

KRISHI UNNATI

THE VOICE OF ISAB



PRESENTED BY:



LPS CELL ISAB GN
LITERARY AND PUBLIC SPEAKING CELL

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Message from the Leadership Team



MR. SAURABH V PANDEY
FOUNDER & PROMOTER
ISAB, GN

Every campus has its own story, and the most beautiful part of that story is written by its students—their dreams, efforts, achievements, friendships, and countless experiences.

I am delighted to see our students making the most of their journey by learning beyond the classroom, participating in diverse activities, discovering their talents, and creating memories that will remain with them for years to come.

Always remember that success is not defined by achievements alone, but by the values you carry, the challenges you overcome, and the positive difference you make in the lives of others.

Dream with purpose, learn with curiosity, work with dedication, and never hesitate to step beyond your comfort zone. The opportunities before you today are the foundations of the person you will become tomorrow.

May your journey be filled with learning, courage, meaningful experiences, and achievements that make you proud.

- From the Founder & Promoter Desk

Message from the Leadership Team

It gives me immense pleasure to share my thoughts with the readers of this magazine, which reflects the vibrant academic and campus life of our students.

Education is not limited to classrooms and textbooks; it is also about learning through experiences, participation, creativity, teamwork, and challenges. I am delighted to see our students actively engaging in academic, cultural, sporting, and extracurricular activities, while also preparing themselves for their future professional journeys.

I encourage every student to make the most of every opportunity, pursue excellence with dedication, and grow into confident, responsible, and compassionate individuals.

My best wishes to all the readers for continued learning, success, and a bright future.

- From the Chairman Desk



DR. PRADYUMNA PANDEY
CHAIRMAN
ISAB, GN

Message from the literary and public speaking cell

"The best way to predict the future is to create it." — **Peter Drucker**

Dear Readers,

Message from the Secretary

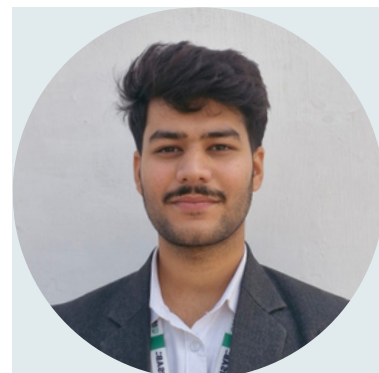
It gives me immense pleasure to welcome you to this edition of Krishi Unnati, a celebration of the experiences, achievements, and memories that make student life truly special.

From classrooms and competitions to sports, cultural activities, hostel life, internships, and real-world learning experiences, every moment contributes to our growth and shapes the person we become.

This edition brings together these moments as a reflection of our enthusiasm, creativity, friendships, and spirit of participation. I hope these pages inspire you to explore new opportunities, cherish every experience, and make your campus journey truly memorable.

Because every experience becomes a memory, and every memory becomes a part of our story.

Happy Reading!



Ankit Bhatt
Secretary
LPS Cell

It gives me immense pleasure to present this edition of Krishi Unnati, a platform that reflects the synergy of knowledge, innovation, and youthful ambition. This magazine is a collective representation of ideas, experiences, and perspectives that inspire academic excellence, leadership, and personal growth.

From insightful messages and student reflections to internship experiences and intellectual contributions, every section of this edition has been thoughtfully curated to encourage learning beyond classrooms and foster a progressive outlook toward the future.

As readers, your engagement and curiosity are the driving forces behind this initiative. I hope this edition not only informs and inspires you but also motivates you to explore new opportunities, embrace challenges, and contribute meaningfully to society.

I extend my sincere gratitude to every contributor, faculty mentor, and team member whose dedication made this edition possible.

Wishing you an inspiring and enriching read.



Himani Awasthi
Co-Secretary
LPS Cell

Putting Ideas into Words: Article Writing Competition

Our Article Writing Competition provided an exciting platform for students to transform ideas into impactful words. With “Impact of Budget 2026 on the Food Processing Sector” as the theme, participants explored the role of policy, technology, infrastructure, and value addition in shaping India’s food and agribusiness landscape. The competition encouraged students to research, analyse, and present their perspectives with creativity and clarity. Beyond writing, it strengthened our critical thinking, research, and communication skills, while giving us an opportunity to connect classroom concepts with real-world developments. It was a celebration of thoughtful ideas, confident expression, and the power of the written word.



Young Minds, Powerful Dreams

National Youth Day was celebrated as an opportunity to reflect on the inspiring words, vision, and ideals of Swami Vivekananda. On this occasion, an essay writing competition was organized, encouraging students to express their thoughts on youth, responsibility, confidence, leadership, and nation-building. Students participated actively and enthusiastically, sharing their ideas and perspectives through thoughtful and creative essays.

The activity encouraged us to look beyond textbooks and reflect on our role as responsible and purposeful young citizens. It reminded us that youth is not simply an age—it is an attitude of courage, curiosity, determination, and action. The enthusiastic participation of students made the event a meaningful learning experience and reinforced a powerful thought: the future we dream of begins with what we choose to do today.



Where Curiosity Finds a Quiet Corner

The hostel reading room became more than a place filled with books—it became a space for focus, curiosity, and self-growth. From academic preparation to exploring new ideas, every reading session added something to our knowledge. The quiet environment encouraged us to develop concentration, discipline, and the habit of learning independently. Surrounded by books and motivated peers, we discovered that learning does not end when the classroom door closes. Sometimes, the most meaningful lessons begin in silence



Celebrating Together, Growing Together

A hostel birthday celebration is never just about cake and candles—it is about friendship, belonging, and memories. What began as a simple celebration soon turned into an evening filled with laughter, music, wishes, and countless smiles. Away from home, these moments remind us that friends can become family. The celebration taught us the value of appreciating one another and creating happiness in the simplest ways. After all, college life is not only about achievements—it is also about the people and moments we carry with us.



Strategic Dialogues for Tomorrow: ISAB

Governing Council Round Table 2026

The ISAB Governing Council Round Table 2026 marked a significant milestone in ISAB's journey towards academic excellence and institutional growth. Bringing together distinguished academicians, industry leaders, and experts, the Council created a powerful platform for ideas, reflection, and forward-looking dialogue. More than a gathering of eminent minds, it reflected ISAB's belief that strong institutions are built on strong guidance. ISAB proudly recognizes and values the experience, wisdom, and mentorship of its teachers and industry experts, whose insights continually shape its academic vision and student development. Their collective guidance strengthens the foundation of ISAB—where knowledge meets experience, mentorship inspires growth, and every dialogue contributes to building the leaders of tomorrow.



Internship Experience at **CORTEVA™** agriscience

The internship at **Corteva Agriscience** was a valuable journey of learning, field exposure, and meaningful farmer engagement for **Moni, Harsh Kaple, Devraj, Sonu, Himani, and Manshi**. Working across Morena and Dholpur, the interns gained practical experience in field marketing, product promotion, farmer communication, and agribusiness operations.

The team conducted **250+ Village Level Meetings, 100+ night meetings, and 10+ Mega & Pravakta Meetings, along with 4,000+** direct interactions with farmers. They also worked extensively with Pioneer hybrid pearl millet varieties **86M95 and 86M100**, gaining insights into farmer preferences, field challenges, and market dynamics.

The experience strengthened their communication, teamwork, confidence, and fieldwork skills, while giving them a deeper understanding of the agricultural sector and the vital role of farmer-centric marketing.



Internship Experience at syngenta

The internship at Syngenta India Pvt. Ltd. provided **Jyotsana, Abhishek, Atul, Harshita, Gautam, Aakash, Ayush, Ishita, Pavan Fouzdar, and Veeranjaneylu** with valuable hands-on exposure to rural marketing, farmer engagement, crop protection, sales, and market research across **20+ villages** in Moradabad district, Uttar Pradesh. As part of their field activities, the interns conducted village visits, farmer meetings, product awareness campaigns, demonstrations, and one-to-one interactions with farmers, engaging with around **500 farmers** to understand their crop protection needs, challenges, product preferences, and purchasing behaviour. They promoted key Syngenta products including **Voliam Flexi, Amistar Top, Virtako, and Quantis**, while also participating in Market Campaign Van activities and Mega Farmer Meetings to strengthen product awareness and adoption.

The interns further interacted with retailers and distributors and conducted competitor analysis to understand market demand, pricing, product availability, sales trends, and farmer preferences. The experience enhanced their **communication, teamwork, market intelligence, farmer relationship management, and agribusiness marketing skills**, while providing a practical understanding of the crop protection industry and the importance of farmer-centric approaches in agricultural marketing.



Internship Experience at insecticides (INDIA) LIMITED

The internship at Insecticides (India) Limited (IIL) provided **Akshay, Ankit Bhatt, Kavita, Nikhil Khodre, Vasudev Bisht, Charmi, Lavanya, Thanuja, Rex, and Nandini** with extensive hands-on exposure to agrochemical marketing, field sales, farmer engagement, and market development across different agricultural regions. The interns worked with crops including soybean, green gram, maize, and paddy, conducting **200+ Village Level Meetings and interacting with 1,000+ farmers, while also covering 35+ dealers and 100+ retailers** to understand market dynamics and farmer buying behaviour. They promoted and demonstrated products such as **Centran SC, Chaperone, Hachiman, Altair, Granuvia, and Kunoichi**, evaluated field performance, collected farmer feedback, and conducted market and competitor studies.

Through field demonstrations, farmer meetings, channel interactions, and market surveys, the internship strengthened their skills in rural marketing, product promotion, sales, market research, communication, and stakeholder management, while providing valuable practical insight into the agricultural input industry.



Internship Experience at SWAL

The internship at SWAL Corporation provided **Abhay, Keshav, Ankit Jha, Madhav, and Shubham Pandey** with valuable hands-on exposure to agricultural marketing, farmer engagement, sugarcane cultivation, and product promotion across **Modinagar, Shamli, and Roorkee**. The interns interacted with **1,000+ farmers** and stakeholders to understand the key challenges faced in sugarcane cultivation, farmer preferences, and field-level requirements. They covered villages, developed relationships with farmers, dealers, and retailers, and conducted market and competitor analysis to identify opportunities and understand product positioning.

Through **10+ field demonstrations and 5+ farmer meetings**, they promoted SWAL products including Trishul, Cascade, and Balveer, creating awareness and supporting product adoption. The experience strengthened their **communication, field marketing, analytical, and farmer relationship management skills**, while providing practical insights into rural markets and sugarcane-based agribusiness.



Internship Experience at CRYSTAL

The internship at Crystal Crop Protection Ltd. provided **Varun, Arya, Lalit, Rohan, and Abhishek Kushwaha** with valuable hands-on exposure to rural marketing, seed promotion, farmer engagement, and market development across different agricultural territories. The interns covered **40+ villages and interacted with 2,000+ farmers**, gaining insights into farmer needs, purchasing behaviour, crop preferences, and market trends. They promoted **Crystal Seeds and ProAgro Hybrid Bajra** through Village Level Meetings, field activities, demonstrations, and farmer awareness campaigns, while also engaging with dealers and retailers to understand market dynamics and product movement.

The students participated in mega farmer meetings, promotional campaigns, market surveys, and competitor analysis, gaining practical experience in sales and distribution. Overall, the internship strengthened their **communication, teamwork, confidence, sales, market research, and relationship-management skills**, while providing a deeper understanding of the agricultural input industry and farmer-centric marketing.



From Dreams To Reality

PriyankaKagawad
Shriram Bioseed Genetics



Being placed at Shriram Bioseed is a proud milestone in my professional journey. My time at ISAB has been a wonderful blend of fun, diversity, exposure, and enriching Cell Club activities. I am deeply grateful to the Leadership Team, Placement Cell, and entire ISAB family for their unwavering guidance, support, and efforts throughout my journey.

Nevedya
AgriWatch



My journey at ISAB has been a truly transformative experience. I am grateful to ISAB for providing me with wonderful opportunities that have enriched both my personal and professional life. The diverse experiences and valuable lessons I gained along the way have shaped my confidence, skills, and perspective for the future.



PiyushRawat
Madhusudan



Being placed at Madhusudan is a proud milestone in my journey. I am sincerely grateful to ISAB, the Leadership Team, faculty members, and administrative staff for their constant support. Beyond academics, ISAB's vibrant Cell Club culture enriched my learning. Serving as Secretary of the Media Cell strengthened my leadership, communication, and professional skills, shaping me into a confident professional.

V. P. Hemanth Reddy
IPL Biologicals



Being placed at IPL Biologicals is a proud milestone in my professional journey. I sincerely thank the Leadership Team, administrative staff, faculty members, and Placement Cell for their constant support and guidance throughout my time at ISAB. I am truly grateful to ISAB for providing me with the knowledge, exposure, and opportunities to confidently step into and sustain myself in the corporate world.



From Dreams To Reality

AswathyPrasad
Vishal Megamart



I'm grateful to begin my career as a Jr. HR Executive at Vishal MegaMart, Kochi. Within two months, I successfully achieved 101% of my NSO recruitment target despite challenges. I'm thankful for my supportive colleagues and ISAB, whose guidance and motivation helped me grow with confidence.

Akshita Shahi
Mother Dairy



Getting placed at Mother Dairy has been a proud and rewarding milestone in my career journey. ISAB provided me with the knowledge, confidence, and practical exposure needed to face professional challenges. I sincerely thank my mentors and the entire ISAB team for their continuous guidance and support.

Ayantika Guha
ITC



Receiving a pre-placement offer from ITC Limited is a proud milestone in my journey. I sincerely thank ITC for believing in me and providing this opportunity. My journey at ISAB has been filled with new beginnings, opportunities, and exposure. Grateful for the constant support and guidance.

KanwarSingh Pathania
Mother Dairy



Being selected at Mother Dairy is a proud milestone in my career journey. I sincerely thank the leadership team and the entire ISAB team for their constant guidance, encouragement, and motivation throughout the placement process. Their support and belief in me gave me confidence to achieve this opportunity.

Azadpur Mandi Visit, New Delhi

At 5:00 AM, while the city was still asleep, Azadpur Mandi was already wide awake. Forty ABM students stepped into the bustling heart of India's fresh-produce trade, turning theory into a real-world learning experience. The visit offered an inside view of price discovery, auctions, grading, sorting, procurement, and the role of commission agents and wholesalers. Students followed produce through the supply chain, witnessing the impact of logistics, storage, cold-chain facilities, and post-harvest losses. More than a market visit, it was a lesson in how timing, quality, demand, and efficiency drive agribusiness profitability—shaping sharper perspectives for tomorrow's agribusiness leaders.



Starting the Day with Ideas

Our morning reading sessions gave the day a thoughtful beginning. Exploring newspapers, articles, and current affairs helped us stay informed while strengthening our reading, analytical, and communication skills. The presentations that followed transformed the classroom into an interactive learning space, where every student became both a speaker and a learner. From researching a topic to confidently presenting it before the class, the activity encouraged us to think critically and express ourselves better. It was a simple reminder that every morning can begin with a new idea and every classroom can become a stage for growth.



Pedal, Pause, Breathe

Sometimes, learning happens beyond classrooms—and our cycling activity proved exactly that! Pedalling together brought energy, fitness, teamwork, and a refreshing break from routine. The ride encouraged us to embrace an active lifestyle while enjoying the surroundings and strengthening friendships along the way. Each turn reminded us about balance, perseverance, and moving forward together. More than an outing, cycling became a lesson in maintaining harmony between a healthy body and a healthy mind. We pedalled for fitness, rode for fun, and returned with memories!



Compete. Connect. Conquer.

The intercollege competition brought together talent, confidence, creativity, and the spirit of healthy competition. Stepping onto the stage was an opportunity to challenge ourselves, learn from others, and showcase our abilities. Every performance carried hours of preparation, teamwork, and determination. Our college students Arya, Ankit, Aswinn, and Himani actively participated in various intercollege competitions and proudly secured 1st positions, bringing recognition and pride to the college. Their achievements reflected their dedication, confidence, and commitment to excellence.

Winning was certainly exciting, but the greater achievement was gaining confidence, meeting new people, and learning from diverse perspectives. The experience reminded us that competitions are not just about trophies—they are about discovering our potential, embracing challenges, and becoming better with every opportunity to perform.



Finding Our Voice: Karaoke Session

The Karaoke Session transformed an ordinary day into a vibrant celebration of music, confidence, and hidden talents! With the microphone in hand, students stepped beyond their comfort zones, explored their musical abilities, and confidently took centre stage. The simple act of holding the mic and performing before peers helped overcome stage fear, strengthen public confidence, and encourage self-expression. Filled with music, laughter, and enthusiastic cheers, the session created a welcoming space where everyone could participate without hesitation. Beyond entertainment, it nurtured creativity, communication, confidence, and camaraderie, while providing a refreshing break from academic routines. The session beautifully reminded us that every voice has a story—and every talent deserves a stage.



Passion Beyond Profession

Art is often described as a bridge between the soul and the outer world, and few forms embody this connection as beautifully as Mandala art. Recently, **Mr. Saurabh V. Pandey, Founder-ISAB**, along with his young son **Yuvaan**, brought this ancient art form to life by coloring a intricate Mandala, showcasing how creativity can be a shared journey of discovery across generations.



Originating from the Sanskrit word for "circle," a Mandala represents wholeness, unity, and the infinite nature of the universe. Spiritually, constructing or coloring a Mandala serves as a sacred ritual—a visual meditation where every line and hue leads inward toward self-realization and harmony. Beyond its spiritual resonance, Mandala drawing offers deep psychological and physical benefits. The repetitive, structured patterns encourage a flow state that reduces stress, lowers anxiety, and calms an overactive mind. For children like Yuvaan, engaging in Mandala art enhances motor skills, concentration, and emotional expression, while for adults, it serves as an effective tool for mindfulness and cognitive relaxation.

By coming together to color this piece, **Mr. Saurabh and Yuvaan** remind us at ISAB Greater Noida that art is not merely an aesthetic pursuit, but a powerful practice for mental well-being, mindfulness, and meaningful connection.

Passion Beyond Profession

Dr. Pradumna pandey

Chairman, ISAB GN

Cycling is more than just a hobby for me—it's a passion that brings joy, discipline, fitness, and a sense of fulfilment. I cycle regularly, and over the years, it has taught me that having a hobby keeps you engaged, motivated, and connected with yourself. On my 57th birthday, I celebrated by cycling 57 km—turning a simple hobby into a beautiful milestone and a lasting memory. Life becomes richer when we pursue what we love. Develop a hobby, follow your passion, and create memories along the way.



Ms. Sweta Kumari

Placement Chairperson & Academics Head

The picture of Krishna and Radha beautifully reflects the values of love, trust, patience, devotion & harmony. Its vibrant colours and expressive details inspire creativity, careful observation, and emotional awareness. Art reminds us that some of life's most meaningful lessons are felt through the heart and expressed through love.

Passion Beyond Profession

Mr. Rajat Mishra

Deputy Manager, Accounts & HR, ISAB GN

I love exploring new places and embracing experiences that bring excitement and joy to life. Paragliding gives me a sense of freedom as I soar through the sky, while travelling allows me to discover new destinations, cultures, and perspectives. For me, every journey becomes a memorable story.



Ms. Bhaktiprava Sahoo

Deputy Manager - Academics, Magazine Incharge

Dance has always been something that makes me feel alive. It keeps me active, refreshes my body and mind, and brings out a kind of happiness that is hard to explain. Once the music starts, I simply get lost in the rhythm and that's when I feel the most free and cheerful.

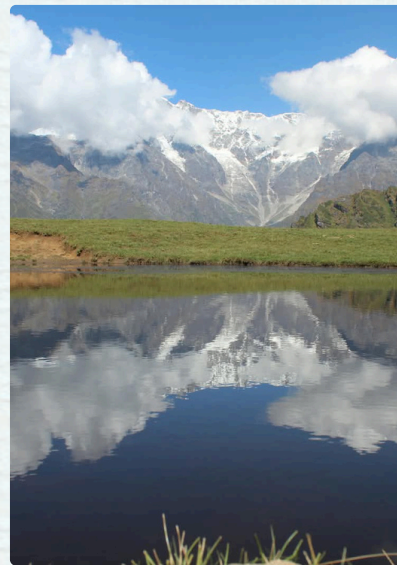
2025-27 batch is a beautiful blend of creativity, passion, and talent, extending far beyond the classroom. From the stage to the canvas, from music to photography and dance, our batchmates continue to explore and express their passions.

Our Navratri drama performance reflected our love for acting, teamwork, and storytelling.



Ritu Medya brings her creativity to life through her beautiful artwork, while Ankit Jha finds his rhythm in playing the flute. With a passion for nature photography and travelling, Abhishek Khuswaha captures the beauty of the world through his lens. Our batch dance activities further showcase the energy, enthusiasm, and togetherness that make these moments special.

These talents remind us that growth is not limited to academics—it is also about discovering passions, expressing ourselves, and growing together.



Passion Beyond Profession



KRISHI UNNATI TEAM



Ankit Bhatt
Secretary
Chief Editor



Himani Awasthi
Co-Secretary
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Shubham
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Co-Editor

LPS Cell Members



Ankit Bhatt
Secretary
Chief Editor



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Shubham
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