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The Great Indian Thirst

-Galiveeti Sasikiran Reddy

More than 2,500 years ago, when the Indus Valley Civilisation had reached its pinnacle, it unexpectedly lost its radiance and vanished. Many archaeologists assume that people evacuated city settlements due to a catastrophic water scarcity caused by either shifting rivers or dramatic climatic change. Except for the remnants it left behind, which were unearthed in the twentieth century, the society vanished. History appears to be repeating itself, which is ominous for India. According to a 2018 NITI Aayog report, 600 million people, or over half of the Indian population is under severe water stress. That three-quarters of Indian rural families lack access to piped, drinkable water and must rely on unsafe sources. And India has become the world's largest extractor of groundwater, accounting for 25% of the total. 70% of our sources are contaminated & our major rivers are dying because of pollution. India is suffering from the worst water crisis in its history. We must all work together to avoid this disaster. The first step is to understand both the availability and the patterns of human consumption. Although India has 18% of the world's population, it only has 4% of the world's water resources. As a result, the water balance is severely adverse. Contrary to popular opinion, Agriculture utilizes a large chunk (over 85%) of India's water supply, not home or industries. With only 40% assured irrigation, our farmers rely primarily on rain or groundwater to meet their demands. Although India's monsoon season lasts four months, we only get about 30 days of heavy rain. And our rainwater conservation measures are

inadequate. The actual problem is to bring about a revolution in agricultural water use. It is driven by a rare public-private partnership between the government and farmers, showing innovative & cost-effective solutions. For example, in Madhya Pradesh's Dewas area, water had become scarce for farmers, who were forced to grow only one crop. A vigilant deputy commissioner aided the community in digging 10,000 farm ponds across villages to conserve monsoon water. Farmers were granted low-interest bank loans to excavate these ponds, which had an almost immediate impact. Farmers were able to produce high-yielding wheat varieties instead of diversifying into other crops during the following rainy season. Most have repaid their loans and are on the road to prosperity. Gujarat, which was formerly prone to drought, has made tremendous progress in persuading farmers to switch to drip irrigation. Apart from handholding farmers during the first planting season, the state has done this by offering subsidies of 60-80% of the cost of sprinklers. According to a survey conducted by the Indian Institute of Management, Ahmedabad, 20% of farmers have shifted to micro-irrigation, saving up to 40% in water and labor expenditures. They also earned an extra Rs 15,000 per hectare for every crop. In Punjab, where over-exploitation of water for paddy has seen a catastrophic drop in groundwater levels, there is an urgent need to diversify to other less water-intensive crops that can earn farmers the same income. The same for the sugarcane farmers of Maharashtra, where water use efficiency remains dismal. Haryana

has led the way by launching a program that provides farmers with cash incentives to convert from paddy to other crops in groundwater-stressed areas. Rather than issuing fiat, states should act as catalysts, convincing farmers to convert to crops that pay them better while also serving the country's food demands. Another critical issue to address is the growing water scarcity in our cities. By 2030, 21 major cities, including Delhi, are expected to run out of groundwater, according to the NITI Aayog. Simple remedies exist, such as restoring water bodies, as Bengaluru, formerly a city of lakes, has done. It's also time to reconsider our trash disposal and wastewater recycling strategies. To convey 100 grams of fecal matter, we currently utilize six liters of water to flush it down. Can we design something that uses less water, as done by airplane toilets? Our towns also use centuries-old sewage pipe-laying

techniques to transport solid waste to a central treatment plant on the periphery. Is it possible to locate a more localized treatment facility and recycle the treated water for industrial usage or local parks? Delhi is experimenting to purify its wastewater so that it may become used in industry. More such initiatives need to be taken in addition to a total rethink on how we plan our water supply and wastewater disposal in cities. Interlinking rivers could be the answer to supplying water to dry areas, with the bonus of capturing floodwater. But rather than building new massive dams to meet our demands, we should remember that this is also more cost-effective to rejuvenate existing water bodies. According to estimates, India will only have half the water it requires by 2030 if things continue as they are today. The disaster is only a decade away, not a century. We need to act now, and we need to act quickly.

Greenwashing - A Savage Trend

-Aayushi Mahna

With rising concerns about global warming, pollution, deforestation, species extinction, and resource depletion, "sustainability" seems to be the only answer to this aggravating problem. Then again, what sustainability is all about? Definitions and interpretations are countless, but the crux of it can be explained as one needs to be mindful while satisfying one's needs, to eliminate the possibility of jeopardizing the ability of future generations to fulfill their own needs. As this concept gained traction and became engrained in the mind of customers, consumer behavior and consumption patterns changed expeditiously. Consumers wanted to support businesses that aligned with their values. Brands started to acknowledge, that consumers are interested in green/environmentally sound products. To capitalize on this trend, companies needed to consider the views of their customers. However, going green for companies entailed a commitment to long-term change. Companies were unsure if they would receive a return on their investment. A quick and less expensive solution for the companies appeared to be greenwashing their goods. Greenwashing is the dissemination of false or incomplete information by an organization to present an environmentally responsible public image. The greenwashing approach allowed them to test the

waters and see if a green label impacts demand. Companies started to label their product with poorly defined buzzwords like 'clean' or 'green.' Unregulated terms like 'clean' and 'green' can mean anything brands want them to. It enables them to compete with more expensive goods from companies that have sustainable business practices. However, lately, customers have started to doubt corporate integrity due to the abundance of ambiguous and false environmental promises that they make. The problem with greenwashing is not just that it deceives customers. If dishonest marketers keep making claims about being environmentally friendly, organizations that are faithful to their environmental objective will lose their competitiveness. Additionally, the market may become so saturated with "green" promises due to their abuse and misuse that the buyer may lose interest in a product's environmental friendliness. And this would ultimately defeat the purpose of sustainability at large. What organizations need to do to avoid greenwashing is to put in the work to create a greener global economy and stop using vague language and become more precise in their claims. There is just a fine line between green marketing and greenwashing. If organizations hope to win discerning consumers over, they need to walk that line carefully.

The Powerful Business Women's Contribution to Brad's Drink Company

-Vibhaavari V

This is all about one of the most inspirational business leaders in the world and it is so hard to believe that a girl with no extraordinary background went from being an ordinary girl from South India to becoming the chief executive officer of the largest beverage company in the world, PepsiCo and that is Mrs. Indra Nooyi. And this is a very, very big deal at that time in 1994, the number of female CEOs among the 500 biggest companies was practically zero. But this incredible woman did not just play through these walls and became the CEO of PepsiCo, but also took the company to such great heights. Under her tenure, PepsiCo saw its revenue grow by more than 80% and added a new billion-dollar brand almost every other Year. When Indra Nooyi walked into PepsiCo, that time it was a 3-legged stool. The first leg was beverages which included Pepsi Cola, Diet Pepsi, and Mountain Dew with annual revenue of \$9 million. The second leg was snacks which included lays, Doritos, and Cheetos, with annual revenue of \$7 million. And the third leg was that of restaurants like Pizza Hut, Taco Bell, and KFC, with annual revenue of \$9 million. But when Mrs. Nooyi came in, she observed that the third leg began to shake and the problem was that Pizza Hut, Taco Bell, and KFC were operated as three individual companies and in a way, they started cannibalizing each other's businesses. Each of these companies has its revenue targets, the advice of Mrs. Indra Nooyi decided to spin off all these three brands, that is KFC, Pizza Hut, and Taco Bell, into a different entity called Tricorn Global Restaurants for \$4.5 billion.

And eventually, the company uses the money to slash its \$8.5 billion debt by more than 50%. This gave PepsiCo very, very good financial flexibility to invest in further business development. This is how, through critical micro and macro analysis, Mrs. Indra relieve PepsiCo of a huge burden that was crumbling the organization because of bad structure. And this will be the second and perhaps the most important contribution of Mrs. Nooyi, and that was defining a purpose for PepsiCo, Which is why in 2010, Mrs. Nooyi declared that PepsiCo needed to be a part of the solution to one of the biggest public health challenges, and that is obesity. So all PepsiCo products were classified into 3 discrete segments. The first segment was the fun for you segment which included products such as potato chips and regular soda. The second segment was better for you segment which was diet or low-fat versions of snacks and fizzy drinks. And then they had the good-for-you segment where there were products like Quaker Oats. So under her direction, Pepsi started decreasing its portions in the fun for your products and started increasing its focus on good-for-you products. And this classification made it so clear to the organization that they were able to fix some of the most fundamental marketing messages of their products. The major marketing glitch was that Gatorade, which was an energy drink, was marketed as an everyday recreational beverage. And for those who are involved in fitness and nutrition, know that having a Gatorade without working out is nothing short of a disaster to the health. And this marketing was done because obviously, the

customer base of regular soft drinkers was way bigger than the athletes, but under the guidance of Mrs. Indra, made sure that the advertisement was strictly for athletes and never to be presented as an everyday recreation beverage. By default, when you shrink your customer base, your profits are going to shrink. But Mrs. Nooyi was no alternate CEO, She did not just want PepsiCo to be a giant company, she also wanted it to be a good company. This was the power of instilling purpose within the organization and striking a balance between capitalism and consciousness. And the third contribution of Mrs. Nooyi was to incorporate something called Design thinking in Pepsi and it is one of the most important skills of the 21st century. That teaches us how to empathize with the set audience and eventually it gives us some game-changing market insights. In this case, Mrs. Nooyi realized that there was a very, very

the big flaw in the way Pepsi was marketing its products for women, cause these marketers often followed something called, the shrink it or pink it approach. What this means is that if the company is wanted to sell something to women, they would just take the same products that are made for men and shrink as in make them smaller or they pink them. So if they wanted to sell Doritos, they would just put it in a pink bag and say that it's for a woman. But due to the advice from the CEO side to think about design thinking, they look beyond shrink it and pink it, and within no time the executives of Pepsi realized that there is a lot more to know, how women like to snack. So when they started to conduct these exercises, they were able to know those intricacies of women's behavior which

lacks, that would be completely overlooked by conventional designers. For example, they observed that when men finished their snacks, they would just pour all the leftovers into their mouths. But women were very less likely to do that. Why because they often worried about if it fell on their dress. Similarly, they noted that women in public places are more conscious while snacking as compared to men. So they introduce the stacked-up chip that comes in a plastic tray. And they even made the chip less noisy because they found out that a lot of women did not want people to hear them crunching away. This is how Mrs. Nooyi calculated this killer Design thinking in PepsiCo so that they could build products based on empathy and not stereotypes. These were some of the most important contributions made by Nooyi. Apart from that, under her, PepsiCo aggressively expanded into international territories, because of which, by 2017 nearly 21% of Pepsico's revenue came from Asia, North Africa, the middle east, and Latin America. In 2015, the company slashed the overall water use in its operation by about 3.2 billion liters in a drive towards improving water conservation and in doing so they also ended up saving \$18 million in production costs. Every year between 2007 to 2014, Forbes listed her, in its words, as the hundred most powerful women. She was named number one on Fortune's annual ranking of the most powerful woman in business from 2006 to 2010 2008. The US News and World Report itself named Mrs. Nooyi as one of the best leaders America had and finally, in 2018, Mrs. Nooyi announced that she would be stepping down as the CEO of PepsiCo, ending the iconic career with the company.

Renewable Energy: A New Way Forward

-Nikhila Kunnuthottiyil

With over 100 nations making net-zero commitments at the recently concluded COP26 UN Climate Change Conference in Glasgow, the world is aiming to keep the rise in average global temperature to 1.5°C. The energy sector, which is responsible for more than 70% of these emissions, is now in the spotlight. In order to combat this, renewable energy is poised to step up and hold the key to containing global warming.

According to a recent study, advanced photovoltaic (PV), advanced robotics, artificial intelligence, big data, distributed energy storage systems, grid integration, blockchain, green hydrogen, bioenergy, hydropower, and wind energy will be the focus of attention in the renewable energy sector.

Solar power will remain the favoured source of electricity. More marine and agricultural photovoltaic projects are anticipated in the PV sector. More emphasis will be placed on environmentally friendly thin-film cells and the use of perovskite-based materials for improved energy conversion. To increase production and process efficiency, sophisticated robotics will be deployed.

The importance of grid management is anticipated to increase, and distributed energy storage solutions won't fall behind. Big data and AI algorithms would be used more frequently to support internet of energy (IoE) applications that enable autonomous trading and pricing, as well as real-time decision-making in energy grid management. Local renewable energy management, from generation to storage, would benefit from battery and battery-less distributed energy storage systems.

Grid integration would be necessary, which would put an emphasis on grid-to-vehicle (G2V) solutions for storage during off-peak hours and vehicle-to-grid (V2G) systems to assist stabilise the grid during peak hours. Blockchain would be helpful for carrying out secure transactions in the industry.



Better hydrogen storage, transport, and distribution are likely to be a major focus of developments in the green hydrogen sector, which will garner increasing attention. Additionally, increasing use of bioenergy, hydropower, and wind energy is anticipated. Algal and microalgal feedstocks will be employed more frequently in bioenergy to produce energy from biomass sources. Energy converter implementation is anticipated to result in more efficient energy production in the hydropower sector. According to the "Renewable Energy Innovation Report," land-based wind turbines will be complemented by offshore and aerial wind turbine development and deployment.

These advances might be hard to find right now, but they'll soon be common place, thanks to the recently activated clean energy ecosystem, which will spur more of them.

The 2030 global emissions reduction goal is supported by the leaders of 40 nations, who collectively represent 70% of the global economy. Through initiatives like the Glasgow Breakthrough on Power, it is hoped that nations and businesses would work together to foster development and scale up green sectors, thereby making clean, affordable power available for all needs in every nation by 2030. The Glasgow Breakthrough on Power is anticipated to be delivered by three initiatives: the Breakthrough Energy Catalyst, the Global Energy Alliance for People and Planet, and the Green Grids Initiative.

The Breakthrough Energy Catalyst seeks to lower the cost of clean technology in fields such as sustainable aviation fuel, long-duration energy storage, direct air capture,

and green hydrogen. The new effort, which is part of Bill Gates's Breakthrough Energy, aims to encourage the adoption of crucial climate solutions for net-zero emissions by businesses, governments, philanthropists, and individuals by the year 2050. It will support the creation of new technologies as well as the commercialization of existing ones.

The Global Energy Alliance for People and Planet aims to mobilize \$100 billion in public and private finance to advance green energy with an initial budget of \$10 billion. The alliance of philanthropists, multilateral and development finance institutions, and governments seeks to provide grants and technical assistance to provide a billion people with reliable and renewable power, resulting in a four billion-tonne reduction in carbon emissions and the creation of more than 150 million jobs.

Global energy poverty is being addressed by the India and UK-led Green Grids Initiative-One Sun One World One Grid (GGI-OSOWOG), which aims to mobilize political will, financial, and technical resources to set up interconnectivity between electricity grids and develop mini-grids and off-grid solutions. All of the world's electricity needs can be easily met by constructing and linking sustainable energy systems. In an effort to hasten the transition to reasonably priced sustainable energy, the programme will also encourage the sharing of best practices and resources. More than 100 nations have already backed the project.

The energy sector has seen or is experiencing more innovations of this nature. These are simply the tip of the iceberg; perhaps, as we work toward a net-zero future, these advancements will soo

So Far @ MANAGE

Krishna Janmashtami:

Janmashtami is the birthday of lord Krishna and is celebrated with great enthusiasm all over the country. The lord Vishnu reincarnated in the form of Lord Krishna on this auspicious day of Janmashtami. The historical background of Lord Krishna's birth depicts this festival's significance. Lord Krishna was born in the middle of midnight on the eighth day of the Hindu lunar month, Shravana.

On the day of Janmashtami, we welcomed Bal Krishna by offering Makhan and mishri, favorites of Bal Krishna. The day was fun-filled with cultural events and games that spread the vibes of Lord Krishna.



Ganesh Chaturti:

Ganesh Chaturthi, also known as Vinayaka Chaturthi, is an auspicious Hindu festival observed for ten days each year. The festival is held during the Hindu month of Bhadra, which generally falls between mid-August and September. It is the birthday of Lord Ganesha, the elephant-headed deity. Ganesha

is the God of Wealth, Science, Knowledge, Wisdom, and Prosperity.



This festival was commemorated by keeping an eco-friendly Ganesha in our college for five days. We welcomed Ganesha with joy, happiness, and good spirits, and then performed pooja rituals. Following the pooja, we distributed prasad and sweets. Every evening, we performed pooja rituals. We bid farewell to Bappa on the fifth day with high spirits and great celebrations through Visarjan.



Onam:

Onam is the biggest festival of the year in Kerala. The purpose of the festival is to commemorate the mythical King Mahabali, celebrate the end of the monsoon season, and welcome the harvest. The Cultural committee MANAGE celebrated Onam by nurturing togetherness and unity among us. MANAGE welcomed the Onam, the harvesting festival of



Malayalis with a carpet of flowers known as Pookalam. The celebration comprised insights into the Onam festival. Our batchmates from Kerala sang a melodious song followed by amusing games like a three-legged race with lemon on each spoon in their mouth, where everyone actively participated and enjoyed. Overall, it was a spectacular event that lit up the souls with happiness.



Convocation & Reminiscence

MANAGE conducted the sixth convocation ceremony for awarding the Post Graduate Diploma in Management (Agri-Business Management) to the students of batches 2018-2020 to 2020-2022 on 26th August 2022. A total of 202 graduates were awarded their diplomas at the convocation ceremony, and three of the students were bestowed with Gold medals for their exemplary performance in academics.

Honorable Minister of Agriculture and Farmers Welfare, Shri. Narendra Singh Tomar as a chief guest presided over the ceremony. The Director General Mr. P.Chandrashekhara, Principal Coordinator Dr.K Anand Reddy, and Dignitaries from academic institutions were also present at the event.

The convocation began with an opulent and majestic academic procession following the National Song and the Director General's opening REMARK.

Several bachelors received diplomas, and the celebration continued with the Chief Guest presenting gold, silver, and bronze medals to the top academic achievers-

2018 – 20 Batch

Gold Medal	Mr. Josin T Joseph
Silver Medal	Mr. Sourabh Singh Yadav
Bronze Medal	Ms. Shruti Kunwar

2019-21 Batch

Gold Medal	Mr. Vishnuvardhan R
Silver Medal	Mr. Mohan Ram S
Bronze Medal	Mr. Amit Kumar Sahu

2020-22 Batch

Gold Medal	Mr. Sayak Chakraborty
Silver Medal	Harman Kaur Chawla
Bronze Medal	Mr. Bhushan

On August 27, 2022, MANAGE held Alumni Meet -The Reminiscence at its campus to commemorate the Silver Jubilee Celebration of PGDM(ABM). The administration and students assisted with the planning of the various sports and cultural events for the alumni meet. For the students, alumni, and MANAGE Faculty, the meet was all about reliving, rejoicing, and reconnecting. The event was a success, with student cultural performances and inspiring speeches. Meet left the current batches feeling ecstatic and the entire MANAGE family feeling a sense of family for a very long time to come.



LIFE @ MANAGE

Wandering around like a nomad through different states in just two months, tasting the food of various hotels all alone. Being independent, although it lasted for a short duration, felt like a roller-coaster ride.

And just when I thought my life couldn't get crazier than this, I ended up here in MANAGE!

Yes, it's been a whirlwind ride. My two months before MANAGE was unexpectedly exciting and the other two are like a plastic bag that gets struck in a small tornado leaving it all torn.

Every single day was a rush of emotions.

Every dawn here had a story!

Every sunrise was a surprise.

Bathrooms and pillows felt like the best things.

Standing numb and clueless in front of the mirror, calming myself with some ridiculous number of deep breaths.

Carried away in all these, I probably didn't realize that,

Every day that rush of emotions was impressively exciting.

Every dawn and sunrise were adding flavor to my boring life.

Meeting some extraordinary people all around the places, different regions, languages, and cultures.

Diversified by numerous facts united by news, presentations, parties, gym, endless night walks, and the beautiful bonds which have been made will be forever memorable.

Looking forward to many more euphoric moments, hoping and living on.

Cause life goes on...

MULGI POOJA

PGDM 2022-2024

ALUMNI SPEAK

Maruti Chapke

(2000-02)

Founder Director

Fresh produce value Creation Service Private Limited (Go4Fresh)



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

Being the son of a farmer, agriculture has always been an area of interest since childhood. The academic journey of agriculture has started from 11th std by selecting electives like crop science and thereafter got opportunity to explore many dimensions of agribusiness while working in agribusiness firms like Mahindra's, HDFC bank and Reliance retail. Eventually it led to incorporation of go4fresh 2013 and now agribusiness has become and will remain major part of life journey.

Q. Over the past few years, we are seeing massive growth in terms of valuation and user base of the online fresh fruits and vegetable segment. What changes are being brought about in the industry, as a result of this transformation?

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

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

Due to the pandemic, this has become reality and a need of the consumer to order fruits and vegetables online. This trend will continue and increase it share and will have different formats

like quick commerce, subscription model, and scheduled deliveries and all will coexist along with brick-and-mortar structures

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

We have a network of farm collection centers which are in the production cluster and hence our operations were not affected. on the demand side, we have SME customers whose demand is aggregated through the buyer app hence we are not affected much during the pandemic as go4fresh operations are enabled through 3 different apps we could serve our customers and buy maximum produce from the farmers.

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

Team work, be humble, Macro view, Holistic approach to the solution are some of the key qualities inculcated at MANAGE. It will always help to contribute positively to the Agri sector.

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

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

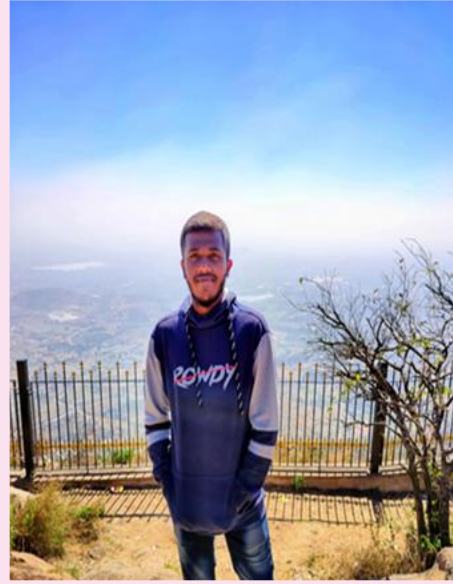
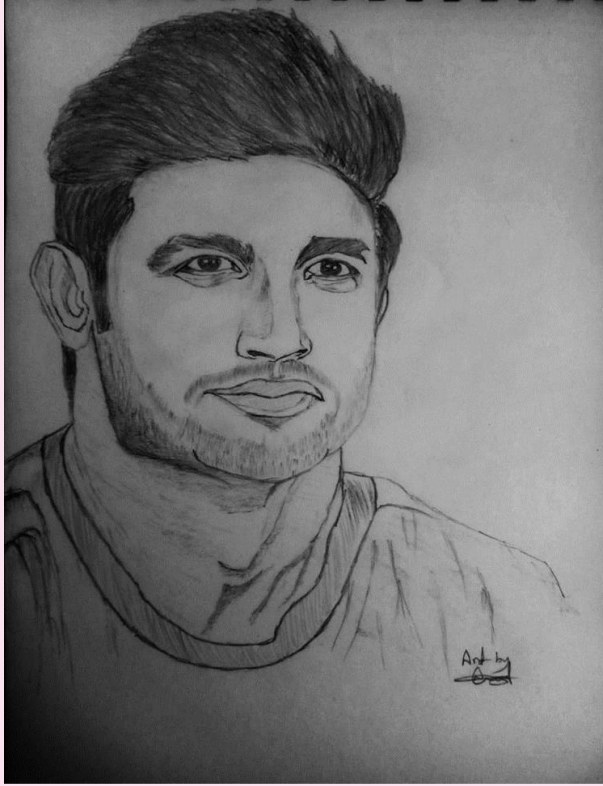
A.O.M- Artists of MANAGE



-Sakshee Dattaram Salvi



-Duddala Reshma Goud



-Naveen Kumar B



-Pooja B

Unerased Love - Today and Forever

-Apoorva Juvvadi

The soft and tender touch
Of your beautiful wrinkled hands,
The warmth of your smile
Killed each of my fears,
Your selfless love,
And the strength to hide tears,
You're not a memory,
You're an eternal emotion.

Whatever the problem,
You fought without ceasing,
You believed in your values,
And never gave up teaching.
Whatever the relation,
You served each one with affection.

Every event, every festival
You made everything feel special.
You left no stone unturned

No effort left without trying
To fill our lives with happiness.

You were the independent idol,
Of the golden era in modern times.
You were the patient listener,
To my endless stories.
The comfort in your lap,
I still miss those naps.

"You are just like her"
I couldn't hear something better.
You will always be there
Endless of thee.
You're not written on sand
To be washed by the sea.
You're engraved in our hearts,
Immortal as our emotions
You're the soul of our beats.



TEAM PRATIBIMB



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BOYINA ANJUSREE
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