



# Management Development Program for Agri-Business Managers/Professionals

September 25 – 27, 2023



Program Director: **Dr .M. Srikanth**

**National Institute of Agricultural Extension Management (MANAGE)**

(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad-500030, Telangana, India

[www.manage.gov.in](http://www.manage.gov.in)

## OVERVIEW

### What is this Program about?

The Management Development Program for Agri-Business Managers/Professionals is designed to enhance managerial and leadership skills of individuals working in the field of agri-business. This program is mainly targeted towards junior and middle managers or professionals who are responsible for making key decisions in the agri-business sector. It aims to provide participants with a broad understanding of various aspects of agri-business operations, inter-alia, marketing, finance, supply chains, human resources, IT and sustainability. The curriculum of program focuses on developing critical thinking, problem-solving, communication, and decision-making skills that are essential for effective agri-business management. Participants will learn how to analyze market trends, identify new business opportunities, manage risks, and improve operational efficiency. The program is facilitated by experienced industry professionals and academic experts who provide practical knowledge and real-world insights. It includes a mix of lectures, case studies, industry visit, and interactive workshops to ensure a holistic learning experience. Throughout the program, participants will have the opportunity to network with industry peers, exchange ideas, and develop valuable connections. They will also receive personalized feedback and guidance from faculty members to help them apply the concepts in their work environments. Overall, the program on MDP for Agri-Business Managers/Professionals equips participants with the right skills and knowledge necessary to tackle the complex challenges of agri-business management and drive innovation and growth in the industry.



## PEDAGOGY

### What are the objectives?

- To impart managerial inputs to junior and middle level managers/professionals in Agri-business companies, Agri-Startups, FPOs, and NGOs. It aims to provide participants with a broad understanding of various aspects of agri-business operations, inter-alia, marketing, finance, supply chains, human resources, IT and sustainability.

### What will get covered?

- Attitude determines Altitude – Attitude, Skill, and Knowledge Matrix
- Leadership and Strategy
- Effective supply chain management in Agri-business

- Selling is not marketing-Customer Delight is what counts
- Innovation, Marketing and Entrepreneurship
- Finance for Agri-business Managers
- Responsible Agri-business in the context of Sustainable Development Goals
- Role of AI, ML and IoT in Agribusiness Industry
- Agri-business visit in Hyderabad

## Who is fit for this Program?

Junior and middle level managers/professionals in Agri-business companies, Agri-Startups, FPOs, and NGOs are ideal candidates for the MDP.

## Learning Methodology

Includes classroom sessions, field visits, and interactions with stakeholders, group work and presentation.

## Program Curator/Directors

### Who are the Course Directors?

#### Dr. M. Srikanth

Director, Agri. Business Management, MANAGE

Dr. Srikanth is a banker turned academician with a total work experience of over 22 years. He worked at State Bank of India, Export-Import Bank of India, IDBI Bank, IIM Shillong and NIRDPR before becoming Director at MANAGE. Having a proven track record in Agricultural Banking, Corporate Banking, Foreign Exchange, Micro Finance, Project Finance, and Treasury operations. Regular contributor of articles to the Hindu Business Line, and Economic Times. Published case studies with Ivey Publishing House, Canada and several research papers in the international journals of repute.



#### Dr. K. Anand Reddy

Principal Coordinator, PGDM (ABM), MANAGE

Dr. K. Anand Reddy has over three decades of experience and a leading faculty member in Economics, General management, Human Resource Management and has exposure to teaching at London School of Economics.



**In Addition, reputed industry experts and practitioners will deliver the sessions in this MDP**

## Program Fee

**Training fee is Rs.49,500/-** for three days per participant including GST @ 18%.

The fee can be remitted to the bank account as mentioned below:

Name of the account: MANAGE

Bank's Name: SBI, APAU Admin, Building, Rajendranagar, Hyderabad

SB Account No. : 52032275803

IFS Code: SBIN0020074

## Details of Boarding & Lodging

The participants will be provided excellent accommodation at the guest house in the campus. The participants are requested to report at MANAGE hostel, Rajendranagar, Hyderabad on September 24, 2023 (evening). Before reaching the guest house, they may contact reception at 040 – 2459 4500/2459 4509/8185812541.

## Send your nominations to:

### **Dr. M. Srikanth**

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National Institute of Agricultural Extension Management (MANAGE)

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## About MANAGE

MANAGE is an apex autonomous organization under the Ministry of Agriculture & Farmers' Welfare, Government of India having its registered office at Rajendranagar, Hyderabad-500030, Telangana. The Vision of MANAGE is to be counted among the most pioneering, innovative, user friendly and self-supporting agricultural management institutes in the world. The Mission of MANAGE is to facilitate the acquisition of managerial and technical skills by Extension Officers, Managers, Scientists and Administrators in all sectors of Agricultural economy to enable them to provide most effective support and services to Farmers and Fishermen for practising Sustainable Agriculture and ensuring better incomes for their produce. MANAGE organizes about 500 training programs in an academic year on various themes related to agriculture & allied sectors apart from conducting several workshops on current agricultural themes of national importance. MANAGE imparts training to senior and middle level Officers in India and also offers training to senior officials of Asia and African countries through bi-lateral and multi-lateral agreements done through Govt. of India. MANAGE undertakes research, consultancy, training and policy advocacy and implements Govt. of India's Schemes / Programs.