



# SPICE NEWSLETTER

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## My Stint @ Industry

### **Jhimili Mohanty, EY LLP**

My EY LLP Summer internship experience was an invaluable journey of professional and personal growth. Throughout the internship, I was immersed in a dynamic and collaborative environment, working alongside seasoned professionals from diverse backgrounds. I had the opportunity to participate in challenging projects that deepened my understanding of the ground realities of the Millet scenario. I talked to people at every step of the several value chains of millets in India from farmers to retailers and was able to condense my findings into strategies. I learned from the experts in the industry, furthering my horizons and opening my mind to the upcoming potential of the agricultural sector. In addition to this enriching experience, I honed my analytical skills and gained proficiency in utilizing cutting-edge tools and technologies. Moreover, the supportive and inclusive culture at EY LLP made me feel like an integral part of the team, fostering a sense of belonging and encouraging open communication.



### **Pramod V, Yes Bank**



I have had the privilege of working as an intern this summer with Yes Bank's FASAR division, focusing on the dynamic field of carbon credit generation in agriculture and the significant role banks can play in this market. In my internship project, I meticulously analysed the carbon credit market and its applications within agriculture. Working closely with the professionals at Yes Bank, I have witnessed firsthand their commitment to sustainability and their dedication to driving positive change in the agricultural space. I am immensely grateful for this incredible opportunity to contribute to such a crucial area of environmental sustainability and for the guidance and mentorship I have received throughout my internship. Overall, my first corporate industry exposure was a great experience and full of learnings.

### **Anirudh Singh Bhati, ITC Limited**

During my time at ITC Limited, I had the incredible opportunity to be part of a dynamic and diverse organization renowned for its excellence and innovation. ITC's emphasis on continuous learning and employee development provided me with numerous opportunities for personal growth and advancement. The work culture at ITC was one of camaraderie and mutual respect. The open-door policy encouraged open communication, enabling me to share ideas and collaborate across different departments. Overall, my stint at ITC Limited as an intern was enriching and rewarding, leaving me with cherished memories and valuable experiences that undoubtedly will shape my professional journey. The skills and insights gained during my time here will continue to serve as a strong foundation for my career aspirations, and I will always be grateful for the opportunity to be a part of such an esteemed organization.



### **Neha Kumari, Syngenta India Private Limited**



Amidst the warm embrace of the summer sun, my journey into the world of professional growth and discovery began with a transformative summer internship experience that surpassed all expectations. I am grateful to have had the opportunity to work with Syngenta INDIA under Field Crop- Seed SIP 2.0. One of the most enriching aspects of my internship was visiting farms and meeting farmers personally. Engaging with them allowed me to understand their challenges, preferences, and the factors influencing their seed choices. Collaborating with experienced sales professionals allowed me to learn various negotiation techniques, market analysis methods, and customer relationship management practices. I will always cherish the time spent with the dedicated team, and I am excited to apply the knowledge gained to contribute positively to the future of agriculture.



## **Chapters Pune & Mumbai**

The Alumni Cell of MANAGE organized the Pune and Mumbai Chapters, bringing together alumni from various MANAGE batches to reminisce about their experiences. The primary aim of this event was to reconnect with the past, cherish memories, expand networks, and stay updated on MANAGE developments, and these goals were successfully achieved during the event. The CHAPTER Pune and Mumbai 2023 was conducted at Basilica Holiday Home in Lonavala on June 17, 2023, and witnessed the enthusiastic participation of 35+ alumni from the batches of 1997-99 to 2019-21. The gathering featured various engaging activities that heightened the sense of nostalgia and created a memorable day for attendees and



those who couldn't make it. During the one-day event, various discussions happened, and interesting games were conducted. The event also provided a platform for the alumni across various batches to interact and share their experiences and lessons. Current MANAGE activities and developments were presented, and a formal discussion involving alumni generated valuable suggestions and proposals. It was a heartwarming experience as alumni provided guidance, support, and love to the current batch of students. The event concluded with a commitment to reunite and continue to enrich the legacy of MANAGE.

## **The Exploiters: Stock Market Manipulation**

**-Jhimili Mohanty**

As all eyes focused on Game Stop, Wall Street's dark corners erupted with manipulative games of "gotcha", designed to separate naïve and novice investors from their money. The coldly calculated "pump-and-dump" manipulations were especially successful.

Stock market manipulation is a practice or strategy employed by stock market participants to deceive investors by manipulating the pricing of assets. Even though they are aware that the securities are fundamentally faulty, these companies employ a variety of steps to artificially raise or decrease demand for the securities to portray them as beneficial investments. Nearly all entities manipulate the market for their benefit and sell their positions when they meet their predefined objectives.

It is challenging for market authorities like the Securities and Exchange Board of India to identify market manipulation. Since it is impossible to quantify every factor that influences the price of securities, there is a gap in our ability to detect market manipulation. However, if SEBI discovers evidence of market manipulation then these entities may be subject to severe legal liabilities including a prohibition on trading in securities, a jail sentence, or a large fine.

### **The five manipulation steps -**

- Manipulators like undervalued, frequently lower-priced stocks with minimal trading activity and unappealing chart patterns. They then take action.
- They take up position stealthily to avoid detection.

## **India's Battery-as-a-Service (BaaS) Revolution?**

**-Anubhav Singh Chouhan**

Assume it is a Saturday morning & you have been summoned to the workplace for an emergency meeting. You dash to your electric scooter and start it up. It remains silent, and you notice a dangerous symbol. You failed to charge your battery

- When the timing is ripe, they increase their purchasing, leading to a significant price increase that sparks interest and draws in new purchasers, driving the stock higher (this is the "pump" phase).
  - The now-obvious behaviour results in website "analyses," aiding in word-of-mouth (manipulators can support this activity)
  - Social media chat rooms enthusiastically pick up the story and promote it further (manipulators can support this action)
  - If everything goes as planned, the manipulators sell into a significant buying upsurge supported by upbeat media and dialogues (this is called the "dump" phase)
- The stock falls as the manipulator(s) sell and leave. The remaining stockholders are currently torn between wanting to avoid missing another spectacular run-up and worrying that they may have missed the top. The hangers-on eventually sell out as the stock continues to decline as reality sets in. When everything settles, the stock chart reveals a significant "blip" that changed ownership of the stock's longer-term trend but moved wealth from the attracted to the enticers. The experience of being lured into an investment by dreams of quick money, however, is a significant gain that those who were persuaded should take away. Investment bubbles are consistently driven by this sentiment.

Adopting the axiom "Fool me once, shame on you. Fool me twice, shame on me" is particularly crucial when investing. To put it another way, say "Thank you!" when a Wall Street action mistreats you and enables you to enhance your approach for successful investing. These hard-earned lessons are common in the curriculum of valuable investing instruction.

overnight, so you do not have enough juice to get to work. Battery swapping could become a pan-India reality shortly. India, you see, is putting the finishing touches on a battery-swapping policy. And Foxconn, the world's largest electronics



manufacturer, has already put in place the infrastructure required to make this fantasy a reality. According to rumors, it will collaborate with Gogoro, a Taiwanese business well-known for its work in the battery-swapping arena.

But wait... What exactly is this battery-swapping?

Let us start from the beginning, as understanding the electric vehicle ecosystem is essential. See, the government envisions EVs as the future mode of transportation in India. This will reduce our reliance on foreign oil and may also be environmentally benign. As a result, they've distributed incentives to make it more affordable for everyone to purchase an EV. And it was successful. EV sales tripled in FY22 compared to the previous year. The expectation is that by 2030, the EV market will have grown by roughly 50% each year to reach 17 million units. However, there will be other speed bumps along the road before we can see EV adoption skyrocket.

To begin with, there is the cost. While subsidies have reduced the cost of EVs, they remain expensive. And most of it might be attributed to the batteries. They are the most expensive component in electric vehicles, and the raw materials required to make them are not inexpensive. Batteries alone might account for almost 25-35% of the cost of your new vehicle, as demonstrated by the well-known Tata Nexon EV. The battery pack costs more than 5 lakh rupees!

Then there's the eternal range anxiety: "What if I run out of charge in the middle of nowhere?" Driving an electric car on a full charge will likely bring you around 300 kilometers. Scooters have a range of only about 100 kilometers. And don't forget that there are still just 1742 EV charging points scattered across the country. Especially when you consider that we have over 81,000 stations that can top up gas and diesel.

If you do manage to find a charging station, you will not be able to fuel up like you would at a standard fuel pump. Be prepared to wait more than an hour for the battery's juices to flow again.

Imagine the terror of seeing another car already parked at the station!

So what's the answer to all these woes? Battery swapping!

Sort of like renting a battery. You purchase a vehicle but do not pay for the battery up front. Instead, you sign up for a subscription, which allows you to spread the payment over a longer period. And if you need to replace a discharged battery, simply visit the station and you're ready to go. It's known as Battery-as-a-Service or BaaS. It saves you time. It's inexpensive, and it has the potential to accelerate EV adoption.

However, there are issues. This battery-swapping shop is currently a fortress. Consider the Bounce Infinity, an electric scooter with a battery that can be swapped out. It's convenient because you can exchange it at any Bounce station. What's not so fantastic is that you have to use the company's batteries. You're now a part of the Bounce ecosystem.

Someone may look at this and say, "OK! But what if the government establishes a standard that makes these batteries interoperable?" Indeed, the battery-switching policy we discussed before envisages something very similar. To some extent, it wants to standardize batteries and charging stations. However, this will come at a cost. The price of the invention. If EV makers are required to create batteries that meet particular specifications, new battery designs may suffer. Why do you believe Ola Electric and Ather Energy scooters have differing riding ranges? Of course, battery innovation. And if you look at Tesla, you can see how decades of the invention have given them a competitive advantage. They've even integrated their software to improve the efficiency of the batteries. The battery-swapping policy will ultimately have a lot riding on it. Will the government provide enough room for innovation? Or will it initially prioritize interoperability?

We'll just have to wait and see....

## Student Committees & Clubs Yearly Report

### **Academic Committee – The Academic**



Committee MANAGE, an integral part of the institution's academic pillar, acts as a conduit for students' concerns, conveying them to the administration for prompt resolution and improvements. Their responsibilities encompass managing the academic calendar, sourcing faculty from prestigious institutions like IIM, IITs, BITS, and IRMA, and mentoring junior students on academic matters. They also facilitate students' interaction with management, helping them choose exchange universities, providing financial breakdowns, guiding them through applications, maintaining program records, and evaluating program effectiveness while staying updated on exchange trends and regulations to ensure a seamless international exchange experience. They also publish the "MANTHAN REPORT" series, which covers many sectors reports and provides in-depth analysis and important insights.

### **Agribusiness Club – The Agribusiness Club,**



various platforms and creating a competitive spirit among the students of MANAGE through digital and physical communications. We organize the

flagship event of MANAGE, KRISHI CHANAKYA, a National Level B-Fest consisting of 11 different events and activities. Krishi Chanakya is the pioneer Agri B-fest hosted by ABC meant to ignite the ideas that make a difference. In the year 2023, nearly 8000 participants expressed their keen interest in this event. Among them, 35 teams comprising 90 students representing 24 different colleges actively participated. Also, the Agribusiness Club organizes UNNAYAN, a national-level event consisting of 10 different events and activities engaging undergraduate students in to agribusiness environment. UNNAYAN 2023 reached 206 UG campuses nationwide and gave a platform to engage 3500+ students to showcase their talent. The brightest brains then understand the opportunities and challenges in Agribusiness, foresee the need to constantly develop the requisite skill set, and re-invent the way in which agribusiness organization functions.

### **Alumni Committee – The Alumni Committee**

MANAGE strives to strengthen the bonds between



our Alumni, faculty, and students by providing opportunities to share knowledge and experience, facilitating the exchange of quality ideas and perspectives. It acts as a bridge and creates an unbreakable bond between the alumni and the college as part of our efforts, we hosted the annual Alumni Meet - "The Reminiscence" in August 2022 to celebrate the Silver Jubilee of PGDM-ABM. Furthermore, we have organized Pune and Mumbai Chapters, bringing together alumni from



different MANAGE batches to reflect on their past experiences.

The Pune and Mumbai chapters for 2023 were held at Lonavala on June 17, 2023.

**Cultural Committee** – The Cultural Committee at MANAGE, the National Institute of Agricultural Extension Management, orchestrated an exceptional series of Indian festivals, spanning from July 22' to March 23'. The festivals featured in this grand celebration encompassed a wide spectrum of cultural diversity, including Krishna



Janmashtami, Ganesha Chaturthi, Navaratri, Diwali, Christmas, New Year, Holi, Pongal, and numerous others. As an initiative of the Cultural Committee 23'-25' members, this year 3 more remarkable events were included under the cultural calendar, namely, Chatrapathi Shivaji Jayanthi, Maha Shivaratri, Scribble Day and organized Cultural Nights on Krishi Chanakya and Reminiscence 22'. This remarkable endeavour was strategically designed to cultivate a sense of unity and diversity among the student body, counterbalancing the rigorous demands of the MBA curriculum. Through this cultural extravaganza, the committee effectively amalgamated the diverse student community, fostering cultural exchange and mutual understanding among its members. Yet another time, like every year, Cultural Committee never failed to become a **MOOD of the MANAGE**.

**Finance and Marketing Club** – The Finance and Marketing Club, MANAGE, holds the responsibility of educating students about the happenings in related fields. The club extends its activities to a wider audience through its magazine

and social media handles, covering topics from finance, marketing, startups, to the stock market and business tycoons, diversifying its content. Upholding the ongoing legacy of the Finance and Marketing Club, the monthly magazine "Grey Matters" was successfully published during the



past year. The club's social media handles regularly updated its audience regarding finance and marketing topics, keeping up with the latest trends in the fields. Its commitment to staying ahead of the curve ensures that students are always exposed to cutting-edge concepts and emerging trends, preparing them to navigate the rapidly evolving landscape of the finance and marketing industries.

**Health & Nutrition Club** – Health & Nutrition Club MANAGE creates and supplies the monthly



mess menu, which caters to students from all parts of India. We ensured the quality of food & the timeliness of the meal that was being served in the mess. We made sure to increase awareness about physical & mental among students through social media posts in our Instagram handles. We celebrated "World Food Day" by organizing an event which includes students & mess people.



**Literary Club** – The Literary Club, as the creative powerhouse within MANAGE, assumed the



responsibility of nurturing creativity among students. Their Instagram page consistently offered enriching content about Literature and Art, alongside engaging in entertaining activities. Under the Pen Name 'Team Pratibimb,' the editorial team of SPICE Magazine, published by MANAGE, successfully curated and released four editions during the 2022-23 Academic Year. In February, they organized a three-day Inter-Collegiate Literary Festival, 'Lit O' Melange,' comprising 13 exciting events such as Treasure Hunt, Face Painting, Open Mic, and Debates, among others.

**MANSAR Club** – In an era where social responsibility is a clarion call for a better world, MANSAR Club have emerged as beacon of positive change. MANSAR Club is guided by a shared sense of responsibility toward the well-being of society. Here's a glimpse of the activities that took place over a year in MANAGE. Donation drives:

On Independence Day, we organised a food donation drive to Divya Disha Orphanage.



On International Day of Peace, we visited Government primary school in Tolichowk to distribute snacks and to raise awareness about social peace to children.

On Diwali, we distributed sweet boxes to MANAGE employees as a token of gratitude.

MANSAR club has also organised donation drives to Sadhana Institute of Intellectually Challenged, Amma Jyothi foundation on Christmas and Child Haven International School on World NGO Day.

**New Initiatives:**

As a social initiative, we set up the 'Wall of Kindness,' where people can donate anything, they want and the club will use it to help needy people. MANSAR Club in collaboration with Hope Trust organised a guest lecture by Ms. Shiwani Kohli, Psychologist, on the topic 'Mental Hygiene and awareness in youth.'

On Republic Day, we in collaboration with Red Cross Society, organised blood donation camp in MANAGE.

**Media Cell** – MediaCell MANAGE is the vital link



between MANAGE and the world, ensuring the authentic dissemination of institute information. It adeptly captures significant moments through photos and videos, curating a dynamic digital presence on platforms such as Instagram, Facebook, YouTube, Pagalguy, LinkedIn, and more. By crafting engaging content, it reaches a diverse audience.

Furthermore, it plays a crucial role in assisting the Administration and various clubs and committees in organizing notable events like Krishi Chanakya, Olympus, Reminiscence. Notably, it recently marked the 7th foundation day celebration, capturing over 30 events and creating essential



promotional materials like course prospectuses and admission posters. In essence, Media Cell MANAGE is the national face of the institute, conveying its essence and achievements to the broader community.

**Qurio Club** – Qurio Club MANAGE worked synergistically to provide timely updates of what is



happening around you to have a greater understanding and to keep up with the growing world. A wide range of themes in agribusiness, agriculture, and banking were covered in posters posted on social media accounts by Qurio Club MANAGE in the academic year 2022-23. The "Qurio Weekly Newsletter," examined current events mostly in the banking and agriculture sectors. It facilitated group discussions, organized quizzes namely "Qurio Quiz Masters," and Independence Day quiz in addition to exposing students to current events in agribusiness and helping them polish their skills to become industry fit.

**Sports Committee** – The Sports Committee MANAGE hosts a wide array of events throughout the year, each designed to bring out the champion within players and celebrate significant occasions. "MANAGE CHAMPS" kicked off the year by igniting the spirit of competition followed by

challenges like the "Push-up and Plank Challenge". In the spirit of India's 75 years of freedom and prosperity, they organized the "Har Ghar Tiranga Campaign" featuring the energetic "PRABHAT PHERI" and a refreshing "Yoga session". Then, National Sports Day was celebrated with power packed "Tug of War" where the spirit athleticism was celebrated. The excitement continued with the high end yet grounding events like "Badminton Bash," "PITTHU Championship," "Arm Wrestling," and the exhilarating "Twisted High Jump", which let the students cherish competitive spirits and recreate childhood memories. Furthermore, from January 13th to 16th, students eagerly participated in the intra-collegiate sporting event, "ZENITH 2023," comprising 16 games, including Chess, Carrom, Snooker, and various other indoor and outdoor sports, fostering a vibrant sports culture on campus. In March, the prestigious "OLYMPUS 2023," an annual inter-college sports event, took centre stage and emerged as a prestigious competition among B-Schools and PG



Institutions from Hyderabad and all over India. This event promotes sports and healthy competition, offering eight diverse events like Basketball, Volleyball, and more, catering to a range of interests and skills. It has become a symbol of outstanding sportsmanship and unity among colleges.

## **BOOK REVIEW**

### **Indira Gandhi – WHAT I AM**

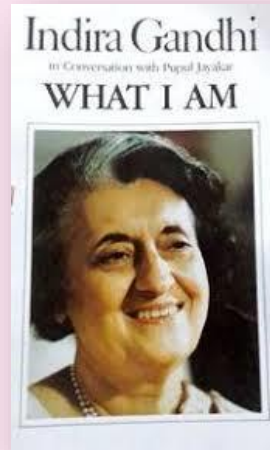
This book is an essay and interview with Mrs. Indira Gandhi, a former Indian prime minister. It is clear from the book that she was raised in a fairly structured household. She was the daughter of the prime minister of India, yet her father did not offer her complete independence. Her life serves as a very wonderful example of how parents should raise their children.

#### **Festival seasons:**

She remembered the holiday celebrations that took place at their house. It resembled a miniature India. There, every holiday throughout the year had been observed. There, we could observe the equality of India because people from all societal groups used to visit and socialise with them. The ritual preparations were incredible. Previously, her grandmother handled every duty around the house. Anyone who wishes to organise anything in the house should visit her and obtain approval from her. No one in the home would make purchases at a store. People will arrive at the house carrying all the dress models from the store, and customised models will be created based on personal preference.

#### **Her parents:**

Srimati Kamala ji, her mother, was a great person. She was capable of handling the issues because she was at the time very strong and serene. She takes care of everything at home because Nehru ji has a lot of obligations to work for the country. Indira learned courage and the truth from her parents. Her father and grandfather



were active in the liberation movement when she was a child. Before the 1950s, it was unusual for a typical child to know everything about this and that. Being a feminist, Kamala ji encouraged young Indira to act boyishly. She finds it quite unusual because it was ancient India and

not contemporary India.

#### **A good organizer:**

Indira Gandhi was a skilled organizer. She used to have specific themes for the decorations, the activities, and the food during birthday celebrations after having children. She gives a damn about tiny details. They were joyful about really minor things at home. They became unique for India as a result. She showed incredible love for India and used to interact with people from different regions, as she had learned from her parents.

Through this book, I was able to learn good lessons from Mrs. Indira Gandhi's life. The leadership she has, the love she has towards Indian people, and how she balanced her family with work were amazing. She is still a wonderful role model for women in India and a good role model for parents in a family



## **POEM**

### **Joyeta Das**

A call for help

My home is in ruins, my olive trees are in flame...

My mother is assassinated; my brother imprisoned for some reasons quite lame...

Leaving behind for me an etching fear and a disdainful cry...

My bread is snatched; the water supply denied... Bombs rain on my land, as i search for kindness in the sky...

Can someone justify how is it even fair?

For 15 years I've been silently writing my story...

With courage and resolution defending my dear life in the face of despair...

When suddenly in the name of rights all my blooming seasons are stolen away...

yet i am the one labelled as the "OPPRESSOR"?

I know i'm painted as a foe; Still every day I call out to this strange world to empathise and love... to mend and heal this unbound pain...

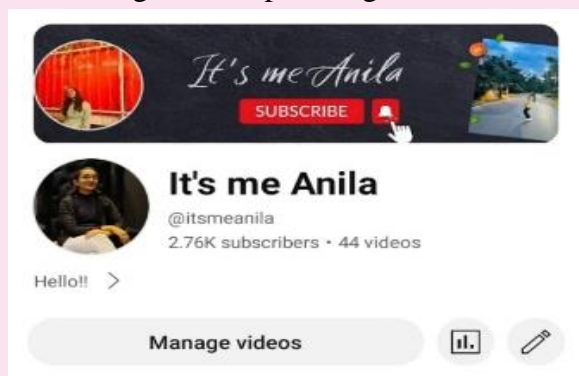
Are you thinking who am I?

I am the UNHEARD INNOCENT VOICE trapped in this tangled web of blame and plea of two nations.

## TALENT HUB

### **Patibandla Anila**

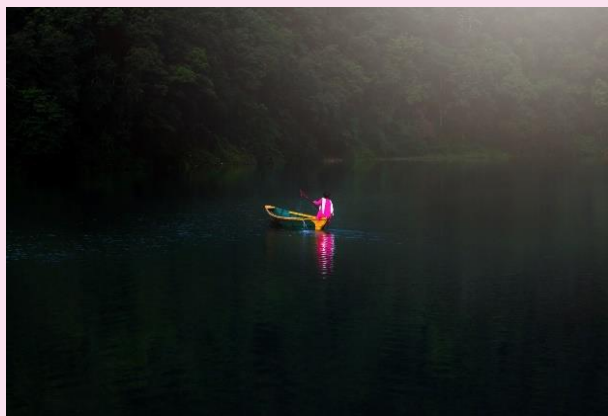
My YouTube channel is an exciting journey about vlogs and captivating dance shorts. At



first, I started my YouTube channel as a way to feed my love for dancing and to keep my treasured memories alive. Over time, it evolved to include vlogs, letting me share more of my life and experiences. It's like a canvas where I turn my love for dancing and daily life into lasting memories.

[https://youtube.com/@itsmeanila?si=hsRNddsnx3ZU\\_7SV](https://youtube.com/@itsmeanila?si=hsRNddsnx3ZU_7SV)

### **Abhinav Sharma**



My journey as a professional photographer began five years ago, fueled by an adventurous spirit and a lens-focused eye. I was drawn to the world of events, travel, and portrait photography, where I discovered the art of encapsulating stories within frames.

It all started with a simple fascination for capturing moments. Armed with a camera, I set out to document life's most significant and

ordinary events. Each click was a window into people's lives, a snapshot of their stories. As my skills developed, my lens beckoned me to explore distant horizons. From vibrant streets to serene landscapes, I found myself weaving visual tales of diverse cultures and experiences.

Every photograph became a chapter in my ever-



expanding travelogue, and every location a unique entry in the diary of my photographic journey.

This journey, marked by growth, exploration, and a deepening passion for photography, continues to shape me. With every click, I not only document the world's beauty but also uncover the many layers of the human experience.

### **Manansh Pokhariyal**

My journey with singing commenced during my childhood when I found joy in humming nursery rhymes. Ever since, my passion for



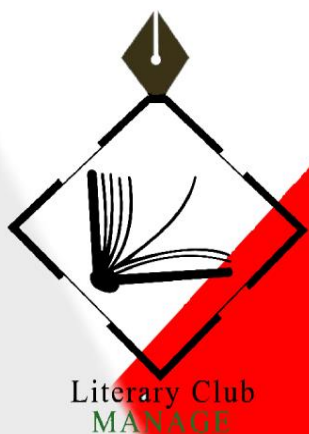
music has never waned and only bloomed. For me, singing is not only an art form but also a source of tranquility and self-reflection in every



situation. It has consistently provided me with opportunities for introspection and personal growth. I also feel that singing has helped me connect with people and make great bonds with them. My love for singing fueled me to acquire guitar-playing skills and create a music band

with some of my fellow students during my undergraduate years.

Yet, one of the most cherished items on my bucket list remains pursuing formal education in music.



# TEAM PRATIBIMB



**AAYUSHI MAHNA**  
PGDM (ABM)  
MANAGE



**GALIVEETI  
SASI KIRAN REDDY**  
PGDM (ABM)  
MANAGE



**MANANSH  
POKHARIYAL**  
PGDM (ABM)  
MANAGE



**NEHA KUMARI**  
PGDM (ABM)  
MANAGE



**NIKITA POWDEL**  
PGDM (ABM)  
MANAGE



**POOJA B**  
PGDM (ABM)  
MANAGE



**ROHIT RAMESH  
RATHI**  
PGDM (ABM)  
MANAGE

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## FACILITATORS

**Dr. K. Anand Reddy**  
Director (HRD)

**Principal Coordinator, PGDM (ABM)**  
**MANAGE, Hyderabad**

**Dr. A.S. Charyulu**  
Program Officer

**MANAGE, Hyderabad**

**SPICE is Published by: LITERARY CLUB, MANAGE**  
**National Institute of Agricultural Extension Management**  
**(MANAGE), Rajendranagar, Hyderabad - 500030**  
**Tel: +91-40-240162702 | Fax: +91-40-2401388**