



# IDP-NAHEP Pantnagar Updates

G. B. Pant University of Agriculture & Technology  
Pantnagar 263145, Uttarakhand

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## Pantnagar Alumnus and Renowned Marketing Guru Dr. Mithileshwar Jha Interacts with Students on IDP-NAHEP Platform

Pantnagar University is proud of its 50k plus illustrious alumni and IDP-NAHEP, Pantnagar is continuously working on strengthening and utilizing this alumni network for the broader cause of the University. In this series of efforts, the IDP-NAHEP, Pantnagar organized an interactive session on “It’s all about Marketing” by Dr. Mithileshwar Jha on June 10, 2022. Dr. Jha is a renowned marketing expert with a rich academic profile and immense contributions in the field of marketing. He is also an alumnus of 1972 batch of College of Technology, Pantnagar.

The interactive session was an awaited one and all participants were highly enthusiastic to connect with Dr. Jha. The session initiated with the introductory remarks of Dr. S.K. Kashyap, Dean, College of Agriculture and PI, IDP-NAHEP, Pantnagar. Dr. Kashyap welcomed Dr. Jha and discussed the impact and achievements of IDP-NAHEP, Pantnagar and the

distinctions it has caused in the University structure. He also highlighted the important steps taken under IDP-NAHEP to revive alumni linkages.

Dr. Jha then took over the session and initially shared his experiences of Pantnagar life and how it helped him in building up his personal and professional life. He then talked intriguingly about the concepts of marketing management, essence of critical thinking, critical decision-making steps, essence of strategic marketing and pillars of holistic marketing. He also gave examples of some of the best marketers and failures of the country. Dr. Jha concluded the session with an inspiring message that while one may engage in selling one’s services, but one should never ever sell one’s soul. Indeed, the marketing wisdom of Dr. Jha was clearly reflected during the entire interactive session. The event received the participation of more than 100 students and faculty members of the University.

### Brief Profile of Dr. Mithileshwar Jha



Dr. Jha has served as a faculty member in leading Indian management institutes like IIM Bangalore, IIM Lucknow, Institute of Rural Management, Anand, and XLRI, Jamshedpur. He is credited with having defined rural marketing in India, and contributed to national-level policymaking in various areas. Along with Dr. Philip Kotler, he is the co-author of the highly acclaimed marketing textbook Marketing Management which is also popularly known as the Bible of Marketing.

## Experiencing 360° Learning through VR Headsets: Virtual Reality Training Organized for University Students

A series of workshops on *Experiencing 360° Learning through VR Headsets* were organized in the month of June 2022 on 4<sup>th</sup>, 11<sup>th</sup> and 24<sup>th</sup> to give hands-on training to the undergraduate students on using VR headsets. The session consisted of training the students on how to set up the headsets and then exploring the inbuilt content. This is an initiative of the Virtual Lab team of IDP-NAHEP, Pantnagar.

The IDP Pantnagar team has been making efforts to bring out transformation in the undergraduate teaching through the intervention of 3D viewing facility, virtual reality, and augmented reality for enhanced learning outcome. An AR-VR Lab has been established at University Centre with an objective to

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let students explore and get into immersive content for deeper understanding. Besides the 3D viewing facility, the lab has been working to provide the students with the facility to explore immersive content through Virtual Reality headset. A total of 20 Virtual Reality headsets - Oculus Go Model have been put up in the lab for this purpose.

During the training sessions, the students learned to operate the headsets and also explored the

open-source material related to agriculture and allied disciplines as well as some scientific-cum-adventurous 3D and VR material available online. The sessions were led by the team of post doctoral fellows of IDP Pantnagar under the mentorship of Dr. S.K. Kashyap, PI IDP-NAHEP in which a total of 80 students across the colleges attended the sessions and got firsthand experience of using VR headsets. For students it was indeed an exciting and enthusing experience.



## Popular Youth Agri-Entrepreneur Manish Kumar Guided Students on Sustainable Farming

A Guest Lecture on *Sustainable Farming and Technology* was organized by IDP-NAHEP, Pantnagar on June 27, 2022. The lecture was delivered by Mr. Manish Kumar, Co-Founder, Back to Village (B2V) and Chief Executive Officer, Utopia Ville. Dr. S.K. Guru, Nodal Officer (Academic), IDP-NAHEP, Pantnagar gave the welcome address.

In the guest lecture, Mr. Kumar shared his own experience of venturing into the zone of entrepreneurship. From leaving a highly paid private job to getting ahead with establishing a venture, Mr. Kumar exchanged his views on taking risk in life, possible small income resources, process of starting a business, generating funds, and the challenges of being an entrepreneur. He also shared his thoughts on

opportunities for agricultural graduates, and how they can start from one small land and implement the techniques learned during their degree programme to develop a sustainable farming system. This interaction session received enthusiastic participation from scholars across the University. The event worked as a doubt-clearing session for those participants who were having an entrepreneurial idea and needed guidance on how to implement it. Dr. S.K. Kashyap, Dean, College of Agriculture and PI, IDP-NAHEP, Pantnagar applauded Mr. Manish Kumar for his inspiring career and optimistic outlook in life.



Mr. Manish Kumar  
Co-Founder, Back to Village  
and CEO, Utopia Ville

## Career Advice from Achievers: University Students Nurtured for Management Entrance Examinations

College seniors can look back and see things in a different light. The Academic Component of IDP-NAHEP, Pantnagar organised an interactive session on *Cracking the Code to MBA* on June 15, 2022. The session was led by final year undergraduate students of the University who got selected in prestigious management institutes. The speakers included Ms. Abha Belwal (B.Sc. Hons. Agriculture), selected in Institute of Rural Management, Anand; Mr. Prateek Anand (B.Sc. Hons. Agriculture), selected in IIM Amritsar; Ms. Sonal Agarwal (B.Sc. Hons. Community Science), selected in Institute of Rural Management, Anand; Mr. Vikash Kumar (B.Sc. Hons. Agriculture), selected in MANAGE, Hyderabad; and Ms. Kritika Bhatt (B.Sc. Hons. Agriculture), selected in Institute of Rural Management, Anand.

The participating students asked queries related to preparation strategies, time management, study plans, common mistakes to avoid, etc. The college seniors provided all the information to their juniors in detail that they wished they had known while preparing for MBA. Seniors also highlighted the topics and gave tips necessary when attempting various MBA Exams. The aspirants eagerly asked queries with respect to sectional strategies to crack the most important B-school entrance exam. The sessions were well received by the participants who gave encouraging feedback. Dr. S.K. Kashyap, Dean, College of Agriculture and PI, IDP-NAHEP, Pantnagar and Dr. S.K. Guru, Nodal Officer (Academic), IDP-NAHEP, Pantnagar were also present during the interactive session.



Ms. Sonal Agarwal  
B.Sc. Hons.  
Community Science



Mr. Vikash Kumar  
B.Sc. Hons.  
Agriculture



Ms. Abha Belwal  
B.Sc. Hons.  
Agriculture



Mr. Prateek Anand  
B.Sc. Hons.  
Agriculture



Ms. Kritika Bhatt  
B.Sc. Hons.  
Agriculture



## Writing Studio Workshop Organized: The 15<sup>th</sup> Edition Held Successfully

The Writing Studio has been the salient component of IDP-NAHEP, Pantnagar for more than a year and it strives to provide a platform for the development of writing skills of undergraduate students. The Writing Studio workshops are conducted under the Academic Component of IDP-NAHEP, Pantnagar. In the month of June, the workshop titled *Working with Words, Grammar, Punctuation and Pronunciation* was held from June 09-13, 2022. This was the 15<sup>th</sup> edition of the Writing Studio workshop. Not only did the workshop allowed the students to improve their writing and communication skills but also helped them unleash the creativity in them. In the workshop, participants were exposed to various innovative learning methodologies, learning through activities helped students to participate and learn with great enthusiasm. Also, the learner centric approach is the USP of the Writing Studio workshops.

Dr. S.K. Kashyap, Dean, College of Agriculture and PI, IDP-NAHEP, Pantnagar appreciated the efforts of the expert Dr. Shweta Gupta (Fellow, IIM Indore), Managing Director, Arohana Management Solutions Pvt. Ltd. and encouraged participants to inculcate good writing practices and focus on enhancing the listening, speaking, reading, and writing skills. Dr. S.K. Guru, Nodal Officer (Academic), IDP-NAHEP, Pantnagar appreciated the IDP Pantnagar team in organising the workshop successfully and congratulated the participants for their fervent participation. A total of 35 students attended the sessions and participated in group activities focused on improving upon the pronunciation. The workshop concluded on June 13, 2022. Dr. Aman Kamboj, Coordinator, Project Monitoring and Evaluation, IDP-NAHEP, Pantnagar was also present during the workshop and interacted with the participants.



## Eminent Scientist from ICAR - Central Tuber Crops Research Institute Delivers Online Guest Lecture

The Academic Component of IDP-NAHEP, Pantnagar organised a webinar on *Career Prospects in Technology Commercialization and Business Incubator Management* for the undergraduate students of the University. The session was organised on June 8, 2022 on Microsoft Teams and was delivered by Dr. P. Sethuraman Sivakumar, Eminent Principal Scientist of ICAR - Central Tuber Crops Research Institute (ICAR-CTCRI), Kerala.

The session focussed on information about prospective commercial agricultural technologies, phases of transitioning from innovation to business, technology management and commercialisation process in university/institution, technology commercialisation activities, and stages of agricultural technology commercialisation. The expert also highlighted how business incubators work and their importance, skills requirement for technology commercialisation jobs, skills requirement for business incubation jobs and various career

prospects in technology commercialisation for agriculture students. He also encouraged the students to work on different research projects to have a first hand experience of technology development. The session also had the presence of Dr.



Dr. P. Sethuraman Sivakumar  
Principal Scientist, ICAR-CTCRI, Kerala

S.K. Guru, Nodal Officer (Academic), IDP-NAHEP, Pantnagar. Dr. Guru appreciated the expert and stated the importance of getting awareness about technology commercialisation and business incubator management. The sessions were received with a positive response from the students who showed an active interest in the session concerning the new emerging career prospects in technology commercialization and business incubator management. The session marked the presence of 54 students as well as faculty members.



## Enhancing e-Reading Opportunities for Students: IDP Library Space Equipped with Kindle

**W**ith the introduction of digitalization in the teaching-learning system, the IDP-NAHEP Pantnagar took an initiative to provide access to the students to various e-books of their interest apart from course curriculum. It is a budget friendly initiative promoting digital learning where the interested readers have access to more than thousands of books related to their choice. In this regard, 15 sets of Kindle have been put up for the use of University students at University Center. The Open Library Space at University Center' NAHEP Building is being utilized for the purpose and

students can come and avail the facility of e-reading according to their schedules. Further, a workshop was organized on June 16, 2022 for Undergraduate students of the University focusing on exploring and using e-reading device - Kindle. With the facility of an inbuilt dictionary, Wikipedia, and personal vocabulary, the students experienced the world of e-books along with newspapers and magazines. The idea behind this workshop was to introduce the students to this learning platform where they can come and explore the e-books related to their interest as well as disciplines.



## Innovation Head of Indraprastha College Interacts with University Students for Boosting Entrepreneurship Ecosystem

**T**he primary importance of entrepreneurship is the creation of new jobs, progress and prosperity of society, innovation, and driving overall growth of the economy. Focussing on this issue, the IDP-NAHEP, Pantnagar organised a Guest Lecture on the topic *Create Your Own Success Story: Be an Entrepreneur* on June 17, 2022. The expert of the lecture was Prof. Priyanka Gupta, Head, Innovation Incubation and Entrepreneurship Cell, Indraprastha Engineering College, Ghaziabad. Dr. S.K. Guru initiated the event by formally welcoming the expert of the session and discussing the efforts and achievements of IDP-NAHEP Pantnagar. The expert began with explaining the basic knowledge of entrepreneurship, phases of startup,

stages of funding and other crucial steps in initiating business venture. All these topics were explained with the examples of several startups like Ola, Uber, etc. She also highlighted various government loan schemes and programmes for entrepreneurs and various strategies for fundraising. The expert further gave an insight into various business incubators and cleared the doubts of the participants. Around 50 participants attended the session and gave positive feedback for the session.



**Prof. Priyanka Gupta**  
Head, Innovation Incubation and  
Entrepreneurship Cell, Indraprastha  
Engineering College, Ghaziabad

## Guest Lecture Organized by IDP Pantnagar on Potential of Nanoparticles in Plant Stress Management

Recent scientific data indicate that nanotechnology has the potential to positively impact the agrifood sector, minimising adverse problems of agricultural practices on environment and human health, improving food security and productivity, while promoting social and economic equity. In this regard, an insightful guest lecture was held under the Academic Component of IDP-NAHEP, Pantnagar on June 11, 2022 on Microsoft Teams platform. The topic of the lecture was Unlocking Nanoparticles Potential in Plant Stress Management.

The expert of the webinar was Dr. Ramesh Namdeo Pudake, Assistant Professor, Amity University, Noida, Uttar Pradesh. He was also Postdoctoral Research Associate at Iowa State University, USA. He discussed various topics with students like nanotechnology, engineered nanomaterials, plant

stress, and application of nanotechnology in plant stress management. The discussions and deliberations on these issues helped the participants in understanding various concepts related to nanotechnology. Some of the other major highlights of the session included the importance of nanotechnology application in agriculture as well their future prospects. The students actively participated in the webinar. A total of 58 participants were present. Overall, the lecture helped the students in building their conceptual understanding as well as application areas of nanotechnology in agriculture.



Dr. Ramesh Namdeo Pudake  
Assistant Professor, Amity University,  
Noida, Uttar Pradesh.





### The Main Events of July 2022

S.No.	Event	Proposed Date	Venue	Nodal Unit	Convener
1.	Guest Lecture on Dairy Cattle Selection, Judging and Body Condition Score	07-07-2022	Online	Industry Collaboration Team	Dr. Sanjay Kumar, College of Veterinary and Animal Sciences
2.	Internship Pathshala 9	10-07-2022 to 10-09-2022`	University Centre - NAHEP Building	Academic Team	Dr. S.K. Guru, College of Basic Sciences and Humanities
3.	Writing Studio Workshop	12-07-2022 to 16-07-2022`	Online	Academic Team	Dr. S.K. Guru, College of Basic Sciences and Humanities
4.	Workshop on Photo Editing	14-07-2022 to 20-07-2022`	Online	Academic Team	Dr. S.K. Guru, College of Basic Sciences and Humanities
5.	Workshop on Microsoft Excel	18-07-2022 to 01-08-2022`	Online	Academic Team	Dr. S.K. Guru, College of Basic Sciences and Humanities
6.	Workshop on Mobile App Development for Agriculture and Allied Sciences	25-07-2022 to 08-07-2022`	Online	Academic Team	Dr. S.K. Guru, College of Basic Sciences and Humanities
7.	World Bank Mission Meeting	26-07-2022 to 28-07-2022`	University Centre - NAHEP Building	Project Team	Dr. S.K. Kashyap, College of Agriculture
8.	Student Networking and Cultural Rejuvenation	07-07-2022 to 18-07-2022	University Centre - NAHEP Building	Project Team	Dr. S.K. Kashyap, College of Agriculture

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