

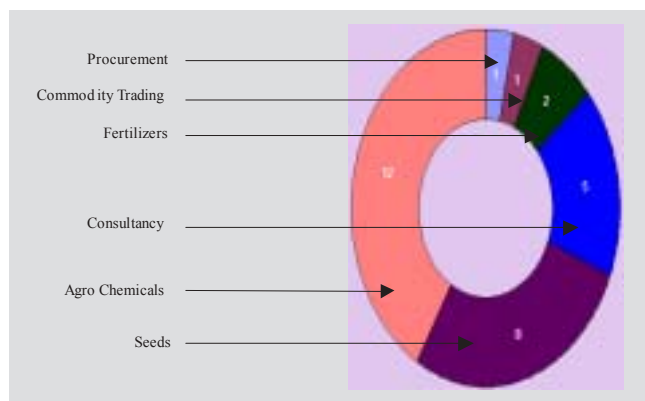


## Dream Come True







They all came with dreams in their eyes, and the hope of making it big in the corporate world. In July 2000, a batch of 30 agriculture graduates enrolled in the Post Graduate Program in Agri-Business Management (PGPABM) course at MANAGE.

In 2002, they can now boast of 100% successful placement, continuing the tradition of full placements this Institute has achieved since its inception in 1996. Completing the placements in a record span of two days is another feather in the cap. Another batch of agri-business professionals has successfully passed out from this Gurukul where they have been trained and moulded for two years. They are fully geared to face the exciting rough and tumble of the corporate world.

As illustrated below, a majority of the students have been recruited by the agro chemicals sector, followed by the seeds business.



## IN THIS ISSUE

-  Summer Placement Details
-  Profile of PGPABM
-  Agri facts
-  Learners corner
-  From the editor's desk
-  Spice it up

## MANAGE at the top : Second best Sectoral B-School in India



The Outlook-Cfore Survey of top B-schools has reiterated the commitment of MANAGE towards excellence. Placed second in the sectoral business schools with 630 points, it is a mere single point behind IRMA.

Shri. A. K. Goel, Director General, was rightfully proud of the achievement saying that it has been a constant endeavor at MANAGE to produce competent and proficient personnel who will augment the growth agri-business in the country. The Principle Co-ordinator, Dr. Vikram Singh, said it showcased the sustained all-round effort.

The score is also indicative of its place among the top fourteen B-schools in India. In a short span of time, MANAGE has indeed made a mark for itself as an institution with a difference. The B-schools were ranked based on objective data and the satisfaction scores of stakeholders.

Weightage was given to the perception of stakeholders, recruiters, faculty and students of the various business schools. The sub-parameters (see table) give a complete picture of the analysis. The continuous commitment to quality business education has helped MANAGE climb to the second position from fourth last year.

### Weightages (%)

Parameters	%
Placement Performance	30
Intellectual Capital	20
Industry Interface	15
Infrastructure & Facilities	15
Stakeholders Satisfaction	20



## SUMMER PLACEMENT DETAILS OF PGPABM 2000-02 BATCH

Name	Company Name	Project Title
Abhishek Nanda	ITC Badrachalam Paper Board Division	Demand Supply and Trend Analysis for Pulpwood.
Anil K.Lahane	Pioneer Hybrid Seed	Evaluate prospects for Spring Corn.
Archana.S	ITC – IBD	Decision support system for CRM in Shrimps.
Arun Kumar Kar	Wockhardt India Limited	Strategies to maintain Wockhardt's leadership in Aqua business.
Atul Kumar	FMC India Pvt Ltd	Evaluation of seed treatment insecticide in Maharashtra
Avinash Kumar	Mahyco	Formulating Marketing strategy for "Jowar - 4094"
Debmita Gupta	Mahindra Shubhlabh Services Ltd	Feasibility study for establishing Mahendra Krishi Vihars in Orrisa.
Divesh Kumar Bhadani	Eicher ( Tractor divison )	Micro – Strategy initiatives for increasing current sales in Warangal District of Andhra Pradesh
Kalyan Chakravarthy	ITC – IBD	DSS for Customer Relationship Management on Soya
Kundan Kumar	Wockhardt India Limited	Evaluating, the need of Plant Growth Promoters and buying behaviour of farmers.
Madhab Adhikari	Mahyco	Channel mapping in Bihar and Jharkhand
Manish Ranjan	ITC – IBD	DSS for CRM in Basmati Rice and processed foods.
Mohd. Tariq Ali	Eicher ( Tractor divison )	Micro – Strategy initiatives for increasing current sales in Kurnool District of Andhra Pradesh
Neyaz Ahmed	Mahendra Hybrid Seeds	Evaluation of FM in creating awareness about a Cotton hybrid MLCH - 217
Nitin Srivastava	DCM Sriram Consolidate Ltd	To evaluate and suggest the promotional activities and media mix used in rural marketing.
Pavani Gummala	Mahindra Shubhlabh Services Ltd	Feasibility Study for establishing Mahendra Krishi Vihars in Karnataka.
Praveen Chandra	JK Agrigenetics	Formulation of strategy for optimizing Cotton hybrid seed production
Rengarajan.R	Eicher ( Tractor divison )	Micro – Strategy initiatives for increasing current sales in Krishna District of Andhra Pradesh.
Robin Kumar Das	ITC Badrachalam paper board divison	Demand Supply and trend analysis for Pulp wood.
Sachin Sharma	Wockhardt India limited	Critical decision making factors for purchase of plant growth promoters
Satish Kumar Kota	Emergent Genetics Ltd	Strategic Planning for setting up Biotech facilities.
Saurabh Raheja	FMC India Pvt Ltd	Evaluation of Marshal 6 G ( carbosulfan 6 % G ) in Rice crop in Punjab
Shenoy C. Mathew	Mahindra Shubhlabh Services Ltd	Feasibility Study for establishing Mahindra Krishi Vihars in Kerala.
Shiv Kumar Varma	ITC – IBD	Developing distribution channel for Agri inputs, FMCG and semi durables.
Shirisha Gopu	Mahindra Shubhlabh Services Ltd	Feasibility Study for establishing Mahindra Krishi Vihars in Karnataka.
Somnath Bera	Dabur India Limited	Sourcing strategy of Mango ( for pulp ) for Dabur Foods Limited
Srivallabh Alukuru	HLL	Design and implementation of strategies to increase Direct consumer sales of Shakti dealers in HLL's project Shakti
Sujat Kumar Mishra	Shriram Fertilisers and Chemicals, DCM Shriram Consolidated Ltd	Seed market segmentation and product fit analysis for Corn and Bajra in Rajasthan and Madhya Pradesh
Udit Paliwal	JK Agri Genetics	JK Agri Genetics channel adequacy, coverage & effectiveness in Maharashtra
Vineet Upadhyay	Dhanuka Insecticides Pvt Ltd	Formulation of Marketing Strategy for Weedicide "T-Super".



### PGPABM 2002: A PROFILE

The seventh batch of the PGPABM passed out of MANAGE with flying colours making their way into leading corporate houses of India where the stakes are high and the ever-increasing challenge pushes the demand for quality players to new heights.

MANAGE has always attempted to promote the agriculture sector through its various extension programmes. It also promises to develop dynamic managers, specially tailored for the needs of the agribusiness industry.

The PGPABM 2002 batch is a microcosm of India. Culturally diverse, the students represent thirteen states and one union territory; the students are the new emerging face of agri-business management in India. Selected from 18 agricultural universities across India, the students went through a rigorous selection process.

The current batch is a blend of graduates meticulously chosen from agriculture and allied fields. It comprises both undergraduates as well as postgraduates in agriculture related subjects. Some students have joined after a brief stint in the corporate world. Academically, a sizeable number of students had merit scholarships during their degree programmes, a true measure of their talent and competence. Many of them have also participated in various National Level extra-curricular competitions including sports, debates, essay writing and dramatics. The batch as a whole is fully geared towards capturing rewarding careers with promises to make it big in the corporate world.



### A NEW MARKETING ERA

The world is now in the first phase of the new millennium, and India in the current economic era can boast of prosperity and plenty. There is a shift in the market focus and the new era economy will be knowledge based. Although we have attained record productivity and unemployment is at an all time low, companies scramble to reach their quarterly sales and profit numbers. The question then is, why is it so difficult to make money?

A simple reason could be that the new era economy is characterized by a huge withdrawal of customer spending; purchasing trends have undergone a great change. There is a polarization of North American demand, an exponential increase in demands for service, and a consequent shift in business priorities from satisfying shareholders to delighting customers. In this scenario, success will soon be measured by profits and the spending power of the customer. The focus will be on effectiveness in reaching, serving and retaining customers.

Fuelled by concerns of the quality of life and the failure of technology to value human lives, today's economy seems to beckon customer revolution, a rebellion against the self-serving behaviour that characterizes today's corporates.

Marketing will lead the charge in the battle for customer loyalty unprecedented in history. Profits will belong to those who win the game. Existing corporate structures and measurement of success are incapable of guiding enterprise through imminent changes. To survive and prosper in today's economy will require a rethinking of corporate priorities and a renewed focus on marketing.

### LEARNER'S CORNER

#### What is Management?

"The art and science of directing effort and resources so that the established objectives of an enterprise may be attained in accordance with accepted policies."

#### Who is a good manager?

A good manager must be knowledgeable in the art with which he is concerned, an impresario, labour negotiator, diplomat, educator, publicity and public relations expert, politician, skilled businessman, a social sophisticate, a servant of the community, a tireless leader -- becomingly humble before authority -- a teacher, a tyrant, and a continuing student of the arts. -- Rockefeller Panel Report: The Performing Arts

#### The Six Functions in the Work of a Manager

- Establishing objectives
- Organising
- Motivating
- Developing people
- Communicating
- Measurement and analysis

#### Raw materials for team work:

- Balanced roles
- Clear objectives and agreed goals
- Openness and confrontation
- Support and trust
- Cooperation and conflict
- Sound procedures
- Appropriate leadership
- Regular review
- Individual development
- Sound inter-group relation
- Good communication



## FACTS ABOUT INDIAN AGRICULTURE

World population reached 6.1 billion in mid 2001, and is growing by about 98 million every year, a number roughly equal to the population of large states such as A.P., M.P. and W.B.

Over the next 30-40 years, food demand could double in developing countries areas where the poor are least able to afford food and where they spend a disproportionately large portion of their income purchasing food.

Earth's environment and ecosystems are under siege; human actions, mainly agricultural activities, have transformed between one third and one half of the planet's land surface.

Forests, vital for environmental services, livelihood and harbouring bio-diversity, are being chopped down at the rate of 23 hectare per minute or about 12 million hectares annually.

Agriculture is a profligate user of water; it takes twice as much water to produce rice than any other cereal crop—more than 5 tonnes of water is needed to grow one kg of rice.

Closing the large gap between food production and demand projected will require the world's farmers to produce 40 per cent more rice, wheat and other grains without recourse to additional land and water resources.

## QUOTES

*The things we fear most in organizations - fluctuations, disturbances, and imbalances - are the primary sources of creativity.* - Margaret Wheatley, Leadership and the New Science (Berrett-Koehler)












*Always remember that the soundest ways to progress in any organisation is to help the person ahead of you to get promoted.* - Quoted by Richard Zera, 1001 Quips and Quotes for Business Speeches

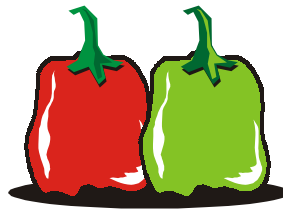
*A professional is someone who can do his best work when he doesn't feel like it.* - Alistair Cooke

*The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it.* - Theodore Roosevelt

## SPICE IT UP

The new work ethic!

-  You sat at the same desk for 4 years and worked for three different companies.
-  Your resume is on a diskette in your pocket.
-  You order business cards in "half orders" instead of whole boxes.
-  Your loss from a system crash is that you lose your best jokes.
-  You sit in a cubicle smaller than your bedroom closet.
-  Salaries of the members on the Executive Board are higher than all the Third World countries' annual budgets combined.
-  It's dark when you drive to and from work.
-  Fun is when issues are assigned to someone else.
-  Communication is something your group is having problems with.
-  You see a good looking person and know it is a visitor.
-  Being sick is defined as can't walk or you're in the hospital.



MANAGE is ranked 2nd among the best sectoral B-Schools in India

## FROM THE EDITOR'S DESK

With globalisation and liberalisation of the economy, the need for upgrading technology and building a world-class infrastructure has become paramount. With India becoming a signatory to the WTO, the demand for potential managerial manpower has been given utmost importance to serve the agri-business sector. This offers limitless possibilities and has immense potential for the Indian agri-business professionals.



The inception of PGPABM programme at MANAGE was a pioneering step in this field, with a vision of producing qualified, techno savvy managers in the agri-business sector. Started in 1996, MANAGE is now ranked the second best sectoral business school in India\*. Companies in the agri-business sector eagerly look forward to recruiting MANAGE students as they have proved their mettle in offering a wide range of services and support to the farming and allied sectors.

The bright and potential candidates are put through a series of tests including computer-based tests, Group Discussions and Personnel Interviews. They are groomed in a professional environment. The courses and the curriculum are geared to provide insights into current trends in agri-business and allied sectors. Additional significance is given to technical knowledge and recent innovations in the agriculture sector. Training programmes, guest lectures, industry visits and summer projects provide valuable knowledge about the agri-business industry. The course curriculum is periodically modified and redesigned to meet the growing needs and demands of the industry. Critical areas like rural marketing, e-commerce, micro-credit, agri Insurance and information technology application in agriculture are highlighted in the curriculum. These unique features of the PGPABM programme give an edge to the professionals passing out of MANAGE enabling them to stand apart.

The recent move to introduce a foreign language course (Spanish) is a pioneering step towards conquering global boundaries and making the global village a reality. With a global vision and grass roots participation, MANAGE has carved a niche for itself as an institute for excellence in imparting management education in the agri-business domain.

\* Outlook-Cfore Survey of top B-schools (Sept 9, 2002)

This newsletter is edited and published by Dr. Vikram Singh, the Principal Co-ordinator of the Post-Graduate Programme in Agri Business Management on behalf of the National Institute of Agricultural Extension Management (MANAGE), an organization of the Ministry of Agriculture, Government of India, located at Rajendranagar, Hyderabad - 500 030 A.P., India for restricted circulation. Visit: <http://www.manage.gov.in>