

DBS AGRI-SAMVAAD

A QUARTERLY NEWSLETTER FROM DOON BUSINESS SCHOOL GROUP, DEHRADUN

IN THE NEWSLETTER

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Colloquium on Enhancing Production Productivity and Consumption of Minor Millets for Nutritional Security



Doon Business School, Dehradun, recently hosted a one-day colloquium on the utilization of minor millets for nutritional security. The event aimed to shed light on the importance of millets and their role in enhancing production, productivity, and consumption. This colloquium holds significant relevance as the year 2023 has been declared the "International Year of Millets," aimed at promoting awareness about these nutritious grains.

The event commenced with Dr. I.J. Gulati, the Principal of the School of Agriculture and Allied Sciences at Doon Business School, providing introductory remarks on millet cultivation and consumption. Distinguished guests from various



fields, including Dr. Madhu Madegowda (Director of Indian Institute of Soil and Water Conservation), Dr. Gauri Shankar (Director, Directorate of Agriculture, Dehradun, Uttarakhand), Dr. A.K. Shrivastava (Ex. Director, ICAR-VPKAS Almora, Uttarakhand), Dr. Abhay Saxena (Deputy Director, Directorate of Agriculture, Dehradun, Uttarakhand), and Mr. Pankaj Aggarwal (CEO, Treta Agro Pvt. Ltd., Kashipur), graced the occasion.

The panel discussion during the colloquium provided valuable insights for researchers, academicians, policy planners, and students interested in sustainable development, specifically focusing on enhancing production, productivity, and consumption of minor millets in Uttarakhand. Dr. Madhu Madegowda emphasized the potential of millets in functional food and nutraceuticals, highlighting their numerous benefits. Dr. Gauri Shankar highlighted how millets can address future challenges such as food security, malnutrition, health, and climate change. Dr. A.K. Shrivastava enlightened the audience on how millets contribute to the prevention of non-communicable lifestyle diseases. Dr. Abhay Saxena



elaborated on the adaptability of millets to diverse environmental conditions and their resistance to climate change. Mr. Pankaj Aggarwal shared valuable insights on the market value and growth potential of millets.

The one-day colloquium served as a significant step in promoting millets' role in nutritional security and sustainable development. By bringing together experts and stakeholders, the event facilitated meaningful discussions and created awareness about the immense potential of millets in addressing global challenges.

DBS at Sri Ann Mahotsava



The Department of Agriculture and Allied Sciences, Doon Business School Dehradun embarked on a two-day active participation to the Shri Ann Mahotsav, an international millet festival at ONGC Ground, Dehradun from 13 – 14 May, 2023. The festival was inaugurated by the Chief Minister of Uttarakhand, Pushkar Singh Dhami, and marked a significant milestone in the promotion of millet cultivation among farmers in the



An educational tour: A field visit generating curiosity among Students



state. The event witnessed the enthusiastic participation of hundreds of farmers. DBS students demonstrated their models on promotion of millets and promoted the same among several stakeholders by engaging a stall in the festival.

The visit proved to be highly beneficial in achieving the anticipated outcomes. It allowed students to gain practical knowledge about the importance of millet crops and created a genuine interest in millet production. The face-to-face interaction between students, farmers, and agricultural scientists during the festival provided a unique learning experience that complements traditional theory-based teaching. Furthermore, the event's alignment with the "International Year of Millets" designation reinforced the emphasis on millets and their production, amplifying the impact of this visit

We are excited to share with you the highlights of an enriching educational tour organized by the Agricultural and Allied Science Department of Doon Business School Group, Dehradun. On 24th June 2023, the department arranged a visit for the B.Sc Forestry students to Krishivan Research Centre, located in Dhulkot Mafi, Dehradun district, led by Dr. Gaurav Chand Ramola (Assistant Professor). The tour aimed to provide students with practical knowledge and insights into the art and science of rearing honeybees.





Krishivan Research Centre proved to be an ideal setting for this educational visit, boasting well-maintained facilities equipped with various beehives and apiaries. The students were warmly welcomed by Mr. Pramod Chourasia, a board member of the center, who provided them with an overview of the operations and set the tone for an enlightening experience.

The visit commenced with an informative session conducted by Mr. Pramod, shedding light on the vital role of honeybees in the ecosystem. Students learned about the significance of honeybees in pollinating a wide variety of plants, including agricultural crops. It was fascinating to discover that approximately one-third of the food we consume relies on honeybee pollination. This introduction laid the foundation for understanding the importance of honeybee rearing.



During the tour, the students were introduced to the different components of a beehive and their respective functions. They gained insights into wooden boxes called supers, frames, wax foundation sheets, queen excluders, and roofs. Understanding these components deepened their comprehension of the hive's overall functioning and the honey-making process.

In this tour, Mr. Nabdeep Singh, another board member and training head, shared various beekeeping techniques with the students. With his six years of experience in working with bees, Mr. Nabdeep provided valuable guidance on hive maintenance, proper handling and inspection of frames, disease management, and creating a healthy environment for the bees. Emphasis was placed on the importance of wearing protective clothing and approaching the bees with care to minimize disturbance.



Faculty Development at DBS

Case Teaching Seminar at DBS



Doon Business School (DBS) group organized a Three Days Case Writing Workshop as part of its Faculty Development Programme from 6–8 April 2023. The objective of this workshop was to provide participants with a comprehensive understanding of the case writing process and equip them with the necessary skills and knowledge to create high-quality cases for teaching purposes. Prof (Dr.) GV Muralidhara, a renowned Professor and Director at ICFAI Bangalore, was invited as an expert to develop the skill of crafting cases for better use of teaching pedagogy in the classes.



Faculty participation in International Conference at IIM Indore



Faculty of Agribusiness, Dr Satish Pant, presented a review article on “Mapping scientific research on global trends in the Organic food consumption: A bibliometric analysis from 1989–2022” in an International Conference on Excellence in Research and Education, CERE-2023 at Indian Institute of Management Indore, India. Chair of the session, appreciated the work presented.



Placement Achievement Of Agribusiness Management



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With a commitment to fostering excellence and providing top-notch education, Doon Business School equips MBA ABM students with the skills, knowledge, and networks necessary for a thriving professional journey. The Post Graduate ABM Batch of 2021-23 made possible the transformational journey of agricultural or allied graduates students towards building techno-managerial competencies and getting placed in several organization. DBS wishes all the students for their success and achievements.

Feedback received from previous Issues:

Agri-SAMVAAD is an informative and comprehensive newsletter dedicated to fostering the all-round growth of students at Doon Business School. I extend my best wishes to all team members on this journey of nurturing agricultural professionals to meet the critical needs of food safety and security, both for our nation and the global community.

Dr. Shiv Kumar Sinha, Retd. General Manager NABARD, Gol

Suggestions and Feedback:

We would be happy to hear suggestions and feedback (if any) on this issue. Feel free to contact at dr.ijgulati@doonbusinessschool.com or satishpant@doonbusinessschool.com for any academic and placement activities in the future.

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