Report on

Industrial Visit - Knowledge and marketing of agro-chemicals at IFFCO Counters

Date: Wednesday, 25th September 20224

Venue: FMDI (Farmers Management Development Institute), IFFCO Gurugram

Event Type: Industrial Visit

Mode of Activity: Offline

Target Group: Students of SOAS

Resource Persons: Dr. R. P. S. Yadav (Head, FMDI), Sh. Rajneesh Pandey (Head, Marketing services, IFFCO), Smt. Anita Choudhary, Sh. Shubham Bais (JFR, FMDI).

Coordinator: Dr. J. S. Yadav, Dean of SOAS and Dr. Neha Sharma

Organized by: School of Agricultural Sciences

Number of Participants: 40

Introduction

One-day industrial visit to the FMDI Center of IFFCO was organized to provide students with insights into the agro-chemical industry, IFFCO's contributions to Indian agriculture, and its innovative product portfolio. Faculty and students from the School of Agricultural Sciences (SOAS), K.R. Mangalam University, participated in this visit, which featured interactive sessions, a museum tour, and hands-on learning about IFFCO's products and marketing strategies.

Session Highlights

The visit commenced with a warm welcome by Dr. R. P. S. Yadav, Head of FMDI, who introduced IFFCO's legacy and its significant role in supporting Indian farmers. He elaborated on IFFCO's history, its importance to the agricultural sector, and its extensive product range, including

fertilizers, bio-fertilizers, and other agro-chemical solutions.

Sh. Rajneesh Pandey, Head of Marketing Services at IFFCO, highlighted the organization's innovative and customer-centric marketing strategies. He explained how IFFCO effectively reaches farmers across the country and promotes sustainable agricultural practices. Adding to the value, Dr. J. S. Yadav, Dean of SOAS, delivered a motivating speech on the importance of IFFCO in empowering farmers and contributing to agricultural productivity.

Product Presentation

A detailed presentation on IFFCO's innovative products was delivered by Shubham Bais. He discussed the organization's latest advancements, particularly Nano Urea, and its significance in addressing modern agricultural challenges. The presentation highlighted the usage, benefits, and environmental sustainability of IFFCO's nano products, sparking great interest among the participants.

Museum Visit and Group Activities

The students visited the IFFCO Museum, where they explored exhibits showcasing the historical evolution of IFFCO and its contributions to Indian agriculture. This hands-on experience allowed students to better understand IFFCO's journey and its pivotal role in revolutionizing farming practices. A group photo was taken to mark the occasion, fostering a sense of unity among attendees. After the museum tour, participants were served snacks and later a delicious lunch, reflecting the gracious hospitality of the organizers. IFFCO also distributed samples of its products, including Nano Urea, to the participants, SOAS, and KRMU, for academic and practical purposes.

Outcomes of the Visit

The visit enriched students with valuable insights into IFFCO's contributions to Indian agriculture, its marketing strategies, and its innovative product portfolio. Students gained practical exposure to modern agricultural technologies and learned about the potential of Nano Urea in enhancing productivity and sustainability. The industrial visit also fostered a strong academic-industry linkage, paving the way for future collaborations.

Acknowledgments

The students expressed their heartfelt gratitude to Dr. R. P. S. Yadav, Sh. Rajneesh Pandey, and the entire IFFCO team for organizing such an enriching visit. Special thanks were extended to Dr. J. S. Yadav, Dean of SOAS, for his inspiring words and continued support.

Conclusion

The one-day visit to FMDI, IFFCO, proved to be an educational and enlightening experience for all participants. It bridged the gap between theoretical knowledge and practical applications, providing a deeper understanding of the agro-chemical industry and IFFCO's role in modern agriculture. This visit will remain a memorable and impactful learning opportunity for all involved.

Pictures from the visit



Photo 1: Students during the lecture session -I at FMDI, IFFCO

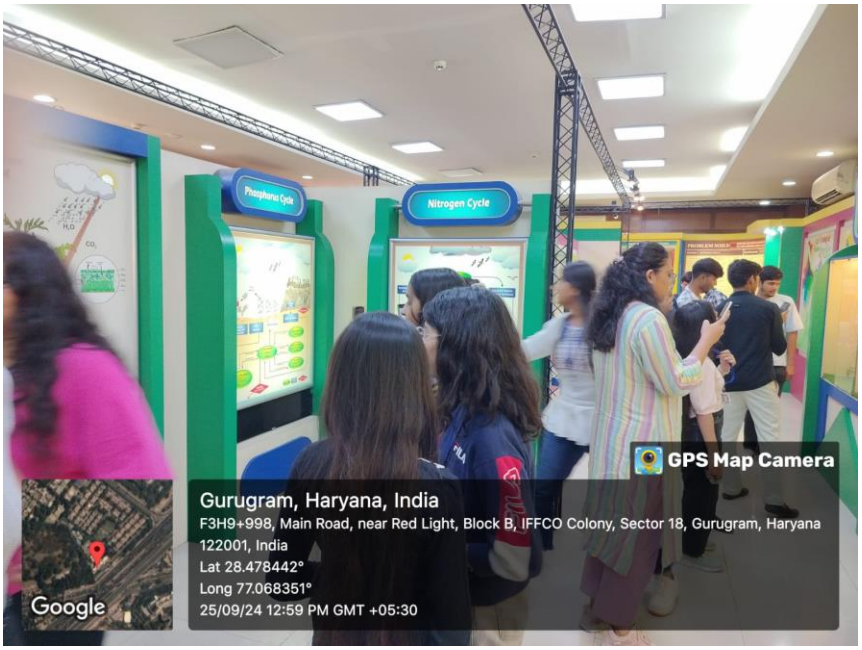


Photo 2: Students exploring exhibits during museum visit at FMDI, IFFCO



Photo 3: Students exploring seeds display during museum visit at FMDI, IFFCO



Photo 4: Students exploring nutrients during museum visit at FMDI, IFFCO



Photo 5: Students during the lecture session II at FMDI, IFFCO



Photo 6: Convener and faculty coordinator, SOAS along with Dr. R. P. S. Yadav



Photo 7: A student, Shivjeet, clearing his doubts during Q/A session



Photo 8: Students listening patiently to the speakers at FMDI, IFFCO



Photo 9: Discussion among students during an interactive session at FMDI, IFFCO



Photo 10: A student, Neetu Sharma, clearing his doubts during Q/A session