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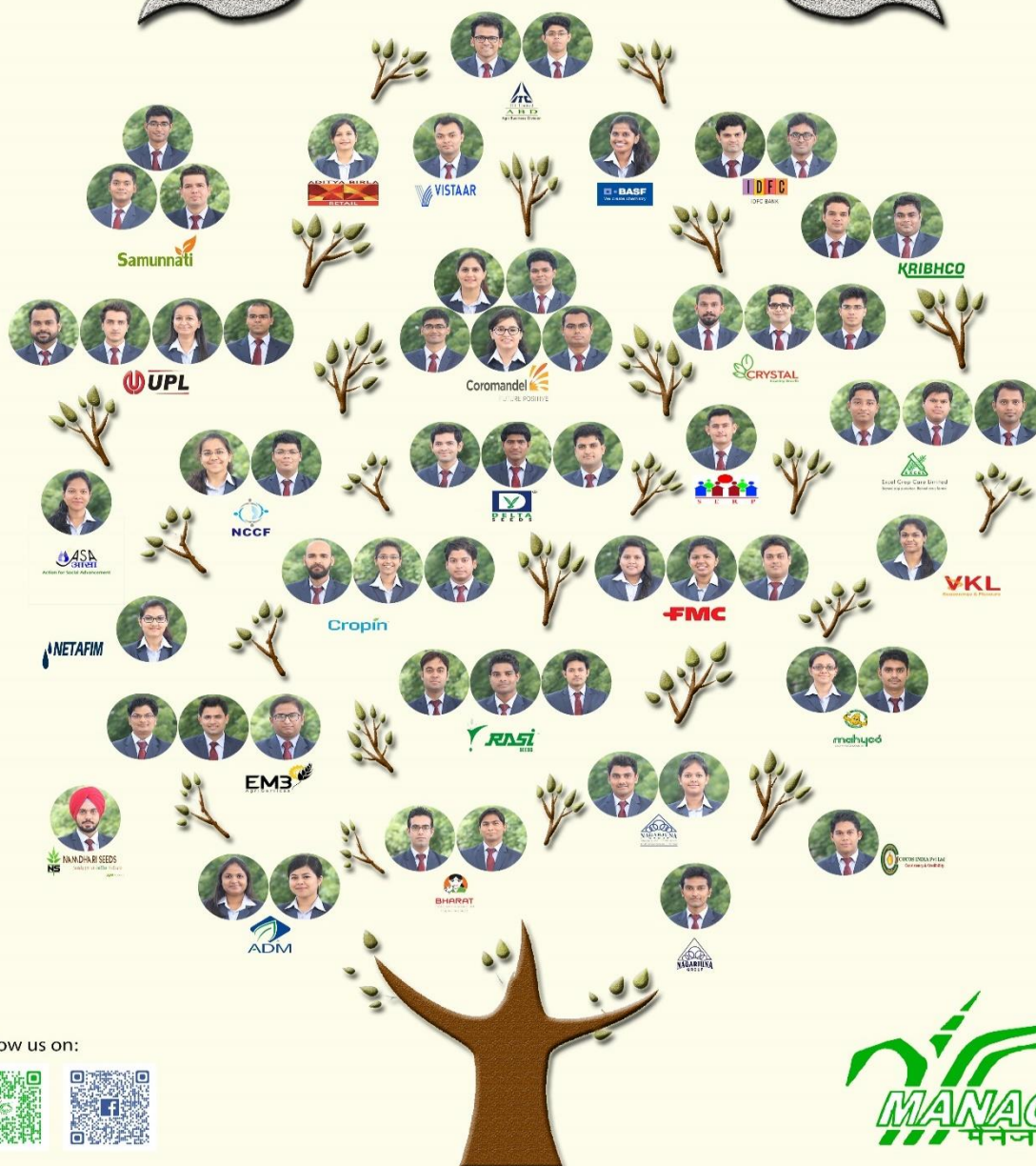
SPICE



No. 43

April '18 – June '18

FINAL PLACEMENT 2016 - 18



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NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)
An Organization under Ministry of Agriculture & Farmers Welfare, Government of India

FINAL PLACEMENTS 2016-18 BATCH

₹ 16 LPA
Highest Package

₹ 8.5 LPA
Average CTC

06
PPO/PPIs



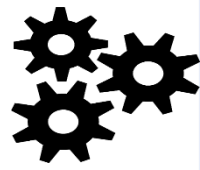
33
Input



8
Basic Financial Services
& Insurance



6
Information Technology
Enabled Services



6
Operations



2
Co-operative



2
Development



1
Farm Mechanization



1
Retail

SUMMER PLACEMENTS 2017-19 BATCH

₹ 70,000
Highest Stipend

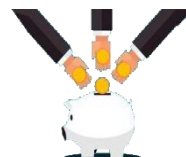
₹ 17,750
Per Month Average Stipend
(7.57% increase from last year)



22
Input



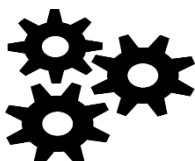
10
Consultancy



7
Banking Financial Services
& Insurance



6
Development



11
Operations



2
Co-operative

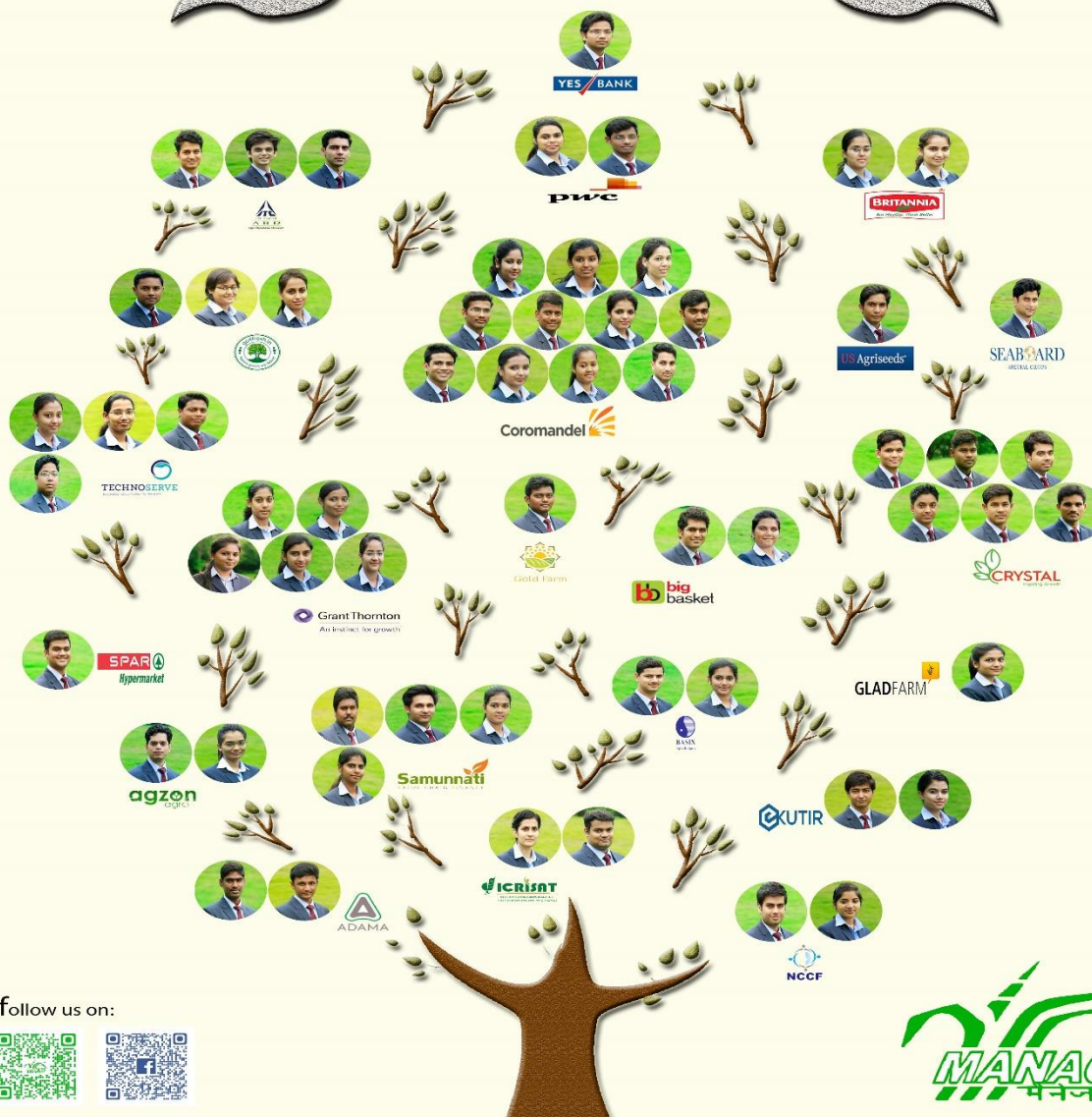


1
Information Technology



1
Retail

SUMMER PLACEMENT 2017 - 19



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It was a pleasure working with Interns from MANAGE. All the three interns showed great level of dedication and interest in completing their projects and providing us with good insights. The suggestions and recommendations given by the interns showed their understanding and learnings in their respective projects. We wish all of them a very bright future ahead.

**Fresh Produce Value Creation
Services Pvt. Ltd**

It was a pleasure to have MANAGE interns with us. We had a very positive experience for our F&V category, as they brought a fresh outlook and energy by deriving the best practices. We are happy to share that we have implemented the recommendations of the interns which created a positive traction in ensuring minimal errors than before. We once again thank and congratulate for their hard work, wishing them all the success.

**Bigbasket.com - Innovative Retail Concepts
Private Limited**

My Stint @ Industry

Coming from an urban background, I did not get much of chance to experience rural life but thanks to TechnoServe, I had a wonderful experience. These two months proved to be an eye opener for me. A much greener environment, far away from the chaos of urban life is what I loved the most. The simplicity with which the farmers spend their life, they do not need television or mobile phones for their entertainment. Their only complaint; is not able to get the deserving price of their produce. The mere fact that everyone tries to fool farmer is something that amaze me. We, at TechnoServe aspired to give farmers their due share of money by providing technical assistance to FPOs regarding different agri-commodities. We also made them aware about the malpractices by traders. There still exists a huge gap between Urban India and Rural India in terms of development. All in all, it's high time we start respecting the one who feeds us. These two months completely changed my mindset about Rural India and I hope that one day I am in that condition that I can do something for them.



TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY

Shiwani Agarwal, PGDM (ABM) 2017-19

Working for a big four company is always a dream come true. The kind of experience that I got both at the base location and at the field were beyond expectations and full of learning. Even though an intern, I even got an opportunity to work on a live project where clients were the World Bank and the Maharashtra government. The team I worked with had MANAGE alumni who were extremely motivated and were always on their feet. This encouraged me to put in my best efforts. They were supportive and encouraging at each and every step of the journey. As a majority of the work involved a lot of travelling and meeting hundreds of stakeholders from traders, farmers and government authorities, I could see the grass root level situation in agricultural produce marketing, and it gave me a broad idea of value chains of different commodities and the challenges faced by the farmers and other stakeholders. The Agri-consulting firm's clients include government agencies, private entities and international development organizations. So it is necessary to have a comprehensive knowledge about the government policies in agriculture and all the other interventions from private and the international organizations. Right from board meetings, the coffee machine at the corner in the kitchen, those perfectly arranged cubicles, the constantly buzzing telephones, everything gave a complete corporate consultant experience. There were a bunch of fellow interns from IIMs and XLRI as well. Sharing the desk space with them, gave different perspectives and a lot of knowledge. Now when I look back, I feel that I got a complete picture of what I need to learn to be corporate ready and it also helped me assess my strengths and weaknesses. Overall my SIP experience was exactly how it was supposed to be, Amazing!



pwc

R Mohammed Nadeem, PGDM (ABM) 2017-19



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Working with Bigbasket was my first step towards a corporate life. Bigbasket which is the market leader in online retail category has empowered my understanding of the backend supply chain of an e-retail giant. I have worked for the backend division of Bigbasket where I have been to the collection centres of Bigbasket around Hyderabad. It was an experience to see the difference in the wholesale market, market yard and the retail store. The customer experience executives are the most dedicated staff and try to deliver the order with an on time delivery of 99%. Operations at Bigbasket Hyderabad, is one of the best maintained division and has achieved many awards. The two months with Bigbasket wouldn't be successful without cooperation of the people. They have a really good work culture which makes the day to day challenges easier.



Thumalla Challa Nitesh Kumar, PGDM (ABM) 2017-19

Two months of summer internship in agri input sector taught me what no class room could give me. Agri-input is the sector requiring field experience more than knowledge. Good brand image is not the only factor responsible, first comes that familiar face a farmer can relate to and rely upon. Major pests also change every 30 km that marks diversity in agriculture. Field staff form the foundation for a company's success as they reach to the farmers and creates the link between the company and the customers. They are the risk takers to the maximum extent. These staff are also responsible for an entire crop's success or failure as well. Farmers also relate themselves with a company with the help of this ground staff. Buying behaviour of farmers is influenced by dealers and other fellow farmers. Dealers do have that power that can influence a farmer to prioritize any product. Farmers sometimes even blindly follow what a dealer suggests or recommends. But at the same time they can recognize a product with the images printed on that product or by its name. From the experiences I had during my SIP, I was convinced that to be a successful manager in agri input sector, thorough technical knowledge is a must since we have to deal with a person who is already having a degree higher than PhD in agriculture through his hard toil with soil and all seasons- The Farmer.



Surabhi Bisht, PGDM (ABM) 2017-19

It had been a great learning experience with ITC-Agribusiness division, I was able to relate all the theories learned to the practical world. ITC gave me an opportunity to explore the domestic market for fruit pulp in India which not only gave an exposure to the industry but also gave me a chance to travel across India for my research.

The scenario changes from state to state and region to region, the consumption of fruit pulp was majorly condensed in northern India but the production was confined to the South, I could understand the demand-supply drivers, recent trends in the industries, sourcing, supply chain, preference, quality factors and also ITC's role in the system. The internship also gave me a lot of insights about the industry which is going to be a valuable asset for my entire career and I'm thankful to ITC for giving me this chance.

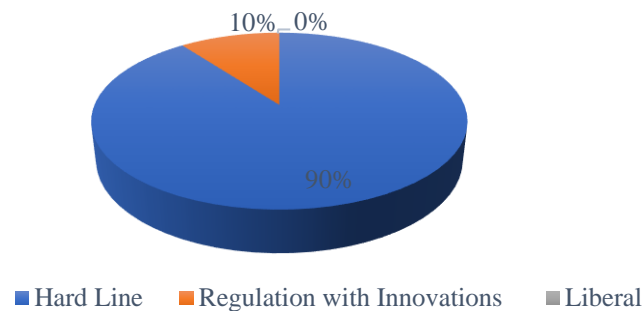


Varun B, PGDM (ABM) 2017-19

Cryptocurrency and India

Cryptocurrencies and their underlying technology, the blockchain, have paved the way for many new businesses across the globe. There are numerous issues pertinent to the cryptocurrency exchanges that are noteworthy for anyone looking to enter the digital currency space. Even though India is against cryptocurrency, it is embracing blockchain technology in everything from banking to education. RBI's circular in April prohibiting banks from offering services to businesses engaged with cryptocurrencies has prompted these exchanges to reconsider operations and has led to hot debates. In this article we put forward the opinions and views of the MANAGE community regarding this.

- i. Which approach towards regulating cryptocurrency in India is most appropriate for the country in the long run?

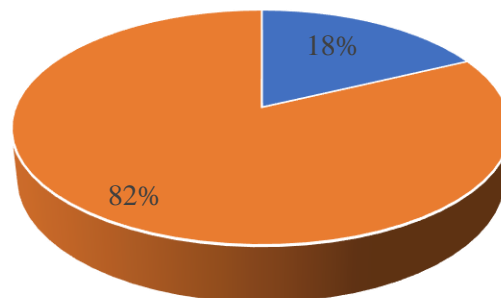


Hard Line (followed in the People's Republic of China)

Regulation with Innovation (followed in USA)

Liberal (followed in Estonia)

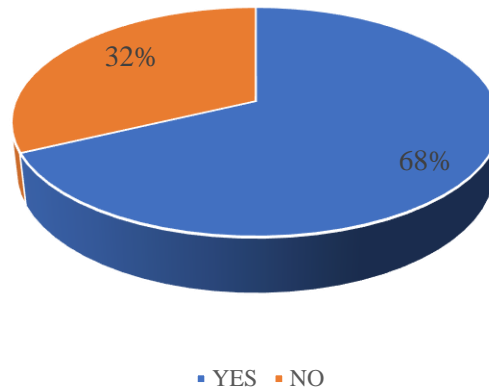
- ii. Can cryptocurrency exchanges or trade platforms be completely protected from systemic vulnerabilities and hackers?





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- iii. Will it be possible for India to uphold country's so-called "commitment to technology to transform itself" by having a differential stand on Block chain and cryptocurrency?



Some Interesting Facts on Cryptocurrency

- **The Currencies are Extremely Volatile**

The value can swing dramatically causing both huge gains and losses. The value is pegged on perception and is not controlled by any central bank or monetary regulator.

- **Small Fractions of Bitcoin are called Satoshi**

Cryptocurrency like Bitcoin can be broken down into fractions. This allows buyers to invest in 1/10 of a currency.

- **The Real Value of Cryptocurrency lies in their Blockchain**

The value of currencies lies in the technology, Blockchain, which is used during storage and transactions. This is a digital platform that is also decentralized.

- **Decentralization is the Attractive Element**

The currency is not supported or regulated by any central government. This means that there is no centre where information is stored or data can be obtained. This provides an assurance that cyber criminals cannot attack a particular data centre and take off with the coins.

- **They Operate 24/7**

Blockchain technology presents more advantages than the fact that it is decentralized. The technology operates 24hrs and 7days in a week.

Despite many advantages, due to the digital nature of crypto-currencies, there are numerous pitfalls associated with it. Even though a crypto-currency like Bitcoin itself is secure, exchanges, where it is traded, are prone to cyber-attacks since there are ways that allow hackers to exploit systemic vulnerabilities of these exchanges. Sure, blockchain and crypto-currency are different ideas. Banning one doesn't mean banning the other but the uncertainty miring crypto isn't good news for India's blockchain aspirations and its pro development image.

Amala Jacob Kavalam PGDM (ABM) 17-19

ALUMNI SPEAK

Mr. Mihir Mohanta is an alumnus of MANAGE from the batch 1997-1999. He started his career after MANAGE as a Senior Manager with PepsiCo. He was a part of PepsiCo for 8 years before joining Aditya Birla Retail Limited as Deputy General Manager where he also held the position of National Category Manager of edible oil, salt and sugar.



He later joined Mother Dairy Fruits & Vegetables Pvt. Ltd. where he is currently the General Manager (SCM) – International Business. With over 18 years of experience in the field of sourcing and supply chain management Mr. Mohanta has worked with farmers across India uniquely combining development and business.

1. You have achieved a lot in a short span of time and your zest for learning is quite evident to an onlooker. What keeps you motivated?

Farmers & Technology keeps me motivated. Post liberalisation everything changed so fast, but a large section of our farming still remains as in pre-independence era. There is so much to be done for the farmers & there is so much of technology available. Yet, there is little convergence. Each time I meet a farmer, I am reminded of childhood when we used to walk with our parents to support them in farming. Today, even that is shrinking. So, what can change & how can I be the change? This unusual urge keeps the drive on.

2. What was the significance of MANAGE in your journey? How in your opinion, can MANAGE bring about change?

MANAGE provided tracks to our journey. It helped in building a professional imagery in people's minds. As an apex Extension Institute, it has enormous role to play. It can play a vital role in building a road map to transform existing Agriculture Extension System to a Complete Digital Agriculture Model. A farmer, even in a remote location would get all crop related information and would be in a position to complete all his buy & sell transactions through it.

3. What made you build your career around sourcing? What do you think are the pre-requisites for a person opting for the similar line of career?

Sourcing is a very powerful job where you can directly impact a farmer's life by making payments to the farmers. There are no pre-requisites for this career, except for the need to be a learner all the time.

4. How does an F&V supply chain differ from the supply chain of other products?

PUSAV- Perishability, Uncertainty, Seasonality, Ambiguity & Volatility.



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5. Can you briefly describe the role of the stakeholders in making an F&V supply chain efficient?

There are many stakeholders. But only government & the farmers can change the existing F&V supply chain to an efficient one. Government needs to provide much needed impetus for demand creation, build infrastructure for distribution & facilitate investment in processing while farmer has to operate on scale, bring consistency in quality & operate on a crop plan.

6. Keeping the technological advancements in view, how does the future of sourcing look like?

Technology is advancing, there is no doubt about it. But we are not adopting them. Unless a significantly large number of farmers are able to adopt these, it will not bring about a change in sourcing environment. Our thought process needs to completely change from the MSP, market differential & loan waiver to a consumption driven, market led supply system. Individual farmers, companies or the government alone cannot succeed but together, all of them can operate in a large framework. It is great that we shifted to a “One nation one tax” (GST) policy, we can also shift to “One Nation One Agriculture” policy.

7. Message to current batches at MANAGE

“Work fast, work smart & aspire high”.



ALUMNI Chapters 2018

To differentiate our own from the unknown and to rejuvenate the feeling of togetherness that every MANAGEite holds in their heart MANAGE Alumni Association (MAA) in association with Alumni Committee MANAGE conducted CHAPTERS 2018 in 4 cities i.e. Delhi, Mumbai, Hyderabad & Kolkata in the month of June. A good strength of alumni graced the meet with their presence including some from the initial batches as well. The meetings started with heartfelt introductions including current batch introductions by the Placement Cell & Alumni Committee and informal talks, slowly escalating into an evening full of games & discussions regarding MANAGE and how to improve the bond that all the MANAGEites share.

The Delhi Chapter was attended by 50 alumni from various batches. The main agenda that was discussed included a Mentorship Programme where alumni working in varied sectors can guide the present students with wide range of practical knowledge, moreover the need for an uninterrupted channel of communication between the MANAGEites for which there should be a very well-developed database with the present Alumni Committee and Placement Cell. The Mumbai CHAPTER too had a great turnout and proved to be highly informative as well as interactive and a large number of topics were discussed during the fun filled evening. It was more of a family affair as a large number of alumni came with their families and transformed the event into more of a festive occasion. A cricket match between the alumni became the most highlighted event.

Kolkata CHAPTER was more of a formal discussion between the alumni on important affairs. The agendas of discussion turned out to be fruitful with a large number of suggestions to the current batches including:





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- Academic

- To Include Warehouse management and E Commerce in course curriculum.
- Circulate current course curriculum for review
- Connect with Coursera, etc websites to tie up as an association. This will ensure discounts to students and alumni who wish to learn more courses

- MAA Office and Engagement

To setup MAA office on campus and having a permanent employee that does the following:

- Updates alumni data from time to time
- Organizes conferences that involve alumni and others from various industries

- More Campus activities

- To give campus space to CII, FICCI etc that host numerous programs to bring together people from various industries, that will boost MANAGE's brand image and bring more exposure.
- Enhanced Social Media activity: Boost social media activity, bombard alumni with mails, messages about campus activities and their involvement.



KRISHI CHANAKYA: B Fest 2018



NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT
(An Organisation of Ministry of Agriculture and Farmers Welfare, Government of India)

**AGRI
BUSINESS
CLUB**



Dhurina
Best Manager



Akanksha
B-Plan



Sushodh
Case Study



Vishleshan
A Financial Model

krishi chanakya

B-Fest to Revolutionize Agri Business

AUGUST 24 & 25, 2018



Khoj
A Social Idea



Workshop



Shikhar
Agri Summit



agribusinessclub@manageites.org |



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