

**VAIKUNTH MEHTA NATIONAL INSTITUTE OF CO-OPERATIVE MANAGEMENT
PUNE – 411007**

PGDM-ABM 2022-24 BATCH

Study Visit Report (Day 1 Bengaluru)

The report encapsulates the educational excursion of PGDM-ABM students from VAMNICOM to Gandhi Krishi Vignana Kendra (GKVK) in Bengaluru on January 1, 2024. GKVK, a premier agricultural university since 1970, is dedicated to advancing agriculture through research, education, and extension services. The sprawling 1300-hectare campus serves as a hub for cutting-edge research in crop improvement, livestock breeding, and sustainable agricultural practices. The university not only nurtures agricultural leaders through diverse academic programs but also empowers farmers across Karnataka through its network of Krishi Vigyan Kendras.

The objectives of the visit were to gain insights into the application of management principles in the agricultural sector, understand industry challenges and opportunities, and explore potential career paths in agribusiness. The report highlights key observations, emphasizing GKVK's focus on research and development, education, training programs for farmers and extension workers, extension activities through Krishi Vigyan Kendras, and active involvement in technology transfer and innovation through the Agri Innovation Centre.

The expected learning from the visit encompasses crucial management principles in agriculture, including strategic planning, constant innovation to address agricultural challenges, collaboration with diverse stakeholders, and a commitment to promoting sustainable agricultural practices. The report concludes by acknowledging the transformative impact of the visit, providing PGDM-ABM students with a comprehensive understanding of the intricate interplay between management principles and the dynamic agricultural sector at GKVK.



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Study Visit Report (Day 2 Bengaluru)

The report outlines the educational visit of PGDM-ABM students from VAMNICOM to Vensai Floritech on February 2, 2024. Vensai Floritech, a prominent flower farm in Dodaballapur Taluk, Bangalore, founded by Bollapally Srikanth, is a leader in the Indian floriculture industry. The primary objectives of the visit were to gain firsthand exposure to floriculture operations, understand innovative technologies like hydroponics and vertical gardens, analyze Vensai Floritech's business model, explore industry challenges and solutions, and acquire practical knowledge applicable to PGDM-ABM studies and future careers.

Key observations during the visit revealed Vensai Floritech's emphasis on quality and sustainability, adoption of innovative technologies, diversified product portfolio, strong focus on research and development, effective supply chain management, and community engagement initiatives. Additionally, the report provides insights into the costs involved in floriculture, including monthly expenses, employee count, construction costs, and flower production details.

The expected learning from the visit encompassed understanding the business aspects of floriculture, the importance of innovation and adaptability in a competitive market, the application of sustainable practices in business operations, the benefits of effective supply chain management and logistics, the potential of technology in optimizing agricultural production, and the significance of community engagement and social responsibility. The visit to Vensai Floritech proved instrumental in providing valuable insights applicable to the students' academic and future career endeavors in the agricultural and business domains.

