



Spice

...Adding flavor to Agri-business



POST GRADUATE PROGRAMME IN AGRIBUSINESS MANAGEMENT

No. 14 Feb-Mar 2010

“For all gainful professions, nothing is better, nothing more pleasing, nothing more delightful, nothing better becomes a well-bred man than agriculture” --Marcus Tullius Cicero

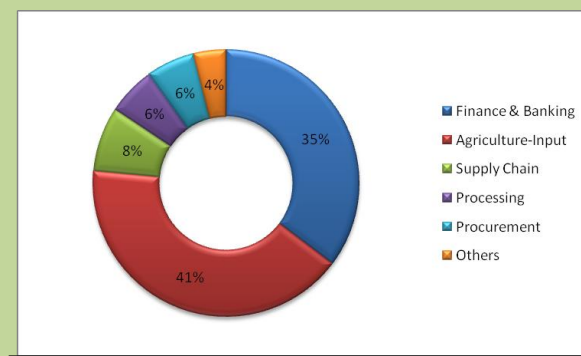
Placements



January was the season of placements at MANAGE. The placement process of batch 2008-10 was completed during second week of January 2010.

Batch 2008-10 comprising of 53 agriculture and allied graduates was placed in 16 companies. We take this opportunity to thank profusely to all our recruiters for bestowing faith upon aptitude and attitude of MANAGEites.

This year our recruiters include The ADVANTA India, ITC Ltd, Pioneer Hi-Bred International Inc, Spandana Sphoorthi, Sriram Bioseed and Villgro. The new recruiters this year were Amazan Agro Products Ltd, Coromandel International Ltd, DSCL, E. I. Du-Pont, FINO, IDBI Ltd, MARS India, MONSANTO India Ltd, Nandan Biometrix, and NETAFIM-India. The overall average package offered to the students was 6.05 lakhs highest being 8.5 lakhs. Sector-wise break up for 51 students is given below.

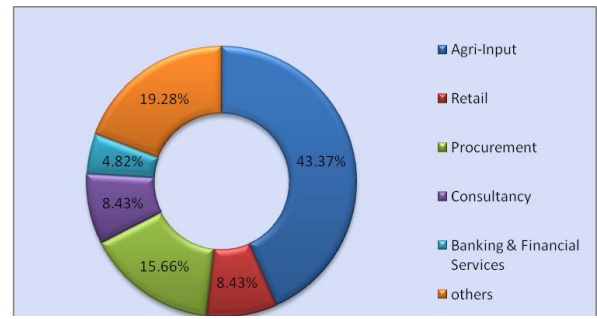


Sector wise breakup for Final Placements :

Summer Internship:

2009-11 Batch is the largest batch in the history of MANAGE, with 83 students. This year 26 companies recruited the students for internship in diverse sectors. The sector wise breakup of summer internship is as per the graph.

Sector wise breakup of Summer Internships:



Endeavours At MANAGE

-:Interest Groups :- Carrying forward the trend started by our seniors 2009-11 batch formed various interest groups of the students for the purpose of learning beyond classroom in terms of analytical skills, Banking, Agri -finance, rural marketing, Commodity market and Agri- input sector. These groups were involved in an in-depth study of the respective subjects followed

by presentations, open group discussions case analysis and question answer sessions. As of now 20 sessions have been conducted and a wide range of topics is covered. The recent ones are the Copenhagen summit and Bt Brinjal issue. All the outcomes of these sessions are being documented to develop the intellectual capital database at MANAGE.

India-2: The Hidden Future

Vasudha Panda and Alok Ranjan Biswal (PGDM (ABM)- I)

(The paper won Second Prize in paper presentation at IPE, Hyderabad)

India-1Defined:

Embracing new technology, reformed policies and global turnarounds, India has endured, persisted and succeeded in reaching the heights it stands on today. From a sluggish growth of 3.5% in the sixties to eighties, our country is the second fastest growing economy in the world today, pacing ahead at a rate of 7 to 8%.

As per a survey undertaken by the Development Counselors International, India is the second most preferred investment destination after China. Similarly, in the AT Kearney Retail Confidence Index, India again is at the top.

The three major contributing sectors of our economy are Agriculture, Industry and Services. Contributing 27.6% to the GDP and employing 17% of the workforce, the Industrial Sector ranks 16th in the world in terms of nominal factory output. The star of the economy, India's GDP comprises of a whopping 55% from the Services Sector which employs almost 23% of the population. India ranks fifteenth in the world in services output and is the world's second most favored outsourcing destination after the US. Playing a significant role in the economy is Agriculture which, despite accounting for 16.6%

of the GDP, is the means of livelihood for 60 out of every 100 Indians. It has been optimistically estimated that India shall have the largest working age population by 2050. India is also on the course of becoming the 4th largest economy by 2025 and the 3rd largest by 2050.

What Lies Ahead:

No matter how much our leaders may deny, the fact remains that India today is subsisting in a quagmire, at crossroads between growth and its decelerators. India, with an economy worth \$1.209 trillion and recognized as an emerging global force and a world leader in several respects, is undoubtedly shining. But, the question is, will this glimmer last?

India-2 Defined:

For a moment, if we shift our eyes from kaleidoscopic city lights and travel through the dusty by lanes of Rural India, we may come across the path for the way ahead. Immense untapped potential, unexplored natural treasures and a bounty of human resources are what define India-2 or in colloquial terms, Bharat. It has been estimated that by 2010 rural India will consume 60% of the goods produced in the country. Gradually, all the major market players are diverting their attention from the already saturated urban market to the nascent rural market, politicians are increasing the monetary inflow for inclusive development and academicians and economists are predicting and analyzing the rural route for economic progress of the nation. With Bharat at the core, India is at the threshold of a new chapter in its economic timeline.

Agriculture as a Growth Engine:

A report by the World Bank equips us with some pointers so as to reinvigorate Indian Agriculture. As per the report, rather than invest agricultural spending on unproductive fertilizer, food and

power subsidies which merely prove to be a source of leakage of funds, investment can be focused to enhance rural infrastructure. Through removal of marketing barriers and modification of the APMC Act, the sector has already gained some dynamism. This can be furthered to incorporate Contract Farming and include the participation of corporate players as privatisation seems to be the feasible solution to various problems being faced by the farmers. Managing water resources for cost recovery and farmer centered operations and provision of secure land rights, especially for the poor are key issues to be tackled. Agricultural diversification, provision of quality inputs as well as technical know-how should be the priority of policy makers. Implementation of models such as ATMA at the grassroots level is the need of the day.

Encouraging entrepreneurship and self employment and as an aid in averting needless urbanization, the SSI sector is another crucial facet of Rural India and inevitably instrumental in shaping India-2.

Conclusion:

Though India has taken leaps on the economic front, the rural sector, still under wraps, neglected and impoverished, is struggling to take mere baby steps. If the leaders of our economy can succeed in saving the rural mass from the clutches of poverty by the provision of urban facilities and amenities, India will build a critical mass of advanced rural areas which shall prove to be the tipping point for an upward trajectory in our economic growth. By unraveling the latent potential of Bharat, India can reach unimaginable heights and emerge a super power in every aspect. This is the hidden future.

--Samanvay: Guided by the Veteran...--

It is the industry interface between Students and the eminent personalities of the corporate world.

- 1) Dr. Nachiket Mor, President, ICICI Foundation “Microfinance”
- 2) Mr. S. Shiv kumar, Chief Executive, ITC-ABD, “ITC e-Choupal and its Versions”
- 3) Mr. Govind Ambady, CEO, Louis Dreyfus “Commodities”
- 4) Mr. Ratnesh Kumar, CEO - Institutional Equities, Anand Rathi Financial Services.
- 5) Ram Kaundinya, Managing Director at Advanta India, “Seed Industry and GM crops in India”
- 6) Mr. Lalit Mishra, SBU HEAD at NETAFIM Irrigation India, “Micro-irrigation”
- 7) Mr. V. Venkatram, Sales Director and Mr. Jagadeeshwar Reddy, Product Manager, PHI “Challenges in Seeds Industry”
- 8) Mr. M Balasubramaniam, Vice-President (Operations), Cavinkare Pvt Ltd.
- 9) Mr Hemant Mitra, Additional GM Energy Group and Mr B Mathews, HR Head, Shapoorji Pallonji & Co Ltd “Renewable Sources of Energy and its Challenges”
- 10) Mr. Rajesh Kumar Sinha, Head, NCDEX Spot “Spot market in India”
- 11) Mr. Baljeet Singh, former Territory Manager, Monsanto, on “Seed Industry”.

--Engraving Excellence--

MANAGEites have once again proved themselves on diverse platforms. Be it academic, creative, managerial; we have the versatility required to become overall champions. This year students of PGDM (ABM) I and II participated in various B-School Festivals including B-fests at IIM-A and IIM-B. MANAGE was overall champion of Gitam Excellence meet.

Name of Institute.	Name of Event
Ist Rank-	
IIT Chennai, Samanvay 2010	INDIGO Ad Making Contest
Gitam University, GEM 2009	Best Manager
VAMNICOM, Spardha 2010	B-plan
GITAM University, GEM 09	Dance competition
Finalist-	
Dream Big India Entrepreneurship Summit 2010	AAROHAN 2010
IIM A	
IIM Bangalore, VISTA 2010	B-plan
2nd Rank	
SIOM, Nasik. Drishti 2010	Ad Making Contest

Name of Institute.	Name of Event
2nd Rank	
IBS Hyderabad, Trishna '09	Best Entrepreneur
IFMR Chennai, ABHUDAYA 2010	Marketing plan CHAKRAVIYUHA
Gitam university, GEM 09	Bizz Tycoon B- Plan contest
Amrita School of Business, Coimbatore, Pragati 2010	Ad- Making
Anna university, Kurukshetra 2010	B PLAN CONTEST
TAPMI Manipal, ATHARVA 2010	Avventura case study compition
NIT Warangal, CURA 2010	B PLAN CONTEST
XIMB, Spardha'09	B- Plan Contest
IPE Hyderabad, Sanskriti	Paper presentation

SPICE is Published by :

The Director General,
National Institute of Agricultural Extension Management (MANAGE)
 Rajendranagar, Hyderabad - 500 030, India.
 Tel : + 91 (0) 40 24016702 - 706,
 Fax : + 91 (0) 40 24015388
 Website : www.manage.gov.in

www.manage.gov.in

Editor-in-Chief
Mr.Sanjeev Gupta

Series Editor
Dr. Vikram Singh