

Expert Talk on “Development, Management, and Care of Forests”

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Organised By: Department of Commerce & Management

Event Convenor and Faculty -In Charge: Dr B PRATHIMA

Accompanying Faculty Members: Dr B. Prathima, Mrs T. Mani Ratnam,
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The Department of BBA (Hons.) organized a field-based guest lecture for 40 students at Pushkaravanam, Rajahmundry on 4/11/25. **Sri R. Srinivas, State Silviculturist, Regional Forest Research Centre, Rajahmundry**, delivered an informative and engaging session on “Development, Management, and Care of Forests.”





As part of the Karthika Vanasamaradhana 2025 celebrations initiated by the Government of Andhra Pradesh under the Mission Haritha Andhra Pradesh and Vanam–Manam programmes, the Department of Commerce and Management, Government College (A), Rajahmundry, organized a field visit and expert interaction session at the Regional Forest Research Centre (RFRI), Rajahmundry, which functions under the Indian Council for Forestry Research and Education (ICFRE). The session was led by Sri R. Srinivas, State Silviculturist, who delivered a highly informative and engaging talk for the students.

The visit began with an introduction to the evolution of the RFRI campus. Originally consisting of research plots used for experiments on timber improvement, fast-growing tree species, and medicinal plants, the area has now been developed into a City Forest (Nagaravanam) aimed at providing the public with an authentic forest-like experience within an urban setting. Students were briefed on the wide range of scientific activities undertaken at the centre, such as the development of high-yielding timber species, biodiversity conservation, and studies on medicinal plants that offer significant ecological and commercial value.

During the tour of the Ethnobotanical Garden, students explored more than 450 identified medicinal plant species. The resource person described how almost every plant within a forest contains medicinal properties, even if not yet scientifically documented. The garden showcases species ranging from herbs and shrubs to climbers and trees, offering students an opportunity to understand the diversity and potential of India's botanical resources.



A major component of the lecture focused on two emerging areas relevant to management students—Carbon Credits and Green GDP. The speaker explained the increasing levels of atmospheric carbon dioxide, its role in global warming, and how trees contribute to carbon sequestration by storing carbon in their biomass. He described how the removal of one ton of CO₂ generates one Carbon Credit, which can be traded in international markets. Students were encouraged to understand the potential for careers as intermediaries who help farmers and industries engage in carbon trading. He further discussed the concept of Green GDP, which incorporates the environmental costs of economic development—such as deforestation and biodiversity loss—into national income calculations, highlighting its future importance for sustainable economic policy.



Students also observed the 77 research plantations maintained on the campus, where 30 to 35 different species from regions such as Karimnagar, Adilabad, Kerala, Karnataka, and Goa are tested for adaptability and usefulness to local farmers. Research at RFRI focuses on helping coastal farmers adopt profitable agroforestry species like Casuarina, Eucalyptus, and Meedubia, which offer quicker income returns compared to traditional timber species that require long rotation periods.



The speaker then highlighted the importance of wildlife protection, focusing particularly on the alarming decline in the tiger population. He explained how tigers are essential for maintaining ecological balance, how habitat fragmentation threatens their survival, and how India now hosts more than 74% of the world's remaining wild tigers. Conservation efforts through the National Tiger Conservation Authority have slowly helped improve their numbers, but the challenges remain significant due to increasing developmental pressures.

The lecture concluded with an overview of India's environmental targets. With the current forest cover at 23%, the National Forest Policy goal of 33% remains a challenge. The government now aims to achieve 50% green cover by 2047, focusing on increasing greenery outside traditional forests through agroforestry, horticulture, and plantation drives. The speaker stressed that increasing green cover will reduce extreme temperatures, mitigate climate change impacts, and help preserve ecological balance. He urged students, as future managers, to recognize their responsibility in promoting sustainable practices.

Overall, the field visit and guest lecture provided a meaningful experiential learning opportunity for BBA students. The interaction helped them understand how environmental

conservation, economic development, and responsible management practices are closely connected. The session deepened their appreciation of sustainability and highlighted the role they can play in shaping environmentally conscious business strategies in the future

