed conditions in the arid and semi-arid areas of the country.

India's current R&D spending on agriculture is only 0.6 percent of the total agri GDP, which is less than the average R&D spending among developing countries. The main reasons for low

investment in technology are lack of investible resources, lower priorities across crops, regions, and lack of incentives and autonomy in major public research institutions.

The Mahindra Group invested \$1 million in MeraKisan — a start-up that sources fresh vegetables and fruits directly from farmers and sells them to customers — in September last year. The upcoming investments too, are likely to be in the range of \$1-5 million.

The Mahindra Group is also considering co-investing or teaming-up with other venture capital funds for bigger cheques in the space. But investment apart, the group is actively working in the agri-tech space to harbor its start-up dreams. The group has launched MyAgriGuru, an agricultural advisory platform that helps farmers manage their crops by providing information on weather, pricing, etc.

Investment in rural infrastructure is more important for agricultural growth than trade liberalization per se. The role of public and private investment in infrastructure becomes crucial in this context. The rural infrastructure plays an important role in both input and output fronts. It helps to ensure timely and adequate delivery of inputs to the farmers and on the output front, integrating local markets with national and international markets. In this context, the announcement of Bharat Nirman programme in 2005 by the Government of India in order to take agriculture and rural infrastructure in the right direction. It covers six components of infrastructure development: accelerated irrigation benefit programme, accelerated rural water supply project, construction of rural roads, rural housing, providing rural electrification and telephone connectivity in the villages. However, the progress has been slow in this programme.

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# MARKETING

## What is Organic ?

*Paras Kamra & Naveesh Paladugu, PGDM – Marketing, Institute for Financial Management and Research(IFMR)*

Organic products have the good projected market growth with 25% YOY, as of 2014 the market size of 0.36 billion, but it is expected to grow to 1.36 billion by the end of 2020. So, entering the organic market opens the door for lot of opportunities in this emerging market. The organic products are mainly consumed by people in metro cities and the awareness of these products is low in India.

### Scenario of organic products

Organic farm products in the Indian market are a highly unorganized sector and there is less financial access to people in the farming industry. Farmers who borrow money from money lenders will be borrowing at high interest rates which makes the industry less profitable compared to other industries.

So many farmers have no incentives to produce the organic products that include larger time of production, high interest rates, and no significant difference in amount paid.

### Business idea

- As this organic farm product sector is un-organized, our first and foremost step is going to be to organize the existing sector by providing access to finance for farmers, by helping them in getting bank loans (or) on pitching to investors for investment purpose.

- As the second stage of development, farmers need to be properly trained and nurtured. Provide them with enough knowledge with regards to organic farming.
- Goods produced can be sold by the online and offline marketplace; online marketplace is named 'organic kart', and the offline marketplace is called 'oregano'.



### Branding:

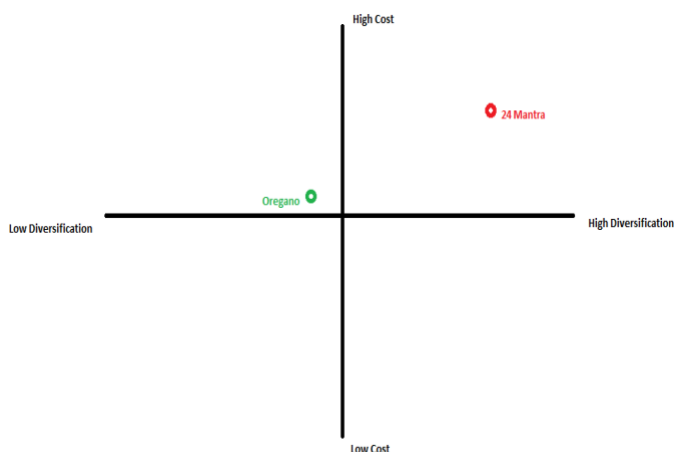
Branding is all about acquiring the special position in the customer minds, by providing the greater value to them.

PERCEPTUAL MAP:

### Points of Difference:

- High customer service by interacting with producers.
- Suppliers as partners
- Multi-channel marketing





4. High customer engagement.

**Place**

There can be an exclusive marketplace in the city, just like a typical Indian Marketplace, but with a differentiation in terms of products offered and value provided. The Marketplace provider can rent out space to numerous farmers on contract basis and should also have checks on their farms whether they are actually growing products that are organic or not. The Marketplace provider can also create a website where customers and other businesses like departmental stores can check products and their prices, and can simply order them with a home delivery facility.



The Marketplace Provider has minimal warehousing facilities and works on just-in-time basis for clearing stocks as soon as possible by analyzing demand and supply.

The Logistics play a huge role in the cost of transporting goods. Either it can be outsourced with existing logistics player for deliveries

assuring convenience, or the marketplace provider can hire people and buy vehicles to be more cost effective.

**Promotion-**

The customers can be made aware of this marketplace and products by distributing flyers. The farmers are provided with rented space so they are the direct personal sellers.

To attract more customers, the marketplace provider can lessen his profits by diverting some income to provide free additional quantity on initial purchases as part of sales promotion without affecting the farmers' margins.

Loyalty cards should be dispersed in which points are added after the customer purchases which are beneficial for free parking, extra discounts etc.

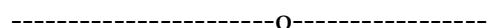
**Pricing**

The Pricing strategy should be Price Penetration as with the low introductory pricing the marketplace would attract more customers. The Price Penetration strategy is possible due to cost cutting as the distribution channel involves marketplace provider only in between Farmers and Customers.

With lessening middlemen and high cost lending, the farmers can make good margins with minimal loan burden on their shoulders.

For Home delivery, the customer will be charged thirty rupees only, which the customer can afford.

The overall pricing will come down to as low as non-organic farm products if lending rates are controlled and risks mitigated.



# HUMAN RESOURCES

## Skill Development for Modern day farming

**SAKSHY SHRIVASTAVA, PGDM – Human Resources, SCMHRD PUNE**

India being an agrarian economy has a huge dependency on agriculture for economic sustainability. More than 55% of the population depends on agriculture as occupation and it contributes to 14% of the GDP. However, there are lot of challenges in this sector which needs to be in the urgent bucket list of the fiscal policies to boost this sector comparable and competitive to developed nations. Strength of Indian economic development lies in the agricultural reforms and necessary skill development. The main challenge for this sector is to increase and maintain higher levels of productivity amongst the constraints of land, labour, capital, technology and irrigation. Let us look at the current statistics in terms of skill development.

Table 1: Distribution of farmers experience on crop production skills

Farming skills (N=30)	Level of adequacy %			
	Don't know	Inadequate	Adequate	Outstanding
Mulching skill	57%	33%	7%	3%
Seed bed and care skill	---	47%	50%	3%
Soil preparation skill	33%	13%	50%	3%
Tillage skill	83%	17%	---	---
Transplant skill	30%	36%	27%	7%
Irrigation skill	57%	43%	–	---
Pest control skill	90%	10%	–	---
Weed control skill	20%	57%	23%	---
Knowledge of fertilizers	17%	37%	47%	–
Harvesting planning skill	37%	37%	27%	–
Packing skill	63%	30%	7%	–
Grading skill	83%	13%	3%	–

To achieve this, Indian farmers being 120 million in number needs to be empowered with new farming technologies like mechanisation and irrigation systems as well as modern inputs like high yielding seeds and crop protection methods. Application of technology via training, knowledge and capacity building initiatives become fundamental to boost the agricultural sector. The relevance of farmers' capacity and skill building is quite significant in current scenario because, as Amadlelo CEO Jeff Every says "Only motivated, skilled and experienced young men and women have a chance of making a success in the challenging world of modern farming. This is a process that takes five to 10 years and can't be fast-tracked".

Indian Prime Minister advocated a policy of "kam zameen, kam samay, zada upaj" (less land, shorter time, more productivity) while addressing scientist and experts at ICAR, July 2014," so it is needed to search ways of reaching our farmers on the ground level", stressed Mr. Modi. This includes extension of local agricultural services and utilising the advantages of modern communication tools.

Tailor-made capacity building policies depending on crop, geography, target group and educational backgrounds of farmers are needed. Initiatives like field demonstrations, on farm trainings, workshops, SMS and call advisory and on farm consultancy should build the potential of the farmers at every possible level. Risk mitigation through portfolio management and insurance can also be some of the steps. With greater emphasis on 'financial inclusion' and increasing access of an average farmer to farm finance, there is a need to include the

dimensions of 'portfolio management' and 'financial planning and budgeting' in the farming practices.

The skill development initiatives should also be augmented by insurance and risk coverage practices such that their effectiveness is increased manifold. Skill building for activities 'beyond the farm gate': The segment of supply chain in Indian agriculture that is closer to the farmer/producer remains largely unorganised. This scenario offers ample scope for the development of 'off farm livelihood interventions' in the domains of postharvest handling, village level storage, repair and maintenance of farm machinery, and farmer-centred farm advisory services, which help in the graduation of several unorganized farm services to organised status and thus attract private investments.

Also, many of the drawbacks of conventional agriculture can be avoided. Waste is recycled, and soils improved using carbon-capturing green manures and mulches. Water and nutrient loss is reduced, farming a mix of crops and animals produces a varied range of foods and protects the soil, and chemical fertilizers and pesticides are minimised. This helps drive down farmers' costs and increase yields.

Agro-ecology is developing now, through conversations and collaboration between researchers, farmers, and social movements promoting food sovereignty. In time it will fulfil the FAO's call for better nutrition, give farmers and citizens direct control of their food, and create resilient local food systems worldwide.

With a fast-changing rural countryside and the growing aspiration of the youth, changes in the operational strategies of training institutions are the need of the hour.

Skill programmes should be context and objective-driven with an implication on farm revenues and market efficiencies. Targeted programmes in vernacular languages designed for small and marginal farmers, women, rural youth, and veteran farmers would galvanize and

facilitate group efforts towards enhanced training outcomes.

The expertise of the research centres and universities, the commercialisation and market orientation methods of the private sector, novel methods of delivery such as videos and demonstrations, transparent systems of certification and qualification of the trainers and equipping farm extension workers with IT skills may be synergised for training effectiveness. While the country is bracing itself for the mountainous task of building the skills of millions, it is time for making innovative and holistic efforts towards focusing on the targeted livelihood enhancement and market efficiency with the objective of attaining sustainable agriculture growth which lies in the hands of a skilled farmer.

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# GENERAL MANAGEMENT

## Impact of government policies on rural management

*Madhur Jain, PGDM – Marketing, Prin. L.N Welingkar Institute of Management Development & Research, Mumbai*

68 years of being a Republic and 71 years of independence, India has come a long way from the era of British rule where each and every individual was exploited greatly. Indian businesses were destroyed systematically, laborers were made to work for hours and hours without sufficient food, farmers were taxed heavily which took everything out of their produce leaving nothing for their self-consumption, education was just another dream, basic facilities were luxury and what not. Fighting against this brutality India won a great non-violent war of Independence on 15<sup>th</sup> august 1947 and became a Republic on 26<sup>th</sup> Jan 1950. We have crossed years and years after this and when it comes to the analysis of where we stand today we always compare ourselves with world economies which have gained Independence far earlier as compared to India. And this is the reason why we always see the negative side of the present India and not the achievements. Today I am writing this article to focus on some of these positive aspects which India have gained through significant and consistent developmental measures taken by not only present government but every government since our freedom.

To start with i would like to introduce some figures about agricultural produce in India. In 1950 total grain production of India was 50 million tonnes. In 1970 after green revolution it rose to magnificent 108 million tonnes. In 2000 it was a spectacular 201 million tonnes and until last couple of years it stood at 275 million tonnes. So the figures themselves speak about how significant and commendable our growth is.

And when we highlight this growth it is also very important to highlight the drivers behind the growth and I would like to name two very important and critical institutions for this namely **IRAI** Indian agricultural research institute and **IAHR** Indian agricultural and horticulture research institute Bengaluru who developed the crops to improve the productivity and yield of Indian farms.

A huge investment is being consistently made from the era of agricultural revolution from 1967 to 1970 also called as wheat revolution. This is because the production of wheat prior to this revolution was so minimal that India needed to import tonnes and tonnes of wheat to meet the domestic demand and today we stand as one of the largest producers of wheat in the world and we not only meet domestic demand but also supply to many other countries to fulfil their demand.

Moving further ahead, we built ahead the excess capabilities in not just wheat but also other crops such as rice, cereals, pulses and fruits and have made magnificent progress to become trade boosters along with satisfying demand and helping India making strategic partnerships with the other countries in the globe.

This fabulous achievement was achieved due to heavy investment and dedication in research and development for which foundation was led by Mr Benjamin Pal who developed **PUSA 809** variety of wheat which initiated the era of R&D in agriculture. Later under his leadership and guidance many new leaders and innovators

emerged and even today we are growing and moving ahead for agricultural development.

Now where did this motivation, enthusiasm, initiation and sustainability come from? The answer is the timely and consistently made efforts by all the governments of India. Each and every government that came to the power in India made financial provisions and used instruments to promote and control agricultural development in our country.

Government uses various instruments for protection of crops from various calamities such as floods and draughts by using weather forecasting which gives significant warnings against possible threats. It issues advisories to related regions, implements contingency plans to protect crops and have higher productivity and yield.

To protect monetary interest of farmers, government has policies such as MSP, Market interventions, buffer stock operations, regulation on agricultural trade and processes, creation of agri-market infrastructure and many more. Using these policies both economic and productive benefits are served and national interest is protected.

To cite recent examples, government of Maharashtra has started water conservation program called 'JAL YUKT SHIVIVAR' i.e. farm full of water to avoid draught like situation. It emphasizes on creating small ponds in our farm lands to conserve the rain water and have some contingency plan for draught like situation. Government provides subsidy also for the same.

Policies of MSP and market interventions are prevailing even today and crops like cotton are benefiting largely due to this. Also government seems to be shifting it's focus towards agriculture and more enthusiasm for research and development is expected in coming days.

So, to sum up, I would like to conclude that governments have played vital role in development of agricultural sector of India. Yes the fact remains that we are yet to achieve our potential and need to be more efficient and looking at these positive aspects we can inspire

to do more and set an example for future generations regarding policy implementations and their impact on this sector.

Also I would like to send a message to the present government that we do appreciate their efforts today but they seem to be so mediocre that nothing great can be said about it. So, looking at the above examples to glorify our history of agricultural revolution, measures at ground level with robust implementation system should be structured. We stand here today with great responsibility given to us by people of India with a huge and overwhelming mandate and let's not breach that trust.

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## CALL FOR ARTICLES

We invite articles for the January 2018 Issue of SAMVAD.

The Theme for January month - “**Consulting**”

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

### Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
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**- I would rather be on my farm,  
than be emperor of the world –  
George Washington**