



Event 1

Date: 25th July - 5th July, 2022

SAHAJA YOGA

A true stress buster “Sahaja Yoga”, a stress management class introduced to the course curriculum of MBA students is way long helping to overcome the problems of stress related activities through meditation.

Stress management is defined as the tools, strategies, or techniques that reduce stress and reduce the negative impacts that stress has on your mental or physical well-being. Sahaja yoga or “spontaneous union with one’s self,” was created by Shri Mataji Nirmala Devi in 1970 to bring self-realization to the masses through meditation.

Day 1: The stress management classes begun from 25th July, 2022 by the speakers from different working professions. On the first day, Chandrakant Deoda, working as Senior Technical Delivery Manager with Visteon Corporation Private Limited, Pune helped the students to know what is stress and how to overcome it. He mentioned how one can become a balanced person with positive thoughts and peaceful mind. He also made the students aware with all 7 Chakras which are present in human body and how helpful they are in terms of managing the stress. The students also performed some of the meditations which dug out stress from the body. Self-realization is the foundation of Sahaja yoga.

Day 2: It is based on an experience called the "Kundalini awakening," which can occur within all human beings which was stated by the next speaker Mr. Ram Nakka, Consulting Head, Cyber Security and Risk Services, Wipro. He had been practicing teaching Sahaja Yoga in schools and corporates from last 12 years.

He made the students know how to accomplish self-realization, and for that one should be able to feel the divine power sweep over the body in the form of a breeze that passes over the hand and head.

Day 3: Next day Shalabh Dayal, working as Technical Consultant at Asia Pacific made everyone understand about the subtle system which is made up of nadis and chakras. Nadis or “channels” carry energy throughout the body while Chakras or "wheels," are the centers of energy located in the body. The seven Chakras namely Mooladhara, Swadisthana, Nabhi, Anahat, Vishuddhi, Agnya and Sahasrara is just similar to a galaxy of planets spinning on their axis, he said.

Day 4: Dr. A.K Pratihar, Professor at College of Technology, Pantnagar who made the students know about the three nadis namely Ida Nadi, Pingla Nadi, Sushumna Nadi and their functions to reduce the stress from the body.

Day 5: On the fifth day Mr. Ram Nakka again who made different sounds like Sa Re Ga Lum Rum and many more to elevate stress from the body.

Day 6: Dr. Geeta Pathak from Electrical Department, College of Technology, Pantnagar. She taught about the seven centres which are subtle energy centres on the central part of the ascent (i.e Sushumna).

Day 7: Next day students had a chance to interact again with Dr. AK Pratihar. This time he gave a lesson about the first centre Mooladhara, meaning the support of the root lies below the Kundalini. The Chakra acts on the pelvic plexus.

Day 8: The students had a great pleasure to meet Dr. Geeta Pathak again. She made the students know about the Chakra that is place on the central path behind the sternum bone (i.e Anahat or heart chakra)

Day 9: Dr. A K Pratihar visited once again and made all the students aware about the Chakra that stands collectively for communication. This centre activates on the right side which results in the person becoming extremely arrogant and aggressive in his speech and behaviour.

Day 10: On the final day Chandrakanta Deoda concluded, how human beings in his search for joy is running away from the truth that a source of joy lies in themselves and also how one can achieve inner peace. With this light of the spirit, human beings can get rid of all artificial and false things which haunt the human mind. Fear disappears from the mind and a person enjoy every moment of his/her life, try to give the joy to everyone.

We all had a wonderful session of Sahaja Yoga which helped in nourishing our chakras for lifelong improvement of our own personal qualities. Sahaja yoga also helps to restore balance internally and externally in our life. It helps to build self-esteem in relationships and accomplishments, repairs any negative feelings, and brings peace and contentment.



Event 2

Date: 16th August - 18th August, 2022

AZADI KA AMRIT MAHOTSAVA

On the occasion of 75th Independence Day, College of Agribusiness Management, GBPUAT Pantnagar conducted a three day programme to celebrate the glorious history of Independence and to give a heartfelt tribute to our freedom fighters. 15th August is the day to commemorate the struggle of Indians and their austerity to get freedom, keeping this in mind with all the zeal students participated in all the programmes.

On the first day a debate was conducted and the topic was "75 years of Independence and challenges ahead - Is India ready to become a global power?". The chief guest of the event was Professor M.A Ansari, from Agriculture Communication Department. Six groups participated and represented themselves with all the confidence, showcasing all the achievements of India in these 75 years and evaluating the constraints that are plunged on the way for India to become superpower. The heat of the debate brightened up all the young minds how to contribute through their knowledge towards betterment of India.

The second day event was graced with the presence of our esteemed guests of honour Dr. Poonam Tyagi (Associate DSW), Dr. Meena Mrigesh (Assistant professor at Department of Veterinary and Animal Sciences) and Dr. RK Srivastava (Professor and Head of Department of Environment Science). The students of CABM participated in various cultural programmes with enthusiasm. The students sang and danced to the tunes of patriotic songs and enacted how the diverse India gained freedom from the British Empire. The glorious celebration concluded with the wise words and blessings by the guest of honour.

On the third day, a rangoli competition was conducted and the theme was "75th year of Independence". The chief guest were Dr. Chhaya Shukla (Associate Professor, College of Home Science), Dr. Shefali Massey (Assistant Professor, College of Home Science) and Dr. Poonam Tyagi (Associate DSW). The students made beautiful rangolis using vibrant colors representing the soul of India. At the conclusion of the programme the results for the Rangoli Competition were announced.



Event 3

Date: 5th September, 2022

TEACHERS DAY

On the occasion of Teachers Day, College of Agribusiness Management, GBPUAT Pantnagar organised an event to give tribute to Dr. S Radhakrishnan and to the contribution made by our teachers to the society, with pomp and grandeur. All the students attended the session and different programmes were organised for teachers which includes dance, poetry and games.

The event was graced with the presence of Dean Student Welfare Dr. Brijesh Singh. All the participants were appreciated by the teachers and the event ended with the distribution of gift and a greeting card as a token of love and respect towards our teachers.



Event 4

Date: 7th October, 2022

Freshers: AGAAZ

Every student eagerly awaits right from their time of admission for their most remarkable event of the college “FRESHER’S PARTY”. 7th October, 2022 was a memorable day for all the freshers of Batch 2022-24 of College of Agribusiness Management, GBPUAT, PANTNAGAR. It was the day filled with excitement, joy, love and emotions; the day when juniors form a special bond with their seniors.

The event started with the welcoming speech of respected seniors. The first three performances were Pahadi Dance, Singing and Punjabi Dance. And then the fun activities were started for PGP 1. The event further entered into its main joyous stage i.e, the Ramp Show stating the various types of fashion style and clothing.

The titles were given to the students based on their performances in fun activities and the titles were - Mr. Fresher, Miss Freshers, Mr. Spark, Miss Spark, Mr. Photogenic and Miss Photogenic. And then gifts were distributed among the students of PGP-1.

Such an amazing event could not be even successful without the help of respected Staff Counsellor, Dr. Nirdesh Kumar and Co-staff Counsellor, Dr. Sneha Dohare and each member of cultural committee and the participants. The event was ended with dance and DJ music where all the students and faculty members danced to the beats, removing all the stress and enjoying pure bliss moment.



Event 5

Date: 14th November, 2022

CHILDREN'S DAY

The programme was a big surprise for all the students of CABM. The Staff Counsellor, Dr. Nirdesh Kumar invited the students on a short note to be present at Dr.VPS Arora Auditorium and the programme started with cake cutting ceremony. The auditorium was beautifully decorated by the teachers.

The chief guest of the event was Dean CABM Dr. R.S Jadoun. He delivered a short speech on the occasion and appreciated the students. The programme was followed by the performances of the teachers and the students. The day was filled with joy and excitement.

At the end of the programme, students were offered a platter of tasty feast that was sponsored by teaching faculty and staff members.



Event 6

Date – 11th November 2022 – 17th November, 2022

UNIVERSITY FOUNDATION WEEK

University Foundation Week was started with the inaugural function in which the chief guest was Mr. Prem Chand Sharma (Padam Shri Awardee).

The second day of the Foundation Week was started with Debate Competition and the topic was "India is missing the demographic dividend opportunity". Three students from CABM participated in this event.

On the third day University level band show was conducted at Gandhi Auditorium in which five students from both the batches participated.

The fourth day was followed by Quiz Competition in which four students participated from CABM.

On the fifth day Innovation Contest was organised at CABM in which majority of the students participated and came up with their innovative ideas. In this competition the students of CABM secured first position.

In the Valedictory Ceremony, cultural program was organised where a group of girls and boys together performed Fusion Dance. The chief guest of the day was the Governor of Uttarakhand Lt.Gen.(Retd) Gurmit Singh.



Event 7

Date: 21st November – 26th November, 2022

CONSTITUTION DAY CELEBRATION

The event was organised by SC/ST cell. The first event of Constitution Day was debate competition in which two students participated from CABM. The topic of Hindi & English Debate Competition was “Uniform civil code” and “Impact of Privatisation on Welfare State Spirit of Indian Constitution” respectively in which one of the students from CABM was awarded with consolation prize.

The second event was Drawing & Painting Competition in which the theme was "My Constitution - My Pride". In this event two students participated from CABM.

The third event was Quiz Competition in which four students from CABM participated and eight students were there as volunteers who managed all these events.

In the Valedictory Ceremony, the chief guest was Dr. Arun Tiwari (Associate of late President of India Dr. APJ Abdul Kalam Azad).

The event was a great success!



College of Agribusiness Management

G.B. Pant University of Agriculture and Technology, Pantnagar



ANNUAL

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Year 2021

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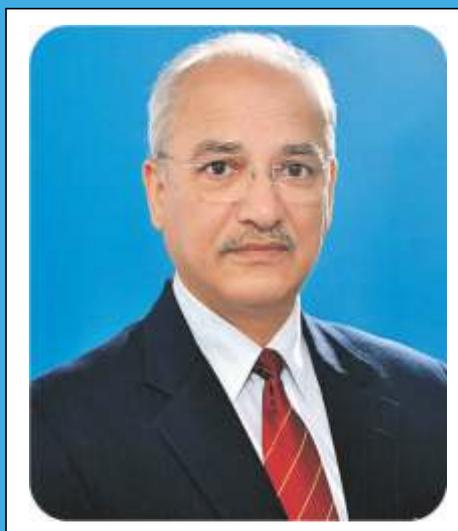
NEWSLETTER

Year 2021

Table of Contents

1.	Blessings from Hon'ble Vice- Chancellor	5
2.	DEAN's Message	6
3.	From the Editor's Desk	7
4.	Inauguration: VPS Arora Auditorium	8
5.	110 th Kisan Mela	9
6.	Interaction of Hon'ble Governor of Uttarakhand with Start -Ups & Incubatees	10
7.	Silver Jubilee Function	11
8.	Sports Activities	12
9.	Socio-Religious Celebrations at CABM	13
10.	Personality Development of Students	14
11.	MoU between Dhanuka Agritech & GBPUA&T	15
12.	State Level Technical Institute	16
13.	SCSP- Scheduled Caste Sub Plan	17
14.	National Sahaj Krishi Project (N.S.K.P.)	18
15.	Unnat Bharat Abhiyan	19
16.	Successful Final Placement (Batch 2020-22)	20
17.	Successful Summer Placement (Batch 2021-23)	21
18.	Alumni and Gyankosh guests' lectures	22
19.	Student Induction Programme (SIP)- 2021	23
20.	Online Classes In CABM	24
21.	Significance of Elephant statue at Entrance of CABM	26
22.	Significance of Lion statue at Exit gate at entrance of CABM	27
23.	Why CABM?	28

*Blessings from
Hon'ble Vice- Chancellor*



It is very heartening to see that even youngest member of G.B. Pant University of Agriculture & Technology has completed 25 year of its successful journey. A journey that is full of many important milestones. College of Agribusiness Management started as first Agribusiness College in SAU system, and has made its own brand name in such a small time.

The continued success of college and its faculty members in inculcating Agribusiness Management Skills in its students is proved from hundred percent campus placement earned by its students year –over-year. A strong academia-industry interface, a vast and rich alumni network, state of the art facilities, and all this under guidance of an illustrious advisory board will lead this college to newer heights.

I am very pleased to note that Newsletter brought out is appreciated very well. Heartily congratulations to the editorial team. The Newsletter from CABM invites a wider readership in the Institute. The name and the fame of an institute depends on the calibre and achievements of the students and teachers. The role of the teacher is to nurture the skills and talents of the students as a facilitator. The Newsletter is going to showcase the strength of our college. Let this be a forum to exhibit the potential of the faculty and students with their literary skills and innovative ideas.

I congratulate Dr. R. S. Jadoun, Dean of the College, all the faculty members, supporting staff of the college, and last but not the least, all present and past students of the college for accomplishing this wonderful journey. The college despite of being on hundred percent self financing mode has succeeded in creating such a laudable infrastructure is also appreciable.

I once again appreciate the efforts of publication team for coming out with such a wonderful and informative Newsletter 2021.

A handwritten signature in black ink, appearing to read 'Tej Partap', with a horizontal line extending to the left.

(TEJ PARTAP)

DEAN's Message



“Stop measuring days by degree of productivity and start experiencing them by degree of presence.”- Alan Watts. This thought of A. Watts signifies that we should always indulge in doing more and more activities instead of finding perfection and rewards every time.

It was absolutely breath-taking and brought me to reflect on many blessings and opportunities in college. The college is extremely fortunate to have an outstanding group of students who were very active in activities in addition to academics and thereby in comprehensive personality development to improve their skills and knowledge. Each of their stories are testaments to reaching life goals, facing challenges, and overcoming obstacles, and each shares a common theme; the value of increasing arts and education. Our graduate students are doing amazing things in many different areas and in many different ways. In the current issue, you'll meet some remarkable graduate students who are making a difference in the state and throughout the globe.

The college also produces educational leaders, researchers, managers, athletic champs, and more. CABM through its path breaking initiative has paved the way for all to acquire the skills, who want to pursue agribusiness education and later join the career in this field to be part of the exciting opportunities that the agribusiness sector has thrown open and has a vibrant community of students, faculty, staff and alumni. Our programs focus is on developing critical thinking skills as well as hands-on learning. The aim is to provide a holistic education so that students develop professionalism with social sensitivity

This newsletter gives the major highlights of all events and activities that undergone during the year 2021.

A handwritten signature in blue ink, consisting of a stylized 'R' and 'J' followed by a horizontal line.

(R.S. Jadoun)
Dean, CABM

From the Editor's Desk



All the years, which pass by have many an important things and issues attached to them, but year 2021 has been a bit different. This is a the year, which will certainly go down the history of college as one of the important pages written with golden script. This year was filled with so many important developments and events, which has started giving 'important', a glimpse of routine. An attempt has been made to include some of the major events, achievements and developments which took place in 2021. All could not get included due to limitations of space that comes with any news letter.

Year 2021 marked successful completion of 25 years in the journey of this youngest college/ faculty of G.B. Pant University of Agriculture and Technology, Pantnagar. College organized its Silver Jubilee function to mark this milestone, which witnessed presence of a galaxy of dignitaries from major section of society. The existing infrastructure of College of Agribusiness Management got further strengthened this year by addition and inauguration of Dr. V.P.S. Arora auditorium on Oct. 08, 2021, named after founder Dean of the College. This year also saw College being listed/ declared as State Level Technical Institution (SLTI) under PMFME scheme by MOFPI, Government of India, in February. The college on November 23, 2021 hosted interaction of Hon'ble Governor Uttarakhand with youths involved in start-ups and Entrepreneurship Incubates.

College was also an important part of SC-SP Scheme under the ICAR in operation at University. Pantnagar University was appreciated for its work by ADG (Education) in Annual Report of the Scheme. The college was instrumental in conducting training program on “Organic Farming” for unemployed youth and also for students of the college. Department of Business Administration of College is seated to play an important role in “Mission Unnat Bharat Abhiyan”. This is for enabling higher educational institution to work with rural people. College also played an active role in facilitating and spreading awareness about 'National Sahaj Krishi Project' being executed by Sahaj Yoga Meditation Centre. In continuation with past practices of having MOUs with Industrial Organizations, CABM facilitated and hosted signing of MOU between Dhanuka Agritech and Pantnagar University. Some more milestones touched or repeated were achievements of hundred percent final placement and summer placement for batch 2020-22 and batch 2021-23 respectively, participation of students in 110th KisanMela at University, and conducting instructions in Hybrid Mode.

I take the privilege of presenting the current issue of College of Agribusiness Management Annual Newsletter 2021 into your hands. Your suggestions and feedback to the editor are always welcome and appreciated.

A handwritten signature in blue ink that reads "Saurabh Singh".

**(Saurabh Singh)
Editor**



Inauguration: Dr. VPS Arora Auditorium

CABM added a new jewel to its crown by adding a new auditorium to its already strong infrastructure on 8th October 2021. The hall was named Dr. VPS Arora Auditorium as a mark of respect for the founding Dean of this college. It was only his idea to start a dedicated agribusiness college in the Agricultural University.

Dr. VPS Arora was the founder Dean of CABM. CABM is extremely thankful for the contribution of Dr. VPS Arora towards starting this college. Dr. R.S Jadoun, Dean CABM welcomed and honoured Hon'ble Vice-Chancellor and other distinguished guest.

CABM faculty expressed their gratitude to Dr. R.S Jadoun, Dean CABM for acknowledging the tremendous contributions of Dr. VPS Arora.





110th Kisan Mela

A four-days (7 Oct–10 Oct 2021) farmers' fair was organized at G.B. Pant University of Agriculture & Technology in Gandhi Park. Many farmers from across the country visited the fair, making it successful event.

Various traders also brought their product for exhibition and selling to the farmers. Transaction worth lakhs of rupees were executed in fair itself. The stall owners were also awarded prizes for bringing the best variety in their class.

CABM students also participated in the fair by conducting live projects in collaboration with the various companies like NFL, IFFCO, Yaara Fertilizers, Chambal Fertilizers who had put their stalls.

The closing ceremony of Kisan Mela was held at Gandhi hall in the august presence of Hon'ble Vice Chancellor Dr. Tej Partap, Registrar Dr. A.K. Shukla, and several members of University family along with the Chief Guest.

Dr. R.S. Jadoun, Dean, CABM has appreciated Dr. Jayant Gautam, TPO and his team for their efforts.



Interaction of Hon'ble Governor of Uttarakhand with Start-Ups & Incubatees

The Governor of Uttarakhand Hon'ble Mr. (Retd.) Lt. General Gurmeet Singh visited CABM on 23rd November 2021. Dr. Tej Partap, Vice-Chancellor along with Dr. A.K. Shukla, Registrar, Dr. R. S. Jadoun, Dean CABM, Dr. A.S. Nain, Director Research, other Deans of Colleges and entire CABM family heartily welcomed the Hon'ble Governor of Uttarakhand.

Entrepreneurs and incubatees across the state had brought their products to the program and displayed in front of the Hon'ble Governor. These products included Pawan Chaki Atta, mushroom waste composting, ayurvedic spices, handicrafts, etc.

Lt. Gen. (Retd.) Mr. Gurmit Singh, Hon'ble Governor appreciated the entrepreneurs for their outstanding work and motivated them to work on more business ideas so that the socio-economic development of the society as a whole could take place.

Governor also appreciated the hospitality shown by the entire CABM family.



Silver Jubilee Celebrations

The Silver Jubilee of College of Agribusiness Management under the theme “**25 Years of Eminence in Grooming Corporate Destiny Makers**” was celebrated on 18th December, 2021. Dr. Tej Partap, Vice Chancellor was the Chief Guest and Dr. VPS Arora, Founder Dean, CABM was guest of honour on this occasion. Dr. R.S. Jadoun, Dean, CABM welcomed distinguished guests and gave brief history of CABM.

The year of 2021 marked the undisputed leadership of CABM for 25 years. CABM started its journey in the year 1996 as the pioneer Agribusiness College under SAU system. The first MBA (Agribusiness) batch of CABM started in the year 1998.

Dr. VPS Arora shared his myriad experiences while starting this college. Other faculty members shared the challenges they faced and opportunities that got created while nurturing CABM.

The event was marked by the release of souvenir followed by prize distribution to the students winning at various competitions. Students also celebrated CABM's 25 years by organising various cultural activities such as music band, singing, dancing etc which was followed by a delectable lunch. The programme was held at CABM auditorium and was coordinated by Dr. Reetika Bhatt, Asst Professor. A delicious lunch was also hosted by CABM family to all the guests and dignitaries present on the occasion.



Sports Activities

Sports harness energy, enthusiasm and team spirit in the participants. To reduce the pressure of studies and help the students get some fun time, CABM organises various intra- college sports competitions regularly.

These competitions include tug of war in which PGP2 won, badminton in which PGP1 won, cricket and table tennis in which again PGP2 won. The matches of tug of war were organised in CABM ground. The badminton matches were played at badminton court in St. Stevenson's Stadium in the presence of Dr. R.S. Jadoun, Dean, CABM. The matches of cricket and TT were organised at CB- 2 hostel.

CABM appreciates the students and members of SPHURTI- The Sports Committee for organising fair and fun games.

Dr. R.S. Jadoun, Dean, CABM appreciated the efforts of Dr. N.K. Singh, Staff Counsellor, Dr. Reetika Bhatt, Co-Staff Counsellor and also extended thanks for help and support provided to our students by Dr. Poonam Tyagi, Officer incharge, Physical Education.



Socio-Religious Celebrations at CABM

Students of College are also very motivated and energetic, who organized and celebrated various socio-religious and other important events like Holi Celebration, Lohari Celebration, Vishwakarma Puja, Gandhi Jayanti, Teacher's Day, Freshers cum Welcome function and Farewell function.

Though, COVID-19 virus did its best to play spoil sport, but it failed to enervate the enthusiasm of our students. Some of these events this year (2021) were celebrated in online gathering, while other were celebrated following strict Covid protocols.

As a mark of reverence, Lord Vishwakarma- the divine architect or God's architect, CABM celebrated Vishwakarma day on 17 September 2021 with all faculty members and staff. Puja ended with Prasad distribution.

After two years of low-key celebrations owing to Covid-19 pandemic, CABM celebrated Holi with new zeal and fervour. It turned out to be a day full of colours, excitement and wishes. Holi was celebrated at the CABM campus and further students celebrated it at Gandhi Park and students hostels too. With the festival of colours the students pledged to bury all the difference with each other and stay together as one united family. The highlight was eco-friendly way of Holi celebration, where flowers and traditional gulaal were used.



Personality Development of Students

The college to contribute towards comprehensive personality development of student organizes numerous kinds of activities. These include, in addition to sessions by visiting and guest faculties from industry, personality development experts, stress management experts, activities like PACE (Personality, Attitude and Communication Enhancement), Mock Group Discussions, Mock Interview sessions and Rangoli competition etc.

All students of college went for marathon from their respective Hostels to the University Stadium following the words of nation's beloved Prime Minister. The students due to their belief and awareness about Yoga being a practice that brings joy, health, and peace from within, by deepening a sense of continuous connection between an individual's inner consciousness and the external world, participated in it with extra vigour and enthusiasm. At CABM students are taught that Yoga shows us the road from stress to strength and from negativity to creativity.



MoU between Dhanuka Agritech & GBPUA&T

Dhanuka Agritech signed a MoU with G.B. Pant University to jointly conduct research in crop production chemicals and promoting use of drones on 21st December 2021. Dr. A. S Nain, Director Research and Dr. Ajeet Singh Tomar signed this MoU on behalf of the GBPUAT & Dhanuka Agritech Ltd. respectively.

Under the MoU signed, Dhanuka will sponsor bio-efficacy and phytotoxicity projects to help control insects and pests through drone application. This MoU is aimed to help spreading awareness programme for carrying out agri-extension services. The university will conduct demonstration trials of new molecules/products of Dhanuka at its farms as well as farmer's fields. Farmers will be encouraged to use modern agriculture technologies (like drone usage, AI and precision agriculture). Dhanuka Agritech will also provide scholarships to PG students.

The programme was held at CABM and was coordinated by Dr. Sneha Dohare, Asst Professor under the guidance of Dr. R.S. Jadoun, Dean, CABM.



State Level Technical Institute (SLTI)

Ministry of Food Processing Industries (MoFPI), in partnership with the state/UTs governments, has launched an All India Centrally sponsored PM Formalisation of Micro Food Processing Enterprises Scheme (PMFME) for providing financial, technical, and business support for upgradation of existing micro food processing enterprises with an outlay of 10,000 crores over a period of 5 years from 2020-21 to 2024-25.

The scheme aims to augment the existing individual micro- enterprises in the unorganised segment of the food processing industry and formalize 2 lakh micro food processing enterprises with special focus on supporting groups such as FPOs, SHGs engaged in agri-food processing sector.

On 8th Feb 2021 MoFPI, GoI approved CABM, Pantnagar as state level technical institute under PM-FME scheme. Dr. R.S. Jadoun, Dean, CABM was designated as Principal Investigator / Chief Coordinator under this scheme.



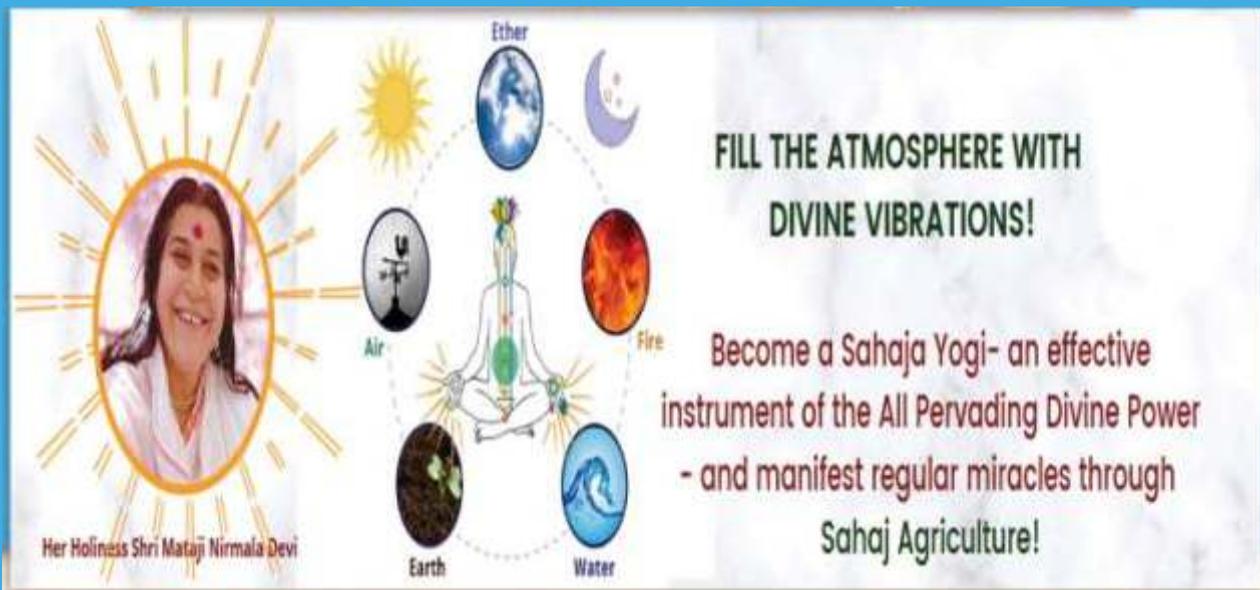
SCSP- Scheduled Caste Sub Plan

SC-SP scheme of ICAR was under operation in various colleges of the university under the effective supervision of Dr. R.S. Jadoun, Dean, CABM who was Principal Investigator and Chief Coordinator of the scheme. Dr. A.K. Pandey, ADG (Education), ICAR appreciated the work done by the GBPUA&T, Pantnagar in his valedictory address. Dr. Tej Partap, Vice-Chancellor also appreciated the progress of this scheme during COVID pandemic time.

This could be possible only due to proper coordination amongst the Coordinators and guidance of Hon'ble Vice-Chancellor as well as concerned Monitoring officers.

ICAR granted Rs. 17.00 lakhs for the tutorial classes and Rs. 16.00 lakhs for entrepreneurship development of SC students of this University under SC-SP scheme for the year 2020-21.

The implementation of this scheme was a great success. There was appreciable increase in the number of students passing JRF / SRF exams and development of entrepreneurs.



National Sahaj Krishi Project (N.S.K.P.)

H.H Shri Mataji Nirmala Devi, the founder of Sahaj Yoga meditation technique has given the concept of Sahaj Agriculture to the nation.

The seeds, sets, planting material, water, manures etc. used in the agricultural production are charged by the vibrations for certain time period.

Thereafter, the same when used in the field give rise not only to the improved germination but also to the better end products (crops, fruit, cotton fibre, etc.) which are quantitatively as well as qualitatively superior to the lot which is not charged by the vibrations.

The project is being implemented by Dr. R.S. Jadoun, Dean, CABM and Dr. A.S. Nain, Director, Research at this university.



Unnat Bharat Abhiyan

The Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India. The aim is to identify development challenges and generate appropriate solutions for accelerating sustainable growth. It also aims to create a virtuous cycle between society and an inclusive academic system by providing knowledge and practices for emerging professions and to upgrade the capabilities of both the public and the private sectors in responding to the development needs of rural India. Under this ambitious project, the wet and marshy land as declared by the National Wasteland Development Board of India will be transformed into centres of eco-tourism in the State.

Hon'ble Vice-Chancellor has been pleased to assign the responsibility of Unnat Bharat Abhiyan Project implementation to College of Agribusiness Management in collaboration with Aspansion Creatives Foundation. Dr. R.S. Jadoun, Dean, CABM has been assigned as Principal Investigator / Chief Coordinator of this project.



Successful Final Placement (Batch 2020-22)

This year also CABM has maintained its prestige of providing successful placements to its inmates. Various esteemed organisations visited CABM this year and hired the students by evaluating their capabilities. CABM has yet again bettered its previous records. This year also saw a sharp increase in the number of companies in the agri input and agri tech sectors. The placements are made successful with the efforts made by Dr. Jayant Gautam, Training and Placement Officer under the supervision of Dr. R.S. Jadoun, Dean, CABM by providing right direction to all the students. Students of Kshitiz-(The Placement Committee) and CHAYAN-(The Publication Committee) also helped in placement related work by actively coordinating recruitment drives and drafting Placement Brochure.

CABM has provided 800+ managers in the market of agribusiness. CABM is continuing to provide techno- managers to the organisations around the country and globe.



Successful Summer Placement (Batch 2021-23)

CABM students got their Summer Internship Placement (SIP) at various companies which they would do after semester break. The placement drive was conducted for its largest-ever Batch of 2021-23 of the MBA Agribusiness and MBA programmes. It is a matter of great pride for the CABM that all the students of the MBA and MBA Agribusiness programme, have been placed for Internship at various companies.

More than a dozen companies participated in the on-campus summer internship placement process for 42 students. Amidst the COVID-19 pandemic, the CABM summer internship process achieved remarkable success.

Students get hands on training or projects which would definitely increase their learning during this period. The students can improve their soft skills too during this real-life work exposure in organisations.

The summer internship was made successful with the efforts made by Dr. Jayant Gautam, Training and Placement Officer under the supervision of Dr. R.S. Jadoun, Dean, CABM by providing right direction to all the students.



Alumni Lecture Series & Gyankosh Guest Lectures

An Institution's alumni are the reflection of its past, representation of its present and nexus to its future. They are the brand ambassadors of ingrown legacy of the educational Institution.

CABM is fortunate to have alumni across the globe, proving managerial excellence in various agribusiness sectors such as Agri-input, Food Retail, Warehousing, Banking and Micro-finance, Consultancy etc.

We at CABM extend harmonious alumni relationship via series of lectures given by distinguished alumni of the college.

Besides alumni lectures, numerous guest lectures were organised in online as well as offline mode at CABM. Guest lecturers provided an important educational experience for students based on their real-world life experiences.

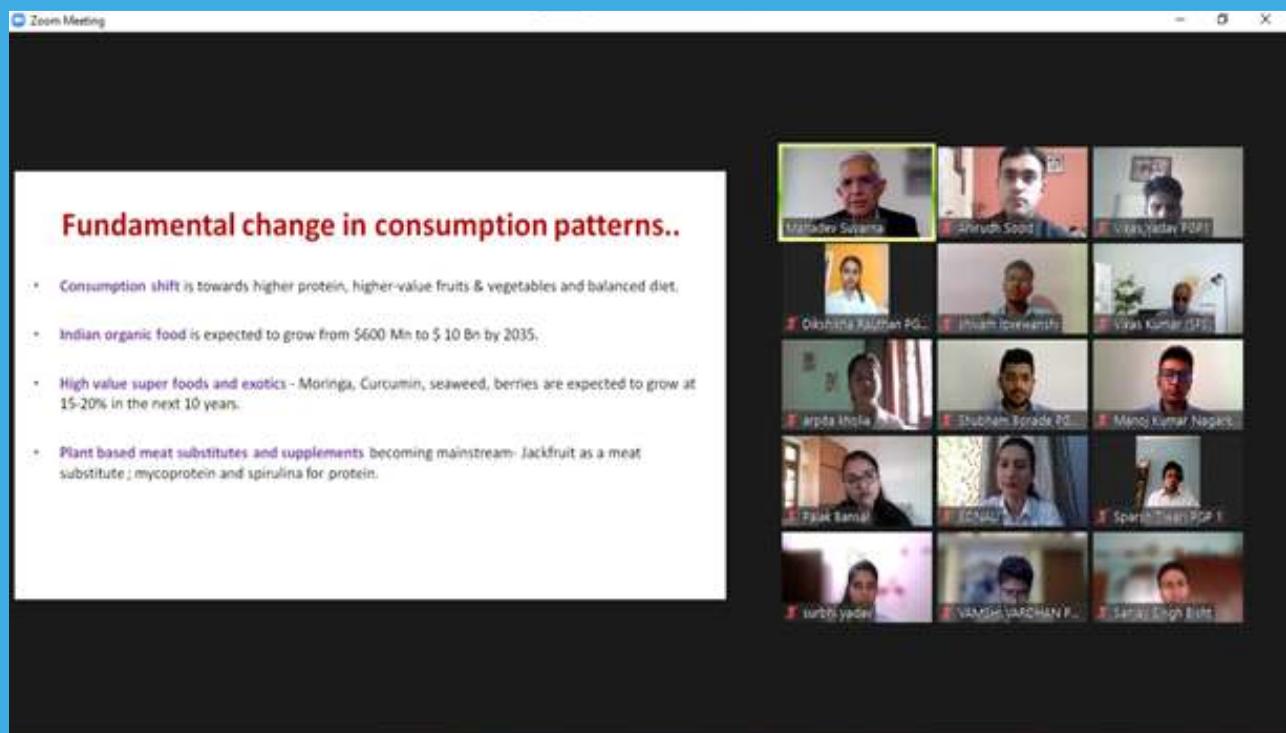


Student Induction Programme (SIP)- 2021

To introduce every new student to the family of CABM, an induction program is organised every year. Two day's orientation programme for new students was held in July 2021. During this period, the freshers were introduced to various colleges and research units.

Founder Dean CABM-Dr. VPS Arora addressed the newcomers by his inspiring words. Motivational talk to new students was given by distinguished alumnus of CABM Mr.Virendra Goswami. Various sessions on professional skill development and emotional intelligence were taken by renowned organisation Skill Mitra.

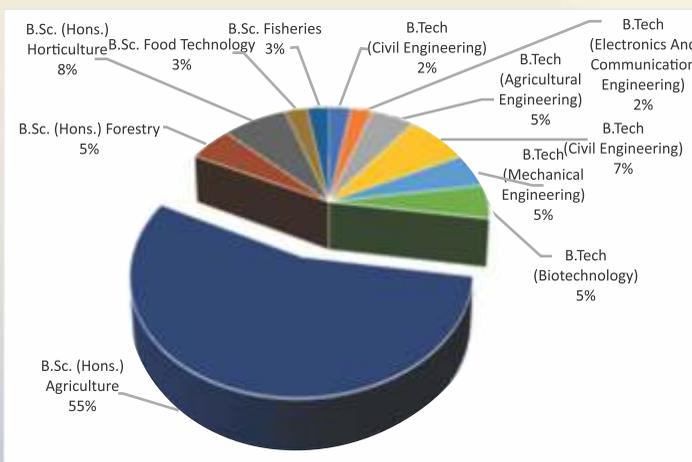
Registrar, Dean PGS, DSW, Director Research and Director Extension Education blessed the students and shared their management and administrative experience. The induction programme was successful with the efforts made by Dr. Saurabh Singh, Officer In-charge, Admissions under the supervision of Dr. R.S. Jadoun, Dean, CABM



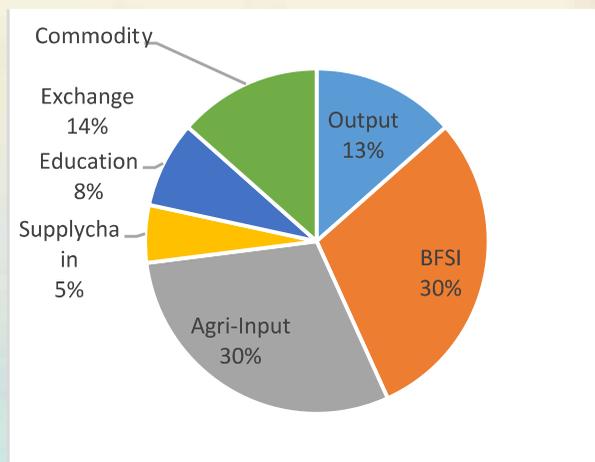
Online Classes in CABM

College of Agribusiness Management has commenced online classes for MBA students in response to COVID-19 and the later Omicron variant. The students have been asked to take to remote learning at their homes and log into classes for which a schedule has been sent. Out of the 82 management students enrolled at the college, all were connected online. As it was a audio-visual class, power point presentations were made and doubts posed by students were cleared, just like students do in a class. Dr. R.S. Jadoun, Dean, CABM who inaugurated the classes and welcomed the students said that digital learning would continue till regular classes commence.

Dr. Mukesh Pandey, Officer Incharge, PGP and Dr. Nirdesh Kumar Singh, Officer Incharge, ITMC have effectively managed online classes in CABM under the guidance of Dr. R.S. Jadoun, Dean, CABM.



Educational background Batch 2020 -22



Final placement of students Batch 2019-21



Significance of Elephant statue at Entrance of CABM

Students, when for the first time, make their way into the college through the entry gate named Ganesh Dwar, witness a pair of brass elephants adorned on it. These statues are for students to learn vital learning managerial and survival qualities honed by elephants. They communicate that one needs to religiously learn from mentors, who may come across as parents, teachers, and professionals, just as the elephant's calf embarks on a continuous learning journey for its survival and his mentors happen to be the mother elephant and other cow elephants in the parade. Next being developing a skin as a protective shield just like elephants, which helps them to cross rough wild terrain, and for managers, these rough terrains are in form of criticism, bickering, organizational politics etc. which they should take constructively and improve themselves. The negatives should not be allowed to enter by making the skin work as a protective shield. They are also expected to learn that, a healthy business is the best defense, thereby learning that the business should not only be just but also strongly rooted in customer needs as well as well-established in the market. Much like an adult elephant who just due to its sheer size and health does not have natural predators. Further, it is said that a manager gets seventy per cent of work done through communication, so this trait too could be imbibed from elephants. Elephants are known to continuously communicate with each other, discussing vegetation and water. Ganesh Dwar has the name of Lord Ganesh as the prefix, who is the god of wisdom and prosperity.



Significance of Lion statue at Exit gate

Students, once complete their degree program make their final exit from the Exit door named 'Singh Dwar' having two brass statues of lions adorned on it. This lion silently reminds and reinstate in the mind of students that while going into professional arena what qualities of lions that they need to carry along, to be successful and reach the top echelons of the corporate world. Lions know how to make themselves heard, so these prospective managers need to learn that in addition to being a good listener they need to ensure that they are heard at the right time and right forums too. Just like a lion roar at the right time and the right place and none can dare to ignore this roar. They further need to learn that success is not the outcome of an individual work alone but of the contribution of many viz. who worked earlier, fellow workers, mentors etc., therefore, credit too should be shared with every member of team and other contributors very much like a lion, who doesn't eat whole of its pray but leaves some part for other meat/ flesh-eating animals. Magnanimity or the ability to share is the name of the trait and this trait defines a true leader. Being social and successfully working in teams having both small and big members are other important trait they need to carry over from lions, lions despite being of majestic animals move in pride, at times having as many as forty members.



COLLEGE OF AGRIBUSINESS MANAGEMENT
G.B. Pant University of Agriculture and Technology
Pantnagar-263145, U.S. Nagar, Uttarakhand



MBA (Agribusiness), MBA & Ph.D. (Management)

Why CABM?

- * **1st Agribusiness College under any SAU in India.**
- * **100% placement since inception**
- * **Strong Alumni base**
- * **Matchless Mentors**
- * **World Class Infrastructure**

For more info and application form, visit www.gbpuat.in : Phone : +91 5944 234407

