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# SPICE



## A NEW CHAPTER

This year MANAGE saw the entry of its 21<sup>st</sup> batch into PGDM (ABM) with many new minds coming together to prove themselves in the field of agri-business.

The batch comprises basket of various backgrounds where students from different states have come together to prove their capabilities and leap towards pinnacle of success. The induction programme for the batch was held on 15<sup>th</sup> June 2016 and it was addressed by Dr. K. Anand Reddy, Director (HRD) and Principal Coordinator who inspired the batch with his noble thoughts and gave a glimpse of the path they need in order to achieve excellence.

Hard Work, Perseverance and Team Work are the core values that they learn here and add a new chapter to the legacy of MANAGE.



**PGDM (ABM) , Batch 2016-18**

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## So Far @ MANAGE....

### Samanvay Hall and Incubation Centre

An idea that was conceived by the Director General became fruitful on 12 August 2016. The renovated Samanvay Hall was inaugurated by Shri. Shobhana K. Pattanayak, IAS, Secretary, Department of Agriculture, Cooperation & Farmers Welfare in the esteemed presence of Shri. Raghavendra Singh, IAS, Shri. Kumar Sanjay Krishna, IAS, Shri. Dinesh Kumar, IAS and Smt. V. Usha Rani, IAS, Director General, MANAGE. The reconstruction of Samanvay Hall stands out with its unique outlook and technical support. Samanvay Hall will serve as a domain for executives from corporates and people with different expertise to share and interact with the students about various scenarios aiding them to face the challenges that lie ahead .



Incubation Centre being inaugurated by  
Shri. Shobhana K. Pattanayak, IAS

MANAGE has decided to take the next step of encouraging budding entrepreneurs by tying up with RenB to form the new Incubation Centre. This Incubation Centre will serve as a launch pad for aspiring entrepreneurs by helping them nurture their ideas with both technical and financial assistance in the most professional manner.

### Green Drive

On the occasion of World Population Day, 11.07.2016, the students of MANAGE led the plantation drive in the campus spreading greenery to fight pollution and attract rains. "Each one Plant one" resulted in the success of massive plantation of saplings around the campus adding to the beauty and serenity.



### Independence Day

The 70<sup>th</sup> Independence Day was a day of remembrance of the services and sacrifices of legendary leaders of our country. With a great sense of patriotism and pride, the National flag was hoisted by honourable Director General Smt. V. Usha Rani, IAS, in the presence of other dignitaries followed by her inspiring speech quoting the highlights of the struggle for freedom. The event ended with the distribution of awards for meritorious students.



## Oobleck

**“The Science of Today is the Technology of Tomorrow”**

**-Edward Tell**

Oobleck is the name given to the suspension of corn-starch mixed in water in a 1.5-2:1 ratio. It is a classic example for Non-Newtonian fluid other than blood, ketchup, quicksand, etc. Unlike Newtonian fluids like water and milk, Oobleck reacts differently when stress or pressure is applied. The colloid corn-starch particles, around the location of impact, freeze at a speed proportional to the force applied; meaning they stop higher momentum in a very short time. The more pressure you apply the faster they thicken making it impenetrable. So the only way to reach deeper easily is by just letting anything freefall (zero pressure).

### Current Uses

Currently, Oobleck is commercialised as a plaything for kids in which safe colouring substances are added. The melting of Oobleck in hand is quite a unique feeling. It is also used in certain fun arenas where a pool of Oobleck (around 1500 gallons) is prepared by mixing in huge cement mixers. The pool, though liquid, gives a unique experience for people to walk, run, jump, dance and do anything on it as long as they don't stop.



### Future Prospects

The properties of Oobleck are still astonishing to scientists around the globe and efforts have been made to explore more of its uses. Most prominent of them is the one where they are trying to replace Kevlar, which are heavier and

heat up faster in dry environments and thereby tire our war heroes easily, with Oobleck. Kevlar, though stops bullet penetration, still can bruise. Ten layers of Oobleck gel can withstand better than 31 layers of a regular Kevlar suit.



Oobleck also is considered as an alternative for polyethylene for packing purposes. Though they provide better protection than polyethylene and are environmental friendly, cost factor is an issue here. Engineers have provided the option for considering Oobleck as a perfect material for sealing purposes in case of emergency as they can resist larger forces even better. They have been even suggested for the tragic BP Oil Spill incident of 2010 where the oil leak from the rigs was uncontrollable. Scientists have suggested Oobleck to be mixed with mud to counter the leak. They also have the potential to replace airbags that can injure the driver; Oobleck can slow down the impact.

### Conclusion

Though Oobleck is at an experimental stage, it tends to be a promising commercial product in the near future. Once commercialized, the demand for corn flour could take a new direction. It's quite a fascinating fact that something as simple as corn flour can have such a wide scope in the defense and safety applications. As long as man sets no limits this imagination, pretty much anything is possible.

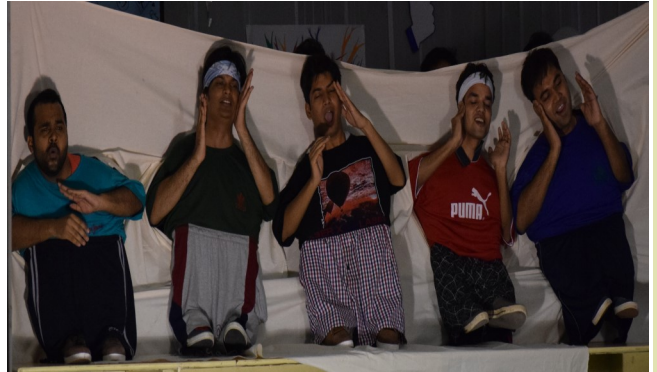
**VIVEK.S**

**PGDM (ABM)2016-18**

## REMINESCENCE 2016

-“The only thing sweeter than union is reunion”

The aurora on 14 August 2016 in MANAGE was ineffable. The ambience was completely filled with the aura of bustling activities by future managers with the gusto of confabbing with their alumni. Reunion is always a time to remember, a time to laugh, a time to celebrate, a time to share old memories and make new ones. It's a chance to share the history, a reason to celebrate the past and the time to welcome the future. It was a day to cherish and celebrate the beautiful bonding among MANAGEites. The alumni were able to see a reflection of themselves in the novices who would one day add glory and pride to their *alma mater* that have become an inseparable part of their lives.



As per the convention, the event began with a formal discussion chaired by the members of MANAGE administration and MANAGE Alumni Association (MAA). The various issues regarding the academic curriculum, industry interface and feasible future enhancements were broadly analysed in various dimensions and a strong agenda was planned to look forward into the future.

As the sun set and the twilight fell, the ambience became more and more vibrant with convivial alumni reconnecting with their friends, roommates, catching up on their lives and careers, bracing with never ending tales of their sweet college days. Honorable Director General and Principal Coordinator inaugurated the cultural night and the stage flickered with the artistic performance by MANAGEites. Of all the performances, the resplendent Lilliput dance and AD-ZAP caught the attention of spectators and gathered applauses for its creativity and ingenuity. As paragons, trend setters, exemplars of high-flyers, the alumni shared their experiences which gave a deeper insight to the students about the right perception of life in the corporate world. The day ended with a banquet and a silent promise to get together again for the next alumni meet and again remember those golden days that becomes an indelible part of life.

“We may not have it all together, but together we have it all.” Henceforth we avow,

***“We rise together, for MANAGE forever”***

## The Forbidden Indian

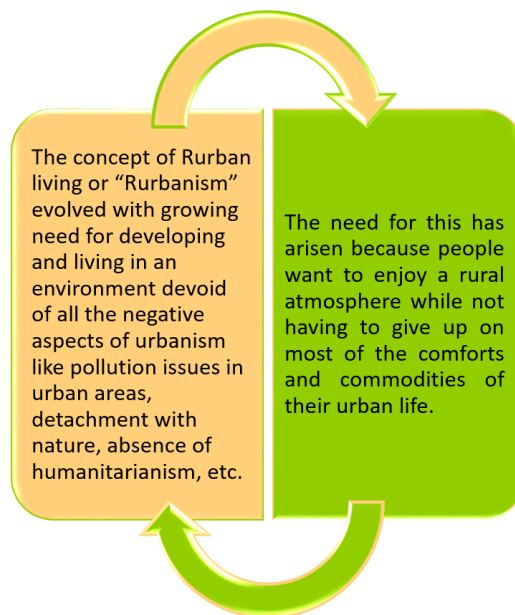
Neither am I a rockstar nor a demi-God,  
Though subprime analysis solving was not that hard.  
Champ at the IMF or be it MIT,  
All because of my roots are IIM & IIT.  
Then you had me as the Governor, RBI,  
I promised banking reforms & Sensex was on high.  
Inflation was down from nine to three point five,  
Only because of that poor eat, breathe & thrive.  
I made the FOREX grow by 30% on the go,  
Or rupee would have been crying being all time low.  
My fin marketing is good but politics is poor,  
Bye bye, Central bank my exit is near.  
“I ain’t fully Indian” some Swamy has to say,  
Good luck motherland, be saved from doomsday.  
For rupee against dollar I stood up as a shield,  
But this time fellowmen, I’m dropping weapon & yield.  
But I’ll be there for you, amidst all financial fight,  
Like Batman for Gotham as a true dark knight.  
“You are a Santa-Claus” people call me to woo,  
Hey, I am Raghuram Rajan & I do what I do.



**Mrutyunjaya Choudhury**  
**PGDM (ABM) 2016-18**

## RURBANIZATION SMART VILLAGES to SMART TOWNS

Rurbanization (Rural + Urban) is a much revived idea towards the transformation of modern India. Rurbanization aims towards the development of a cluster of villages that preserve and nurture the essence of the rural community life with focus on their stake and inclusiveness without compromising with the facilities perceived to be essentially urban in nature. Rurbanization is a process of rural transformation. It is not yet caught the attention of urban planners but it is a prominent development process. It can be depicted by -



So, involving urban people in this concept will give pace to the further development process of the Rurbanization concept.

In India as per the Census 2011, the rural population of India stands at 833 million, constituting almost 68% of the total population. Taking this into view, the advantages of cluster of villages viz., potential for growth, economic drivers, derive locational, competitive advantages and rich resources, the Government of India under the leadership of the Prime Minister, Mr. Narendra Modi has launched the 'Shyama Prasad Mukherji Rurban Mission (SPMRM)' aimed at developing such rural areas by provisioning of economic, social and physical infrastructure facilities. Most recent living example of this concept is the Gujarat's award winning 'Jyotigram Yojana' Scheme, completed in a record 30 months, which delivers 24 hours of uninterrupted electricity to all 18,000 of Gujarat villages. Adopting this eccentric but great step towards the changing face of Rural India from villages to Smart villages and finally to Smart towns and resulting in Smart India.

**Neeraj Kumar**  
**PGDM (ABM) 2016-18**



## LIFE @ MANAGE

A long secluded driveway surrounded by lush green lawn and natural landscape with stony structures and red sandy pathways are a paradigm of serenity surrounding MANAGE. Classes are filled with laughter, animated backchats along with lively discussions over various topics. Everybody here loves to burn the midnight oil. Late night studies along with birthday celebrations are one of the best memories to cherish forever. Various committees and clubs working together set a great example of coordination, cooperation and guidance from seniors which allows us to create and innovate a new person in ourselves. MANAGE is a platform where we get an opportunity to start a journey from anybody to somebody, to brush up and emerge as a groomed person who embraces challenges.

The most fascinating part is the blend of 120 students from different parts of the country representing diverse forms of culture. Cultural diversity lets us celebrate all the festivals with great enthusiasm and thus forms a family “The MANAGE Family.” It’s all about learning, having good times and living that time. The more we learn, the more we add value to our personality. It is a place where different minds work together to fulfil their wills, dreams but all work in a unique manner and thus make this place a “DYNAMIC LIVEWIRE.”

**Garima Khatter**  
**PGDM (ABM) 2016-18**

With the lights turning off at 3 am and with just three sleep cycles, I get up every day by the knock at my door by the newspaper delivery boy, rushing to get ready crumbling the newspaper in the bag, I find myself running for classes skipping the compulsory breakfast. The zero margin class timings, case studies, last minute assignment completions and mid-sessions tea breaks have become a part of my new life. Life for me at MANAGE has taken a roller coaster ride with all its twists and turns, moulding me into a stronger person. MANAGE, a place kissed by mother nature, lush green campus, and sense of tranquillity has a family comprising 120 members forming a mini India creating an electrifying atmosphere with students full of enthusiasm, working under time pressures which help them evolve into managers. Life has been exciting for at MANAGE with new experiences every day and learning through mistakes. I see myself develop in all aspects, academic, organising, time management, making decisions and being proactive. And I believe in these two years MANAGE will transform an average personality like me grow into a strong experienced person who is ready to face the challenges of the outer world with confidence and enthusiasm.

**Anu Priya Tigga**  
**PGDM (ABM) 2016-18**

# SPICE

## LIFE @ MANAGE

There is no denying the fact as said by Sir Winston S. Churchill, Former British Prime Minister that the “Price of greatness is responsibility.” In response to the mentioned statement, the news of getting admission in MANAGE, Hyderabad thrilled me with excitement as well as with a sense of accountability.

The environment of MANAGE made me realize the responsibility of achieving and maintaining the standards set by stakeholders of the institute. Within no time, I realized that life at MANAGE is all about time management and desire to learn different aspects of life as daily routine not only revolve around academics but also includes several co-curricular and extra-curricular activities. MANAGE facilitates us which highly qualified in-house and guest faculty as well as sessions with leading businessmen and budding entrepreneurs which allows us to get in-depth view of business acumen. MANAGE has helped me in developing my personality and taught me to take quick and efficient decisions. In future, I expect more challenges which help me sharpen my managerial skills.

**Sachin Singh**  
**PGDM (ABM) 2016-18**

The monsoon of 2016 ushered me into a journey anticipated of learning, exploration and self-introspection. It was the day I arrived at MANAGE to begin another inning in life, MBA in Agri-Business Management. Within a week of starting the course work, slowly the fellow mates have stepped outside their comfort zones and actively sought out students from diverse backgrounds. With the serenity on the campus and recreation available at our disposal, I was sure to have good times ahead.

The social scene here is the best part where we are constantly among friends and thus it developed skills to juggle both academics and social life. Cycle of classes, assignments, group activities, games and late night chatters often led to napping in the middle of our lecture on differential equations. Facing big changes in a small frame of time is both exciting and intimidating. Time was the only factor that I wanted to bargain with as it literally turned me into an MBA - “The Busy Avatar” of myself!

From the realities of sharing a room to the joys of taking part in philosophical discussions over meals, I am thoroughly enjoying pushing myself to the extent that is leading to reinventing myself.

**Vegi Triveni**  
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