

# **KIIT School of Rural Management (KSRM) KIIT Deemed to be University, Bhubaneswar**

## **KSRM Conducts 2<sup>nd</sup> National Agribusiness Conclave 2021**

KIIT School of Rural Management (KSRM) conducted National Agribusiness Conclave 2021 on 23rd January 2021. The objective of the Conclave was to bring the business practitioners as well as academicians and students to a common platform and discourse on various challenges and ways forward with special reference to “Agri Startups Ecosystem and Agri Inputs Towards Food Security & Nutrition Security”.

Speaking at the Conclave, Shri Ram Kaundinya, Management Consultant and Former CEO of Advanta Seeds explained the different important areas of ‘New Decade of Agriculture’. He has mentioned the following aspects of agriculture to be focused in the decade ahead: supply driven to demand driven agriculture; environmental protection and natural resources conservation; appropriate technology and climate change adaptation; traceability of food; consolidation of farmers’ bargaining power; and increasing role of digitalization. Shri Ram has also appreciated the spectacular and unique contribution of Prof. Achyuta Samanta, Founder, KIIT & KISS to tribal development.

Emphasizing on the business ethics, Prof. Hrushikesh Mohanty, Vice Chancellor, KIIT-DU told about agriculture as the Indian culture. Besides, he also suggested agriculture to be new ‘Dharma’ for a new world order of healthy society. Prof. Jnyana Ranjan Mohanty, Registrar appreciated the initiatives of KSRM in organizing such deliberations.

In his welcome address, Prof. Nishith Parida, Director, KSRM set the conclave context. Prof. Nirmal Mandal introduced the guests and Prof. Damodar Jena offered the formal vote of thanks.

There were two panel discussions in the Conclave - ‘Agri Startups Ecosystem: Challenges, Drivers and Pillars’ and ‘Agri Inputs towards Food Security & Nutrition Security: Challenges and Prospects’

Shri Gaurav Dhawan, Commercial Director, Udaan; Shri Ajay Maniar, Partner, Aavishkaar Capital; Shri Emmanuel Murray, Senior Advisor, Caspian Investment Advisors; Shri Harendra Kumar, Assoc Vice President, Dehaat; Shri Sachin Nandwana, Co Founder, BigHaat; Shri Gyanendra Shukla, President & Director (CEO), JK Agri Genetics; Shri Ajai Rana, CEO, Savannah Seeds; Shri Mahesh Girdhar, President, Deepak Fertilizers; Shri J V Ratnam, Sr Assoc Vice President, Coromandel International; and Shri Rahul Pagar, Portfolio Lead, Asia (Marketing), H M Clause participated in the panel discussions.





