

INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE

ANAND AGRICULTURAL UNIVERSITY, ANAND

Tree Plantation Cum Awareness Campaign

The benefits of planting trees are well known that ranges from having a beautiful environment to preventing the global climate change. Tree are the primary source of food and they contribute significantly to the environment in many useful aspects. International Agribusiness Management Institute, AAU, Anand celebrated online campaign on Tree plantation and awareness with the theme, '*Har Med Par Ped*' as part of 'Celebration of India's 75 years of Independence—Azadi ka Amrut Mahotsav' and ICAR 93rd Foundation day on 16th July, 2021 with the students of MBA-ABM, faculty members and staff members of NAHEP-CAAST. Due to current Covid situation celebration of tree plantation has been done online. Students, Faculty members and staff members actively participated in this campaign from their home and they planted different plants in their home and nearby area and they also spread awareness about tree plantation among society. Whole programme was framed and circulated by Dr. Ashish Mahera, SRC chairman under the guidance of Dr. Y. C. Zala, Principal and dean of the institute.






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Educational Visit

Students from third semester of International Agribusiness Management Institute (IABMI), Anand visited **Pre-Vibrant Gujarat Summit-2021** “Agro & Food Processing: Entering a new Era of Co-operation” event organized from **14th to 16th December, 2021** at Anand Agricultural University under Government of Gujarat. Total 85 students of MBA(ABM) and Ph.D.(ABM) programme visited the Agri Pre-Vibrant exhibition on **15th December, 2021**. Students were accompanied and guided Dr. M. R. Prajapati, Dr. Chetan. R. Dudhagara and SRC chairman Dr. Ashish Mahera during the exhibition visit. Around 300 stalls have been exhibited by various companies, FPO’s, progressive farmers, agricultural universities, Ministries and different Govt. departments of Gujarat state. The stalls included poster presentation, chart presentations, audio-visual, live demos and live samples. The exhibition has gained a new insight in the students about the real business world marketing and promotional tactics. It also emphasized the need of new technologies and farming methods like natural farming and organic farming towards the need of healthy society. The exhibition shown the role of Government and agricultural universities for strengthening the agriculture sector and uplift the farming community.



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Cleanliness Campaign for the Celebration of Swachhta Pakhwra

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed. Mahatma Gandhi secured freedom for Mother India. Now it is our duty to serve Mother India by keeping the country neat and clean. Cleanliness is the key to make any country healthy, beautiful and disease free. Cleanliness is the basic requirement for sustainable life in the beautiful world. Swachhta Pakhwara is celebrated during 1st to 15th of August, 2021. To celebrate Swachhta Pakhwara 2021, International Agribusiness Management Institute and Centre for Agricultural Market Intelligence under NAHEP-CAAST, AAU, Anand celebrated cleanliness campaign on the 13th August, 2021. The programme was started with the cleanliness pledge. The Principal and Dean of IABMI inspired all the faculty members and the staff members for cleanliness drive starting from personal hygiene, work place hygiene and domestic hygiene. Faculty members of IABMI, staff members of IABMI and NAHEP-CAAST project actively participated in this campaign and they cleaned institute premises, parking area and garden area. Students of the institute took part actively from their home with their family members due to prevailing Covid situation. Students cleaned their surroundings and home. They also spread awareness about cleanliness. The whole programme was framed and circulated by Dr. Ashish Mahera, SRC chairman under the guidance of Dr. R. S. Pundir, Principal and Dean of IABMI.


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Educational Visit

International Agribusiness Management Institute (IABMI), Anand organized **Educational Visit** on **2nd December 2021**. Students from third semester visited **Gujarat State Seed Corporation Limited office at Nadiad**. Students acquired practical insights into the planning and development of breeder seeds in consultation with ICAR. They also learned how to manage the production, supply and marketing of all classes of seeds throughout the state. On the same day students also visited **Gujarat State Seed Certification Agency and Gujarat Organic Product Certification Agency (GOPCA) at Ahmedabad** where students learned about seed certification procedures, inspections, and the numerous forms associated in seed certification. Students also had a hands-on experience in doing seed viability test. It was a great practical exposure along with academic learning. Students interacted with the industry expert for their queries. The whole programme was framed and carried out by Dr. Y. A. Lad and Dr. Kalyan Rao Patel.





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Kite Festival Celebration

Kite Festival was celebrated by International Agribusiness Management Institute on **13th January 2022**. Students and faculty members along with staff members of NAHEP-CAAST project enjoyed kite flying celebration followed by lunch. From the kite festival students learned how to work in a group, handle the situation in critical conditions and find out the way for better opportunity even the competition is so hard & build successful future for themselves as well as for the society. The whole programme was framed and carried out by Dr. Ashish Mahera and Dr. Chetan Dudhagara under the guidance of Dr. R. S. Pundir, Principal and Dean.




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