

Never stop learning

Agricultural Input Marketing Executive Development Program (AIM-EDP)

11 – 13 May 2022

Residential Program at MANAGE Campus



National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization under the Ministry of Agriculture and Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad 500 030, Telangana, India
www.manage.gov.in

“NEVER STOP LEARNING”

WHAT IF BUSINESS DISRUPTION IS THE NEW NORMAL?

...business disruption is the new normal? What will be the implication of new business models on your organization in general and your profession in particular? Rapidly changing organizational dynamics call for leadership with exceptional decision-making abilities. Today's manager, more than ever, must be able to take the interests of different stakeholders in multiple scenarios into account. We educate on the guiding principle that today's insights are not tomorrow's solutions. So apart from teaching theory, we also focus on developing critical and inquisitive students. An attitude that inspires them to ask the questions that get to the truth of the matter and pursue the answers that will impact organizations, business and society.

NEVER STOP ASKING

In order to satisfy the quest, National Institute of Agricultural Extension Management (MANAGE) in association with RAY One Agri Consulting, Hyderabad are introducing the program for management professionals.

Objective / Mission

To provide quality executive education to middle and senior level leaders from Agri Input Industry to meet the challenge of sustaining business growth and avail opportunities offered by the ever changing business environment mainly after COVID pandemic.

Why an Executive Development Program in Agri Inputs Marketing?

Agri professionals need management skills to grow, serve their organization better and pursue the passion for agriculture. In order to complement their efforts to achieve these endeavor and bridge knowledge gap, if any, MANAGE has joined hands with RAY Agri Consulting to offer an AIM-EDP “Agri Inputs Marketing Executive Development Program” with its focus not only on policies and desired impact on the stakeholders mainly farmers but also to orient participants on the changes experienced in management and business environment and help them attain required management skills.



Why opt for MANAGE-RAY Agri Inputs Marketing Executive Development Program

The comprehensive curriculum developed under the program through partnership between academic and business world will help participants acquire necessary personal and professional competencies required to pursue professional ambitions. The program will mainly be beneficial in following ways –

- The program will facilitate participants in having a better understanding of the functioning of the organization and the impact of individual parts of the organization on the strategy as a whole.
- The program will also help on improving personal competencies and achieve professional ambitions as a leader.
- Participants will be provided with the latest academic theories coupled with relevant practical insights.
- Participants will explore new management styles and expand their leadership skills.
- The program is characterized by extensive interaction and lively debate, effective skill-building workshops and one-on-one coaching.

Building Blocks

- The program offers state-of-the-art academic insights and combines them with best practices from renowned business leaders / management gurus. As an outcome you will be equipped with new perspectives on how to approach challenges, opportunities and especially how to place them in the wider food & agribusiness context. The modules are exclusively developed for the AIM - EDP program
- Personal attention is key in our approach which will ensure your professional and personal development. You will conclude the program with sharpen personal and professional competencies necessary for fulfilling your aspirations.

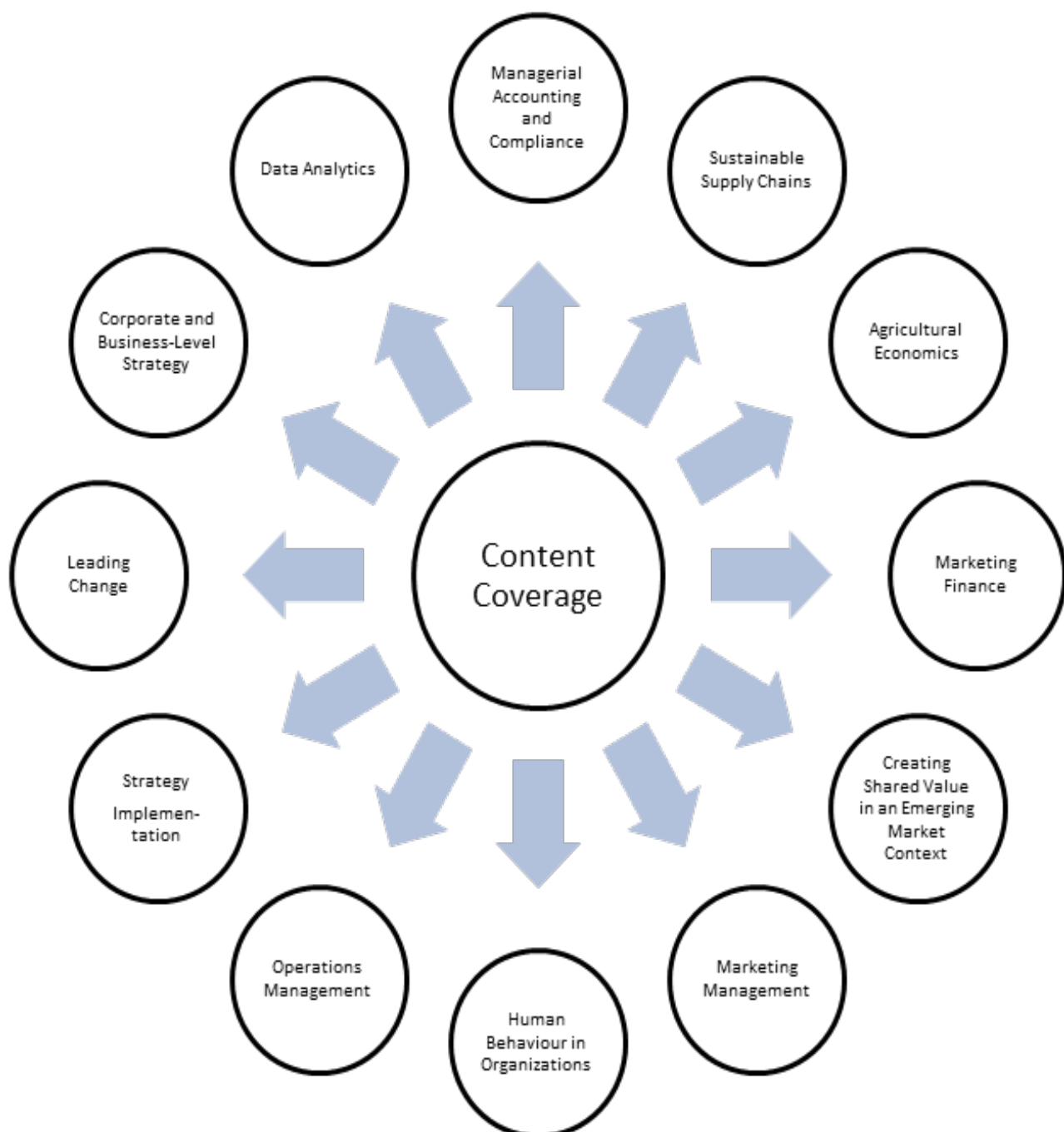
Salient features of the Program

The well thought of structure with participation of academicians, industry experts and policy makers, makes the program unique in terms of deliverables. Some of the salient feature are as highlighted below –

- Participants from different industries and backgrounds
- A top-notch faculty of acclaim
- Individual and team coaching
- Focus on awareness shared by business leaders
- An optimal class size (about 25) ensuring an inspiring, intimate and interactive atmosphere
- Special focus on the context through the dedicated integration modules
- **Certificate of participation and MANAGE EDP alumni status.**

Content Coverage of the Program

The program aims to cover all relevant aspects of business. The program is expected to facilitate understanding of the participants on the position of business in its broader world covering concepts like supply chain systems, policies, economy and society. The program will also orient participants on emerging business trends with focus on entrepreneurship, designing a start-up idea, developing the business plan, linking with financial institutions and support extended by the Government. The coverage of content is expressed in brief as below –



Program Details

Participants' profile — Nominations / Registrations are invited from Executives/ Managers / Officers dealing with marketing of agricultural inputs such as seeds, fertilizers, crop protection products, farm machinery and equipment, digitization, startup, policy makers, cross-functional verticals, agripreneurs, water management equipment, feeds, and other agricultural inputs and services.

Registrations and Nominations / Fees — As the registrations are restricted to a small number for a better learning, first come first serve will be followed. The nominations with applicable fee should reach the Executive Education Office latest by April 25th 2022.

Admissions may close at any point of time, without notice as soon as the cap of the registrations is received. A formal acceptance letter will be sent to participants after the receipt of the full program fee. Application form, in word format, is available at MANAGE website.

Program Fee — Rs 67500 + GST (Rs 79650 including GST, GST input can be claimed)

No cancellations are entertained. However, in case of any unavoidable and genuine situation, institute may consider co-opting the candidature / transfer to another candidate on a written request.

Program, dates, fees and faculty are subject to change at the discretion of the organiser without any prior notice.

Procedure for application — Interested candidates are required to share their duly filled in application form available at MANAGE website to aim-edp@manage.gov.in or call us +917893977182

Last date — The last date for sending the application / paying fee is 25th April 2022

Dates of Program — 11-13 May 2022

Bank Details - Fee may be paid through Demand Draft in favour of **MANAGE, Hyderabad** payable at **Hyderabad**.

Fee can also be paid electronically as per bank details provided below-

NAME OF ACCOUNT - MANAGE

ACCOUNT NUMBER - 52032275803

IFSC CODE - SBIN0020074

BANK - State bank of India, Rajendranagar-500030



Faculty

Mentor & Guide

- Dr P Chandra Shekara
Director General
MANAGE

Program Chairs

- Dr. Shalendra
Deputy Director
MANAGE
- Raj Kumar Agarwal
Founder and CEO
RAY One Agri Consulting

Industry Experts/ Visiting Faculty

- Visiting faculty from
renowned management
institutions
- Industry experts to
share their experience
- Policy makers

Infrastructure

The program is fully residential, with single occupancy, air conditioned accommodation and complete boarding.

The MANAGE Campus is equipped with state of art for facilities learning and recreation.

The aesthetically landscaped campus, spread over an area of 17 hectares with sprawling lawns, colorful annuals and captivating perennials creates a unique ambience of serenity for the pursuit of education and personal growth. The infrastructure has state of the art international guest hostels, classrooms, conference halls, anamphi-theatre, library, computer center, equipped with the latest audio-visual equipment to create a comfortable learning environment. A fully equipped mess serve hygienic cosmopolitan food. Also includes Cyberaryan important learning centre has a collection of books, journals, articles and videos on agriculture and allied subjects, a Recreation and Health Centre, Research and Consultancy services and Incubation Centre for agripreneurs.



About Partner Institutes

MANAGE

National Institute of Agricultural Extension Management (MANAGE), established in 1987, is an apex level autonomous institute under the Ministry of Agriculture & Farmers Welfare, Government of India to strengthen the agricultural extension system of the country. The Institute offers Training, Consultancy, Management Education, Research and Information Services in the field of agricultural extension. MANAGE also offers online Educational Programs with focus on Agri-warehousing Management (PGDAWM), Agricultural Extension Management (PGDAEM), Diploma in Agricultural Extension Services for Input Dealers (DAESI) and Certified Farm Advisor / Certified Livestock Advisor (CFA) program to develop agricultural extension personnel into specialists.

The Institute also offers a two years regular program called Post-Graduate Diploma in Management (Agri-Business Management).



RAY One Agri Consulting

RAY Consulting are experts in agriculture domain with agribusiness covering the full value chain from farm to fork. We leverage our strength of experience and analytics, forecasts, information flow to deliver the timely customized projects to help stakeholders. Our expertise is to identify challenges our clients face through unique “Consulting Need Areas – CNA”. We have a deep understanding of agribusiness and specialists to support engagements.



Never stop learning



3 Days on MANAGE Campus



MANAGE EDP Alumni Status



**Certificate on Completion
by MANAGE & RAY Consulting**



Networking

Raj Kumar Agarwal
Founder & CEO
RAY One Agri Consulting

Dr. Shalendra
Deputy Director
MANAGE – Hyderabad

Email ID: aim-edp@manage.gov.in
Phone No.: +917893977182



RAY ONE AGRI CONSULTING
507 Saptagiri Towers S P Road,
Begumpet Hyderabad - 500016
<http://www.rayconsulting.in/>



National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization under the Ministry of Agriculture and Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad 500 030, Telangana, India
www.manage.gov.in