



Spice



POST GRADUATE PROGRAMME IN AGRI BUSINESS MANAGEMENT

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BITCOIN: The Virtual Currency

The BITCOIN is a digital currency that is created and exchanged independently of any government or bank. The currency is generated by a computer program and can be converted into cash after being deposited into virtual wallets. BITCOIN is the world's first decentralized digital currency. It was launched in 2009 by a mysterious person known only by the pseudonym Satoshi Nakamoto. 'Bitcoin Exchanges' allow people to buy or sell BITCOIN using different currencies. Mt. Gox is the largest BITCOIN Exchange.

With the RBI placing restrictions on the amount of capital, both individuals and corporations can invest overseas, and the amount of gold that can be imported, Indians will continue to look for alternative means of wealth transfer as well as storage. The BITCOIN will serve as an opportunity to send investment offshore without having to clear through any intermediary bank, or any alternative store of money if gold becomes inaccessible.



Even if there is no broad proliferation, BITCOIN has a significant market in India simply as a result of the immense total size. India holds just 0.7% of global connected nodes and 0.8% of the total BITCOIN client downloads. A significant rise and fall was seen in the number of Indian BITCOIN exchanges over the last year. However, it is possible to buy and sell BITCOIN through a number of websites. Not to be overlooked is India's mobile phone penetration of 71%. India has 44 million smartphone subscribers who can access BITCOIN through standard mobile BITCOIN wallets while companies like Coinapult offer BITCOIN transactions via standard SMS. Even after broad mobile penetration, interest remains moderated, with decreasing trends of BITCOIN wallet since the April BITCOIN bubble.

BITCOIN can also be used for purposes. As 41% of India's population is unbanked, wire transfers are not a good option. So, that leaves only money transfer agents like Western Union, Money Express etc. Taking this as an opportunity, companies like Buttercoin have recently stepped in to apply the potential of BITCOIN to these markets, though the rates of BITCOIN-based remittance won't be known until their launch. Considering the huge potential that BITCOIN present in India, BITCOINs can't be overlooked. Despite the criticism and risks, the BITCOIN is gaining popularity.

BHUMIKA PANDITA, PGDM (ABM) 2013-15

Convocation and Grand Alumni Meet 2013

The much awaited Convocation commenced with a convocation address delivered to the diploma awardees by Mr. Ashish Bahuguna, Secretary (Department of Agriculture and co-operation, Govt. of India). He began the speech with the contemplation, that an institution is not recognized by its rankings nor its accolades but by its alumni. He suggested developing a more elaborate mechanism to reach the alumni. Mr. Bahuguna highlighted the need for developing entrepreneurial spirit amongst the students of MANAGE and proposed the introduction of the concept of 'Deferred Placement', so as to give the students a free hand at executing their business ideas. Conferring of the diploma awards to the candidates followed. Students of 2012-14 and 2013-15 batches festooned the evening with cultural



performances. The alumni gathered for the event wearing MANAGE t-shirts that flaunted their spirit of being a MANAGEite. It was not just an alumni reunion but also a jamboree with the members of the MANAGE family. The key cultural events that took place during the alumni reunion were: a folk dance based on unity in diversity, a thought-provoking skit, a hilarious Mime etc., The event came to a close with an informal dinner. This was a memorable event for the MANAGE alumni to recapture the feeling of youth and a shared environment. A day like this has enabled our alumni to refresh their memories and an opportunity to relive their moments as MANAGEites.



AIWARYA S., PGDM (ABM) 2013-15

Festivities at MANAGE

MANAGE is a consortium of different regions, where we come across people from every corner of the nation, with their own customs and beliefs. It is always an immense pleasure to celebrate the festivals together which makes the celebration more joyful and exuberant.

Continuing with the legacy of MANAGE we celebrated Christmas on 25th December 2013, one of the most glittering eve of the year at MANAGE. The Christmas tree was the highlight of the Christmas gathering which was completely festooned with lights.

Like every year the two Santa's spread excitement and their presence captivated all, filling the environment



with de-

light. The day ended with everyone lighting the candles and making wishes.



On January 1st, 2014 the sun rose the same, but loaded with excitement and gusto filling everyone's soul. The journey of 2014 had begun. On January 13th the junior and senior batches at MANAGE came together for the Lohri celebration. The feeling of oneness was reflected around the bonfire, once again.

SONAKSHI PANDEY PGDM (ABM), 2013-15

Sports Meet



Students from MANAGE were invited to participate in a sports event "Aaveg" held in ICFAI Hyderabad. The students participated in Soccer, Badminton, Basketball, Lawn Tennis, Table Tennis, Squash, Volleyball and Basketball, giving their best. The never die attitude was maintained by the students throughout the sports meet. The students kept MANAGE flag flying high and secured the position of First Runner's up in Squash. The New Year 2014 saw the students of MANAGE participate at another sports meet at IMT. The students played with great enthusiasm, giving tough competition to the opponents. The team from MANAGE made it to semi finals in Soccer and secured the position of the First Runners Up.

RANGNATH PRASAD, PGDM (ABM) 2013-15

Being a Smoothie in The Corporate World

As Agri-Business students, our learning cannot be bound by the periphery of books, lecture, cases and assignments. It only makes sense when one can have a real world experience, of how an agri-business firm operates. One such opportunity that we encountered was our interaction with the MD of Danone India, Mr. Jochen Ebert. The event was held on 28th February 2014 at the Indian School of Business (ISB), Hyderabad. Students from various institutes participated. It was the first off-campus corporate interface which was highly motivational.

Danone is a French food-products multinational corporation. It produces fresh dairy products, bottled water, cereals, baby foods, and yogurt. It is one of the premiere dairy companies in the world. Danone started its venture in India in the year 2007.

The general idea behind the talk was to provide access to some of the latest trends in the field of innovation, technology and management with a special focus on leadership. The meet was organized by Innovative Ideators—a group of individuals which links corporate firms and B-Schools. The interaction made us realize the importance of innovation and how to work with a large and diverse group of institutions, how to encourage faculty and students to share knowledge, encourage new ideas and innovate through exciting and entertaining activities on a regular basis. In today's world it is imperative to share best practices and content to constantly keep members involved and engaged. The experience was quite refreshing, adding a great sense of contentment within students because of the motivational talk. The event ended by an energizing smoothie-break in which Danone served its newly launched Choco Smoothie.

BHAMINI PANDEY PGDM(ABM) 2013-15

ACCOLADES

First prize in Marketing Event at "Tarkash-Vipnam", organised by Indian Institute of Planning and Management, Bangalore in November 2013.

Awarded Best Speaker in the International Parliamentary Event at "Akshyam" organised by Management Development Institute (MDI), Gurgaon in November 2013.

National Finalist in B-Plan at "Inceptum" organised by Indian Institute of Foreign Trade, Delhi in November 2013.

Runners-up in Marketing Event at "Prabhandhaz"- organised by Tamil Nadu Agriculture University, Coimbatore in December, 2013.

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PGDM(ABM) 2012-14