

Eco-tour to Warkhed Village by 2015-2017 batch of MBA Students

Agro Business Marketing is a subject under marketing specialization area of MBA 3rd Semester batch 2015 – 2017. This subject deals with marketing practices related to agriculture products, farm inputs and agri processed products. One of the requirements of the subject therefore is awareness amongst the students about a farm, agriculture, farmers, cropping pattern, different farm and farm related products, marketing scenario of these products and a liking for country side environment.

With this objective in mind a study tour was organized on Sunday, 13th November 2016 by thirty students of 3rd Semester marketing (mostly from group) batch 2015 – 2016 to the Warkhed village which is located at about 10 kilometers from our college. Mr. Sachin Thakre of this batch led the tour with support from other students



like Mr. Vishwas Wagh, Mr. Prasad Shashtri and Ku. Surbhi Kedia. The faculty members of the department also accompanied them. Students roamed around the fields, saw the standing crops of Arhar Dal (pulse), Jawar, cotton and also harvested crop of Jawar. They met with about twenty farmers there and enquired about their farming practices, farming costs, irrigation facilities, availability of irrigation and drinking water, different crops, and their seasons and knew from them their difficulties in marketing of these products. The students knew that the farmers were selling their cotton without any cash payment today due to ongoing demonetization by the Govt. of India and they shall be paid the price of their cotton after about one and half to two months.

The students also enjoyed the ride of bullock carts these farmers and took purely vegetarian meals cooked in the farm itself by some of these farmers. They used firewood etc. for cooking. They took the soil of the farm amidst open and fresh air and nature full in the lap of the greeneries all around due to the grown up Arhar Dal crop covered with its yellow flowers. It turned out to be an ecological tour as well besides being a study tour.

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