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# Spice



POST GRADUATE DIPLOMA IN AGRI BUSINESS MANAGEMENT

No. 26 Sept - Oct 2013

## A Walk Down MANAGE Lane

Each year 60 students having fought their way into India's premier institute for Agribusiness management- MANAGE, proudly make their way through the orientation week. 60 different minds. 60 different wills. 60 different dreams. A new batch at MANAGE. MANAGE from the outside might be just a B-school but from the inside it is a dynamic livewire. To the 120 students spending their 2 years on the campus, MANAGE is all about learning, having a good time and living it up.

MANAGE finds a place in your heart from the very first time that you set foot inside its campus. The long driveway surrounded by lush green lawns and natural rocky landscape, the old grey stone structures, sandy pathways and homely environment, the long winding trails of the walker's pathway reaching the lake behind the campus are an epitome of serenity and tranquillity. As students there are some memories that all of us treasure the most at MANAGE, 'chai' being one the most cherished of them all. The day starts with a cup of tea ; then come the numerous 15 minute tea breaks between classes filled with laughter, animated banter and fun; the evening chai at the campus mess after an engaging day; and then the late night 11 o' clock 'chai' which goes well with any activity from studying to watching movies. It is a fact that at MANAGE no one sleeps early- burning the midnight oil has become an everyday affair for most of us. Birthday parties with the entire MANAGE family of 120; celebration of all festivals be it *Janmashtami*, *Id* or *Ganesh Chaturthi* - never makes you feel you are away from home.



However if one thinks that MANAGE is only about fun and frolic you just need to have a peep inside the hostels on a normal week night. A single room filled with 15-20 people, discussing assignments, group-study, working on course assignments and presentations during the late night academic sessions. It is no wonder that team work becomes a natural strength of all MANAGEites. The strength of MANAGE lies in its diverse group of students, who are capable of facing all kinds of challenges with great verve. The various committees like the Academic Committee, Cultural Committee and Corporate Relationship and Placement Cell work together to innovate and create a brand in the most democratic sense- of the people, by the people and for the people. And this strength of MANAGE later forms the strong and loyal alumni of MANAGE that never forget their commitment towards its alma mater.

There are so many small incidents that happen in the day-to-day life of a MANAGEite that only another MANAGEite can truly appreciate and understand.

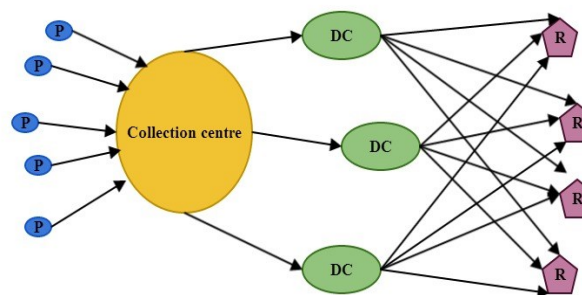
The pool table and the mess food; the late night academic sessions and alumni interactions; the birthday celebrations and parties; the first time that we get mentors and the ice-breaking between the entire batch; the rock garden meetings and the blessings of the “Finals and Summers Gates”. When you enter MANAGE life gets tough and it makes you tough. If a post-graduate degree is all you want, any management institute anywhere will suffice. But one would not want to spend the best years of one’s life working hard to join an institute that imposes and restricts your creativity. MANAGE is a place where you unlearn your past and discover a new person within. A place which makes you work hard and at the same time allows you to be uninhibited and free in your thinking. A place which focuses both on achieving and being content. A place which creates a small niche in the hearts of people who have experienced it- MANAGEites. And most importantly a place where the 60 different minds, 60 different wills and 60 different dreams that come in each year begin to beat with a single heart.

- Isha P. Shingte, PGDM-ABM (2013-15)

## The Agricultural Supply Chain

India, the third largest economy with the fourth largest agricultural sector have about forty two percent of children below five years of age who are underweight and every one out of three Indians is malnourished. United Nations Development Programme has ranked India 136<sup>th</sup> among 186 countries in terms of Human Development Index. Even though India’s food grain production reached a record level of 259.32 million tonnes in 2012-13, why has this agricultural giant not been able to ensure food security? One of the critical reasons lies in the supply chain management of agricultural produce.

The agricultural sector plays a significant role in the economy being one of the main contributors to the GNP of many countries, particularly in developing countries. The evolution of integrated supply chains (linking producers and other stakeholders), increasing consumer demand for high quality and safe food are some of the current trends in the food value chain. Agricultural production faces uncertainty due to its seasonality of harvest, exposure to unpredictable weather, pests and diseases and market cycles. Agriculture is dependent on supply chains to manage the geographical differences in the pattern of inputs requirement, farming and consumption. A typical agricultural supply chain comprises of supply of inputs, production, post-harvest, storage, processing, marketing and distribution of the food products. Agricultural supply chains are networks that support flow of food products, information and finances. In the food supply chain many stakeholders such as farmers, vendors/agents, wholesalers, rural retailers and suppliers and transporters are involved. At all levels, information flow and management of produce is essential to maintain the quality of food throughout the supply chain.



The success of a supply chain is measured by the ability to deliver products or services to the end consumers. However, the success actually depends on access to support services, access to information and business environment. In India the agricultural supply chain is highly complex and fragmented that hinders the ability to make adjustments for improving operational efficiency

In a supply chain, every entity has its own aim and goal which may range from profit maximization to overall stakeholder satisfaction. Post globalization, the distance from farm to fork has increased significantly thereby influencing the food supply chain. Logistics play a critical part of the agricultural supply chain. The lack of integration in the logistical operations of supply chain can affect the availability, quality and traceability of goods. Agricultural supply chain cannot become efficient unless it is integrated with effective logistics. The packaging of agricultural goods should be taken into consideration before deciding its logistics system.

Significant post-harvest losses occur when fruits and vegetables are subjected to mechanical damage. Lack of packaging facilities is one of the constraints in the logistics system that prevents transition from subsistence to commercial farming by small-scale farmers. The coordination and network integration in local food supply chain increases logistics efficiency, access to information and reduces environmental impact.

Integrated logistics networks are developed by forming clusters of producers that are linked to collection centres which supply produce to food distributors/retailers and finally to consumers. Such supply chain network enables coordinated distribution of food produces and facilitates integration of food distribution.

Storage infrastructure is an indispensable component of agricultural supply chains. Production is seasonal but consumption is round the year thereby making storage unavoidable for the perishable food products. At the same time the major sources of risk in the supply chain are rudimentary infrastructure and poor road connectivity which hampers the access to agricultural markets. As distance to market increases, the food prices increase because transportation costs increase. The location of a cold storage facility/ warehouses and agricultural processing centres is the determining factor to identify whether it is worthwhile to sell the produce or not.

An agricultural supply chain is subject to various risks that have an impact on production, quality and cost of produce. These risks can be related to weather, logistics, infrastructure, market availability, operations, environment and politics. Too much or too little rain and temperature pose risks that lead to yield reductions as well as affect the quality of the produce and disrupt the flow. Logistics related risks also affect future production, processing and marketing decisions. Trade and transit facilitation is another area of concern as duplicate clearance procedures by border/customs agencies and state regulated markets within the country lead to delay and mark ups over transportation costs.

An integrated approach from farm-to-fork is required for ensuring food security and safety, which is a shared responsibility of producers, processors, packers, distributors and other stakeholders. In case of local food systems, an integrated logistics network is very important because the logistics services in such local systems are fragmented and inefficient, compromising competence of local food producers. There are potential areas of improvements in terms of reducing transport routes and improving the packaging of food products. The private sector plays a key role in designing and implementing government sponsored facilitation initiatives (e.g. Corridor arrangements like Greater Mekong corridor in Asia, Mombasa corridor in Kenya). Therefore policy consistency is a critical factor in allowing the private sector to invest in systems and practices that minimize risks along the agricultural supply chain.

- Dr. Ankita Tyagi, PGDM-ABM (2012-14)

## Spice In A New Avatar



The Spice newsletter aims at showcasing the diverse culture of students at MANAGE through vibrant thoughts; integrating the knowledge of agricultural technology and the agri-business industry. The new Spice logo incorporates the colors of the Indian flag; India being a country where high agricultural spirit prevails.

The saffron color indicates the invigorating atmosphere and jubilant life of students at MANAGE. The half crescent shaped arch refers to the spirit of the rising sun, integral to MANAGEites, bringing the dawn of success and achievements to the institute. The three figurines holding twigs depict that MANAGEites have a gamut of achievements. Each branch of the twig shows the diverse reach that the Spice magazine has in the industry. What started as a sapling almost a decade ago, has now become a full-fledged newsletter showcasing the institutes excellence in the field of agribusiness management. Finally, the three green stripes at the base of the logo represent the union of agriculture and diverse culture of the country. It also reflects our readiness for the numerous challenges ahead through sound fundamentals and a diverse skill set.

- Kalpesh Patil & Rajmal Chouhan, PGDM-ABM (2013-15)

## 'Alumni Meet' Preparations At MANAGE



The National Institute of Agricultural Extension Management (MANAGE), Hyderabad will be hosting the Convocation and Grand Alumni Meet on October 26th 2013. The pioneer institute has grown exponentially in the last two decades. It proudly sees this upcoming occasion to not only celebrate its success in the area of Agri-business management but also refresh some sweet memories of the alumni of their time spent at MANAGE. It is also an important time as the students look forward to some healthy interaction with their seniors. Since the past couple of months all the students of PGDM (ABM) have been preparing for the event and have been busy inviting the alumni, making arrangements, organizing cultural activities so as to celebrate the spirit of MANAGE, together, as one big family. Cultural events have their own importance in making the alumni meet into a festive gathering. Practicing for dances representing different parts of India like Rajasthan, Gujarat, South India, Maharashtra, Punjab and As-

samese, creates a bond amongst the students, hailing from various parts of India, to develop a deep understanding and respect for the different cultures and traditions that are part of our national identity. The Cultural Committees working in sync with the Alumni Committee have taken the co-ordinating role in the cultural activities. It is not an uncommon sight to see students practicing for their skits in hostels or girls sitting at the dinner table, deliberating on what should be the next step in the dance sequence. In the evening, as the classes get over, students rush to occupy their most preferred spots in the old mess, where most of the practice sessions take place. The acoustics team, costumes team, decorations team, along with others all huddle up in groups to plan, as we approach the big day. There has been a display of a great amount of zeal and energy by the students in organizing the meet. MANAGE is abuzz with excitement as students prepare for their performances. Moreover this has provided the entire MANAGE family a great opportunity to bond and connect.

- L. Vinod Kumar, PGDM-ABM (2013-15)



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