



SAGAR GROUP OF INSTITUTIONS



DARPAN

NEWSLETTER

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From the Editor's Desk

Dear Readers,

As the year draws to a close, we reflect on the spirited initiatives and transformative experiences that have adorned the corridors of Sagar Group of Institutions (SGI). December marks not just the culmination of year, but a testament to the remarkable endeavors and achievements within our vibrant community.

Our journey, this academic year commenced with the Grand Inauguration and Orientation for the 23-25 Batch of PGDM - Agri-Business Management Program at SGI's Food & Agri Business School (FABS). It was a day of inspiration and insights as industry stalwarts illuminated the path forward for aspiring agri-business leaders. Dr. Govinda Rajulu Chintala's wisdom and Dr. Venkata Subbarao Kolli's earlier emphasis on the Importance of Management Education remain etched in our memories, guiding our pursuit of excellence. At SGI the students are regularly sensitised to the issues connected with Social Sensitivity at all levels. Our founder Dr W R Reddy is a constant inspiration in this space of Social Sensitivity.

Throughout the year, SGI Talks served as a beacon, bridging the chasm between industry expertise and academic curiosity. These interactive sessions, featuring luminaries like Mr. Saumendra Nayak and Mr. Harish Raghu, offered invaluable perspectives on diverse facets of the agri-business landscape, enriching our understanding, and expanding our horizons.

College life at SGI pulsates with a spectrum of activities, cultivating holistic development. From nurturing life skills through our Personality Development programs to fostering a spirit of healthy competition through a myriad of competitions, our campus breathes an air of inclusivity, collaboration, and cultural celebration.

The transformative field and industry visits added depth to our academic journey. Exploring Seedworks International Pvt. Ltd. and the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) offered firsthand exposure, reinforcing classroom teachings, and nurturing practical acumen among our students.

Our vibrant campus life, orchestrated by the diligent efforts of various committees, exemplifies unity in diversity. The Reading Committee's literary explorations, the Innovation Council's pursuit of groundbreaking ideas, and the Cultural Committee's lively festivities resonate with the richness of our community spirit.

Furthermore, 'Parichay-II,' our Industry-Institute Interface event, fostered constructive dialogues with industry luminaries, fortifying our academic endeavors with real-world insights and collaborative wisdom.

In closing, as the curtains fall on this eventful year, I extend my heartfelt gratitude to every individual – student, faculty member, industry partner, and supporter – whose unwavering dedication and enthusiasm have woven the tapestry of success at SGI.

Warm Regards,

Dr. Mohmad Mushtaq Khan

Associate Professor, SGI FABS



Grand Inauguration and Orientation for 23-25 Batch of PGDM - Agri-Business Management Program at SGI

On the 24th of June, the 23-25 batch of PGDM - Agri-Business Management program at SGI's Food & Agri Business School (FABS) had a fantastic launch event. Held at the Golkonda Hotel in Masab Tank, Hyderabad, this event was a remarkable gathering of aspiring agri-business leaders.

The event was a great success, featuring a captivating talk on the Importance of Management Education. Distinguished Agri-industry experts shared their valuable insights, adding depth to the occasion. Attendees and Students of the 2023-2025 batch were treated to comprehensive details about the 2-year ABM program, which promises to equip students with the skills and knowledge needed to excel in the agri-business sector. Dr. Venkata Subbarao Kolli, Former President of Africa, and the Middle East at Corteva Agriscience, emphasized the "Importance of Management Education as a Career Block" during his address. Mr. Hanish Nair, Zonal Business Head - Seeds at Crystal Crop Protection, shed light on opportunities in the Food & Agri-Business Space." Additionally, Dr. Suresh Garimella, Director of SGI, and Dr. B Saha, Dean of SGI-FABS, provided insights into SGI's vision and the specifics of the 2-year program.



In a momentous event, Sagar Group of Institutions, Hyderabad, celebrated 15 years of dedication to agri-business education as it welcomed the 23-25 batch of the PGDM - Agri Business Management program at SGI's Food and Agri Business School. The occasion was graced by Dr. Govinda Rajulu Chintala, Former Chairman of the NABARD (National Bank for Agriculture and Rural Development), who served as the esteemed chief guest, sharing his unparalleled expertise and wisdom.

Dr. WR Reddy (IAS Retd.), the founder of SGI Hyderabad, graced the event as the guest of honour, sharing valuable insights about social sensitivity with the students. The gathering also included eminent personalities such as Prof. Sankar Datta and Prof. N V Ramana from the Board of Studies, Director Dr. Suresh Garimella, Dean Dr. B Saha, and Mrs. W Malathi Reddy, Secretary of SVVR Educational Society. With the launch of this program, 60 students from the 23-25 batch embarked on a two-year journey of learning and growth. As the academic year begins, SGI eagerly anticipates the success and accomplishments that these students would achieve over their period of stay here and in their careers thereafter. We extend our heartfelt best wishes to the incoming batch for a fruitful and enriching academic experience.





SGI Talks: Bridging the Gap Between Industry and Academia

SGI Talks, a series of interactive sessions hosted by the Sagar Group of Institutions in Hyderabad, serves as a bridge between industry experts and academic learners. These talks encompass a wide range of topics, from agribusiness to financial inclusion, providing students with invaluable insights into different sectors.

1. Developing a Successful Career in the Agribusiness Industry:

Mr. Shashank Sinha, CEO of Drools, highlighted the path to a successful career in the agribusiness industry. Supported by his expertise in the pet food sector, he showcased India's immense potential in catering to the needs of both domestic and international markets.

2. Introduction to Warehousing & Agri Financing:

Mr. Santosh Kumar Sahu, Co-founder & CEO at Gogreen Warehouse, shared insights on warehousing and agricultural financing. His emphasis on Farmers Producers Organizations (FPOs) as potential customers highlighted the importance of supporting small-scale farmers in India.



3. Marketing – Process & Philosophy:

Mr. Pankaj Chaudhary, National Sales Lead (Biologicals) at Grow Indigo Pvt. Ltd., explored the intricacies of marketing processes and philosophies. His session shed light on the dynamic World of agricultural marketing.

4. Importance of Volunteerism as a Hobby:

Mr. T.P. Seetharam, an Indian Foreign Service Officer, discussed the significance of volunteerism as a hobby. His message, "If you help others, it will come back to you in one way or another," resonated with students, emphasizing the value of giving back to society.

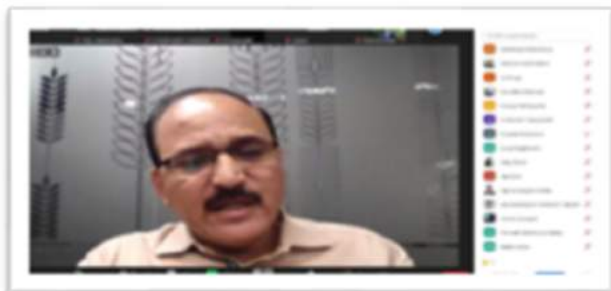


5. Role of Balanced Crop Nutrition in Maintaining Soil Health:

Mr. Gahininath Dhawale, General Manager at Deepak Fertilizer (Smartchem Technology Ltd.), delved into the crucial role of balanced crop nutrition in soil health maintenance. His insights were pivotal for students pursuing careers in agri-business..

6. Sales & Marketing Agri-inputs:

Current Trends & Marketing Strategies: Mr. Saumendra Nayak, Lead – Field Marketing and IB at Jivagro, elucidated current trends and marketing strategies in the agri-input industry. This session offered students a comprehensive view of the evolving agricultural landscape.



7. Financial Inclusion:

Mr. Harish Raghu, Founder & CEO of Saggraha Management Services Pvt Ltd, discussed the key issues connected with financial inclusion and leadership. His addition to SGI's Corporate Advisory Group (CAG) highlighted the institution's commitment to fostering industry-academia collaboration.



8. Development of Expertise in Agri Input:

Mr. Ajay Chitte, CEO of Evergreen Micronutrient Pvt Ltd, provided valuable insights into developing expertise in agri input marketing. His lecture encompassed agricultural practices and industry challenges.



9 Agri Input-Industry Outlook:

Mr. Srinivasakumar Karavadi, Lead- Commercial Unit, South, Rice Community, Crop Science division of Bayer India, Bangladesh & Sri Lanka, explored the pesticide industry's key aspects and the current market scenario. This talk was about students aiming to enter the agrochemical sector.



10. Agri Input and Agri-tech:

The Indian Fertilizer Industry and Mahadhan's Initiatives in Nutrition Management: Mr. Naresh Deshmukh, COO of Mahadhan AgriTech Limited, Deepak Fertilizer (Smartchem Technology Ltd.), provided an in-depth look at the Indian fertilizer industry and Mahadhan's initiatives in nutrition management. His presentation covered FertilizerUse- Efficiency and innovative product lines, offering students a glimpse into the evolving fertilizer sector.



12. Opportunities in Agri Commodities Market:

Mr. Kapil Dev, Chief Business Officer at NCDEX, recently addressed our PGDM - Agri-Business Management students, sharing valuable insights on 'Opportunities in Agri Commodities Market.' Mr. Kapil discussed key aspects, including the commodities market, challenges in agri commodities, and opportunities for farmers.



11. Innovations in Agriculture & Technology:

Mr. Shankar Singh, Vice President; Mr. Peeyush Kumar Singh, Deputy General Manager; and Mr. Srinivas Reddy, Zonal Manager Prabhat Agri Biotech Limited, shared valuable insights on 'Innovations in Agriculture & Technology' with PGDM - Agri Business Management students. Mr. Peeyush's presentation offered a wealth of knowledge about recent agricultural technology, innovations, and marketing strategies.



College Life at SGI: A Glimpse into World of Opportunities

Personality Development: SGI believes in nurturing well-rounded individuals. Our dedicated personality development programs empower students with essential life skills, enhancing their confidence and communication abilities.



Competitions: The campus is a hub of intellectual challenges and creativity. Various competitions, from debates to quiz contests, provide a platform for students to showcase their talents and sharpen their competitive edge.



Visits: SGI encourages exploration beyond textbooks. Field trips and industry visits expose students to real-world scenarios, bridging the gap between theory and practice.



Sports Events: The college works on a healthy spirit of sportsmanship. Inter-college sports events and tournaments encourage teamwork and physical fitness.



Cultural Feasts: Our SGI-campus comes alive with the beats of cultural festivities. From traditional festivals like Bathukamma, to Ganesh Chaturthi art exhibitions, we celebrate diversity and unity through the art & cultural expression.

Inclusivity: SGI is proud of its inclusive culture, where every student's unique identity and perspective are respected and celebrated.



Collaboration: Collaborative group activities encourage teamwork and innovation, preparing students for the dynamic world beyond college study



Transformative Field and Industry Visits: Enrich the Learning Journey at SGI

Sowing Seeds of Knowledge at Seedworks International Pvt. Ltd.:

SGI's Food and Agri Business School students visited Seedworks International Pvt. Ltd. in Medchal, Telangana, under the guidance of Raja Vadlamani and his team. They gained practical insights into Supply Chain Management, observing the intricate workings of machines for packing Cotton and Paddy seeds. The students appreciated the importance of stringent quality control measures connected with the packing function that eventually ensures product quality at the consumer end. Raja Vadlamani's enlightening session on Supply Chain Management left an indelible mark on the students.



Discovering Mindfulness at Kanha Shanti Vanam:

The PGDM – ABM 23-25 batch visited Kanha Shanti Vanam to improve their holistic well-being. The serene center, surrounded by nature, offered students a break from academic rigors. Guided by experienced instructors, they explored mindfulness and meditation techniques, enhancing their emotional resilience and mental clarity. The visit also introduced them to advanced agricultural practices like hydroponics and tissue culture, and a diverse plant nursery.



Exploring Agricultural Advancements at ICRISAT:

PGDM-ABM (2022-2024) batch of students from the PGDM-Agri Business Management program embarked on an insightful field visit to the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) in Hyderabad. During their visit, the students had the opportunity to learn about the latest developments in agriculture and agribusiness.



Sports Competition at SGI Campus

In a spectacular showcase of athleticism, SGI Campus recently hosted an exhilarating sports competition. From intense cricket face-offs to dynamic volleyball clashes and strategic kabaddi battles, students showcased their sporting skills. Badminton enthusiasts engaged in fast-paced matches, adding to the competitive spirit. The campus echoed with cheers as participants demonstrated both prowess and sportsmanship.



Vibrant Campus Life: Diverse Committee Activities

Reading Committee: The Reading Committee is in full swing, promote a culture of literary exploration. Students are engaging in book reviews, sharing their thoughts on a wide range of literature. Additionally, the committee has introduced "Current Affairs Tasks," encouraging students to stay informed about the world's happenings and engage in discussions that broaden their horizons.

Institutions Innovation Council (IIC): The IIC promotes a culture of innovation and encourages students to explore innovative ideas. The recent event, "Success of Chandrayan," delved into the remarkable achievement of India's lunar mission. It ignited curiosity and inspired innovative thinking among students.



Sparkle Society: The Sparkle Society is playing a role in maintaining a spick-and-span college environment. Beyond cleaning, they coordinate Swachh College, emphasise the importance of cleanliness and a green campus.

Mess Committee: The Mess Committee ensures that the dining experience is a one of the satisfactory aspects of campus life. They meticulously manage mess activities, like deciding on the menu, preparing for special events etc. catering to diverse tastes while maintaining hygiene standards.

Magazine Committee: The Magazine Committee is a hub of creativity, producing newsletters and "In shorts" that capture the latest trends and campus happenings. Their engaging content keeps the college community well-informed and entertained.



Cultural Committee: The Cultural Committee takes centre stage in organizing memorable events like Teachers' Day, Ethnic Day, Freshers' Day and other on-campus festivities. These events celebrate the rich diversity of our college community. Recently, their Ganesh Chaturdashi celebrations added a vibrant touch to our campus.

Freshers' Day at SGI: A Grand Welcome

The Freshers' Day celebration at Sagar Group of Institutions (SGI) was an exhilarating event filled with festivity and warm welcomes. Held on the college campus, the day began with an enthusiastic greeting by senior students and the faculty members, instantly making the newcomers feel at home.

Organized by a dedicated committee of faculty members, seniors, and event coordinators, the day featured captivating cultural performances, showcasing the diverse talents of our students. Ice-breaking activities and team games encourage friendships and promotes essential life skills.

Refreshments and lunch were provided to keep the energy high throughout the day. Freshers' Day at SGI embodies our tradition of welcoming new students with open arms, setting the stage for a successful college journey filled with opportunities and camaraderie.



Ethnic Day Celebrations at SGI

The Sagar Group of Institutions (SGI) recently celebrated Ethnic Day, a celebration of cultural diversity and heritage. The event featured a vibrant display of traditional attire, with students and staff proudly showcasing their cultural backgrounds. The organizing committee, including student volunteers, faculty, and staff, worked tirelessly to ensure the event ran smoothly. The heart of Ethnic Day was the captivating cultural performances, including dance, music, and skits which illuminated the rich cultural traditions within the college community. The event also recognized outstanding contributions through awards and prizes. Ethnic Day at SGI is not just a celebration; it reflects the college's commitment to promoting diversity, inclusivity, and cultural appreciation. It encourages students to celebrate their heritage, embrace cultural differences, and promote unity within the college community.



SGI Celebrates Chandrayaan-3 Landing in Grand Style

The Sagar Group of Institutions' Institution Innovation Council (SGI-FABS IIC) celebrated the successful Chandrayaan-3 landing by ISRO in a grand event. Students participated in various activities, including speech competitions on renowned scientists of the Indian Space Program, artistic competitions like painting and rangoli with a Chandrayaan theme, and an immersive animated time travel experience. Faculty members also provided valuable insights into Chandrayaan. The event not only educated attendees about India's space achievements but also inspired a deeper appreciation for space exploration.



Innovation Wall Inaugurated at SGI-FABS

In a significant step, the Dean and faculty members at Sagar Group of Institutions' Food and Agri Business School (SGI-FABS) unveiled the "Wall of Innovation." This initiative aims to motivate students to stay updated on the latest technological advancements, especially in the fields of agriculture and technology. The Wall of Innovation will serve as a constant source of inspiration, encouraging students to explore and engage with the ever-evolving world of innovation and progress.



Dean in News

Dr. Bipul Saha, SGI Dean Elected to IUPAC Executive Board

Dr. Bipul Saha, the Dean of the Sagar Group of Institutions, has achieved a remarkable milestone by being elected as a member of the Executive Board of the International Union of Pure and Applied Chemistry (IUPAC). IUPAC, a global organization with members from fifty-six countries, recently held its General Assembly and World Chemistry Congress in Hague, Netherlands, gathering over 2,200 participants.



Sagar Group of Institutions Facilitates Industry-Institute Interaction: 'Parichay-II'



Sagar Group of Institutions recently hosted 'Parichay-II,' a vital Industry-Institute Interface event. The event aimed to stimulate discussions with industry professionals and share insights to enhance our academic and related processes. We were honoured to welcome experts from diverse agri and allied industries, including Input companies, Consultancy firms, Tech companies, Banking & Financial institutions. Their feedback on our curriculum and teaching methods will bolster our commitment to academic excellence. Stay updated as we continue to bridge the academia-industry gap, fostering collaborative growth and learning.

Notable Participants included representatives from Dhanuka Agritech Ltd., Sinagro India Pvt Ltd, AND Business Consulting, HDFC Bank, Go Green Warehouses Pvt Limited, FMC Corporation, ICRISAT, Arthro Biotech, Pavaman Aviation, VNR Seeds Private Limited, IndiaMART InterMESH Limited, DigiGrain Solutions Private Limited, IFFCO Kisan Suvidha Limited, APMAS, Shanmukha Agritech Limited, Brane Enterprises Pvt Ltd



Exploring Ethnic and Cultural Experiences at SAP Sagar Agri Polytechnic College

The SAP Sagar Agri Polytechnic College is taking on an interesting venture to introduce its students to a variety of cultural experiences as part of the academic journey of its students. The active community that is our college has made room in its structure for the new first-year students who only recently arrived. Students are studying the beauty that may be found in the customs, rituals, and values that come from many different cultures through a variety of diverse cultural expressions. Students work on different cultivation of field crops, commercial crops like cotton and different horticulture crops like chilli, Tomato, Marigold etc. The agriculture students gain hands-on experience in modern farming techniques, Crop Production and Pest & disease Management etc.

In addition, the college is making progress in the field of Spirulina Cultivation, which is an environmentally friendly process and at the same time results in a crop that is used in the making of nutritional products. Students participate actively in this initiative, acquiring practical experience in the form of hands-on knowledge in this developing agricultural activity.



Article

Transforming Indian Agriculture: The Tech Revolution in Agribusiness

By
Adusumelli Akshay
1st year PGDM- ABM



In India, the agriculture sector is facing challenges from climate change and low productivity. Technology is changing the face of farming. From smartphones to advanced machinery, agribusiness is becoming more innovative and efficient. This transformation brings hope for increased yields and better livelihoods for farmers nationwide. Farmers need education on modern technology and innovation to boost production and profitability.

Information Technology and its Components



Information technology (IT) is a system that uses computers, software, and networks to store, process, transmit, and retrieve data. It enables the creation, exchange, and manipulation of information in different forms. IT consists of hardware, software, data, networks, and people. Hardware refers to physical devices; software is programs and applications; data is raw facts and figures; network is the infrastructure connecting hardware and software; and people are users and professionals interacting with IT.

Key Uses and Benefits of Information Technology in Agribusiness

- Information technology has revolutionized agriculture by reducing reliance on manual labor and hand tools, leading to increased productivity in tropical environments. Artificial intelligence and modern equipment collect data on weather patterns, enabling farmers to make informed decisions and optimize crop management.
- Biotechnology has developed resilient crops through genetic engineering and breeding methods, resulting in increased pest resistance and improved yields. Agriculture sensors monitor soil composition, moisture levels, nutrient content, and air flow, enabling farmers to make precise decisions and optimize fertilizer application.
- Big data collection and analysis have transformed agriculture by influencing crop yields, supply chain management, and yield prediction. Livestock monitoring using chips and body sensors helps prevent disease outbreaks and improve meat production quality. Overall, information technology has transformed the agricultural sector.



Leveraging Information Technology for Indian Agriculture

Information technology (IT) boosts Indian agricultural productivity and profitability by providing farmers accurate information on weather, markets, prices, and government schemes. It also facilitates better communication among stakeholders in the agricultural value chain, promoting the adoption of precision farming techniques like remote sensing and GIS. IT also enhances the quality and traceability of agricultural products, increasing their competitiveness and marketability. Additionally, IT empowers farmers to participate in e-commerce platforms and online communities.

India's Agriculture at a Turning Point by Tech Revolution

India's agriculture sector, once a significant contributor to the country's GDP, is now facing challenges. With the right solutions, it could contribute \$600 billion to the country's GDP by 2030, a 50% increase from its 2020 contribution. Agtech in India has been growing rapidly, with over 1,000 start-ups emerging between 2013 and 2020.



The regulatory environment is evolving favorably for digital technologies in agriculture, leading to more farmer-centric solutions. Agtech can potentially boost Indian farmers' incomes by 25 to 35%, adding \$95 billion to the economy. This growth is achieved through reduced input costs, enhanced productivity, better price realization, cheaper credit, and alternative income sources. The Indian government promotes Agtech through initiatives like farmer-producer organizations, agristack, digital soil-health cards, and digitally enabled direct benefit transfers. Venture capital firms invested over \$1.2 billion in Agtech in 2022, with funding primarily in downstream Agtechs, end-to-end ecosystems, digital solutions, precision Agtech, midstream Agtechs, and Agribiotech.

Tech Revolution Adopted by Major Companies for Agribusiness in India

1. Jain Irrigation Company is one of the largest manufacturers of drip irrigation systems in the world, which help farmers save water, increase yield, and reduce input costs. Jain Irrigation also provides digital solutions such as soil sensors, weather stations, and remote monitoring and control of irrigation systems. The company has reached more than 11 million farmers in India and abroad.
2. EM3 AgriServices company offers farm equipment and services on a pay-per-use basis, which enables smallholder farmers to access modern machinery such as tractors, harvesters, planters, and laser land levelers without having to invest in owning them. The company helps improve the productivity and income of more than 200,000 farmers in India.
3. DeHaat company is a digital platform that connects farmers with stakeholders in the agri value chain, such as input suppliers, output buyers, financial institutions, and extension services. DeHaat provides farmers access to quality inputs, market linkages, crop advisory, credit, and insurance. DeHaat reached more than 500,000 farmers across ten states in India.
4. Ninjacart company is a B2B platform that connects farmers with retailers, restaurants, and other businesses that buy fresh produce. Ninjacart uses technology to streamline the supply chain and reduce wastage, cost, and time. The company also provides farmers transparent pricing, timely payment, and data-driven insights.
5. CropIn company is a software-as-a-service (SaaS) provider that uses artificial intelligence (AI), big data, and cloud computing to help agribusinesses manage their operations and optimize their outcomes. CropIn provides solutions such as crop monitoring, pest and disease detection, yield prediction, weather forecasting, and traceability.
6. Stellapps company is an end-to-end dairy technology solutions provider that uses cloud computing, IoT (Internet of Things), AI, and data analytics to improve the efficiency and profitability of dairy farming. Stellapps offers smart milk procurement systems, animal wearables, milk quality testing devices, cold chain management systems, and farmer payment systems.
7. AgNext company is a food quality assessment platform that uses AI, spectral imaging, IoT, and blockchain to provide rapid and accurate testing of different parameters such as moisture, protein, fat, adulteration, pesticide residue, etc. AgNext helps agribusinesses reduce losses, increase transparency, and ensure compliance.
8. Fasal company is an AI-powered farm management platform that helps horticulture farmers improve their yield and income. Fasal uses IoT sensors to collect real-time data on soil, weather, crop health, etc., and provides actionable insights such as irrigation scheduling, pest, and disease alerts, fertilizer recommendations, etc.
9. Gramophone company is a one-stop solution for all the farming needs of the farmers. Gramophone provides farmers access to quality inputs at affordable prices through its online marketplace. It also provides crop advisory through its app and call center, which help farmers make informed decisions based on soil health, weather conditions, market trends, etc.
10. BigHaat company is an online platform that provides farmers access to various inputs, such as seeds, fertilizers, pesticides, bio-products, farm equipment, etc., from different brands at competitive prices. BigHaat also provides crop advisory through its app and website based on crop stage, soil type, etc., which helps farmers improve their productivity and profitability.



Constraints for Effective Adoption of IT in Rural India and Potential Remedies

The successful adoption of IT in rural India faces several challenges, including lack of coordination, user-friendly interfaces, language barriers, government policies, reliable power supply, improved connectivity, limited bandwidth, and a revenue model for information kiosks. To overcome these, a coordination structure, solar power solutions, and a revenue model that includes remote education, training, insurance, and e-governance hubs are needed. Collaboration among stakeholders such as the government, corporate sector, and industry players is also crucial for successful IT transmission in rural India.

Conclusion

The tech revolution in Indian agribusiness promises a brighter future. With innovations ranging from precision farming to digital platforms, the sector is poised for growth, higher yields, and improved livelihoods for farmers, ensuring sustainable agriculture in India.

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