

30th March, 2012

Expert Talk on “Concept Selling of Organic Farming” by OAIL, Vadodara

Today, when the subsidy on fertilizers is gradually being curtailed; there is need to reduce the consumption of chemical based fertilizers, and adopt organic farming for sustainable development of agriculture sector. To explain the concern areas related to this, a team of **Ocean Agro India Ltd. (OAIL), Vadodara** was invited by the **Training & Placement Cell of AABMI** to deliver an expert talk to the MBA (ABM) students of our institute.

A Team of Three renowned Personalities – **Mr. Kaushik B. Parikh** – *the CEO of OAIL*, **Mr. Mahendrabhai D. Patel** – *Joint MD of OAIL*, and **Dr. J. C. Patel** – *Retd. Principal, NMCA, NAU, Navsari and presently Research Scientist at OAIL* – graced the occasion with their esteemed presence. After the formal welcome of these personalities by **Dr. B. K. Dhaduk Sir** – *the Dean of AABMI*; and initial briefing by **Mr. Mehul G. Thakkar**, *the HR Faculty Member & TPO*, the seasoned industry professionals took the charge of the proceedings.



While **Mr. Kaushik B. Parikh** – *the CEO of OAIL* explained the ground realities of fertilizer consumption, the degradation of the soil quality over the years, the changing scenario and related aspects; his teammate **Dr. J. C. Patel**



– *Retd. Principal, NMCA, NAU, Navsari and Research Scientist at OAIL* explained the technicalities of live demonstrations at the farmer’s field, the chemical constituents of organic farming inputs, the success rate etc. He also advised the students to be prepared for the forthcoming challenges in the agriculture and allied sectors due to policy changes happening at the macro level.

Then, **Mr. Mahendrabhai D. Patel** – *Joint MD of OAIL* proposed the idea of offering Summer Internship Project to MBA (ABM) students, wherein these students would be working in the field with the theme of **“Concept Selling of Organic Farming”**.



At this juncture, **the HR Faculty Member & TPO - Mr. Mehul G. Thakkar** advised and encouraged the students to grab this golden opportunity to be a part of such a pioneering philanthropic initiative, which was very well



received by the students and 10 students registered their names for the same.

The expert talk served its purpose with quality interaction when after the session, MBA (ABM) students Mr. Punit Chore, Mr. Sameeruddin Shaikh, Mr. Nirmal Arulkar and Ms. Bhumi Naik raised quality questions which were very well dealt by the team of experts.