

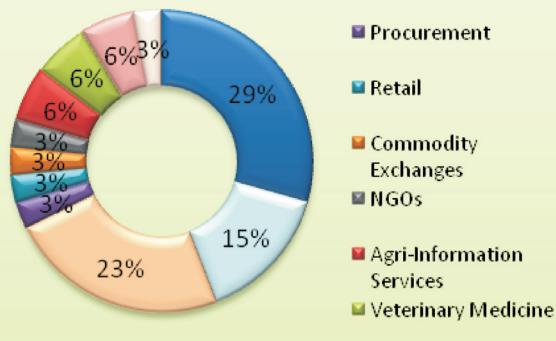


Placement Scenario at a glance

Final placement

The final placement of 2007-09 batch comprising of 34 students was accomplished successfully meeting the expectation of students as well as companies. This year also, there was a mix of old and new companies. Despite recession, large number of companies turned up to the campus showing their confidence in MANAGE ites. Companies which recruited students first time include Thomson Reuters, The Energy and Resources Institute (TERI), DevGen, Indian Immunological Ltd., Villgro and BILT etc. The package offered to the students ranges between Rs. 5 to 10 lakhs. The sector wise breakup of Final Placement is given below:-

Final Placements



Indicative list of Recruiters, 2009

BASF India Ltd.
BILT
Britannia Industries Ltd.
Coromandel Fertilizers Ltd.
deVGen
Dow AgroSciences
E.I. DuPont India Ltd.
Godrej Tyson Foods Ltd
IFMR Trust
Indian Immunologicals Ltd
ITC Ltd.
Monsanto India Ltd.
NABARD
Nandan Biomatrix Pvt.Ltd.
ONGC Ltd.
PHI Seeds Ltd.
SABMiller India
SKS Microfinance
Tata Chemicals Ltd.
TERI
Thomson Reuters

Batch profile of PGPABM (2008-10)

PGPABM-2008-10 batch consists of 53 students from agriculture and allied sector which includes 40 from Agriculture, 6 from Veterinary Science, 3 from Horticulture, 2 from Agricultural Engineering, 1 each from Forestry and Fisheries. Out of 53, 11 students are having valuable and diverse work experience in their respective fields like banking, food retail, poultry, procurement etc. The students in this batch are representing 19 states and 15 different universities throughout the country.

Summer Placement

As a part of the course curriculum, students get an opportunity to undergo summer internship.

The internship aims at enriching their knowledge by giving them exposure of real life business problems and strengthening the relationship of MANAGE with the industry. This year students had been placed in 10 different sectors for their summers. The table represents details of the no. of students in different companies.

Sectors	No. of students placed	Percentage (%)
Agri-Input	25	47
Energy	5	9
Commodities	4	7.5
Procurement	4	7.5
Microfinance	3	5.6
Rural Development	3	5.6
Supply Chain	3	5.6
Marketing	2	3.7
Rural Retail	2	3.7
Veterinary Medicine	2	3.7

Inauguration of 14th batch PGPABM (2009-11)

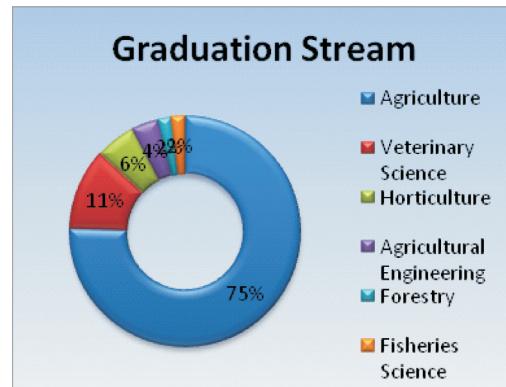
The 14th batch comprises of 83 students from across the country representing 17 states. On the inaugural function, Director General, Mr. K.V. Satyanarayana, Joint Secretary (Agricultural Extension), Mr. Jiji Thomson, Principal Coordinator, Dr. Vikram Singh and the senior faculty members of MANAGE addressed new members of MANAGE family. Students have come from agricultural universities of seventeen different states of India, reliving the very essence of Indian heritage "Unity in diversity". This provides a platform to students from different cultural and social background to come together and work as a team and develop as individuals with tolerance and respect towards each other. This exposure provides the MANAGEites a

unique capability to show a high performance level in the different socio-economic situations.



Background of the Students

The students in the course are from agriculture and allied fields. Out of 83 students, 67 students are from Agriculture, 5 from Veterinary Science and Animal Husbandry, 5 from Horticulture and 2 each from Fisheries, Forestry and Agricultural Engineering, 6 students are post graduates and 11 are with valuable work experience in diverse fields like Banking, Rural Marketing and Agri-finance and Agri-input. Six students are gold medalists from their respective universities and 2 students are **sponsored candidates** from Allahabad Agricultural University. Representation of students from various states is given in percentage terms.



Rural Learning Programme

Rural Learning Programme is a part of curriculum as an important learning event which is specifically designed for ABM students. In this programme, students are divided in teams of 3-4 students. They stay in village for two weeks to understand the needs and problems of farmers and rural people, rural livelihood pattern and interact with them. They visit various rural institutions to learn about their functioning and also prepare resource inventory of entire village as part of their report. At the end of this programme, students prepare a comprehensive development plan of the studied village.

The basic idea behind this programme is to provide students an opportunity to understand



problems faced by farmers in agriculture and allied activities including production, marketing and processing which help them in their future endeavour when they work for the industry.

Study Tour

Study tour on procurement: Bowenpally Market visit

Supplementing to the “**Procurement Management**” course, a visit was organized for the students of PGPABM 2008-10 on 6th march under the guidance of Mr. Pavan Bang (guest faculty). The visit started from APMC yard, Bowenpally, Hyderabad in early morning to cover all the activities of agri-produce marketing (procurement, auctioning and retailing).

The students had interaction with farmers, agents and traders from many states of the country to understand the constraints of existing procurement system and unorganized retailing of agri-produce. The next target was to understand the organized retailing and for this purpose the students also visited ITC's experimental farm, procurement centers,

retail stores like ‘More’ and ‘Choupal-Sagar’. This valuable visit helped the students understand the practical know-how of agri-produce market as well as supply chain of organized and unorganized retailing.



Activities @ MANAGE

MARKCLUB

The 2nd year students of PGPABM have taken initiative to start a club named as MARKCLUB. The objective of this club is to improve the understanding of different concepts of marketing through power point presentation, discussion, case study and quiz. A student voluntarily chooses a relevant topic and prepares a power point presentation and then presents it in the class.

In the end, audience ask questions and more views are presented through discussion.

MARKCLUB has received a very warm response from students as it is done in a professional manner. All the students are getting benefitted by mutual learning in this club.

QUEST'09- Business quiz contest

Quest '09, a regular business quiz at MANAGE, was organized by the final year students for the first year students. The basic objective behind this effort was to make the students realize their strong and weak areas. No wonder this was appreciated by the first year students and also proven an eye opener activity to keep them abreast with the latest happening in the business world.

MANMARK

The concept of “MANMARK” group is one of the unique link in the chain of “CAPACITY BUILDING” exercise at MANAGE. In the present academic year

whole batch of first year students have been divided in 14 groups related to various sectors of agribusiness viz. Banking & Finance, Commodities, Seeds, Fertilizers, Pesticides, Retail, Microfinance, Rural marketing, Farm machinery and equipments, Energy, Supply Chain Management, Veterinary medicine and Procurement as per the interest and competencies of students. Every group is supported by the final year students for the subsequent activities like sectoral report preparation, presentation on burning issues, panel discussion, etc. These all activities facilitate a dynamic learning culture amongst the students and keep students abreast of all the recent happenings in various fields of agribusiness.

Achievements

Winning is an integral part of life at MANAGE. The moments of pride were achieved at different events across the country which is shown below:

Kritansh'09(KIIT, Bhubaneswar)

-  2nd prize in Consigliere (Case-study).
-  Finalist in Ad-making & B-plan.

Cura'09 (NIT,Warangal)

-  1st prize in Crack-on (Case study).
-  2nd prize in Crack-on (Case study).
-  1st prize in Clio (Ad-making).

IFMR (Chennai)

-  2nd prize in Blue flame (Simulation game).
-  2nd prize in first cut (marketing game).
-  2nd Prize in Ring of fire.

ETCity Grand Masters (Bangalore)

-  Finalist in Case Study

Trishna'09 (IBS,Hyderabad)

-  1st prize in Ad-dict (Ad-making).
-  2nd prize in Ad-dict (Ad-making).
-  1st prize in KOPS(operations)
-  2nd prize in Wordsworth.
-  3rd prize in Questitude(HR game).
-  3rd prize in Desh-Videsh (Marketing plan).

Illusion (IIM, Khozikhode)

-  Finalist in B-plan.

SIOM (Nasik)

-  1st prize in Beer game.
-  1st prize in Marketing Case study.
-  1st prize in Marketing Case study.

SPICE is Published by :

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Extension Management (MANAGE)**

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