

# OUR FOUNDER'S SOUTH TOUR



## INTRODUCTION

Just Agriculture is India's Most Rising Agriculture Magazine with more than 1.05 lakh readers in India. First Issue of the Magazine was launched on 5th Sept. 2020 and till now 15 Issues of our magazine are published. The main aim of Just Agriculture is to bridge the knowledge gap between the farmers, scientists and our youth. Just Agriculture is providing a common platform to all the researchers, scholars and scientists to share their ideas and innovations which is ultimately helping in disseminating the scientific information and findings among the scientific community across the globe. Just Agriculture has emerged as an Edu-tech platform for agriculture students. Now Just Agriculture is not only limited to publishing articles, it also conducts trainings, workshops, webinars and conferences.

DPS Badwal, the founder and CEO of JUST AGRICULTURE, recently visited to South India to meet with some of the country's most renowned agriculture scientists to expand Just Agriculture, for the dissemination of research, future collaborations and MoUs with the Universities of South India.

**23rd November: During 23rd-27th November 2021,** 5th International Agronomy Congress was held at Professor Jayashankar Telangana State Agricultural University (PJTSAU) Hyderabad. On the first day of the International Conference, Just Agriculture- the magazine was released by the pious hands of Dr. Panjab Singh, Chancellor, RLBCAU, Jhansi & Former DG, ICAR; Dr. Praveen Rao Velchala, Vice Chancellor, PJTSAU, Hyderabad; Prof. PV Vara Prasad, President, Crop Science Society of America, US; Dr. RC Srivastava, Vice Chancellor, RPCAU, Pusa; Dr. AK Singh, Director, IARI, New Delhi; Dr. VK Singh, Director, CRIDA and Dr. Samunder Singh, President, IWSS under the virtual supervision of Dr. Trilochan Mohapatra, Director General, ICAR. They appreciated the vision of Just Agriculture and assured full support for the future projects.



At the event, D.P.S. Badwal interacted with some of the renowned agriculture scientists and industrial experts. Mr. Badwal discussed the future strategies with Dr. S.K. Sharma, Director Research MPUAT, Udaipur; Dr. KRK Reddy, Industry Association President, Mr. Raj Kumar Agarwal, Executive Director of BIPA. They praised the work of Just Agriculture- the magazine and the reach achieved by Just Agriculture in such a short span.



**On 24th November, 2021** Mr. Badwal met with Dr. Ch. Srinivasa Rao, Director, ICAR National Academy of Agricultural Research Management (NAARM). They had very sound interaction about Agri-business policies for youth in Agriculture, Farmer Welfare and capacity building under FPO's, Technological Breakthrough in Agriculture Sector and Doubling of Farmer's Income in the quest of Nation's sustainability and







They discussed about the qualitative future collaboration of Just Agriculture-the magazine's MoU and Agri -Business expansion ideas with ICAR-NAARM, Hyderabad. They both had a detailed discussion on Collaborative programs for organizing trainings for Agriculture students and to uplift the Agriprenuers. Mr. Badwal also presented a special Issue of Just Agriculture-the magazine to him. Dr. Ch. Srinivasa Rao appreciated the efforts of Team Just Agriculture & praised that it's the only platform in India which is working on grassroot level for educating the Agricultural Youth.



### DR. SAGAR HANUMAN

the field of extension and policy developments related to plant protection. In addition to these programmes, the NIPHM also undertake projects, capacity building and studies in the plant health and quarantine area, including assessing market access potential, and other aspects related to the SPS agreement. Dr. Sagar Hanuman Singh is presently serving as the director of NIPHM. During the visit to NIPHM, Mr. Badwal met him and they both had thorough discussion about the future collaborative programs like trainings on plant health, MOOC courses and three month certificate courses etc. between NIPHM and Just Agriculture. Mr Badwal also presented a copy Just Agriculture magazine to Dr. Singh

### Later on 24th November, 2021 Mr. DPS

Badwal visited NIPHM (National Institute of Plant Health Management), Telangana. It is an autonomous body that was established by the Department of Agriculture & Cooperation of the Ministry of Agriculture, Govt. of India under its scheme to develop human resources in aspects of plant protection technology, plant quarantine and bio-security with special emphasis on crop-oriented Integrated Pest Management approaches and protecting the plant bio-security borders, both in public and private sectors. NIPHM provides training in



Later on the same day, Mr. DPS Badwal met with Dr. Vilas Tonapi, Director, Indian Institute of Millet Research and Dr. Dayakar Rao, (Principal Scientist, Indian Institute of Millets Research, Hyderabad) & CEO (Nutrihub). During the meeting, they discussed about millet area expansion, research in millet nutrition and entrepreneurship development to usher in Nation's Nutritional Security.

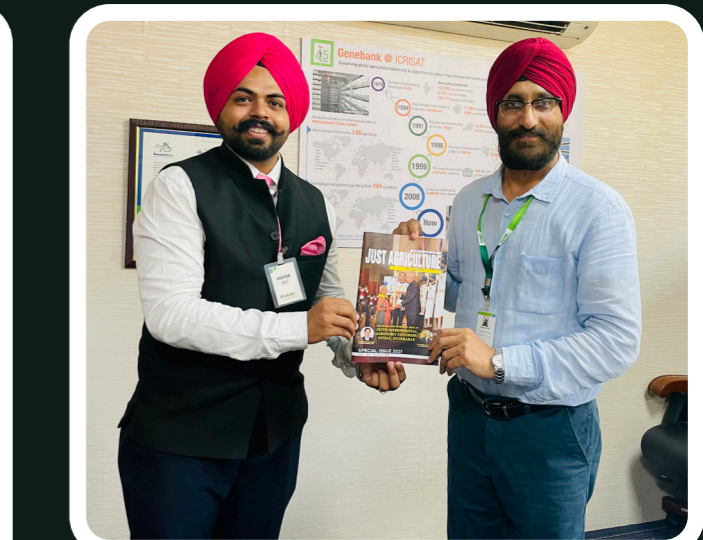
Dr. Tonapi appreciated the awareness spreaded through Just Agriculture on Millet cultivation under the concept of climate smart and resilient agriculture. He praised the online Expertised training programs and workshop organized by Just Agriculture on millets cultivation and the value chains. He said that these programs established great impact on unawared society who are fed up with unfruitful nutrition.

Dr. Dayakar Rao also appreciated the idea and contribution of Just Agriculture on Millet Interventions, Incubation programs, business start-up models and success stories of budding progressive farmers as 2023 has been declared as International Year of Millets. In the meeting they discussed about the millet area expansion, research on millet processing, and entrepreneurship development in this sector to usher in Nation's Nutritional Security. IIMR has already developed more than 500 processed products of millets there and they assured our team for future collaboration programs like training, workshops, MoU and incubation programs on millets processing.

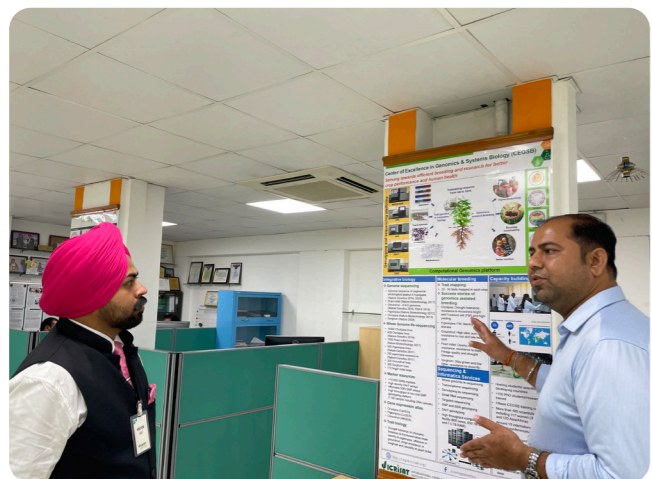




International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) is International organization that conducts agricultural research for development in Asia and sub-Saharan Africa with a wide array of partners throughout the world. ICRISAT is headquartered in Hyderabad, Telangana, India, with two regional hubs and six country offices in sub-Saharan Africa. It is a member of the CGIAR Consortium. CGIAR is a global agriculture research partnership for a food secure future. ICRISAT conducts research protecting the environment. ICRISAT is applying scientific innovations backed up with adequate policy, vision, mission and approach. ICRISAT envisions a prosperous, food-secure and resilient dryland tropics. ICRISAT's mission is to reduce poverty, hunger, malnutrition and environmental degradation in the dryland tropics. ICRISAT conducts research on five highly nutritious drought-tolerant crops viz., chickpea, pigeonpea, pearl millet, sorghum, and groundnut.



Dr. Kuldeep Singh, Head Gene Bank, ICRISAT, Hyderabad; Former Director NBPGR, New Delhi is a renowned Plant Breeder of India. He has experience of more than 30 years. Mr. DPS Badwal interacted with him at ICRISAT, Hyderabad. They discussed about different issues of Agriculture in Punjab and North India like water scarcity, stubble burning, crop diversification problems etc and the possible solutions of these problems. Dr. Singh appreciated the efforts and contribution of Just Agriculture in the field of Agriculture. He assured that in future Genebank, ICRISAT will organize collaborative research based programs on Plant Genetic Resources and Gene Bank Management Trainings with Just Agriculture-the magazine.



**On 25th November, 2021,** Mr. DPS Badwal visited to ICRISAT Hyderabad, Telangana. At ICRISAT Mr. Badwal met with Dr. Arvind Kumar, Deputy Director General Research ICRISAT; Dr. T.C. Jain, Ex-Senior Agriculturist, World Bank, Gurugram, Haryana and Dr. Rajeev Varshney. Dr. Rajeev Varshney is a Renowned Agricultural Scientist holding specialization in domains like Genomics, Genetics, Molecular Breeding, and capacity building in the developing countries. Later on they had lunch together and interacted about future collaborative programs & MOU with Just Agriculture for the dissemination of research. After lunch they visited to CEGSB (CENTRE OF EXCELLENCE IN GENOMICS AND SYSTEMS BIOLOGY) and interviewed Dr. Rajeev Varshney, Director, CEGSB. They had thorough discussion about the future collaboration of CEGSB, ICRISAT with Just Agriculture for organizing trainings and workshops in the field of applied genomics and genotyping.







Dr. Ramakrishnan M Nair, Regional Director World Vegetable Center (South and Central Asia), is a renowned personality working in the Agricultural research domain. He also leads the Legume Breeding Program and the International Mungbean Improvement Network (IMIN). His contribution to the field of Agricultural Research is highly appreciable. FAO recognized 2021 as International Year of Fruits and Vegetables and to celebrate that Just Agriculture released a Special Issue on Horticulture. Mr. DPS Badwal presented the Special Issue to Dr. Ramakrishnan M Nair and he appreciated the magazine, As, Just Agriculture is only magazine in India which released a Special Issue for International Year of Fruits and Vegetables. They both had thorough discussion about future collaborative training programs and MOU.

**On 26th November, 2021**, Mr. Badwal visited AgHub - Agri-Innovation Hub, which is an incubation centre of PJSTAU, Hyderabad, Telangana which support the promotion of rural entrepreneurship for building Agribusiness enterprises promoted by rural youth, women, farmers and FPOs, etc. This platform connects seeds providers, agricultural equipment providers, retailers, and distributors altogether. At AgHub Mr Badwal met with Kalpana Sastry Regulagedda (MD, AgHub). In the meeting, Mr. Badwal told Kalpana Sastry Regulagedda that Just Agriculture has plans to come up with an APP in future which will provide information to agriculture students about jobs, trainings, workshops and conferences etc.

Professor Jayashankar Telangana State Agricultural University (PJ TSAU) is a state agricultural university, situated in Hyderabad, Telangana. Dr. V. Praveen Rao is currently serving as the Vice-Chancellor of this University. On 26th November, 2021, Mr. Badwal met with him at PJ TSAU and presented him a copy of Just Agriculture Magazine. Honorable Vice-Chancellor of PJ TSAU appreciated the work of our team. They had a sound interaction regarding MoU of Just Agriculture with PJ TSAU for the future collaborative trainings and workshops and programs.

