



Sixteen years ago MANAGE paved the way for AGRI BUSINESS in India, and ever since, has been the pioneer in taking AGRI BUSINESS to greater heights. MANAGE is the place where history is created and this year too, the batch of 2010-12 has validated just that in the FINAL PLACEMENTS.

The excellence that MANAGEites show in every field is reflected in the profile of the companies that turned up for the FINAL PLACEMENTS, offering Rs. 6.92 LPA (CTC) as the average package, bettering previous average packages, the highest package being Rs. 13.75 LPA (CTC).

MANAGE is proud to have added some big names along with the regular recruiting companies that visited the campus for the FINAL PLACEMENTS, representing sectors like AGRI-INPUT, PROCUREMENT, FINANCE & BANKING, COMMODITY EXCHANGE, RETAIL & CONSULTANCY.

PLACEMENTS 2010-12



SAMANVAY 2011

Under SAMANVAY, The Industry Interface Program 2011, a series of guest lectures were held at MANAGE from 7th of September to the 28th of December, 2011. This programme provides the students a platform to interact with the renowned experts in the industry .

1.	GAVL	Mr. Mark Kahn, EVP Strategy & Business Development
2.	Cadbury India Ltd.	Mr. Sherezad Irani, VP Procurement, Mr. Mayuresh Bapat, HR
3.	Makhteshim-Agan India Pvt. Ltd.	Ms. Kalpana P Ramakrishna, Head HR & Administration
4.	Dow Agrosiences	Mr. M.P. Punia, Business Leader Market Development & Tech. Transfer (South Asia)
5.	PWC	Mr. Ajay Kakra, Director
6.	Ingersoll Rand International (India) Ltd.	Mr. Manjunath M S, Leader Business Creation (Cold Chain)
7.	Coromandel International Ltd.	Dr. Raviprasad G, President Marketing Fertilizers & SND
8.	NCDEX	Mr. Ramesh Chand, EVP South India
9.	AB Vista	Dr. Dinesh Bhosale, Director Sales India
10.	GAVL	Mr. R.R. Govindan, EVP Oil Palm & Plant Biotech Division
11.	UPL Advanta	Mr. Vinayak Sharma, GM Marketing
12.	Spencers Retail	Mr. D.V. Ram Kumar, CEO Spencers Retail
13.	Alltech	Mr. Ramesh Tushar, Marketing Head
14.	Sterling Agro	Mr. Sreeram Chillapa, CEO
15.	GEO Biotechnologies India Pvt. Ltd.	Mr. K S Narayanaswamy, Chairman & CEO
16.	Malaxmi Group	Mr. Y Harish Chandra Prasad, Group Chairman & Mr. B. Pavan Kumar, CEO Agri Business Vertical
17.	NFCL	Mr. Yashwant Mukund Bhaid, GM
18.	Coromandel International Ltd.	Mr. P. Gopala Krishna, Retail Head
19.	Krishidhan Seeds	Mr. M.R. Suresh, Executive Director, Mr. Gaurav Vyas, Manager HR
20.	RASI Seeds	Mr. Ramesh Kaul, GM sales and Marketing
21.	ITC	Mr. Amit Singh, Manager-Procurement
22.	Godrej Seeds and Genetics Ltd.	Mr. Dharmender Kumar, CEO
23.	Olam Internatinal	Mr. Ujwalkanta Senapaty, Country Manager
24.	Sresta	Mr. Rajshekar Reddy Seelam, MD
25.	Premium Farm Fresh	Dr. J.S.Yadav, COO

THE SUMMER INTERNSHIP EXPERIENCE

MANAGE had the privilege of having its PGDM(ABM) 2011-13 students being placed in some of the best companies from the agri-business and allied sectors for their summer internship program, which is a part of the curriculum.

A batch of 59 students coming from 13 states representing 7 disciplines from 24 universities got successfully placed for internship in different sectors.

MANAGEites always see summer internship as their first window to the Corporate World, which would certainly provide them with the unparalleled opportunities to gain an introduction to the country's key industries, and provide them an excellent learning environment.

The following are the observations of some of the students for whom the internship was a life changing experience.

Sharing a common platform with the corporate hot shots under one roof was some experience I'll reflect upon in the future. PwC provides a very friendly & competitive environment to all the employees (interns as well); blend of personalities from different verticals stand together to drive the firm.

My project was to study the food grain (rice, wheat & millets) production & consumption in the country in the last 15 years & to project the production & consumption needs in the next 15 years under Public Distribution System, storage capacity under FCI etc. I worked under the able guidance of Mr. Priyank Bharadwaj, Manager, Agri & Natural Resources team, PwC Gurgaon.

-MORUP NAMGAIL

Intern at Pricewater house Coopers Ltd.

My first experience of the corporate life with BASF India Ltd indeed went on very well. The gentle behavior of the staff stripped me of all the fears I had about the corporate life. Everyone is free to express their views. No matter what the cadre of the employee is, whether a field assistant or a country head of any department, they are addressed by their names. The work is organized and properly planned. The staff was very cooperative, and extended their continuous support for my project, right from initial advice in the early stages of conceptualization, through ongoing advice and encouragement till the end of my project, that made me contribute the best to my project. The project that I was assigned, 'To understand the impact of the farmer level activities of BASF' gave me valuable and practical insights into the lives of farmers and also understand what are the main decision making factors for the farmers in reality.

-B.BHARATHI

Intern at BASF India Ltd.

Summer internship is the very first real experience of the corporate world for any MBA student and I, as an intern with Britannia Industries Ltd. had a similar multi faceted experience, acing new challenges, making my way through them and finally coming out with an excellent learning experience. I learned more about my field and industry, and my summer project was the first opportunity where I could apply knowledge learned in the classroom. Another benefit of completing an internship is the contacts one makes. Networking is often one of the best ways to land a new job and a primary way to learn about unadvertised job opportunities. Most importantly, I gained first-hand experience of the work culture, what it's like to work in an office, interact with supervisors and co-workers, and handle customers and clients. My internship introduced me to other students and recent graduates in similar field and interests, and we shared our experiences with one another.

-K.S.SRINADH CHOUDARY
Intern at Britannia Industries Ltd.

Two months Summer Internship with Kraft Foods-Cadbury India Ltd. brought along an unmatched opportunity to have a hands on experience of procurement strategy and issues of a company like Cadbury. My project was 'Value Chain Analysis of Milk and Dairy Powders', under which I covered the Indian Milk & Milk Product Market. During my internship I had a chance to interact with professionals from various companies and industry experts and gained valuable inputs from them, that contributed to my project and my understanding of the industry alike.

-AMREEN J. SIDDIQUI
Intern at Kraft Foods-Cadbury India Ltd.

The project assigned to me at NCDEX SPOT Exchange Ltd. Mumbai, 'Readiness of warehouses for WDRA regulations: A study of competitive warehouse service providers (WSPs) in India', has certainly broadened my knowledge arena about the commodity and warehousing industry and has provided me with hands on experience of the procurement of agri-commodities directly from the farmers, quality testing and the assaying practices for agri-commodities.

The work culture at NCDEX SPOT Exchange Ltd. is very inspiring. I got a lot of cooperation and support from my guide Mr. Yashwant Singh and the staff and who were all ready to assist me at any point of time.

-HARVINDER SINGH SINGARIA
Intern at NCDEX SPOT Exchange Ltd.

For me, my summer project was the first experience of the industry environment which revealed many facets of the corporate life. The work culture of Axis Bank was excellent; the people were helpful and very cooperative. Through my project, which was 'To analyze and develop Cattle and Broiler financing models for Small and Marginal Farmers', I not only learnt how to develop a loan disbursing product but also got a taste of making a work plan, encompassing daily activities, before initiation of the project to ensure its completion on time.

-Dr. DEEPIKA MEHRA
Intern at Axis Bank

Agri-Managers: Revolutionising Agriculture

In this world there are people with different mindsets; some follow the world and some are innovative enough to make the world follow in their footsteps. The latter is where the Agri-managers fall.

Agri-managers are the techno-managers taking traditional agriculture to the horizons of business. They are taking agriculture to industry, commerce as well as trade, thus revolutionising the agriculture and allied sectors.

By involvement of Agri- managers, agriculture has shifted from the stage of mere self sufficiency to a profit gaining enterprise which will spearhead the overall development of the Indian economy. These are the managers catering to cooperatives and agriculture industry, they are the policy makers for the overall financial sector, trained teaching staff to cater to the academic field, technically sound team to serve the research area etc.

These Agri-managers are heading in the path of removing bottlenecks from the agriculture sector which tends to stall the nation's development. They aim for the upgradation that is needed, right from harvesting the agricultural produce till it reaches the consumer. For the same they adopt contemporary management practices that go a long way in bringing the much needed refinements like reducing raw material wastages at farm and processing level, effective marketing strategies, advertising, brand positioning at national and international levels etc. Their focus on marketing, human resource management, finance, and international business management certainly will help the abysmally low performing industry grow by leaps and bounds. They know how to do innovative selling and advertising effectively and efficiently so as to sustain the competition. They master finance related to carrying out the business operations economically, by planning the income and expenditure in advance and solving the financial and statistical problems, retaining and utilizing the manpower effectively and delivering the best services. They also have an eye for international business opportunities that helps in expanding the business globally.

Proper management of all the agribusiness activities right from planting the seed to getting the actual reward at the market place is their mantra for success and certainly this has an enormous hidden potential of creating the second wave of agricultural revolution. In short Agri- managers are the need of the hour for revolutionising the Indian agriculture.

ARUSHI BADOLA, PGDM-ABM 2012-14

MOBILE BASED FERTILIZER MONITORING SYSTEM (mFMS)

The Government of India has decided to implement the recommendations of a panel headed by Mr. Nandan Nilkeni i.e use of technology in tracking and monitoring the movement of fertilizers and direct transfer of subsidy regime for farmers. According to this system, only those dealers will receive the bulk fertilizers who have mFMS ID. This ID will be generated by the Agriculture Department. If a dealer is working as a wholesaler as well as a retailer, two different IDs are created for him. The material has to be dispatched to the dealer with invoice only. The dealer has to confirm the receipt of the material by updating the invoice number through mobile based application. This data simultaneously goes to the FERTILIZER MINISTRY, STATE AGRICULTURAL Department, DISTRICT AGRICULTURAL Department & the concerned company's dealer has to update the sales figure daily in the evening. This project has to be implemented through 3-different phases:

1. In phase I, subsidy will be provided to wholesaler on the sold quantity of the fertilizer.
2. In phase II, subsidy will be provided to retailers on the sold quantity of fertilizer.
3. In phase III, instead of these two, the subsidy will be provided directly to the farmers.

ADVANTAGES

1. Tracking and monitoring of fertilizer movement becomes easy
2. Misuse of fertilizers can be prevented
3. Wastage of money in the form of subsidy can be minimized
4. Black-marketing of fertilizers can be prevented
5. Government has access to the data of all the farmers like acreage, type of crop grown etc.

DISADVANTAGES

1. Implementation of project is very difficult
2. Updating sales figure daily is a tedious job
3. Neither the company nor the wholesaler can sell the material to the dealer who does not have mFMS ID
4. Huge investments are needed for business

Hence subsidy will be provided directly to the distributors, retailers and farmers accounts. To claim subsidy they have to submit sales & purchase receipt directly at the concerned branch of bank. Farmers will get subsidy as per land holding and fertilizers recommendation for crop grown.

SANDEEP KUMAR, PGDM-ABM 2012-14

THE ALUMNI CHAPTERS 2012

Following the tradition and legacy of MANAGE, the Alumni Chapters were organised in different locations in the country. For the year 2012, Alumni Chapters were organised at Mumbai and Bengaluru on 3rd June and at New Delhi on 24th of June.

The main purpose of the chapters is to have a gathering of Alumni where students can take feedback about the industry, take suggestions on how to improve themselves as per the requirement of the industry and also to update the Alumni about the activities going on at the campus. There have also been frequent inquiries by the Alumni about the progress of issues that had been previously discussed.

Many topics were discussed, related to the progress MANAGE has made during the last year. Some of them are as follows:

1. Diversifying the PGDM-ABM Program for different streams
2. Different courses required to keep MANAGEites on par with the changing industry
3. Emphasis on networking with the industry people
4. To uplift the name of brand “MANAGE” by organising different events
5. More contacts with industry and exposure to the students by having participative guest lectures and industrial case studies
6. Alumni also showed their interest in participation in the Annual Sports Meet “Zenith”
7. Discussion about MANAGE orienting its Curriculum according to the changing industry dynamics

Apart from these, the Alumni were informed about the different activities of the students on the campus and there was sharing of many nostalgic memories by the Alumni.



Moments from the Bengaluru Chapter



Moments from the Delhi Chapter

ACCOLADES 2011-2012

1. 'R-idea2012', a National level B-plan competition was organized by G.H.Raisoni School Of Business Management, Nagpur in March 2012, where MANAGE got the 1st prize.
2. 1st prize in 'Inspirus 2012', a National level B-plan competition organized by NIMS Mumbai.
3. 'Sanskriti 2012', organized by Institute of Public Enterprises in March 2012, where MANAGE got the 1st prize.
4. 'Yukti 12', organized by Thiagarajar School of Management, Madurai on 3rd & 4th March, 2012 and MANAGE was the winner.
5. Runners up in 'Mindful Leadership', a national level essay competition conducted in March 2012, by Loyolaof Business Administration.
6. 'Manthan', a case study competition organized by IIT Kharagpur in March 2012. The competition was in two phases; 7 teams got into the finals and MANAGE got the 1st prize.
7. 'Prakriti', The Agri Food and Innovation Fest organized by IIT, Kharagpur in March 2012 conducted an online quiz competition in which MANAGEites got 1st, 2nd and 4th ranks.
8. MANAGE got the first prize in 'Chanakya neeti'-Business Case Study competition organized by SIMSREE, Mumbai, in February 2012.
9. Finalists in the 'ASMANJAS', a case study competition organized by IRMA, Anand in February 2012.
10. 'OJAS-2012', a B-plan Competition— under MPOWER, was conducted by SPJIMR in month of January. The competition was held in 3 phases, and MANAGE got the 1st prize.
11. 1st prize in 'Chakravyuh', a National business plan competition at 'ADVAIT-2011, an Annual Entrepreneurship Summit' organized by IIM Indore, in December 2011.
12. IIM-A conducted 'KRONOS-Green initiative ideas for Sustainable Agriculture' in November, 2011. The competition was held in two phases and MANAGE got the first prize.

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