



SPICE NEWSLETTER

EDITION-58

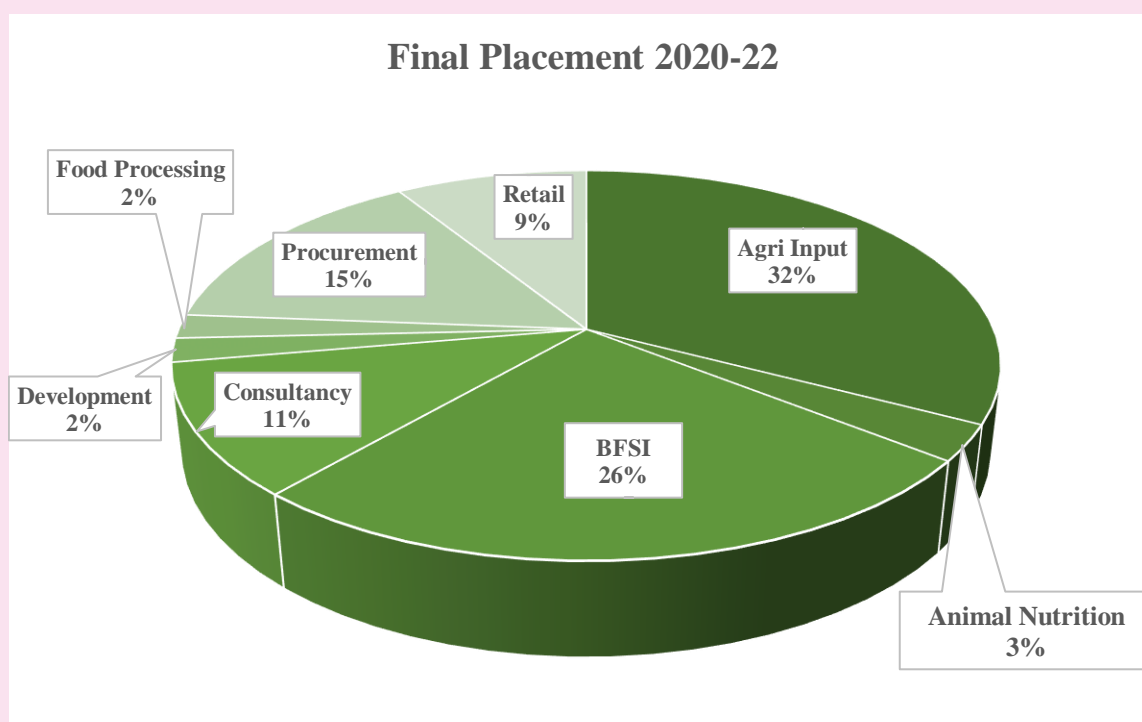
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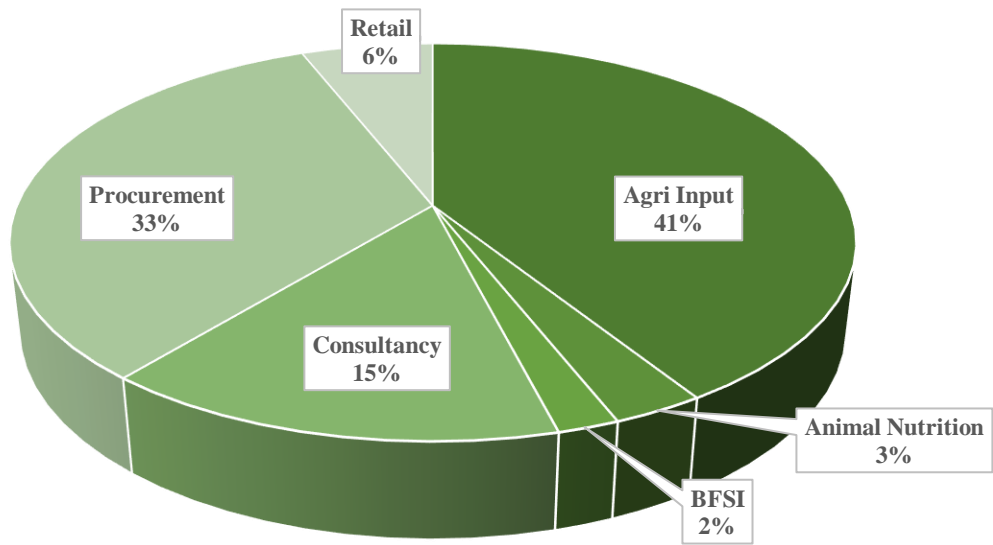
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PLACEMENT REPORT

Adding to its achievements, MANAGE yet again ensured 100% placements for young enthusiasts. Reaching greater heights to 26 years of excellence, the institute producing elite professionals each year has been unceasingly witnessing glorious successes. Final placements for the batch 2020–2022 had a participation of 66 students; the mean CTC, median CTC, and highest CTC were Rs 11.51, Rs 10.35LPA, and Rs 18 LPA, respectively. It's quite euphoric to share that growth of 14.89% over last year's mean CTC has been observed in the final placements. It's quite euphoric to share that students have secured 18 PPO/PPIs based on their internship performance. Augmenting the bliss, 9 new brands covering 7 varied sectors became a part of the recruitment process. Furthermore, the top 50% of students were hired at an average salary of Rs 13.44 LPA, which was a sight to behold. Pondering upon the sector-wise division of the average CTC, Agri-input, BFSI, retail, consultancy & market research, procurement, and animal husbandry offered Rs 10.43 LPA, Rs 11.71 LPA, Rs 10.33 LPA, Rs 15.85 LPA, Rs 14.15 LPA, and Rs 10.00 LPA respectively. By the same token, summer placements are also accomplished on a brighter note. 66 students, being part of the process, have been opportune enough to get industrial exposure in various sectors. Therefore, we take the opportunity to share the experiences of a few summer interns further in this edition.

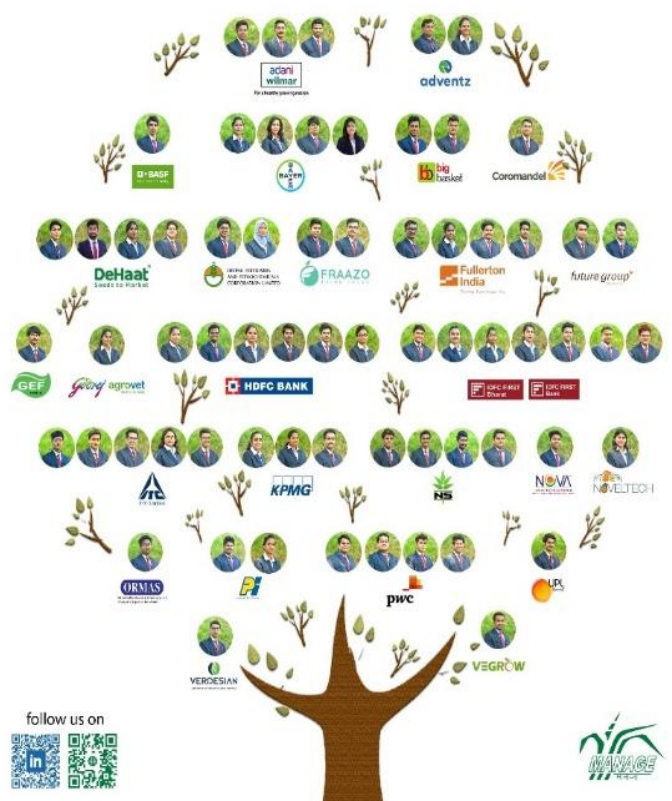


Summer Placement 2021-23



SUMMER PLACEMENT 2021-23

FINAL PLACEMENT 2020-22



HUNGER CRISIS

- **Boni Sravani**

Hunger is the condition in which a person cannot have sufficient food to meet their basic nutritional needs for a period. This condition can manifest in different ways, like undernourishment, malnutrition, and wasting. Most poor people face food insecurity like they don't know when they will get their next meal. According to the Global Health Index 2021, every 13 seconds, one child dies from the effects of hunger. Almost 811 million people remain hungry, and 2 billion suffer from malnutrition. India was in the 101st position in GHI 2021, with a hunger score of 27.5. Somalia, Central African Republic, Chad, Democratic Republic of Congo, Madagascar, and Yemen are among the countries with the highest rates of hunger in the world. These countries must focus on reducing hunger and malnutrition in a short time.



Is there no sufficient food for all?

No, there is enough food and resources for all. Hunger and malnutrition have many

causes. These causes include natural disasters, poverty, inequality, poor governance, waste of resources, wars, and conflicts. In the world, around 660 million people may still face hunger in the year 2030 due to the lasting effects of the COVID-19 pandemic on global food security. But the controllable problem that humans have is food wastage. Almost a third of all food produced in a year is misspent or lost before consumption. In developed countries, food waste happens in kitchens where it is left uneaten or spoils in fridges. In developing countries, it takes place at the time of harvest and after harvest because of poor storage systems, pest infestations, lack of technological awareness, and financial support.

A Sustainable Development Goal (SDG) is also being developed by the United Nations Development Program (UNDP) to eradicate hunger, gain food security, improve nutrition and promote sustainable agriculture. The aim is to end all forms of hunger and malnutrition by 2030, making sure all people have access to sufficient and nutritious food all year round by promoting sustainable agricultural practices, improving the livelihoods and capacities of small-scale farmers, and granting equal access to land, technology, and markets.



How to overcome hunger with food transformation?

Food transformations happen with greater resilience to influencers of hunger, like climate changes, economic slowdown, and regressions in the food system and these influencers can help in ending hunger, malnutrition, and food insecurity.

- Development of the humanitarian environment and peace-building policies in conflict areas.
- Increasing flexible climate in food systems.
- Economic adversity with strengthening the resilience of the Most Vulnerable.
- Entering into food supply chains to reduce the price of nutritious foods.
- Tackling poverty and structural inequalities
- Building strong food environments and changing consumer behavior to promote good dietary patterns.

THE BIG BILLION DAYS

- **Nikitha Shankar Yeli**

During the era where aggressive marketing has become the center of attention for any company, 'Discount Campaigns' are another strategy employed to lock horns with the competitors for sales. Along the same lines, Flipkart is constantly pacing itself to acquire as much market share as possible and decrease the market share angle held by Amazon and other players. It has come a long way, from facing losses due to "The Great Indian Sale" to being a maestro against the pioneer in this task through its "The Big Billion Days" (TBBD).



In its Eighth edition of TBBD, which ran for eight days from 3rd. to 10 October, Flipkart has left no stones unturned! It has used every possible strategy to attract new customers to its e-commerce site and to popularize and activate the existing market.

The most formidable strategy seems to be the 'Artforms of India', the name given to

the vertical where they materialized the products of "Flipkart Samarth," its MoU with TRIFED to empower the weaker sections of society. It included limited editions of 28 products and to everybody's welcoming surprise, grew by six times the sales of the previous year. The cherry on the cake must be their new move to pack the products with eco-friendly materials, taking a step towards sustainability and impressing the buyers. They now pack the products with recycled paper and use shredded paper material as a substitute for bubble wrap.

The digital marketing means have been fully exhausted by the brand. Smart use of cookies for in-app suggestions, email blasts, and television commercials starring the best actors from the industry like Amitabh Bachchan, Alia Bhat, Virat Kohli, Sudeep, and Mahesh Babu, amongst others, are the crucial steps in the success of this campaign. Flipkart undoubtedly thought this through by tweaking the minutest of details to serve the purpose. For example, they removed the option to read reviews to create a stop-gap in the flow of information about specifically the products that sold the least, as one of the purposes of this campaign was also to clear the longstanding inventory. Things like no-cost EMI,

payment ease offers in collaboration with widely used banks, collaborating with partners for marketing on social media

Flipkart also held many events for the internal employees, the sellers, and other partners to engage the lot. They confirmed that all these activities were brought into the limelight via hashtags like #humansofBBD, #FLIPKARTFORINDIA, #SELFMADE, #FLIPKARTQUICK, #FLIPKARTSAMARTH on their multiple handles on Instagram. Flipkart stories, Seller hub, and Life at Flipkart are those platforms where they gave a sneak peek to

platforms, and also the fact that Flipkart started advertising about TBBD well before time, have all played together very well.

the audience about the inside story of its organization. Even in its B2B wing, Flipkart Wholesale caters to 1.5 million Kirana stores. There was a jump in new retailers venturing into TBBD by about 1.3x. All in all, Flipkart has played its cards well to counter Amazon, but there are some USPs of Amazon-like “House on Wheels” that might have helped them stay hinged and maintain their status quo.

LEARNING THE ART OF SAYING, NO!

- **Swadha Mehrotra**

In the words of the great Greek philosopher, Pythagoras, “The oldest, shortest words – ‘yes’ and ‘no’ – are those which require the most thought. How often you have been in an undesirable situation amongst disagreeable people just because you could not utter the word, ‘No’? Such a simple word but at times so difficult to choke it out. If yes, you are not alone. Saying no is a major challenge for most people. We, humans, are social animals, we thrive on reciprocation and hate to be sensed as confrontation. And enclosed in this embankment of desires lies our incapability to say ‘No’.



Why we struggle to say “no” has been well answered by Damon Zahariades in his book “The Art of Saying No”. According to the book, such people want to avoid offending people. Many times, when we have declined somebody’s request to access our time, money, or attention, we get a frowning disappointed look in return. It’s

important to understand that as long as we are being courteous and candid, we are not responsible for the offense taken by the requester. Another reason mentioned by him is the innate urge to please people. We hate disappointing people, and that is what makes it difficult for us to refuse their requests. But their disappointment is definitely not our fault if their approach is unrealistic and unfair regarding our ability and willingness to offer help. Another possible reason mentioned is our addiction to helping others. Yes! It can be an addictive trait. How often do we feel elated by contributing to someone’s happiness, so much so that we jump at every opportunity to help them show our care and love. The gratitude we receive in return makes us feel better about ourselves. These motivations are understandable, but when left unchecked, can hamper our own needs and priorities. It’s important for us to understand that we are not responsible for solving others’ problems; we are just responsible for ourselves and the people dependent on us. Another reason could be the desire to be liked. This desire is universal. It becomes quite difficult for us to say ‘No’ because doing so means abandoning the opportunity to get

validation from others. It is important to realize that saying no with purpose and poise instead of trying to get validation from people who don't bother about our well-being can help us get respect in the eyes of people who actually love and care for us. Another reason could be the fear of missing out on opportunities, or as per the millennials, 'FOMO'. It is the anxiety of not being able to take advantage of opportunities that makes it difficult for us to say "No." We are only having 24 hours in a day and on pursuing some opportunities we will definitely miss out on others. So, we must be thankful for the opportunities in our hands and make the most out of them, and should not regret saying no to the other one. How can we tame the word, No? Is management a solution? The most appropriate approach is, to be honest, straightforward, and respectful. Let's use management as a tool. The person suffering from a chronic habit of saying yes should start by managing their potential and offering help with the opportunities thrown

at them. It is crucial to make a decision accordingly and then take ownership of that decision. It is also important to manage our reaction; we should avoid our urge to give excuses and definitely not stall for time, lying about our availability. The next step would be managing our requester; It can be done by replacing 'No' with another phrase, "I can't commit to that right now because I'm focused on a high-priority project". Another way could be by providing them a follow-up, "I don't have time to help you right now. But check in with me after 4:00 p.m." Things will be less crazy then.

Saying 'Yes' help us to cement our reputation and is used as an aid to garner respect, but saying 'No' at the correct time is the way of laying the foundation for that cemented reputation. Learning the art of saying no is a necessity to refuse the urge to please others at the expense of one's emotions. As rightly said by Paulo Coelho, "When you say yes to others, make sure you are not saying no to yourself."

INSTAGRAM MARKETING

- **Keerti Bhavana**

Ever thought of starting your own small business without any physical store? Thanks to digitalization and online marketing to make this happen but one of the social media platforms with more than 1 billion users, i.e., Instagram, made our lives much more accessible.



Instagram marketing is the best out there as it is the second most accessed network after Facebook. The app has over 1 billion active users and 500 million daily Instagram stories. The users browse for an average of 53 minutes per day and have a considerably younger user base, with nearly 45% of Instagram's users between the ages of 18 and 44. Some other stats which show the extent and potential of Instagram are that more than 71% of the businesses in the United States have an Instagram account, and about 90% of Instagram users follow at least one business. More than 83% of

Instagram users have discovered a new product or service on the platform.

With the increase in the number of brands and potential reach of Instagram, it is evident that Instagram is no longer solely for personal usage. Instagram users are not only active but also engaged. It is benefitting consumer products and helps B2B decision-makers in researching new products or services. Instagram can assist in increasing brand awareness and introducing new products. It enables one to advertise the business and the products in a pleasant, genuine manner without pressuring the customers to buy. Unlike other social media platforms, Instagram requires a unique marketing strategy to develop its style. It is always important to post content related to the business or brand. Usage of the right (relevant) hashtags and captions, posting the content that is trending, and posting on the correct day of the week and the right time of the day can help increase the reach and visibility of an Instagram page. In determining the target audience, factors like age, location, sex, income, interests, motivation, and pain areas are to be considered.

Competitive analysis can help one stand out from the rest. Reviewing the top

competitors' Instagram profiles and related accounts and finding the opportunities they might have missed can help get the highest engagement. Irrelevant and fragmented content can confuse the target audience and may lose followers as a result. To avoid this, it is crucial to maintain a consistent brand look on the Instagram account. It can be achieved by following a consistent pattern in regular posting and following a particular schedule so your followers know what to expect from you. It's also essential to make sure you have something to hook your followers to stick to posting about your product. Make it interesting by taking the followers through the making of the product and everything involved. This makes the audience interested in the product and gives life to the brand, making

it more humane. We need to constantly engage with the audience through the comment section, timely replies to their DMs, or polls on stories. Instagram is also aware of how the app grew from a photo-sharing app and makes sure there are timely updates to make life a little easy promoting or selling your stuff here. Like the recent launch of reels, which organically ensures high reach and introduces sponsored ads on reels, increasing the duration of the reel video to 60 seconds, etc. The Instagram shop helps with listing out all products and sells them through the app itself. All these features and advantages that Instagram has over other apps make it a more accessible and better place for marketing for small and big businesses alike.

BAD BANK

- **Samiran Chakraborty**

The Bad Bank is not bad, literally. It has been institutionalized with the idea of cleaning the banks' balance sheets and improving their liquidity situation. The idea of a Bad Bank was revived by the Hon'ble Finance Minister, Mrs. Nirmala Sitharaman, in the 2021 Budget. The problem of bad loans has been a perennial problem, and this has been accentuated further by the COVID-19 pandemic that triggered a lockdown last year. With banks expecting a higher proportion of bad loans this year, the idea of a bad bank has gained significant importance. The Bad Bank, as we know it, is formally The National Asset Reconstruction Company Limited (NARCL), and it will have a 51% shareholding of public banks and the remaining share is held by private banks. The NARCL uses the services of India Debt Resolution Company Ltd. (IDRCL). The IDRCL is a service company that will manage assets and brings in market

professionals and turnaround experts to unlock the value of the assets.

The way the First Indian Bad Bank will function is as follows:

1. The NARCL will acquire fully provisioned assets that are currently stressed by making an offer to the lead bank for a value lower than what the bank has paid.
2. The NARCL will thus acquire an asset at a discounted value and thus increase the cash liquidity of the bank.
3. 15% of the acquisition value will be paid to the bank in cash upfront. The remaining 85% of the amount is paid in the form of security receipts, which can be traded by banks. On September 16, the cabinet cleared the proposal to provide a government guarantee worth Rs 30,600 crore for security receipts issued by NARCL.
4. The NARCL will utilize the expertise of the IDRCL to sell the acquired asset at a higher value, thus making profits.

NARCL is intended to resolve stressed loan assets above Rs 500 crore each, amounting to about Rs 2 lakh crore. In phase I, fully provisioned assets of about Rs 90,000 crore



are expected to be transferred to NARCL, while the remaining assets with lower provisions will be transferred in phase II. Many such bold steps have been taken by the government earlier as well, but the results have not reached the desired levels. The Insolvency and Bankruptcy Code implemented five years ago witnessed initial success, but recoveries dropped as cases started dragging on, which even put the existence of some banks in question.

The NARCL is expected to solve the problem in which banks get short-changed during resolutions. According to the Insolvency and Bankruptcy Board of India, the creditors could recover only Rs.2.46 Lakh Crores from claims worth more than Rs.6.82 Lakh Crores. But according to analysts, if the cash receipts by banks are more or less equivalent to the amount invested by them it will merely be shifting the problem from one hand to another.

SPICE POLL: Impact of Russia – Ukraine War on India

The Russo-Ukrainian War is an ongoing war between Russia and Ukraine. This war began in February 2014 following the Ukrainian revolution of dignity. Following the Russian military build-up on the Russia-Ukraine border in late 2021, the conflict expanded when Russia launched a full-scale invasion of Ukraine on February 24, 2022.

As the conflict broke out, the Sensex crashed by 2700 points due to panic selling and nervousness amongst the investors, leading to Rs. 7.5 lakh crores being wiped off the stock market. The conflict also triggered the gold and crude oil prices, which were almost at their highest during these times.

Commodities prices in India are highly influenced by petrol and diesel prices. This increase in petrol and diesel prices led to an increase in the prices of domestic and international commodities. Because of this, India will have adverse impacts as India imports around 80% of its oil needs. India imports \$205 Billion worth of oil and minerals, \$832 Million worth of precious stones, and \$609 Million of fertilizers from Russia, so an increase in the prices of such commodities may lead to considerable inflation in the country. Russia supplies

crude oil, natural gas, and other resources to most of Europe, and Russia is also one of the largest wheat producers in the world, accounting for more than 18% of all international exports. In addition, India also imports 84% of its sunflower oil requirement from Russia. This will have a significant negative impact, leading to inflation and other such circumstances.

Potential Opportunities for India:

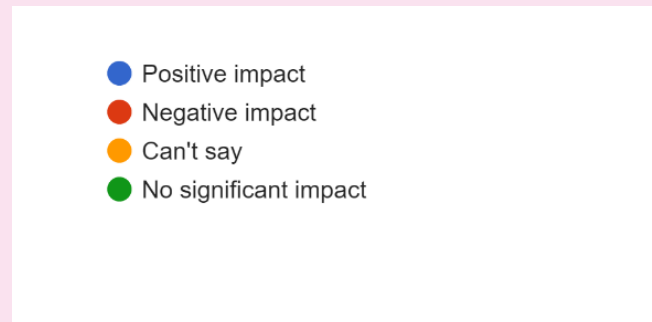
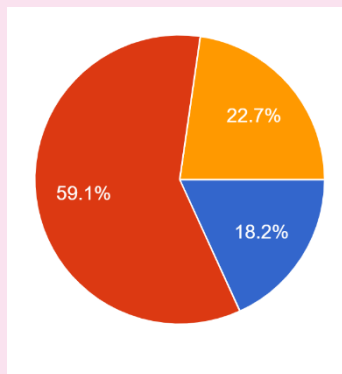
1. During this conflict, the US and its many ally-based organizations decided to terminate their operations in Russia. SWIFT (Society for Worldwide Interbank Financial Telecommunications) an international organization connected with more than 200 countries and 11000+ banks worldwide, decided to cut ties with Russia.
2. There is a vacuum due to this situation. It can be filled by India's own UPI (Unified Payments Interface). UPI usage has grown considerably in the past few years, and UPI has even developed to the extent that digital payments can be made even without the internet.

3. Nepal also adopted UPI for P2P payments, thereby helping its businesses achieve growth.
4. The Aviation Industry is also grounded in Russia as a large number of aircraft may be on lease agreements that may be suspended or insurance coverage may be stopped as the home country is bent on making the sanctions hurt. India may

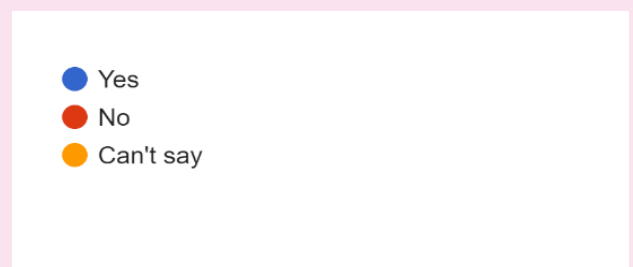
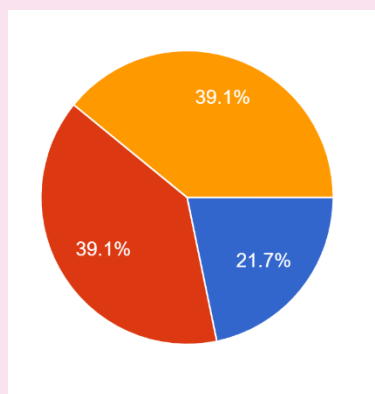
5. help its ally by sending in some aid & thereby establishing itself in such industries, leading to an increase in the forex exchanges & revenues from such operations.

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

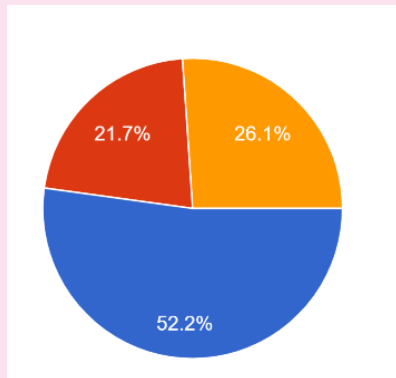
1. How will the Russia-Ukraine conflict impact India?



2. Should India take a stand on the issue on the global level?

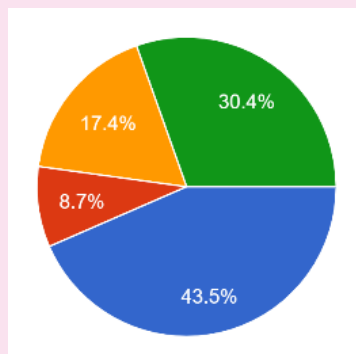


3. The prices of crude oil have started to rise and the position of the Indian rupee has weakened ever since the war began, is this trend going to stay?



- Yes, the war is the major reason
- No, war isn't the reason
- Can't predict

4. There has been an unprecedented FPI pullout of Indian markets, what do you think is the reason?



- Rise in global inflation
- The Russia-Ukraine war
- Weak position of INR
- Others

ALUMNI SPEAK

Mr. Ravindranath Kamma
(Batch 2000-02)

CEO and Co-Founder,
myPaisaa



Interview:

1. What challenges did you face being an entrepreneur in the fintech industry while having agriculture as your educational background?

Ans. Entrepreneurship is similar across all domains. So, it doesn't depend much on your educational background. Here you look at a problem that you intend to solve for a target segment in any industry and the opportunity available. If it excites you, then pursue and work hard for it. You don't have to be an expert in that field to be an entrepreneur. However, you have to have that passion coupled with persistence to set up an organization and motivate people. So, if you have the required skills and motivation, domain knowledge should not be a constraint. Expertise in a specific field may be an enabler but not a constraint to being a successful entrepreneur in any field.

2. What are the opportunities for agribusiness students in the fintech sector?

Ans. Fintechs can greatly contribute to financial literacy, inclusion, risk mitigation, and income improvements for all stakeholders in the agriculture and agribusiness ecosystems. Notable areas are value chain financing, embedded finance, alternate data models for credit underwriting of all players, formalization of Agri payment systems, etc. Agri Fintech could be a very unique and rewarding career opportunity for MANAGietes.

Suggest reading the article <https://inc42.com/resources/pivoting-agritech-to-agri-fintech/>

3. Are an increasing number of bad loans a threat to credit structure?

Ans. Bad loans reduce banks' profitability and limit their ability to issue new credit. Large volumes of bad loans can cause banks' problems with their capital adequacy. Bad loans also risk impairing long-term economic growth.

The asset quality of the Indian banking system is set to improve further, with its gross non-performing assets (NPAs) estimated to decline to 5.6-5.7 percent by March 2023 from 6.2-6.3 percent in March 2022, according to [ICRA](#). The [NPAs](#) will decline to 1.7-1.8 percent by end of the current financial year (FY23) as against an estimate of 2 percent by March 2022.

However, the rating agency added a caveat saying the performance of restructured loan book poses uncertainty to asset quality. The Russia-Ukraine conflict poses macro-economic challenges related to cost inflation, higher interest rates, and exchange rate volatility, which could pressurize asset quality, it added.

4. Due to UPI, Indians have started using digital payments mode to a large extent. This is a huge shift from the traditional cash system. You being an entrepreneur in fintech, how do you see this change? Will it help the Indian economy and the fintech sector in the long run?

Ans. The shift from the traditional cash system to digital payments through UPI is a game-changer. It's a space-age kind of technology that was invented completely in India and then, in a matter of 5-6 years, it completely transformed e-commerce, which, of course, got a massive leg up by demonetization and then the pandemic. Technology has completely transformed the way Indians do business. This will definitely be helpful to the Indian economy because there is a digital identity that has reached every Indian and then there is the digital payment ecosystem that is available, seamless, and frictionless, enabling anybody to access a digital service or a digital good from far-flung areas, either to sell or to buy. Thus, the target segment has increased. For example, if you're a customer, you can buy from anywhere in India, and if you're a seller, you can sell from anywhere in India.

5. What was your field of interest in your early years and how did Agri-Business Management come into the picture?

Ans. Being a passionate agriculture student, I thought it was a natural extension for me to pursue an MBA in Agribusiness and MANAGE was a very good choice at that point in time. So, it just happened organically and there were not many thoughts involved.

6. What is your advice for the current students of MANAGE?

Ans. For the current students, I would say there has to be a change in the mindset, from being a job seeker to becoming an entrepreneur. Because I haven't seen many entrepreneurs coming out of MANAGE over the last 20 years, So, our share of entrepreneurs amongst MANAGE

alumni trying to actually work on transformative ideas, pursuing zero to one opportunity, and setting up their own businesses is low. I mean, if you see, we would have had around 2 thousand students from the inception of the institute, but hardly 5-10 percent would have become entrepreneurs. So that share has to go up substantially and people have to think of entrepreneurship as a viable option from day one. So that's something that I want to see in the mindsets of the students. Even though I'm not sure about the mindsets of current MANAGE students, I can say that the outside world is quickly changing and people are now taking entrepreneurship as a mainstream option right after college.

7. What is the biggest life lesson MANAGE or being a MANAGEite has taught you?

Ans. The ability to work in teams to deal with a diversified set of people, to motivate people, and to get motivated by your peers, along with working in an uncertain and stressful environment, is something that has helped me personally. Being persuasive and adaptable are a few more life skills that I learned from MANAGE.

Festivals at MANAGE

LOHRI



India is a diverse country with many festivals celebrated throughout the year in the same way, MANAGE is known for the diverse compulsion of people from different parts of the country. The harvest festival, which was on January 13 this year, is celebrated during the month of Paush or Magh, a day before Makar Sankranti in a grand manner in the northern part of the country.

In the evening, when the sun was about to set, all of us assembled in an open space and put all the items in the bonfire, and lit it. Since this festival marks a thanksgiving celebration to the Earth and the Sun, people

offered sacrificial offerings to the fire. Thereafter, the Prashad and offerings from the Lohri were distributed amongst everyone. The Cultural Committee MANAGE, referred to as the mood of MANAGE, organized the celebration of Lohri with great joy and immense pleasure.

PONGAL



Pongal is a festival of harvest. Tamil homes gear up to celebrate the event on the first day of the Tamil month of Thai, which coincides with Uttarayana, or the northward movement of the sun. This is the same time when many other parts of India celebrate Sankranti. The cultural committee organized fun-filled activities and events as part of the spring harvest festival. The day started with the boiling of rice in a pot and eagerly waiting for it to overflow and drawing or kolam, signifying richness,

prosperity, and happiness. The celebration comprised insights into Pongal followed by amusing games and a traditional lunch with a variety of savory tastes.

HOLI



The festival of colours came to MANAGE and, as always, was celebrated in all its glory. Holi signifies the triumph of good over evil, and it's a day when people forgive and forget, and let go of the negative energies from their lives to start afresh. The Cultural Committee MANAGE organized a sparkling and amusing event, as part of the colorful festival. We managed to bring out the first-ever mud bath event, which involved music, dance, throwing of powder paint, colored water, etc. Every bit of the moment was eye-catching, everyone was enthusiastically involved in the celebrations and ultimately ended with remarkable memories. This will be cherished dearly.

Events at MANAGE

Lit O'Melange 2022



Lit-O-Melange is a fest to celebrate the talents at MANAGE giving a shout-out to the creative heads at MANAGE as it entered its sixth chapter. Team Pratibimb organized the event from 4th to 6th of March in its greatest grandeur. This season the events started with a grand opening with Open Mic a shout-out to the poetic minds, dance souls, and music heads. The succeeding days were packed with fun-filled activities and events we all waited for, including INK your TALES (micro tale), Collage Making, Block 'n' Tackle (Debate), Jam on (Extempore), Face Painting, Sneak Peek, Dub Smash, QUIZZLE (Quiz), Splish Splash and many more exciting events were as always welcomed with overwhelming

participation. The winners of each were awarded cash prizes worth Rs. 56,000 along with certificates.

Zenith 2022



MANAGE was undeniably thrilled to bits with the onset of the much-awaited, zestful time of the year. The 2020 sports season certainly witnessed augmented and zealous participation. With the inclusion of Box Cricket came the euphoria of the mixed teams, while tennikoit and throwball, particularly for girls, added to the mirth of Zenith, the intercollege sports meet. The energy was merrily doubled as students put up stalls for food, drinks, games, and song dedication, truly turning the sports meet into a fest. Surely, none were dead on their feet. The stalls added to the gravity of the event and drew the attention of people on campus.

TALENT HUB

Angel Jemimah



A journey of coming to love frozen poetry-
Calligraphy

Angel hasn't always been a great sports person among all the people she has been around. She always preferred her alone time and the pursuit of various art forms. It is a story of how she learned to find structure in art, calligraphy, and good painting. It started in the early years at school when Angel was asked to do origami, and in this process, she used to either get good marks or win prizes. These little joys are enough to push a little child to explore more. Those were the formative years when Angel's journey of falling in love with making art began. There have been times when she worked for hours on handmade gifts for her friends. As she grew better at this handmade art gift, Angel started exploring more and more avenues and types of art. Subsequently, her interest grew in painting and telling stories through the lettering art of calligraphy. As she said before, Angel may not be a great sportsperson amongst all those around her. But the joy of creating something through structure and design in a

visually appealing way is exhilarating. Like a wise person of old once said, "A thing of beauty is a joy forever."

Vanshika Arora



Vanshika has been artistic from the day she sketched the hills and cottage. She has always been creative in her studies as well as in the excuses she gives. The pandemic and CAT stress had taken their toll on her, driving her to look for a stress reliever during that period. She could wind up with a white piece of paper and a pencil, which is where it all began. She relieved herself by drawing and creating art. Her spirit constantly cheered in glee as she continued to transform the basic white sheet into something exquisite with shades of grey. With the onset of the second wave of the pandemic, her stress reliever became a daily pastime. Sketching relieved her stress and boosted her creativity, which led to innovative ideas. In the initial few months

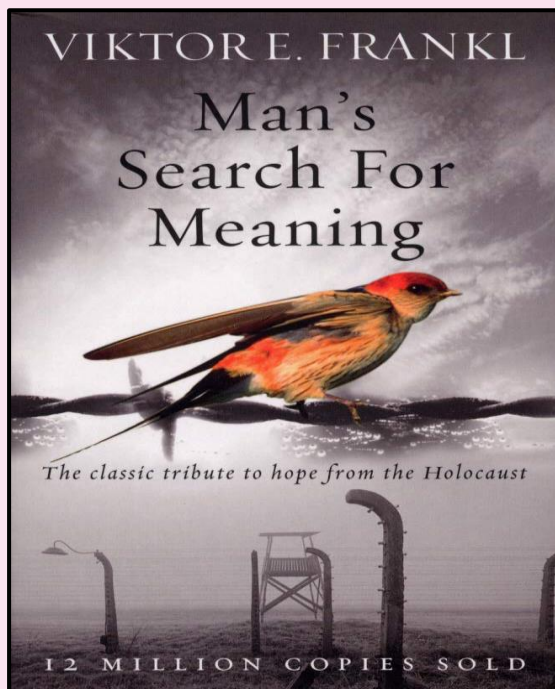
at MANAGE, the demanding schedule caused her to put drawing on the back burner. However, her love for it brought her back to carving out time. She regularly takes out time to sketch, which greatly

influences her creativity. She is an active member of MANAGE's cultural committee, where her artistic abilities are used effectively.

BOOK REVIEW - Man's Search for Meaning

- Vishwas H

Author – Victor Frankl



Man's Search for Meaning is a non-fiction book that deals with Viktor Frankl's experience of living in Nazi concentration camps and also with his psychotherapeutic technique called logotherapy. Viktor Frankl never tells the reader a time-shot real narrative of his time in the camps—instead, he is more focused on explaining how the daily struggles of camp life affected the

mental state and well-being of his campmates. So, he only gives details about his experience used as evidence for his psychological theories.

Based on his observations of his fellow camp-mates, the typical prisoner passes through three mental stages: shock in the first few days after his arrival, he had to face apathy, and “emotional death” once he has become accustomed to life in the camp and disillusionment with life after he is liberated. Most of the first section of the book, “Experiences in a Concentration Camp,” explores what happened to apathetic prisoners and how Frankl managed to avoid this apathy. The main view of Frankl's philosophy is that a man's deepest desire is to find meaning in his life and in every aspect of his life, and if he can find that meaning, he can survive anything and everywhere. Frankl found meaning in

his experiences in the concentration camp by deciding that he was going to use his every suffering as an opportunity to make himself a better person.

Instead of becoming apathetic and accepting that he was doomed, he always chose to embrace his suffering. According to Frankl, while a man's destiny in life is affected by every circumstance in which he finds himself, he is ultimately free to choose his path in life. Even in the worst situation possible, man always has the freedom to choose his attitude towards life in every situation of life. Frankl claims that there are three ways to find meaning in life, work, love, and suffering. Frankl kept his will to find meaning—or his desire to live a meaningful life—alive through his three years in the Nazi camps by focusing on the potential meaning he could create for himself. In addition to finding meaning in each trial, Frankl always motivated himself by thinking about the work he wanted to do after leaving camp. He wanted to rewrite his manuscript about logotherapy, a manuscript that the Nazis took from him when he arrived at Auschwitz. Frankl also found hope in love, and the image of his wife helped him through many of his most difficult times.

Frankl was always able to use his work, love, and suffering to keep himself alive because he felt that he was responsible for

them. He argues that humans cannot understand the general meaning of the super meaning of life, instead, we must look for ways to make each moment more valuable. Every person has a unique vocation that only he can accomplish, and he is responsible for undertaking this job. The second section of the book, 'Logotherapy in a Nutshell' is about explaining Frankl's ideas about logotherapy in more detail. He explains that man's will to meaning can become existentially frustrated, which can, in turn, provoke these neuroses. In other words, if a man cannot find meaning and purpose in his life, he can develop many mental problems that need to be addressed. Frankl argues that everyone should strive to be in a state of no dynamics, in which there is a tension between what one has already done and what one hopes to accomplish by that time. To Frankl, this tension between past and present is vital to mental health. For those who need therapy, Frankl helps them overcome their anxieties and fears by using paradoxical intention, in which the person tries to bring about the precise thing they always fear. Ultimately, logotherapy seeks to help its patients develop goals—whether they be getting rid of a phobia or surviving a horrible situation and finding ways to meaningfully accomplish them.

Frankl ends his book by saying that man is the being who invented the gas chambers at Auschwitz. However, he is also that being who entered those gas chambers upright, with the Lord's Prayer. Frankl believes that while man is certainly capable of doing evil, no individual human being must be evil. Every human can change their

behavior and attitude in every possible situation. In his postscript, Frankl reaffirms this belief as the basis for his tragic optimism, or belief in the importance of saying yes in spite of everything.

LIT CORNER – Perfectly Imperfect

- **Kavya Shekhar Kerkalamatti**

We all have flaws, and embracing these flaws would make a real difference between being happy and satisfied or being insecure. So, being imperfect is perfectly human.

Scars that blemish the beauty

Insecurities that breathe in us

Hush! the dark secrets we carry

GUILTS, shames, and regrets we swallowed

The minutes wasted on being

in someone else's life

Did all these make you flawed?

The deep wound of heart brakes

Disappointments that drenched in us

Priceless losses that left us battered

Volcano of muddled thoughts we share

Failures that made us stubbornly strong

and vulnerable at times

Did all these make you faulty?

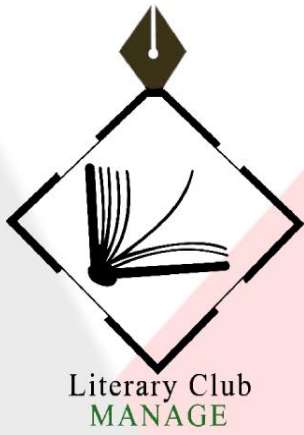
Yes, we relate!

If ever you had thought of being imperfect.

Isn't that something that you are supposed to be?

Imperfections make you perfectly unique!

I realize it, do you?



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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

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Tel: +91-40-240162702 | Fax: +91-40-2401388