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

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SBRR Mahajana First Grade College (Autonomous)
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FROM THE EDITOR'S DESK

Welcome to the December edition of our Newsletter! This month, we dedicate our thoughts and gratitude to Kisan Divas, or National Farmers' Day, celebrated on December 23rd each year. This day commemorates the birth anniversary of Chaudhary Charan Singh, India's fifth Prime Minister, and his immense contributions to the welfare of farmers and agricultural reforms. Agriculture is the backbone of our nation, not just feeding millions but also driving the rural economy and supporting industries. In a rapidly evolving global economy, the agricultural sector stands at a crucial crossroads where traditional farming practices meet modern business innovations. For MBA students, Kisan Divas offers an opportunity to reflect on the role of agriculture in business and the economy. From supply chain management to agribusiness innovations, agriculture teaches us lessons in sustainability, resourcefulness, and resilience.

As future leaders, it is essential for us to understand the challenges faced by farmers and the ways in which businesses can support agricultural development. By fostering innovation, promoting sustainable practices, and building stronger rural-urban linkages, we can contribute to the growth and prosperity of the sector that sustains us all. Let us remember that every business innovation in agriculture has the potential to impact millions of farmers' lives positively. Let's ensure that agricultural entrepreneurship and sustainable farming practices remain integral to our curriculum and discussions, thereby building bridges between business education and agricultural innovation, today and every day.

On this Kisan Divas, let us honour the farmers who toil tirelessly to nourish the nation and reaffirm our commitment to creating solutions that benefit them and the broader community.

Wishing you an inspiring and reflective month ahead!

Dr. Rajeshwari GM - Managing Editor
Dr. Savitha M & Dr. Shilpa N C - Content Editors



THEME OF THE MONTH

NATIONAL FARMERS DAY / KISAN DIVAS

The National Farmers Day also known as Kisan Divas is celebrated every year on 23 December, on the birth anniversary of the 5th Prime Minister of India, Choudhary Charan Singh, also a farmer's leader, who's focus was to improve the lives of the Indian farmers by introducing various policies, was a true beacon of farmer aspirations. Shri Charan Singh served as Minister for Agriculture and Forests (1962-63) bringing major land reforms in U.P. He is a pioneering advocate for agricultural reform. His journey from humble beginnings as the son of a landless farmer to becoming the nation's leader exemplifies the transformative power of determined leadership.

Charan Singh's firsthand experience with the exploitative zamindari system, where landlords served as intermediaries between the British Raj and farmers, shaped his vision for agricultural reform. His tenure as Minister for Agriculture and Forests (1962-63) in Uttar Pradesh marked a pivotal era in Indian agricultural policy-making. Among his notable achievements was the implementation of the Land Holding Act 1960, a revolutionary measure that standardized land holding ceilings across the state.

Policy Innovation and Economic Impact

The Department Redemption Bill of 1939, championed by Charan Singh, demonstrated his strategic approach to rural economic development. This legislation provided crucial debt relief to rural communities, effectively addressing one of the most pressing challenges facing India's agricultural sector at the time. His policy frameworks reflected a deep understanding of both agricultural economics and rural sociology.

Enduring Legacy

Today, Kisan Ghat, a memorial in the Raj Ghat complex in New Delhi, stands as a testament to Charan Singh's dedication to farmer welfare. His legacy continues to influence contemporary agricultural policy discussions, particularly in areas of land reform, farmer debt management, and rural development. As we observe National Farmers Day, Charan Singh's vision reminds us that effective agricultural policy must balance economic progress with social equity – a principle that remains relevant for today's business leaders and policymakers.

Schemes available in India for the benefit of farmers

Pradhan Mantri Kisan Samman Nidhi (PM-KISAN): A Central sector scheme providing financial assistance to small and marginal farmers. Eligible farmers receive direct income support to procure inputs for crop health and yields.

Pradhan Mantri Fasal Bima Yojana (PMFBY): This crop insurance scheme offers coverage and financial support to farmers in the event of crop failure due to natural calamities, pests, and diseases, stabilizing their income.

Pradhan Mantri Krishi Sinchayee Yojana (PMKSY): Aims to enhance irrigation coverage and improve water use efficiency through micro-irrigation techniques, ensuring 'Per Drop More Crop'.

Soil Health Card Scheme: Provides farmers with soil health cards containing nutrient status and recommendations to improve soil fertility and productivity.

e-National Agriculture Market (e-NAM): An online trading platform integrating agricultural markets across India, facilitating better price discovery and marketing for farmers.

Agriculture Infrastructure Fund: Offers medium to long-term debt financing for investment in viable projects for post-harvest management infrastructure and community farming assets.

Digital Agriculture Mission: Launched to leverage digital technologies in agriculture, including AI, blockchain, and remote sensing, to enhance productivity and profitability.

Sustainable Livestock Health and Production: Focuses on improving livestock health services and production, contributing to farmers' income and nutritional security.

Apart from the Central Government Schemes, the following key schemes are available for farmers in Karnataka:

Samagra Krishi Abhiyana: This comprehensive program aims to provide farmers with information on various agricultural schemes and facilities. It includes agricultural exhibitions, farmer-scientist interactions, and dissemination of improved agricultural technologies to boost productivity.

Krishi Bhagya: Designed to improve water management in rainfed areas, this scheme focuses on constructing farm ponds, promoting micro-irrigation, and adopting protective irrigation practices to enhance crop yields.

Savayava Siri: This initiative promotes organic farming by providing financial assistance and technical support to farmers adopting organic practices, aiming to increase soil fertility and produce chemical-free crops.

Schemes available in India for the benefit of farmers

Raitha Siri: Focused on millet cultivation, this scheme encourages farmers to grow millets by offering incentives and support, recognizing their nutritional value and resilience to climate variations.

Krishi Yantra Dhare (CHSC): This program establishes Custom Hiring Service Centers to provide farmers with access to modern agricultural machinery and equipment at affordable rates, reducing labor costs and increasing efficiency.

Namma Hola (Our Field): Introduced in the 2024-25 budget, this program focuses on sustainable agriculture by promoting traditional farming practices and conserving local seed varieties through the establishment of community seed banks.

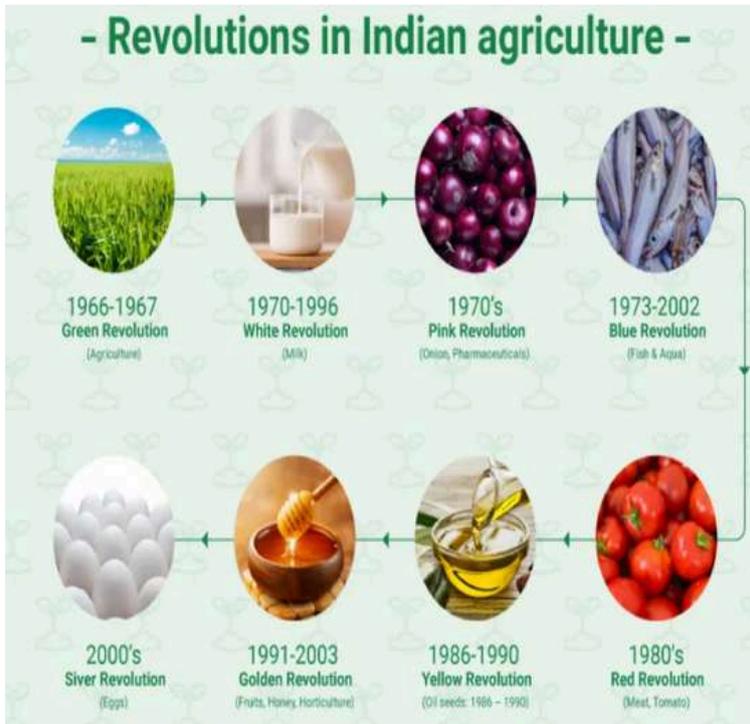
Sahaja Samrudha (Community Seed Bank): To preserve locally bred seeds on the verge of extinction, this initiative establishes community seed banks, ensuring the availability of diverse and resilient seed varieties for farmers.

Bhoochetana scheme: It is a program in Karnataka that aims to improve soil health and crop yields. Increasing crop productivity, improving farmers' incomes, improving nutrition and livelihoods, and proper management of nutrients and fertilizers.

Marketing Development Assistance Fund: Proposed in the 2024-25 budget, this fund aims to support financially stressed agricultural marketing committees, enhancing market infrastructure and ensuring fair prices for farmers' produce. It mandates Agricultural Produce Market Committees to remit not less than 5% of revenue collected from market fee and license fee to the fund.



FACTS AND FIGURES FOOD FOR THOUGHT



White Revolution in India

Operation Launched
January 13, 1970 (Operation Flood)

Verghese Kurien
Father of India's White Revolution

Advanced farming techniques played a key role.
Cattle crossbreeding improved milk yields.
Cooperatives were crucial to its success.

The revolution boosted milk production. It transformed India's dairy industry.

Significance

- Rural Empowerment
- Poverty Alleviation
- Boost Milk Production

Economic Development in the Agricultural Sector | Self-Sustainable Rural Employment Generation

White Revolution 2.0

White Revolution 2.0 seeks to **increase dairy cooperatives' milk procurement by 50%** over the next five years by expanding market access in underserved areas and boosting their role in the organized sector.

4 Key Areas:

- Empowering Women Farmers
- Enhancing local milk production
- Strengthening dairy infrastructure
- Boosting Dairy exports

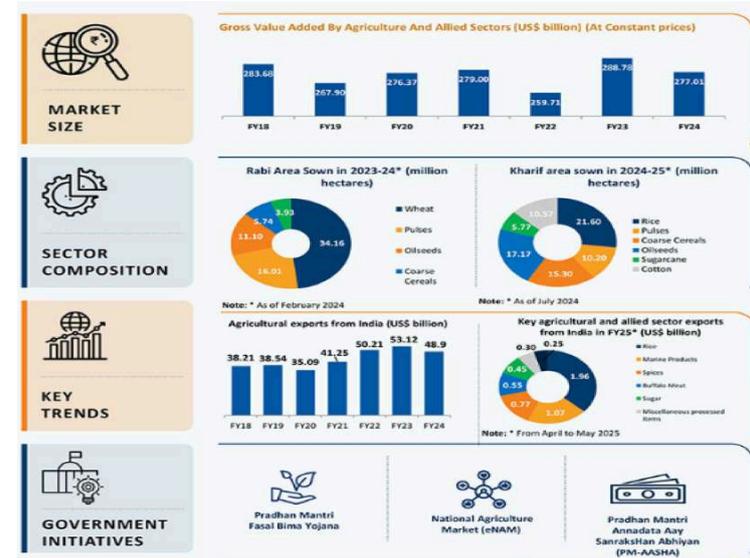
Objectives: Boost milk procurement by 50% (from 650 to 1,000 lakh litres per day) in five years by expanding market access and increasing their share in the organized sector.

Funding: The National Programme for Dairy Development (NDDDB) 2.0 will support **1,000 MPACs** with funding of **Rs. 40,000 per society**, under the Department of Animal Husbandry and Dairying.

Milk Scenario in India

- World's largest milk producer:** 230.58 million tonnes (2022-23) - INDIA
- Low average yield:** Cross breeds- 8.55 kg/day, Indigenous- 3.44 kg/day
- Regional disparities:** Punjab yields- 13.48 kg/day, West Bengal yields- 6.30 kg/day
- Per capita Milk Availability:** 458 gm/day (2019), 323 gm/day (2022)
- Top 5 Milk-Producing States:** UP (15.7%), RJ (14.4%), MP (8.7%), GJ (7.5%), AP (6.7%) - Together contributing 53% of the country's production.
- Decline in Growth Rate:** 6.47% (2018-19) to 3.83% (2022-23) - DECLINED
- Unorganised Sector Dominance:** 63% Unorganised Sector, Cooperatives dominate the organised sector.
- Employment:** The dairy industry supports over 8.5 crore people, primarily women.

Source: <https://blog.bijak.in/2022/08/12/evolution-of-agriculture-since-independence/>



UNKNOWN FACTS

Initiation: The Government of India first celebrated National Farmers' Day in 2001.
Land reforms: Singh was a leader in land reforms, including the Land Holding Act of 1960.

ADVANTAGE INDIA

- Robust demand:** Rapid population expansion in India and changing lifestyles and food habits due to increased disposable income are the drivers for robust demand. The demand for organic products in the Indian market is growing and is anticipated to rise with a CAGR of 25.25% between 2022-27. A total of 521.27 LMT rice has been anticipated for procurement for the upcoming KMS 2023-24, up from 496 LMT produced during the previous KMS 2022-23.
- Competitive advantage:** India has access to several natural resources that provide it with a competitive advantage in the food processing sector. Due to its diverse agro-climatic conditions, it has a wide-ranging and large raw material base suitable for food processing industries.
- Policy support:** Online, Competitive, Transparent Bidding System with 1.74 crore farmers and 2.39 lakh traders put in place under the National Agriculture Market (e-NAM) Scheme. Through several Digital Initiatives, such as the National e-Governance Plan in Agriculture (NeGP-A), the construction of Digital Public Infrastructure (DPI), digital registries, etc., the government has taken a number of steps to ensure access to IT across the nation.
- Attractive opportunities:** Entry of foreign players has been key to sustainable growth in some sectors such as dairy.

DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

Orientation Program by UNIPREP



A session on “Learn how UNIPREP helps students effectively prepare for education, Careers and beyond” was organized by UNIPREP Global advisors on 14th of December 2024, at Hotel Southern Star. UNIPREP is the global level all-in one SaaS platform to help students, professionals, and founders achieve their success in today’s competitive world. The team gave a presentation on the key features of UNIPREP with prime focus on Students, Travellers and Entrepreneurs. Prof. Harish Machaiah, HoD, Dr. Leelavathi HM, Associate Professor and Dr. Rajeshwari GM, Associate Professor, represented the MBA Department.

“Talk on World Class Manufacturing Practices”

National Institute of Personnel Management (NIPM) Mysore Chapter in association with B N Bahadur Institute of Management Sciences (University of Mysore) organized an evening talk by Mr. Kannan, WCM Practitioner & a Lean Kaizen Consultant, Bengaluru on World Class Manufacturing Practices on Friday 20th December 2024 from 4.00 P.M. onwards. Our faculty members Harish Machaiah (HOD), Srinivas T, Dr. Rajeshwari G M, Dr. Leelavathi H M and Dr. Shilpa N C attended the program.

Faculty Achievement and Contribution

- Prof. Harish Machaiah was invited as the Chief Guest to inaugurate Kruthi Samagama 2024 – Open Day at Acharya Vidyakula on 7th December 2024.
- On the eve of National Mathematics Day, Prof. Harish Machaiah, was invited as Guest of Honour on 22nd December 2024 at Kalamandir Auditorium hosted by Math Junior.

Agriculture In India – A Lopsided Development

Agriculture sector is the primary source of livelihood for approximately 55% of India’s population and contributing significantly to GDP (IBEF report, 2024). Post-independence, many revolutions have been taken place with significant impact on agricultural production and methods. Despite its importance, Indian farmers face numerous challenges that threaten their livelihoods and the overall stability of this sector. Unlike developed countries, the Indian agricultural industry is operated by farmers with small holdings. Around 85% of India’s farmers operate on less than five acres of land. Even in the irrigated lands cropping pattern is under strain due to plateauing yields and rising production costs. Economic issues such as low incomes, irregular income stream and mounting debt are major challenges for small farmers. Despite contributing substantially to the economy, many farmers struggle to receive fair prices for their produce due to middlemen and fluctuating market conditions. Minimum Support Prices (MSP) often fail to cover the cost of production, leaving farmers vulnerable. Additionally, a lack of access to affordable credit, forces many to borrow from informal sources at high-interest rates, pushing them into cycles of debt.

DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

The farmers in India heavily depend on monsoons, making farmers vulnerable to climate unpredictability. A delayed or weak monsoon can result in crop failures, while excessive rainfall can destroy standing crops. Most farmers lack access to modern irrigation systems, relying instead on rain-fed agriculture. This dependence on nature often leads to significant financial losses and affects food security in the country.

The use of traditional methods such as broadcasting seeds, manual weeding, extensive use of chemical fertilizers, manual irrigation, sun drying, threshing harvests on public roads results in low productivity and inefficiency. Moreover, poor storage facilities and lack of proper transportation result in significant post-harvest losses. The access to modern technology, such as mechanized farming equipment and advanced seeds, are seldomly available to them. This includes poor roads, transportation facilities and warehouses for storage which increase their costs significantly. Social and policy-related challenges pose hurdles to farmers. Land fragmentation due to inheritance laws reduces the viability of farming operations. Furthermore, policies aimed at aiding farmers often fail due to bureaucratic inefficiencies. The stress from these challenges has led to a concerning rise in farmer suicides, highlighting the urgent need for systemic reforms and better support mechanisms.

The challenges faced by Indian farmers are deeply rooted and multifaceted, requiring a collective effort from policymakers, stakeholders, and society. From economic hardships and dependence on erratic monsoons to outdated practices and insufficient policy support, these issues highlight the urgent need for reforms to uplift the farming community. Addressing these problems through technological advancements, better infrastructure, fair pricing mechanisms, and robust policy frameworks can bring transformative change. Now technology has come to the rescue of some of those farmers, as befits a country that boasts a large population of tech-savvy entrepreneurs. Technological interventions are considered a panacea for the farming sector. The Government initiative to transform agricultural landscape with the launch of innovative technologies like deployment of advanced drone technology and artificial intelligence aimed at boosting farm productivity and efficiency. The drones designed to optimize spraying and irrigation processes, boast capabilities for precision farming. AI-driven drones promise to improve yield predictions, disease detection, and overall crop management. Furthermore, IoT sensors can be utilized to conduct environment checks like automatically regulating light brightness or turning on water when required in closed farming spaces. Ensuring the well-being of farmers is not only a moral obligation but also essential for achieving sustainable development and food security for the nation. This can be achieved through innovation and integration of technology along with supportive Government policies.

Dr. Shilpa N C
Assistant Professor



Celebrate endings—for they precede new beginnings" – Jonathan Lockwood Huie
Happy New Year 2025

DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

The Farmer's Gift

A small piece of land, a hopeful start,
In the farmer's hands, a dream takes heart.
The soil shines like a gift from above,
With prayers to Earth, he works with love.
He ploughs the field, with his spirit so strong,
Plants the seed, and waits so long.
Hoping the rain will bless his land,
And green fields grow, just as he planned.

The paddy sways, a peaceful sight,
It cools his heart; it feels so right.
Day and night, he tends with care,
Guiding water here and there.

Then comes the harvest, a joyful day,
The farmer's festival in every way.
The food he grows feeds every hand,
Yet little is left for his own land.

Let's thank the farmer, who sees with pride,
Food in the soil, not buildings so high.
Through his hard work, our plates are full,
A quiet hero, humble and true

Dr. Savitha. M
Assistant Professor



STUDENTS' GALLERY

“Kisan Divas: The Gods who feed us every day”

Kisan Divas, also known as Farmer's Day, is a day set aside to respect and appreciate farmers who work hard to provide food for the nation. On December 23rd, it commemorates the occasion of the birth of Chaudhary Charan Singh, a leader who dedicated his life to transforming the lives of farmers. On this day, we are reminded of the long hours' farmers put in, often in extreme circumstances, to make sure that food reaches our tables. Farmers are the foundation of this nation. They are necessary for the existence of food, grains, vegetables, and fruits. India is one of the largest agricultural product exporters in the world. In April-July 2024, the overall value of export of agricultural products stood at US\$ 15.76 billion.

In 2023-24 the agricultural exports from India stood at US\$ 48.15 billion. In 2022-23, the agricultural exports from India stood at US\$ 52.50 billion. During 2021-22, the country recorded US\$ 50.2 billion in total agriculture exports with a 20% increase from US\$ 41.3 billion in 2020-21. (Source: The Ministry of Commerce and Industry, Oct 2024). In 2022-23, rice exports from India were valued at US\$ 11.14 billion, as against US\$ 9.67 billion in 2021-22, registering a growth of 15.22%. Rice is the largest exported agricultural product from India and contributed to more than 20% of the total agriculture exports during the year 2022-23. (Source: The Ministry of Commerce and Industry, Oct 2024). Coffee exports from India jumped by 12.3% to 1146.2 million tons in 2023, on the rise in instant coffee exports and re-exports. Higher exports of marine products, at US\$ 8.07 billion in 2022-23, are benefitting farmers in the coastal states of West Bengal, Andhra Pradesh, Odisha, Tamil Nadu, Kerala, Maharashtra, and Gujarat. (Source: The Ministry of Commerce and industry, Oct 2024). Farmers' lives are not easy. From waking up before sunrise to putting in hard work tirelessly in the fields, they face severe weather, unpredictable rains, and volatile markets. They work in the hope of a good harvest, but their efforts are often hampered by severe weather, flooding, or falling crop prices. Despite these difficulties, farmers continue to work because they understand that the country relies on them. Nevertheless, not all farmers are created equal. Some people experience tragic circumstances due to severe weather and debt. A lot of people lose their jobs, and some people even lose hope. This serves as a reminder that we must support farmers just as how we honor them. It is necessary that they receive appropriate prices for their produced crop, sufficient accessibility to water and equipment, and safety from damage caused by bad weather or insects.

To sum up, on this Kisan Divas, let us not only thank farmers, but also consider how we can help. Buying regional goods, lowering the waste of food, and promoting for guidelines that benefit farmers are all simple actions that can add up to big results. Kisan Divas is a day to honor their spirit, acknowledge their tireless efforts, and recall that a powerful farming community equals a strong country. Let us show respect for the people who take care of us, not just today, but every day. I would like to thank our farmers on behalf of the entire nation, for feeding us every day. “JAI JAWAN JAI KISAN”

Adarsh N
Final Year MBA

CELEBRATIONS AS BONDING AND BINDING PRACTICES

Our department takes pride in celebrating the birthdays of our faculty members. In this spirit, we celebrated the birthday of Mr. Srinivas Thimmaiah on 30th December 2024.



UNKNOWN FACTS!

Largest Producer of Pulses: India is the largest producer and consumer of pulses, contributing around 25% of the world's total production.

First Agricultural Census: India conducted its first agricultural census in 1970-71, becoming one of the first countries to collect detailed data on farm holdings.

World's Largest Mango Producer: India is the largest producer of mangoes globally, contributing over 40% of the world's total mango production.

Agricultural Festivals: Many Indian festivals, such as Pongal, Baisakhi, Onam, and Makar Sankranti, are rooted in agricultural traditions and celebrate harvests.

Oldest Irrigation System: The Grand Anicut (Kallanai Dam) in Tamil Nadu, built during the Chola dynasty around the 2nd century CE, is one of the oldest irrigation systems still in use.

GLOSSARY

- **Agri-Marketing:** Process of selling farm produce to consumers or industries
- **Agri-Tourism:** Tourism activities focusing on farm life and rural culture
- **Agro-Climatic Zones:** Regions classified based on climate, soil type, and crop potential
- **Agroforestry:** Integration of trees and shrubs with crops and livestock
- **Aquaculture:** Farming of aquatic organisms like fish and shrimp
- **Bio-fertilizers:** Microorganisms that enhance nutrient availability to plants
- **Compost:** Organic matter decomposed and used as fertilizer
- **Contract Farming:** Agreement between farmers and buyers for crop production
- **Custom Hiring Centers:** Facilities providing machinery on rent to farmers
- **Drip Irrigation:** Efficient water delivery system for crops
- **Fertilizers:** Substances added to soil to improve fertility
- **Horticulture:** Cultivation of fruits, vegetables, and flowers
- **Hybrid Seeds:** Genetically improved seeds for higher yield
- **Integrated Pest Management:** Eco-friendly approach to pest control
- **Kharif Crops:** Crops sown during the monsoon season (June to September)
- **Krishi Vigyan Kendra:** Agricultural extension Centers for technology dissemination
- **Livestock Farming:** Rearing animals for dairy, meat, or wool
- **Mandis:** Local markets for selling agricultural produce
- **Millets:** Nutritious, drought-resistant grains like ragi and jowar
- **Minimum Support Price (MSP):** Government-fixed price for crops to safeguard farmers
- **Mulching:** Covering soil with organic material to retain moisture
- **Operation Greens:** Scheme to stabilize prices of tomato, onion, and potato
- **Organic Farming:** Cultivation using natural inputs like manure and compost
- **Pesticides:** Chemicals used to control pests in crops
- **Rabi Crops:** Crops sown in winter (October to March)
- **Raitha Samparka Kendras:** Centers for farmers to access agriculture-related services
- **Sericulture:** Silk farming, prevalent in Karnataka
- **Sustainable Farming:** Practices ensuring environmental, economic, and social viability of farming
- **Watershed Development Department:** Agency responsible for soil and water conservation in Karnataka
- **Zaid Crops:** Short-duration crops grown between Rabi and Kharif seasons
- **Stocking rate:** Number of animals per unit of land
- **Weaning:** Separating young animals from mother's milk
- **Biosecurity:** Preventing disease introduction/spread
- **Feed conversion ratio:** Animal's efficiency converting feed to body mass
- **Precision agriculture:** Using technology for optimized farming
- **Hydroponics:** Growing plants without soil, using nutrient solutions
- **Drone mapping:** Using aerial technology to assess crop health
- **Genome editing:** Modifying crop/livestock genetic characteristics
- **IoT sensors:** Technology monitoring soil, weather, crop conditions
- **Regenerative agriculture:** Farming practices improving ecosystem
- **Cover cropping:** Growing crops to prevent soil erosion
- **Agroforestry:** Integrating trees with crop/livestock systems
- **Permaculture:** Sustainable, self-maintaining agricultural systems
- **Organic certification:** Meeting standards for chemical-free production
- **Monocropping:** Growing single crop type in same field repeatedly
- **Crop rotation:** Alternating crop types to maintain soil health
- **Germination:** Seeds sprouting and developing initial root/shoot
- **Tillage:** Preparing soil by mechanical agitation
- **Intercropping:** Growing multiple crop types simultaneously in same field



Accreditation and Affiliations



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