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Insights...Influence...Impact...

Mahajana Education Society (R)
SBRR Mahajana First Grade College (Autonomous)
Pooja Bhagavat Memorial Mahajana Education Centre
Department of Studies in Business Administration

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FROM THE EDITOR'S DESK

Welcome to the October edition of our newsletter! This month, we focus our spotlight on World Food Day, observed globally on October 16th, to raise awareness about food security and sustainable practices. The theme reminds us of the importance of collective action in addressing hunger and ensuring equitable access to nutritious food. Around 9.2 percent of the world's population that is around 735 million people faced hunger in the year 2022, meanwhile, nearly one-third of all food produced globally is wasted every year, amounting to 1.3 billion tons. This waste not only exacerbates hunger but also contributes to environmental damage, as wasted food generates around 8-10 percent of global greenhouse gas emissions. These numbers highlight the urgent need for action at all levels global, national, and individual. Ensuring food security is not just about producing more food; it's about reducing waste, improving distribution systems, and supporting sustainable agricultural practices. By addressing these issues, we can take meaningful steps toward achieving the United Nations' Sustainable Development Goal of Zero Hunger by the year 2030. Overall, this highlights a pressing need for sustainable food systems, efficient supply chains, and responsible consumption.

For students of Business Administration, understanding these challenges is crucial. As future leaders, you will play a key role in shaping policies and business strategies that impact global food markets and supply chains. Whether it's through innovative logistics, waste reduction programs, or sustainable sourcing practices, there is immense scope to make a difference. This World Food Day, let's pledge to not only learn about these pressing issues but also take steps big or small toward creating a world where food is accessible, sustainable, and sufficient for all. Together, we can build a future where business decisions align with the well-being of society and the planet. Wishing you an insightful and inspiring month ahead!

Happy Reading!

Dr. Rajeshwari GM, Managing Editor
Dr. Sangamitra Gowtham M J &
Dr. Leelavathi H M - Content Editors

THEME OF THE MONTH



Right to Foods for a better life and a better future.

"Food is our lifeline so let us not forget to celebrate it! Happy World Food Day!"

World Food Day, observed annually on October 16, has its roots in the establishment of the Food and Agriculture Organization (FAO) by the United Nations in 1945. Officially founded in 1979 during the FAO's 20th General Conference, the day highlights global food security issues. The first celebration occurred in 1981 with the theme "Food Comes First," and the United Nations General Assembly endorsed it in 1984. The aim of the day is to promote global awareness and action for those who suffer from hunger, and to highlight the need to ensure healthy diets for all. As the world population continues to grow, much more effort and innovation will be urgently needed in order to sustainably increase agricultural production, improve the global supply chain, decrease food losses and waste, and ensure that all who are suffering from hunger and malnutrition have access to nutritious food. Many in the international community believe that it is possible to eradicate hunger within the next generation, and are working together to achieve this goal.

World Food Day in India

World Food Day is celebrated with zeal and passion in India. This day is particularly important due to the nation's agricultural history and the significance of food in Indian culture. On this day, several public and private organisations run awareness campaigns and educational initiatives. Numerous colleges, institutions, and community organisations hold food donation drives to help those in need. Conferences and seminars are held to discuss food security, sustainable agriculture, and cutting-edge agricultural practices.

Significance of World Food Day

The theme of World Food Day emphasizes on diversity, nutrition, affordability, accessibility and safety. A greater diversity of nutritious foods should be available in our fields, fishing nets, markets, and on our tables, for the benefit of all.

Over 2.8 billion people in the world are unable to afford a healthy diet. Unhealthy diets are the leading cause of all forms of malnutrition – undernutrition, micronutrient deficiencies and obesity, which now exist in most countries, cutting across socio-economic classes.

The Food and Agriculture Organization (FAO), as part of its mission to end hunger and advance sustainable agriculture observed World Food Day 2024 to:

- Raise awareness – World Food Day is an opportunity to raise awareness about food-related concerns. Hunger, food waste, and the need for ecologically sound agriculture are among the primary issues raised on this day.
- Promote change – The day provides governments, groups, and individuals with a chance to promote measures aimed at reducing hunger and enhancing food security.
- Highlight accomplishments – World Food Day offers a chance to acknowledge and celebrate the strides made in overcoming agriculture and food security challenges.

Different Cuisines around the World



Italian Cuisine



Chinese Cuisine

DID YOU KNOW?

Global Hunger: As of 2023, around 735 million people face hunger globally, highlighting the importance of the day in addressing food security challenges.

• Food Waste Paradox:

About 30-40% of the food produced globally—equivalent to 1.3 billion tons annually—is wasted, even as millions go hungry.



South Indian Cuisine



North Indian Cuisine



Seafood Japanese Cuisine



French Cuisine



Mexican Cuisine



Thai Cuisine

FACTS AND FIGURES FOOD FOR THOUGHT



"There is no sincerer love than the love of food." – George Bernard Shaw

"The food you eat can either be the safest and most powerful form of medicine, or the slowest form of poison." - Ann Wigmore

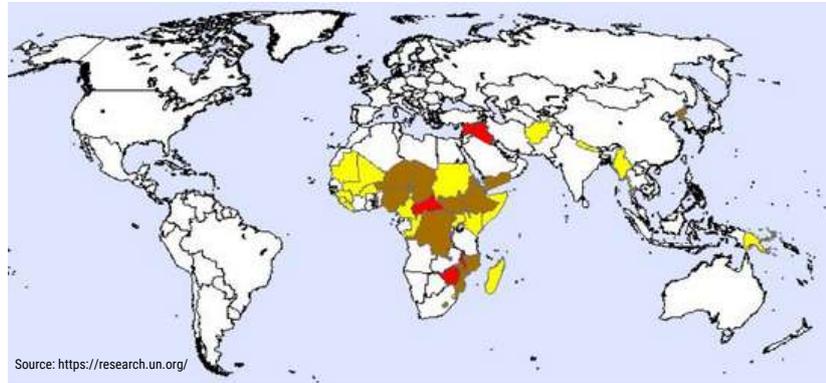
Theme 2024

Right to Food for a Better Life & a Better Future

PACE HOSPITALS

A global call to emphasise the fundamental human rights to accessible, affordable, sustainable and nutritious food to ensure everyone's well-being and dignity.

Countries Requiring External Assistance for Food - (Total: 36 countries)- FAO



Yearly average global food loss and waste

- 1/3 of the world's food
- 1.3 billion tons
- 1 trillion US dollars

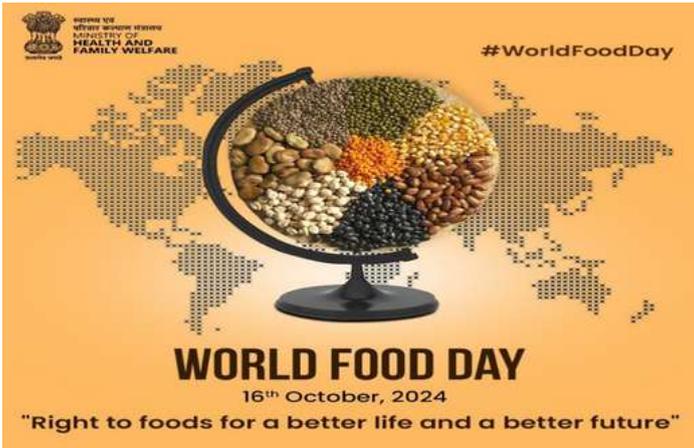
45%	of all fruit and vegetables
35%	of all fish and seafood
30%	of all cereals
20%	of all dairy products
20%	of all meat and poultry

Source: www.fao.org/save-food/resources/infographic/en/

With a carbon footprint of 3.3 billion tons food waste is a major contributor to climate change

Source: www.fao.org/save-food/resources/infographic/en/

FACTS AND FIGURES BUILDING ON INFO BRICKS



WORLD FOOD DAY - TOWARDS A HUNGER-FREE WORLD

Key Facts:

- Over 820 million people worldwide suffer from hunger.
- 1 in 9 people are affected by hunger.

2 Billion:

- Individuals facing moderate to severe food insecurity.

1/3 of Food Wasted:

- Implementing sustainable agricultural practices contributes to food security.

Undernourished Children:

- 149 million children under 5 years old experience stunted growth due to malnutrition.

Agriculture Employment:

- Over 1.3 billion people are employed in the agriculture sector globally.

Through our collective efforts, we can build a world where hunger is nonexistent. Join us in this noble pursuit to meet their own needs.

www.nrf.org.uk

WORLD FOOD INDIA 2024 Key Pillars

- 01 Food Irradiation: Ensuring Safety and Extending Shelf Life**
- 02 Plant-Based Proteins: Innovations and Impact**
- 03 Minimum Waste, Maximum Value**
- 04 Sustainable Packaging in Food Processing Industries**
- 05 Ensuring Food Safety for All From Farm to Fork**



Up to 45% of all preventable child deaths are attributable to undernutrition.

Climate change impacts a household's access to diverse, nutritious food.



DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

Leverage Learning



The Department has a unique best practice “Leverage Learning” where faculties are encouraged to share about their novel learnings. Dr. Shilpa N C, Assistant Professor shared her insights on Research Publication in Top Journals (Scopus Database).

Workshop on Intellectual Property Rights



The Department of Studies in Business Administration, under the aegis of Institution’s Innovation Council (IIC) had organized an interactive session on Intellectual Property Rights (IPR) to benefit students on 25th October 2024. The resource person for the session was Mr. Rakesh Babu, COO and Executive Director of Innomantra Consulting Pvt. Ltd., Bengaluru.

Workshop on Effective Communication Strategy



The hands-on workshop on Effective Communication strategy was successfully conducted on the 14th of October 2024. The session was facilitated by Ms. Madhvi Nadig the Co-founder and CTO of Adaptic. Ms. Madhvi Nadig facilitated a series of practical activities designed to engage the participants actively.

Alumni Meet



The Department constantly organizes Alumni meet where the alumni meet the present MBA students to give insights on career opportunities, required competencies and corporate expectations. The Department invited Dr. Aparna J Varma, Dr. Raghav Prasad and Ms. Maheshwari in the month of October to share their experiences with our students.

STUDENTS' GALLERY

The students of Business Administration



Department participated in YUVA SAMBHRAMA – 2024. They exhibited patriotism through their power packed dance performance. The students were honored with certificate of participation.



The Department of Business Administration honored the students of final year (outgoing batch) with Certificates of Appreciation for their excellent, exceptional and outstanding achievements in both curricular and extra-curricular activities. The Department honoured Ms. Aishwarya, Ms. Anushree, Ms. Soujanya, Mr. Mario Stalin, Ms. Mayraj Fathima and Mr. Girish with the certificates.

CELEBRATIONS AS BONDING AND BINDING PRACTICES

Navarathri Celebration in the Dept. of Business Administration

The Department celebrated Navarathri from 3rd Oct 2024 to 10th Oct 2024. The faculties of the Department celebrated the nine colors of Navarathri.



GLOSSARY

- **Food Security:** Ensuring all people have access to sufficient, safe, and nutritious food.
- **Food Sovereignty:** The right of communities to define their own agricultural and food policies.
- **Undernourishment:** Chronic lack of food intake necessary to meet energy needs.
- **Hunger:** The physical discomfort caused by insufficient food intake.
- **Malnutrition:** A condition resulting from an imbalanced diet lacking essential nutrients.
- **Zero Hunger (UN Goal):** An SDG aimed at ending hunger, achieving food security, and improving nutrition.
- **Food Waste:** Discarding food fit for consumption
- **Carbon Footprint:** Total greenhouse gas emissions caused by food production.
- **Micronutrients:** Vitamins and minerals essential for health, like iron and vitamin A.
- **Dietary Diversity:** Eating a variety of foods for balanced nutrition.
- **FAO:** Food and Agriculture Organization of the United Nations focusing on food security and sustainable agriculture.
- **World Food Programme (WFP):** UN organization addressing global hunger and food distribution.
- **Regional Cuisines:** Distinct culinary styles unique to specific areas.
- **Ethnic Diets:** Traditional eating habits of various cultural groups.
- **Food Fortification:** Adding nutrients to food to combat deficiencies.
- **Hidden Hunger:** Lack of essential micronutrients in the diet.
- **Healthy Eating:** Consuming a balanced diet for overall well-being.
- **Nutrition Education:** Programs teaching healthy eating habits.
- **Sustainable Food Campaigns:** Advocacy efforts promoting eco-friendly diets.
- **Advocacy Groups:** Organizations working to end hunger and promote food security.
- **Hunger Awareness:** Initiatives to educate about global hunger issues.
- **Food Literacy:** Knowledge of food systems and healthy choices.
- **Consumer Awareness:** Educating consumers about sustainable food practices.
- **School Feeding Programs:** Providing meals to children at school to combat hunger.
- **Food Safety Standards:** Regulations ensuring safe food production and consumption.
- **Codex Alimentarius:** International food standards to ensure safety and fair trade.
- **Resilient Food Systems (RFS)** is one of the three Integrated Approach Pilots funded by the Global Environment Facility (GEF). The programme is committed to fostering sustainability and resilience for food security in sub-Saharan Africa, contributing to a paradigm shift in the continent's agriculture: one which emphasizes the importance of natural capital and ecosystem services to enhance agricultural productivity.
- **The Food Loss Index (FLI)** focuses on food losses that occur from production up to (and not including) the retail level. It measures the changes in percentage losses for a basket of 10 main commodities by country in comparison with a base period. The Base period being 2015.
- **Food Waste Index.** The Food Waste Index, measures food waste at retail and consumer level (households and food service).
- **Ethical Eating:** Making food choices based on ethical and environmental considerations.
- **Biodiversity in Food Systems:** The variety of plants, animals, and microorganisms used in agriculture, essential for food security and resilience.
- **Community-Supported Agriculture (CSA):** A system where consumers subscribe to the harvest of a local farm, sharing risks and rewards.
- **Double Burden of Malnutrition:** The coexistence of undernutrition and overnutrition within the same community or individual.
- **Locavore Movement:** Advocacy for consuming locally produced food to reduce environmental impact and support local economies.
- **Food Chain Transparency:** Ensuring visibility and accountability at every stage of food production and distribution.
- **Peri-Urban Farming:** Agricultural activities conducted on the outskirts of cities to supply fresh produce locally.



Accreditation and Affiliations



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UNIVERSITY OF MYSORE



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