



# SPICE NEWSLETTER

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## **TAKACHAR: Harvesting Value from Agricultural & Forest Waste**

- Prerna Singh

New Delhi-based Takachar is one among the five winners of the first-ever 'Earthshot' Prizes, which Prince William institutes to reward the innovators with an amount of £1 million each for developing ground-breaking solutions to the world's most significant environmental challenges and repairing our planet over the next ten years. The Earthshot Prize is based on five earthshots, with simple but ambitious goals for our planet that, if accomplished



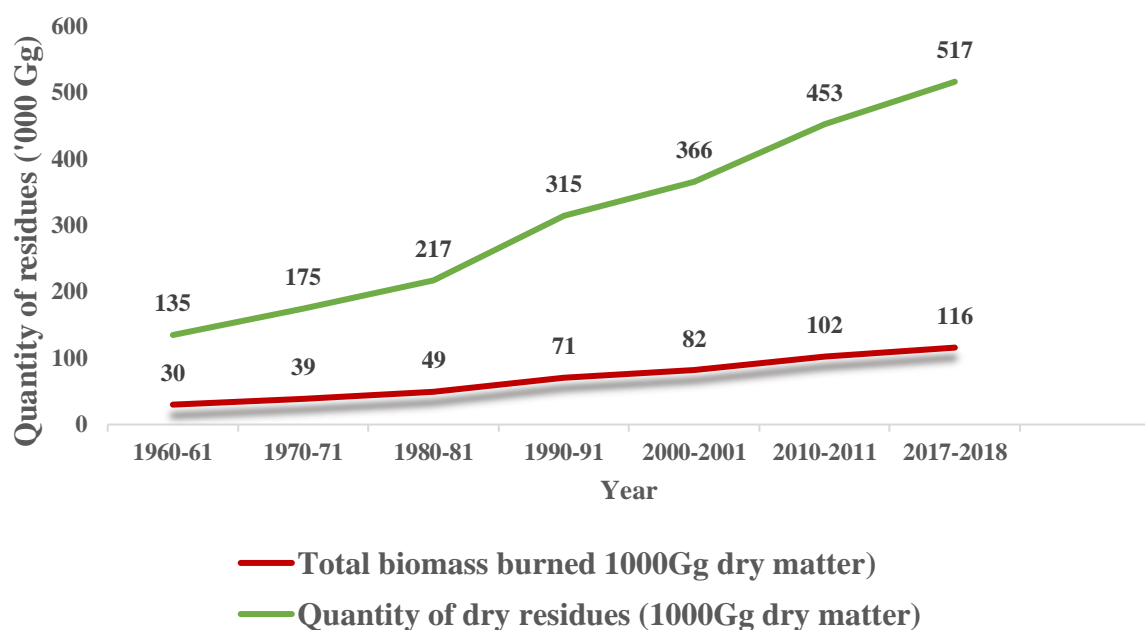
by 2030, will improve life for us all and for generations to come. It is based on President John F. Kennedy's Moonshot, which united millions of people around a common objective of landing a man on the moon in the 1960s and accelerated the development of new technologies.

Takachar, co-founded by Vidyut Mohan, a recipient of the Forbes 30 under 30 for Social Entrepreneurs 2020 Award, won the prize in the "Clean Our Air" category for its technology to create fuel, fertilizer and other speciality chemicals from agricultural crop residues. Takachar aims to impact the UN sustainable development goals like eliminating the fossil-based sources to produce fuels, fertilizers and speciality chemicals, mitigating 700 million tons/year of CO2 equivalent emissions and increasing the rural community's net income by 40% by creating a market for the crop residues by the year 2030.

Every year, about \$120 billion worth of agricultural waste is produced worldwide. Farmers routinely burn what they can't sell, with disastrous repercussions for human health and the environment. The burning of agricultural waste pollutes the air, reducing life expectancy by a decade in some places. Every year in the fields surrounding New Delhi, this plays out. Smoke from artificial infernos fills the air, posing a significant health risk to the locals. In Haryana, Punjab, Rajasthan, and western Uttar Pradesh, extensive farming methods include rice, paddy, and wheat cropping patterns and are known for burning the straw and stubble after the harvest. Even though the government began to prohibit the practice in the 1990s, farmers in Punjab and Haryana, in particular, still burn an estimated 35 million tonnes of crop waste from their rice fields after harvesting each year in late September and October. It is followed mainly because this approach is a low-cost way to get rid of straw and cuts down on the period between harvesting and planting for the second (winter) crop.



This stubble burning is responsible for one-quarter of the air pollution that blankets the whole capital city virtually every winter. To overcome this challenge, Takachar has created and patented the design of a small-scale, low-cost, portable equipment to convert waste biomass into solid fuel, fertilizer, and other specialized chemicals, based on a unique idea known as oxygen-lean torrefaction. Torrefaction, a thermochemical process, is used to salvage the crop residue by converting biomass to fuel cost-effectively. Takachar's approach is more lucrative than transporting waste biomass to centralized conversion plants because it reduces the logistical costs of moving loose, damp, and bulky biomass. This technology is said to decrease smoke emissions by up to 98%, helping improve air quality, which is presently reducing the life expectancy of the affected population by up to 5 years. It has the potential to save a billion tonnes of CO<sub>2</sub> per year if scaled up: a success for Indian farmers would be a win for the battle against climate change.



Agricultural waste burning is one of the most significant sources of city air pollution, yet it does not receive the global attention it deserves. Takachar's game-changing approach shows how to eliminate air pollution caused by burning and do it profitably and in a way that helps farmers. They have demonstrated outstanding leadership in the areas most hit by air pollution, and we hope that this will serve as an example to others. Takachar has shown that India's innovators are capable of dealing with the country's environmental issues.

## **The Tear Theory**

- **Aditya Palagudi**

When was the last time you shed a tear? Moreover, what was it that made you cry? If you are a tiny child, the answer is most likely "today" and "because I hurt myself" or "because I got scolded." Adults, on the other hand, have a more difficult time. Likely, the last time you sobbed was not because you were unhappy or in pain.

Emotional crying is strange. Many animals cry to protect their eyes, but humans are the only ones who weep out of

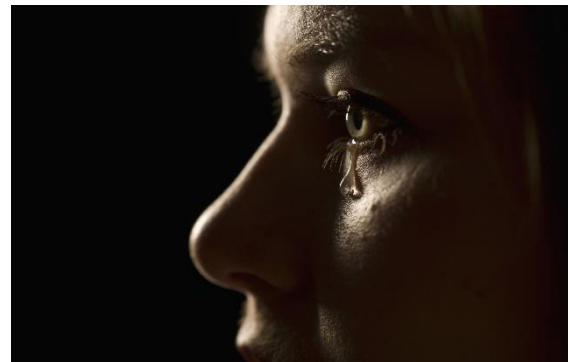
### **Let it out**

The notion that sobbing is cathartic is still widely held. But what exactly does that imply? For Freudians, it denotes the expression of suppressed emotions — the belief behind folk wisdom advising people to "let it out." Another theory is that crying helps the body to do away with toxic compounds created by emotional strain, such as stress hormones. It is a sublime concept, but it is not very realistic.

Why do so many individuals claim that crying helps them feel better? Perhaps just that by the time we have finished crying, our mood has improved, even if it is merely from a low point. Crying may also relax the body by activating the parasympathetic nervous system or increasing oxytocin, popularly known as the "cuddle hormone."

Crying's actual role, however, is not a physiological process but a social one. Crying indicates that we require assistance. Lacrimal glands located above the outer corner of each eye secrete tears to clean and

emotion. We sob for various causes, including happiness, overwhelm, and enrapture. What motivates us to do it? More specifically, when should you preserve a stiff upper lip, when would it be beneficial to let your emotions out? People have long been perplexed by crying. Tears, according to Aristotle, are an emission similar to urine. According to Darwin, in addition to moisturizing the eyes, tears provide relief from pain though he did not explain how.



soothe the eyes. Tears are also formed as a result of injury or disease. Tears took on a new purpose as humans evolved and became more sensitive, serving as a cue for caregivers. Moreover, as crying began to elicit assistance from others, it became worthwhile to cry over any bodily or emotional pain.

Still, why did the eyes, rather than sweaty palms or pale lips, become the route for signalling distress? We are predisposed to stare at others' eyes since they are possibly the best signal. Furthermore, we can usually bet on the presence of eyes. Some of us are more likely than others to

use this signal. Even though both boys and girls cry many times until adolescence, women in western countries tend to sob at least twice as much as men do. There may be more to it than cultural conditioning: animal studies reveal that testosterone reduces crying.

Although crocodile tears are conceivable, one of the reasons we are so affected by sobbing is that it is difficult to fake. Hence it is considered a fiduciary indication, which makes it quite effective. For just 50 milliseconds, seeing a picture of tears on a sad face increases sentiments of sympathy, support, and friendliness for the person pictured. Tears also help us

overcome persuasion of repulsion, making us more ready to assist a crying injured person.

However, our reactions to crying are affected by various factors, of which not all are gender stereotypes. If people see the photographs of nurses and firefighters crying while trying to help an injured person, they sympathize with the nurses because of their stereotypic feminine function. The situation is reversed for a firefighter, as crying is more appropriate than for a nurse. Furthermore, it makes no difference whether one is a man or a woman.



**We need to cry so that**  
*we can smile again.*

### **A lifetime of tears**

As we get older, the way we cry and the things we grieve about change. Because their tear glands are still developing, newborns do not shed tears for the first few weeks. However, as they grow older, they become less outspoken and sadder in their sobbing. We start crying less over physical pain and mental agony around puberty. In response to acts of bravery, self-sacrifice, and charity, many people begin to cry "moral tears." We cry more tears over things that are positive as we become older. These 'joy tears' may not be happy tears at all; events like weddings and holidays are sometimes bittersweet because they remind us of the passing of time and mortality.

## **Privatization of Education is fuel for Education Marketing**

- Manasa. S.N

The definition of 'literacy' in India provides a fallacy that nearly each Indian is a 'literate' with the cap potential to sign best without being capable of writing, examining and recognizing the neighbourhood's authentic language. Education lays down the muse for the boom and prosperity of any country. Ensuring great schooling is important now for effective growth of an equitable society, however additionally for countrywide development. Even the 2030 agenda for sustainable development aims at making sure inclusive and equitable great schooling to all. Education is a stepping stone to a more prosperous future. It is a method of gaining a deeper and more critical awareness of the world.

Education must be standardized so that it is accessible to all. The world is observing development through



liberalization, privatization and globalization. The second policy, privatization is impacting many sectors including education both positively and negatively. Privatization is a process of allowing certain government welfare services to be run by non-state or private parties. It is a policy in which governments

relinquish their responsibility and enable private individuals and organizations to carry out tasks and do the job for money.

Privatization in education means there is less leadership from the government. By this, there is less burden on the government. Due to the lack of resources, the government is unable to provide good education to students. So, they get support from private organizations to increase level of education. The main reason for privatization is efficiency in promoting a more competitive business environment. The operation of public sector companies is considered inefficient. Private ownership and control are believed to be more efficient in terms of resource allocation and labour. The non-public people are promoting schooling in line with the norms of the markets. Though privatization has made tremendous contributions and options in schooling, it does uplift the weight of public faculties and, additionally, now no longer follow human rights regulations. But it is acting as fuel to the marketing of education.

To fulfil the demand for the higher education of young people in the country, privatization of education is needed. But, in the name of privatization, education is becoming a business. It is becoming a way of earning for many people. Despite the fact that India has provided free education to poor people for many years, many individuals in the country do not have access to it due to a lack of resources. In recent ten years, the quality of education in government schools has degraded

drastically. As a result, people are opting for private schools. In this situation, if education is left to the private sector for the goal of profit, it will inevitably be limited to a privileged group of individuals. The poor will be affected very badly by exorbitant fees and inequality. This means that only the wealthy will be educated, allowing them to rule the rest of society.

After students were admitted to the private institutions, price ranges started to float in the shape of development price, building price, tuition price, games price, cultural occasion price etc. These establishments charge cost, plus pricing for the offerings rendered via way of means. Therefore, over a length of time, those establishments can assemble massive homes and buy luxurious systems to modernize their establishments. In this way, many unaided non-public facilities and faculties have transformed training right into a commercial enterprise. Earlier, those establishments have been restricted to metropolitan regions and large cities,

however now they may be spreading even to smaller towns.

However, in spite of those poor elements, there are numerous wonderful elements as well, which have been introduced via way of means of the non-public investments in the educational sector. They have filled up the funding deficit in the educational sector. They have accelerated the supply of seats, innovative subjects and additionally evolved the alternative centres, which include the city regions. Any improvement without the right rules is unsafe for society. Hence, there has to be a robust regulatory frame throughout India for frequent law of those establishments. So there is a need for privatization of education in a good way. That is with providing good infrastructure and education should be affordable to everyone in the nation. Then only the privatization of education will not work as a fuel for the commercialization of education.

## **Where do you see yourself in ten years?**

- **Niharika Rawat**

I am sure this question was asked to each and every person at least once in their life. This one question explains our whole journey towards our goal along with the vision and mission of our life. For some people, every step is pre-planned and they work according to it, while others go with the flow. For them, their journey is itself a bag full of surprises, and they learn from their own mistakes. Kalpana Chawla once said, "The path from dreams to success does exist. May you have the vision to find it, the courage to get on to it, and the perseverance to follow it."

A few years ago, while sitting in the conference hall of my undergraduate university and attending the orientation session, I was asked the same question by our college dean "Miss Niharika Rawat, where do you see yourself after ten years?" I did not have a response to this at that time because agriculture and its future aspects were completely new to me. Time flew and I began realizing my dream of becoming an Agri-entrepreneur and working efficiently to life up the agriculture sector in society. The dream was set, now the question was how to achieve that dream and the answer was right in front of me. The poster on the college bulletin board enlisted the name of students who took admission in various

MBA colleges and there, I found my dream college- MANAGE.

I pulled up my socks and started working hard for getting a good percentile in CAT so that I could get eligible to apply for my dream college and there I was, getting ready for my personal interview round for MANAGE. At that time, sitting in front of my laptop, I could hear my heartbeats clear and loud in that empty classroom. I was confident in myself yet nervous about facing such a learned and experienced jury. My heart relaxed when finally, the interview ended and it went according to my expectations.

From that day to the day of declaration of results, I counted every second and my wait was over exactly after 39 days /936 hours/56,160 minutes/3,369,600 seconds. I couldn't believe that I was going to be a part of that college that is best in everything be it placements, academics, peers and surroundings or food. Now I know that my future is secured and I have taken a major step towards my aim. My entrepreneurial idea is still a rough sketch but I am sure the experience and knowledge I am going to gain and my exposure to the corporate world will teach me all the dos and don'ts to learn before starting an enterprise.

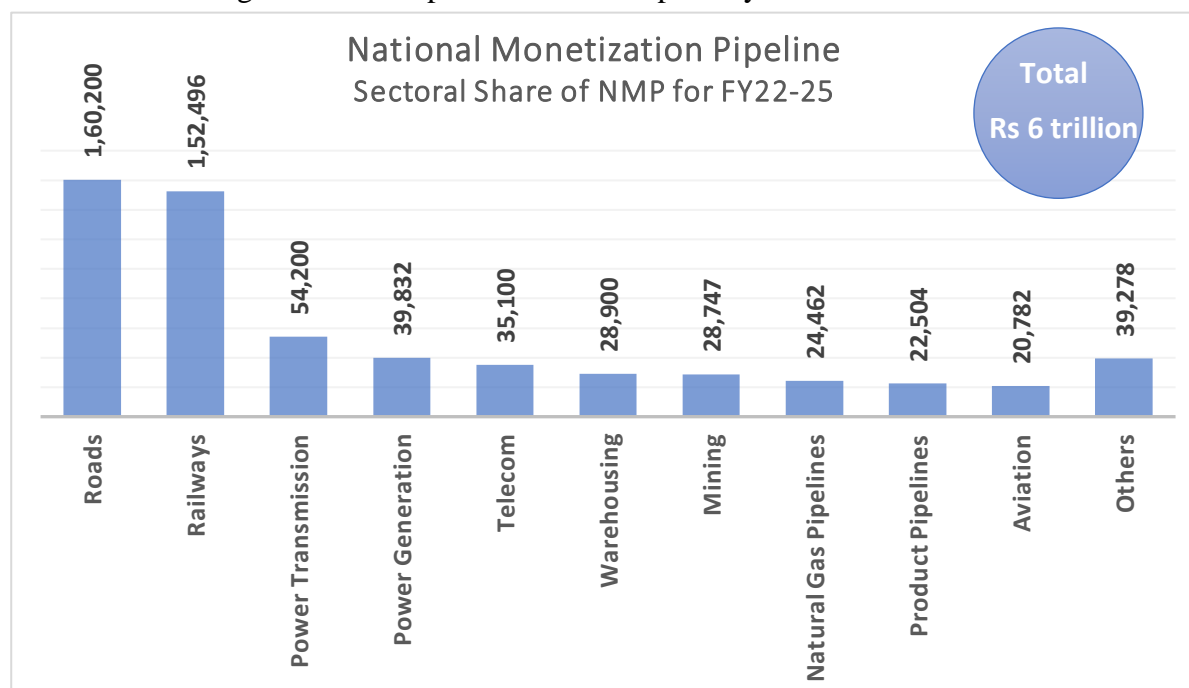


## **National Monetization Pipeline: Boon or Bane**

- **Gaurav Kajale**

As of now, government finances are stretched, especially after a huge blow to the economy due to COVID-19. So, to take public welfare measures government needs more funding, more so in this moment of need when the responsibility is on the government to prop up economic activity. And the situation gets more complicated as

centre transferring ownership of public sector assets to private entities. Indian Government's National Infrastructure Pipeline (NIP) foresee an infrastructure investment of Rs 111 lakh crore in the five-year period (FY 2020-25). But the government has also reiterated that the primary owner of all the assets under the



the fiscal deficit comes into the picture as it is already exceeded its limits government needs to formulate an alternative way to shore up the budget. The very easy decision to take in this situation for the government will be to increase the divestment plan's pace, but there are already many hurdles for it. So, what's the better option?

Well, the government has introduced National Monetization Pipeline. NMP will help to realize value from idle assets, and it would be done without the

National Monetization Policy will remain with the government. Funds from National Monetization Pipeline will be utilized for infrastructure creation under the NMP. Private entities will use these assets for a certain set tenure, at the end of which they will be handed back to the centre. But still it remains to be seen how close the government can actually get to its goal of Rs 6 lakh crore, though, as that may require faultless execution.

## **What is actually NMP?**

National Monetization Pipeline is formulated to unlock the potential value of investments in brownfield public sector assets under tapping into institutional and long-term capital. According to NMP centre-owned roads, railways, power plants, gas pipelines, airports, ports, warehouses will be leased out for a defined period to non-government entities.

This will add to the government's source of money for the transfer either in the form of upfront payment or as a revenue share. But as of now, the complete details are not out yet, but it is expected that NMC could be executed through a range of instruments. An instrument such as a public-private partnership could see a private entity run an asset such as a toll road for a given period and earn revenue, after paying an upfront sum or revenue share to the government. Or the other scenario could be the use of structure like the Power Grid Infrastructure Investment Trusts, in which assets like transmission lines are transferred to the InvIT (Infrastructure Investment Trusts) and units in the InvIT are sold to public investors who have paid in upfront for a share in the future distribution.

## **What's in it for us?**

The National Monetization Pipeline is proof that the government may have built many assets, but the private entities have the potential to put them to more efficient and productive use. Managing infrastructure projects is not everybody's cup of tea and National Monetization Pipeline aims to have selected private entities who have a track record in doing it. As there are only a handful of such private

industrial groups in India that can manage these large infra-assets, efforts to rope in private partners could lead to allegations of cronyism if the same entities participate across sectors.

The formulation of the National Monetization Policy is such that the private sector entities will have to realize value from the asset. This can lead to higher pricing and leaner business practices to get a higher return on investment from those assets and could lead to a spike in the cost of utilizing that service for consumers. But once the centre hands projects to private entities for a set price, it should not interfere in the workings during the shelf life, even if the services/products cost rises for the end-consumer.

Many ideas, on the surface, appear astounding and it's no different for National Monetization Pipeline. But lack of identifiable revenue sources in various assets, dispute resolution, presence of regulated tariffs in various sectors, and lack of independent sectoral regulators are some major obstacles NMP needs to solve. Lastly, the most important is that a regime change, should not throw a spanner in the operation of National Monetization Pipeline projects. It's usually observed that new regimes always accuse old ones of corruption and this can lead to legal cases that stretch for years.

## **Is it a Boon or Bane?**

The National Monetization pipeline is a good concept, but proof of it lies in which manner it will be executed.

## **Festivals at MANAGE**

### **ONAM**

The covid blues had irreversible scathe to man and his possessions. The year 2020 forced all the business activities to run in online mode. As 2021 rolled out, global pandemic protocols were relaxed; thus, things turned back to their normal phase. Being on campus physically, the Cultural committee MANAGE celebrated Onam by nurturing togetherness and unity among us. MANAGE welcomed the Onam, a harvesting festival of Malayalis with a carpet



of flowers known as Pookalam. The celebration comprised insights on the Onam festival followed by amusing games where everyone actively participated and enjoyed. In totality, it was a spectacular event that lit up the souls with happiness.

### **JANMASHTAMI**



India is a diverse country with many festivals celebrated throughout the year in the same way. MANAGE is known for its diverse composition of people from different parts of the country. Gokul Ashtami is a festival honoured with much pomp and fervour. The cultural committee MANAGE, referred to as the mood of MANAGE, organized a celebration of Janmashtami with great joy and enthusiasm. The celebration of the festival began with

offering prayers to Lord Krishna and continued with amusive dance performances and other cultural activities. The prayer hall glittered with lights, flowers, and a beautifully designed rangolis. The whole day of festivity kept everyone engaged and filled our hearts with joy and togetherness.





## GANESH CHATURTHI



Celebrating the rich and diverse festivals and diversity, the cultural committee MANAGE organized fun-filled activities and events as part of the auspicious Vinayak Chavati. Ganesh festival commemorated with great dedication and joy. The celebration began by worshipping Lord Ganesh to get guidance down the path of enlightenment and understanding. Our celebration involved a Ganesh idol made of clay/mitti decorated with flowers and natural materials that marked the celebration of Ganesh Chavati in an environmentally conscious manner. Prayers followed by dance performances dedicated to Lord Ganesh besides fun games. The jubilation of Vinayak Chavati marked enormous joy on campus by filling the hearts with happiness and delight.



*This is how  
we celebrate*

*festivals at  
MANAGE!*





## **SPICE Poll**

The COVID-19 pandemic has disrupted the lives of one and all. The fast-mutating nanoscopic but lethal virus has brought widespread acceptance for remote work. Unfortunately, ever since the pandemic hit the world, it looks like it has come to stay. Considering the same fact, we have found ways and means to live with the same. Working professionals went through a mental and emotional rollercoaster in coping with the new normal. Now that the new normal is not that new, the corporate world is divided on how to continue its operations.

There is a gradual shift in corporate work culture following the pandemic, and it is likely never going to be the same in the post-pandemic era. It gives us an ample opportunity to reconsider the conditions to run companies. For many years, 9 to 5 has been the unofficial slogan of the work centred around offices. It changed the rigid structure of work hours, and companies gave up unnecessary meetings and office timings. The reassessment in work culture brought by Covid- 19 breakdown has been the catalyst for innovation and maintaining business culture online. According to the EY Work Reimagined Employer survey 2021, 73% of employer respondents believe that workplace culture has improved since the onset of the Covid-19 pandemic. The survey canvassed the views of more than 1000 business leaders across nine countries and 25 industry sectors, examining their perspectives on the impact of the pandemic on workplace culture. Post pandemic working world has offered employers flexible working conditions. Our Future Forum research of 4,700 knowledge workers found the majority never want to go back to the old way of working. Only 12% want to return to full-time office work, and 72% want a hybrid remote-office model moving forward.

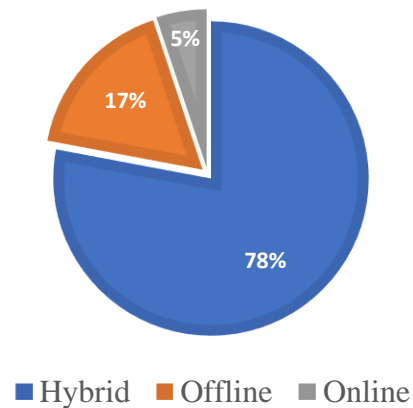
In the beginning, many employees complained that working from home impacted their work-life balance. But things have changed, and people have realized the flexibility it provides. The whole concept of work, workforce, and the workplace has undergone a significant change that has impacted the employee perception of an employer value proposition. As per experts, the hybrid working model gives both employees and employers the best of both worlds - flexibility and time saved on long commutes, room for social interactions, and collaborative work. A hybrid model is likely to emerge and will try to balance the efficiencies gained by remote work with the benefits of social interactions and creativity and innovation generated by working in person with others.

However, there are risks associated with flexible working conditions. One of the risks will be their ability to establish fairness and equity among employees when some jobs require a fixed schedule or location. Hybrid working pointed to as a risk to culture, creativity, and collaboration. Companies have to adopt new technologies to support the hybrid working and upskilling or reskilling employees for new ways of working.

The following poll was conducted amongst the batches (2020-2022 & 2021-2023)

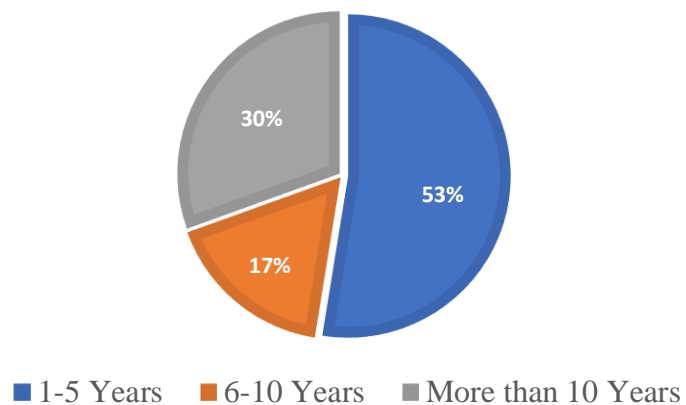
**1) What would be your preferred mode of work, keeping in mind the current pandemic scenario?**

- a) Offline
- b) Online
- c) Hybrid



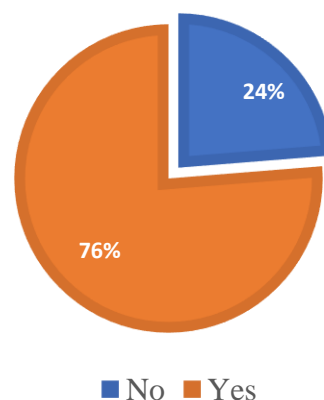
**2) For how long do you intend to work in the same preferred mode?**

- a) 1-5 Years
- b) 6-10 Years
- c) More than 10 Years



**3) According to you, have companies been able to appropriately adapt to the virtual corporate space?**

- a) Yes
- b) No



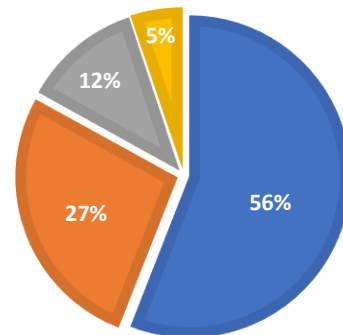
**4) Which mode of work, according to you, has a more significant impact on work-life balance?**

a) Offline

b) Online

c) Hybrid

d) Remains Unchanged

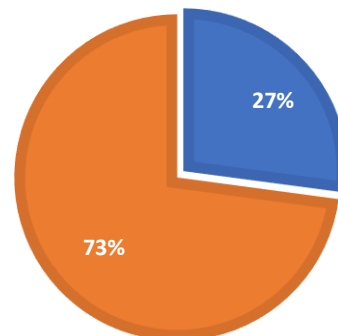


■ Hybrid ■ Offline ■ Online ■ Remains Unchanged

**5) Would your preference remain the same, given the pandemic crisis did not exist?**

a) Yes

b) No



■ No ■ Yes

## **Krishi Chanakya – 2021**

Krishi Chanakya, the flagship event of MANAGE, was held on 17th, 18th, and 19th September 2021. The fest aimed at revolutionizing Agribusiness is hosted by the best sectorial B-school annually, to promote managerial and entrepreneurship skills among the students of various participating B-schools, breeding an attitude of competition in them and providing them with a platform for the interaction between students and industry.

Nine Events were conducted including seven different competitions. The main attraction of Krishi Chanakya 2021 was Shikhar: Agri-Summit coordinated by Coromandel International Limited, and was graced by the presence of Mr.



Madhab Adhikari (Executive Vice President Sales and Marketing, Coromandel International Limited). Different competitions were organized namely Khoj (A social idea), Dhurina (The Best Manager), Akanksha (The B-plan), Arthacharya (A Business Idea), Vishleshan (A Financial Model), Dattansh (Data Analytics), Sushodh (Case Study competition) giving challenges that will help them come up with innovative solutions that they can face in the industry. A Human Resource Workshop was conducted where the honourable guests shared their experiences and increased the knowledge of the students. The panel enlightening the students include Mr. Amuthavel C., Ms. Priyanjali Kharbas, Mr. Rahul Shrimali, and Ms. Chaitra Bharath. Apart from the central theme focusing on Agribusiness, Photofrolic: Photography competition was also organized.



The B-fest was made possible by our Signature Sponsor, Coromandel International Limited, our esteemed sponsors Go 4 Fresh, Adventz Group, Harvest Plus, GAIN, Arya Collateral Warehousing Services Private Limited and our Event Partners – IFFCO Kisan Sanchar Limited, we extend our sincere gratitude and await further affable interactions.

Krishi Chanakya, 2021 reached its pinnacle with 6000+ participants from 250+ B-schools of India, including IIM-Lucknow, IIM -Ahmedabad, IIM- Bangalore, IIM-Kharagpur, IIM-Shillong, IIM- Kozhikode, IIT-Bombay, IRMA, XIMB, JBIMS, and VAMNICOM making their way to the final rounds of diverse competitions. MANAGE could hardly contain the excitement of hosting the 107 finalists and the event ended well-flying colours.



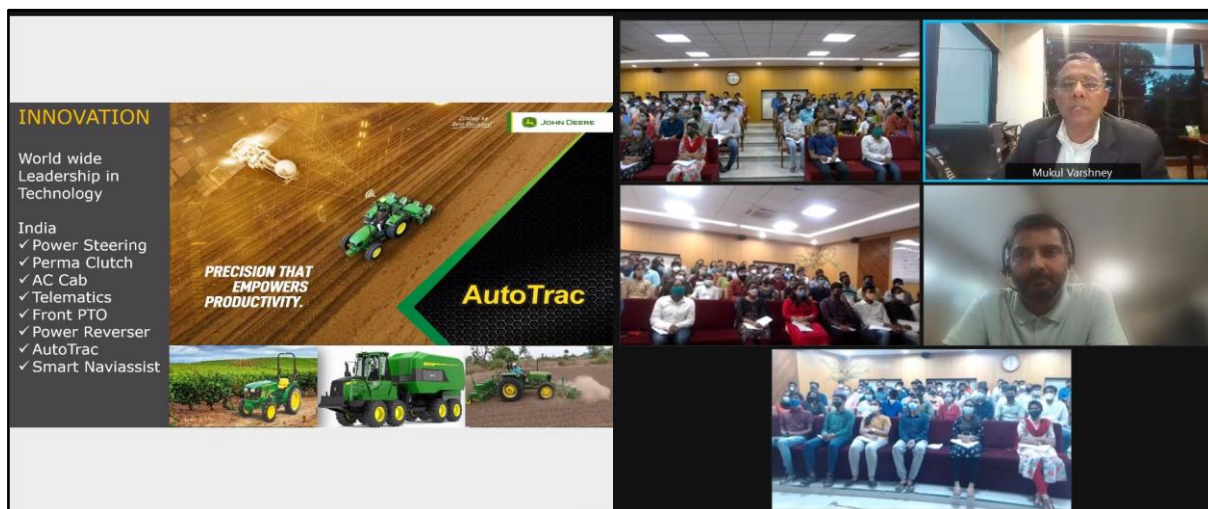
## SAMANVAY Guest Lecture

### **Topic: John Deere's Journey and Future of Farming**

**Speakers: Mr. Mukul Varshney, Director – Corporate Affairs &  
Mr. Amit Bora, General Manager at John Deere India**

On 03.09.2021, as part of the SAMANVAY Industry Interface series, we were elated to have Mr Mukul Varshney, Director – Corporate Affairs, and Mr Amit Bora, General Manager, John Deere. On the topic of 'John Deere's Journey and Future of Farming,' the speakers shared their knowledge and expertise with us.

Having an experience comparable to the company's age in India, he eloquently highlighted the story of John Deere India, its objective, and its journey. Along with him, his colleague, Mr. Amit Bora, helped us get in terms with the technological advances the company has and will be bringing about in the farm machinery industry. The purpose of the company, as accentuated by the speaker is, 'We Run so Life Can Leap Forward'. He emphasized how they constantly have been excelling in critical areas of agriculture, forest, infrastructure, and turf with the support of its four pillars, namely integrity, quality, commitment, and innovation. They delineated how the organization has developed an ecosystem by bringing together people from different walks of life as well as their engagement and support to rural women in operating Agri machinery was ecstatic to know. The discussion emphasized the significance of sustainable farming by quoting 'Every seed counts, Every drop of water counts, and Every grain counts'. Mr Mukul Varshney and Mr Amit Bora graced the session with their presence.



## **SAMANVAY Guest Lecture**

**Topic: How to Crack an Interview**

**Speaker: Ms. Simin Askari, SVP – Corporate Human Resource & Business Excellence at DS Group**



On 12.09.2021, as a part of the SAMANVAY Industry Interface series, we were graced by the presence of Ms. Simin Askari, Senior Vice President - Corporate Human Resources & Business Excellence at DS Group. Ms. Askari enlightened us on the topic 'Effect of Pandemic: Skills Required and How to Crack an Interview'.

Elucidating the required digital skills, she emphasized how the pandemic transformed the horizons of working and recruiting. she underlined the ramifications of the pandemic resulting in remote work style and flexible work hours powered by digitization which has given birth to new job models, becoming the neo focal point. With unparalleled experience in the area of human resources, she highlighted various essential elements which influence an interview in both the conventional and the new normal setting. During the session, Ma'am eloquently explained how organizations embrace various skills in an employee. The session concluded with the notion that there is always an increase in the required skills to do a particular job and how we should keep ourselves competent enough to be at par with the changing scenario in an organization. Ms. Simin Askari helped us to get in terms with the nitty-gritty of interviews from an interviewer's perspective and shared her expertise on the topic.





## **SAMANVAY Guest Lecture**

### **Topic: Verdesian Life Sciences: An Overview**

**Speaker: Mr. R.K. Goyal, Business Director – South Asia, SEA & ANZ of Verdesian Life Sciences USA**

On 15.09.2021, we were honored to host Mr. R.K.Goyal (Bayer Hoechst), Business Director-South Asia, Southeast Asia & ANZ of Verdesian Life Sciences USA as a part of the Samanvay Industry Interface series.

On the topic "Verdesian Life Sciences: An Overview", the speaker elucidated the company's intention and objectives towards sustainability with Nutrient Use Efficiency and technology-driven agriculture. The Verdesian Life Sciences acquisition of Cytozyme Laboratories has opened up the opportunity of providing the most advanced nutrient use efficiency products to farmers in different parts of the world. Through his journey from being an agriculture student to what he is now, he exquisitely imparted how a career in agriculture is lucrative to pursue. Mr. Goyal also added that working as a team and harnessing each other's competencies leads to success. His twelve crucial success mantras to grow fast in the hierarchy of an organization inspired us. At the end of the session, Mr. Saikrishna motivated us to be opportunistic and strive for success. The entire conversation was very insightful and thought-provoking. Mr.R.K.Goyal (Bayer Hoechst), Mr. Saikrishna, and Mr. Koushik S enlightened us and graced the session with their presence.



## **Alumni Speak**

### **Interview with Mr. Maruti Chapake**

Batch 2000-2002

Founder Director,

Fresh Produce Value Creation Services Private Limited

(Go4Fresh)



#### **Q1. What was your field of interest in your early years? How did Agri-business come into picture?**

Being the son of a farmer, agriculture has always been an area of interest since childhood. The academic journey of agriculture has started from 11th std by selecting electives like crop science and thereafter got an opportunity to explore many dimensions of agribusiness while working in agribusiness firms like Mahindra & Mahindra, HDFC Bank and Reliance retail. Eventually it led to the incorporation of Go4Fresh in 2013 and now agribusiness has become and will remain major part of life journey.

#### **Q2. Over the past few years, we are seeing massive growth in terms of valuation and user base of the online fresh fruits and vegetable segment. What changes are being brought about in the industry due to this transformation?**

The ag-tech industry has become an integral part of agribusiness due to its technology usage to solve the most pressing problems like lack of access to information and access to market and good quality inputs to the farmers. On the demand side consumers are looking for food safety through reliable sources hence the space has got attention. Among agribusiness fresh produce category has been most challenging and need use of technology not only for transactions but also to provide solution to reduce the time and cost for production with demand-driven quality of the produce. These all efforts are bringing farms closer to consumers making supply chain more efficient and helping to reduce wastage in the process to a great extent.

#### **Q3. After 2020 there is a huge demand for fruits, specifically fruits which are ordered online. What are your views on this?**

Due to pandemics this has become a reality and the need of the consumer to order fruits and vegetables online. This trend will continue and increase its share and will have different formats like quick commerce, subscription model, scheduled deliveries and all will coexist along with brick and mortar structures



**Q4. How did you tackle the supply chain problems faced during the pandemic?**

We have a network of farm collection centres in the production cluster, and hence our operations were not affected. On the demand side we have SME customers whose demand is aggregated through buyer apps hence we are not affected much during pandemics. As Go4Fresh operations are enabled through 3 different apps we could serve our customers and buy maximum produce from the farmers.

**Q5. What is the best quality that you acquired from MANAGE that has helped you a lot in the corporate world?**

Teamwork, being humble, a macro view, holistic approach to the solution are some of the key qualities inculcated at MANAGE. It will always help to contribute positively to the Agri sector.

**Q6. What is your advice to the current students of MANAGE?**

Be humble, keep learning look out for innovative solutions via tech and contribute to the agri domain and create value for the farming community and institutions and enjoy the work and make it more interesting.

## **Talent Hub**

### **Aishwarya Lekshmi**

When Aishwarya got her hands on her sibling's first smartphone with a "5 Mega Pixels!" Camera in the year-2010, the first thing she did was to let Jim Frazier (Mr. Frazier is Sir David Attenborough's cameraman) in her come alive! Her sibling's cry for storage space in that 250MB Nokia C-6 didn't stop Aishwarya from clicking half blurred pictures of anything and everything, especially of insects and butterflies. Her passion for photography was never-ending. A 12-year-old Aishwarya started posting all her photographs on the National Geographic Your Shot page and dreamed of becoming a part of the



NatGeo wildlife cinematography crew. She was part of the graduation Club, where she got the opportunity to learn the operation of DSLR. She waited for the most to have the camera in her hands though not for wildlife photography. These days you find Aishwarya disappearing between the conversations because she runs after the birds chirping around, the insect crawling on the ground with the macro lens to click them. Aishwarya being an Arachnophilia and an ornithology enthusiast would never like to lose an opportunity to capture beautiful snaps of a jumping spider or a jungle babbler. She is waiting for the moment to own a DSLR. She desires and aims to publish her work in Nation Geographic Magazine someday in the future.

### **Ganesh Milan Sarode**

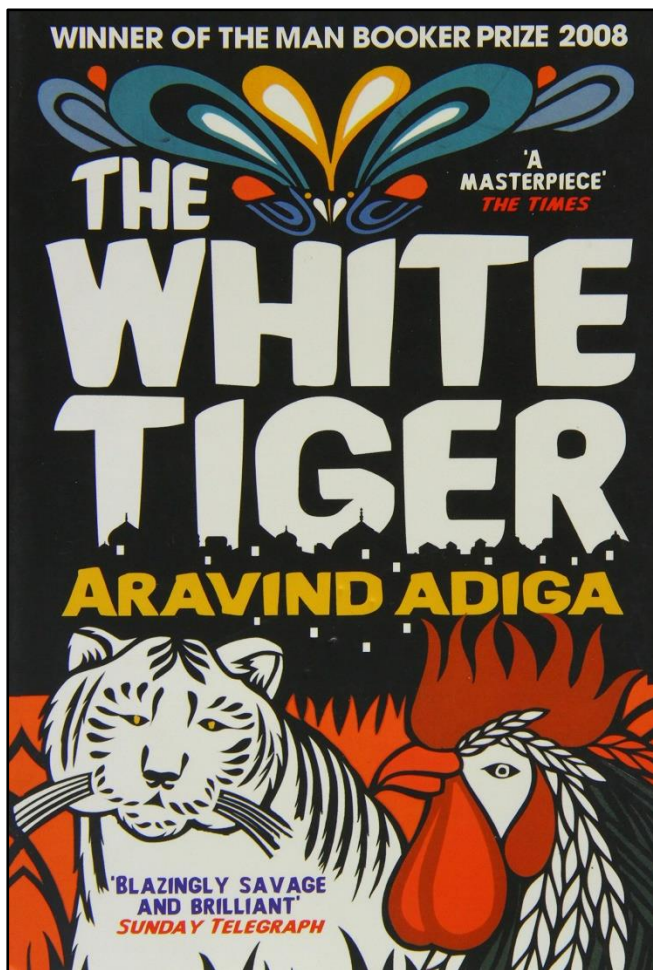


Ganesh, a boy from the hustle bustle city of Kalyan, Maharashtra, started his odyssey of learning about coins and paper currencies when he entered the high school from primary school. It did not develop suddenly into a hobby as he thought it would. But unintentionally, while cleaning his grandfather's old cupboard, he came across a small plastic container full of coins. It drew his interest to the collection of coins. He developed an intense passion for this hobby. A penchant for collecting coins

and notes has reached a level where he has a collection of 80 coins and around 20 paper currencies. These coins and paper currencies have captivating designs where some of them include the ones from 5-6 foreign countries. From the 5, 10 paise aluminium coins to the recent purple 2000 rupee note, one can find several incredible coins and notes in his collection. One of his favourite coins from the collection is the 5 Rupee coin with the year 1984 that has Mrs. Indira Gandhi's face indented. He desires to have many more ancient coins in his collection.

## Book Review – The White Tiger

- Pankhuri Mehrotra



The White Tiger is a story that depicts the life of Balram Halwai who initially being a rickshaw driver's son, eventually becomes a chauffeur and then a successful businessman. The story runs in a recap while Balram writes a letter to visit Chinese official Wen Jiabao, intending to spread awareness about entrepreneurship in India.

The letter is written from an office in Bangalore, but the story begins in Laxmangarh, Balram's ancestral village. During his entire childhood, Balram and his family lived a miserable life, exploited by four cruel landlords, referred to as "The Animals": The Raven, The Stork, The Buffalo, and The Wild Boar. Despite the tough life, Balram stands out in school, distinguished from his classmates which leads him to get the attention of a school inspector who calls him "The White Tiger".

Balram's parents are very supportive of him to complete his education, but his grandmother Kusum gets him out of school early so that he can help support the family financially by taking up a job. However, Balram is determined to continue with his education. When he and his brother Kishan take up a job at a tea stall in Dhanbad, Balram spends most of his time listening to customers' conversations rather than doing his duties at his job. He overhears a customer talk about the comfortable life that private chauffeurs in India enjoy, which makes him decide on becoming a private chauffeur. He then begs his grandmother to send him to a driving school. Kusum agrees to let him learn driving, if Balram promises to send his earnings home after he finds a job.

After learning to drive, Balram reaches out to the rich families of Dhanbad, looking for a job. By his luck, he arrives at the doors of the Stork (one of the four landlords), the next day of the Stork's son, Mr. Ashok's arrival from America along with his wife Pinky Madam. They hire Balram to become Ashok's driver but in reality, he is treated like a general servant in the family while Ram Persad, another servant, has the privilege of driving them.

## Sunflower and The Beetle

- Swadha Mehrotra

Once upon a yellow time,  
In the field of thousand suns,  
Stood a pristine sunflower,  
Blowing merrily in the spring wind,  
Extolling the sun, following its lead.

The day when the intense blue scattered in the sky,

The world was at its tender green,

The winds were carrying the scents of the wet earth,

The upheaval of birds covered the field

And, the yellow soul was shining bright,

There came by a yearning beetle,

The exulting yellow soul welcomed her new little friend.

She nurtured the unrequited friendship selflessly,

She talked about the fluttering rays, the calm breeze, the chattering brook, and the radiant sun.

He dwelled on her leaves in the daylight,

And when the night fell,

He feasted on her bristle leaves.

The days passed by,

With each passing day,

A little more of her yellow soul,

She invested in the friendship

And a little more, he fed on it.

He fed on her avidly and briskly,

He invited the others of his kind too.

And, On Spring Day,

When the mourning sunburnt the sky,

And painted the whole field in a tinct of gloomy red,

They moved to another flower.

What was left behind was that sullied sunflower,

She stood there with a grieved heart,

Wondering how did things fall apart,

Little did the innocent flower know,

A pest is always born to feed on a soul.

Day by day,

Bite by bite,

Engulfing once and for all.





# SPICE NEWSLETTER

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