

Report on : Amrit Kaal Vimarsh Vikasit Bharat @2047

Expert Talk on "Innovation and Next Practices in Agritech."

Amrit Kaal Vimarsh Vikasit Bharat @2047

Dr. Rahul Mirchandani

EXPERT TALK

on

INNOVATION AND NEXT PRACTICES IN AGRITECH

30th Oct 2023

Time: 10:00am

**Chairman and Managing Director
Aries Agro Limited**

**Venue: CAT Hall
Birla Institute of Technology Mesra Ranchi**

About the Event:

Ministry of Education, Government of India in collaboration with AICTE, is organizing a series of seminars nationwide to address the transformational changes that have paved the way for the establishment of "Amrit Kaal Vimarsh Vikasit Bharat @ 2047, with the goal of realizing the vision of Honorable Prime Minister of India, Shri Narendra Modi Ji. As a continuation of this series, on October 30, 2023, Institution's Innovation Council, Birla Institute of Technology, Mesra's is organized a seminar on "Innovation and Next Practices in Agritech." The Guest of Honor of this Seminar was Dr. Rahul Mirchandani", CMD, Aries Agro Limited. The seminar commenced at 10:00 A.M. with the Institute Prayer. The guest speaker for the expert talk was Dr. Rahul Mirchandani, Chairman and Managing Director, Aries Agro Limited. Dr. Sudip Das, Dean of Admission, Accreditation and Coordination (DAAC), Dr. Kunal Mukhopadhyay, Dean of Faculty Affairs (DoFA), Dr. C. Jeganathan, Dean of Research, Innovation and Entrepreneurship, Dr. Anand Prasad Sinha, Associate Dean of Research, Innovation and Entrepreneurship, Dr. Vishal H.

Shah, Associate Dean of Alumni and International Relations and other deans and faculties graced the occasion with their esteemed presence.

Delegates of the session-"Innovation and Next Practices in Agritech."



Dr. Kunal Mukhopadhyay, Dean of Faculty Affairs (DoFA) inaugurated the event and welcomed the guest with a bouquet.



Following this, Dr. Sudip Das, Dean of Admission, Accreditation and Coordination (DAAC) welcomed the crowd and introduced them to the vision of the Government of India in conducting such seminars and also talked about the visionary of “Amrit Kaal Vimarsh Vikasit Bharat @ 2047.



Dr. Kunal Mukhopadhyay, addressed the gathering his speech focused on the importance of taking agriculture and the significance of innovation in the field.



Following this, the guest of honor Dr. Rahul Mirchandani, CMD at Aries Agro Limited, took an interactive session on "Innovation and Next Practices in Agriculture". He shared that his company is the first company to receive manufacturing permission for agricultural chelates ultimately becoming the first company to manufacture calcium chelate and agriculture bactericides. He also shared that his company tackled problems related to reactive chemicals, water and labour. The company also uses audio and video methods to educate and train the farmers.



Audience in CAT Hall, BIT Mesra



Interaction with the Audience



The audience also got the chance to interact and clarify their doubts related to the field of his expertise which included marketing, entrepreneurship and agriculture.

Dr. C. Jeganathan, Dean RIE, BIT Mesra presented the memento to the guest of Honor as a token of respect



The audience turned up in huge numbers and was highly engaged and impressed with the depth of knowledge the speaker possessed. A vote of thanks was then delivered by Dr. Anand Prasad Sinha, Associate, Dean Research innovation & Entrepreneurship, BIT Mesra Ranchi. The programme finally culminated at 11:50 A.M. with a High Tea.



Guest of Honor Profile:

Dr. Rahul Mirchandani

CMD, Aries Agro Limited.

Dr. Rahul Mirchandani has 23 years of experience as Director of Aries Agro Limited Ranked amongst the 30 Most Innovative CEOs in India in 2014, he has pioneered several unique marketing processes and brand management tactics at Aries. These include launching India's first loyalty programme in agribusiness, India's first Agribusiness flash sale (earning a Limca Book of Records), insurance-based customer retention programmes for farmers, executing the first nationwide single day launch for a specialty fertilizer brand as well as several shock-and-awe brand building programmes to sustain and grow 65 rural brands with zero mass media advertising. Many of these strategies are being documented and taught as case studies in customer relations management at leading Indian business schools.

He holds a Doctorate in Management Studies from NMIMS University, Mumbai and is also a Chartered Financial Analyst (CFA) and holds an MBA from the University of Canberra, Australia. Rahul has delivered sessions on Innovation and Entrepreneurship at the Oxford University, UK and has lectured at over 50 B-Schools in India. A Past National Chairman of the Confederation of Indian Industry's Young Indians (CII-Yi), he is the architect of Yi's Farmers Net program and has served on the CII Agriculture, Innovation, International Policy and India@75 National Councils. He has been the Chairman for the Yi's Next Practices platform and has also chaired Yi's International Relations and Partnerships and is the Founder of the Commonwealth Alliance of Young Entrepreneurs- Asia (CAYE-Asia). He is the recipient of the Bharat Ratna Rajiv Gandhi Yuva Shakti Award 2010 in recognition of outstanding achievements towards Youth Empowerment and Inclusive Growth. Recognized as one of the world's foremost achievers in his field, Rahul Mirchandani is listed in the Who's Who in the World 2013 and has been invited to Receptions at Buckingham Palace, the International Labour Organization, the Commonwealth Heads of Government meetings, High Commissioners Banquets, Association of MBAs Global Deans conference, amongst many others. He was a member of the Global Jury for the UN-Habitat Youth Entrepreneurship and Innovation Awards 2016 and also a Fellow of the 4Sight Class of Ananta Aspen's India Leadership Initiative and member of Aspen Global Leadership Network.

Social Media Link	
Facebook Link	https://www.facebook.com/BITMesraRanchi/posts/pfbid0v1Q9a21jUpvcvqvqdAiGF8Y1UruEd3Zie1Wa29N54BhfruM6Rqb7USz1gPMMPdtFfl
LinkedIn Link	https://www.linkedin.com/feed/update/urn:li:activity:7123908149757038593
Twitter Link	https://twitter.com/BITMesra_Ranchi/status/1718142876259893484
Instagram Link	https://www.instagram.com/p/Cy7nDvSRGII/
IIC-BIT Website Link	https://bitmesra.ac.in/Visit_Other_Department_9910?cid=1&deptid=424&pid=300

No of Students	350
No. of Faculty Members	20
Duration of the Seminar	1 hrs. 30 Minutes