



INAUGURATION OF 16th BATCH-PGDM(ABM) 2011-13

Dreams come true

They all came with dreams in their eyes, and the hope of making it big in the world. On 18th July 2011, a batch of 58 agriculture and allied graduates enrolled in the Post Graduate Programme in Management in the Agri-Business Management PGDM(ABM) course at MANAGE.

So far 14 batches of agri-business professionals have successfully passed out from this Gurukul where they have been trained and moulded for two years. They are fully geared to face the exciting but rough tumbles of the corporate world.

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

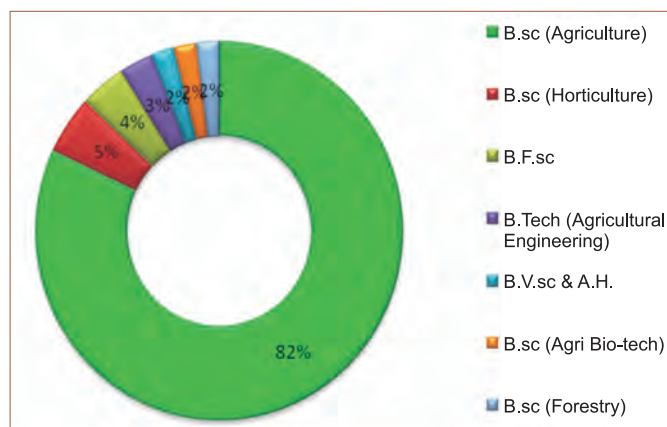


MANAGE has always attempted to promote the agriculture sector through its various extension programmes. It also promises to develop dynamic managers, specially tailored for the needs of the Agribusiness industry.

BATCH PROFILE - 16th BATCH-PGDM(ABM) 2011-13

The PGDM(ABM) 2011 batch is a microcosm of India. Culturally diverse, the students represent 13 states and are from 24 agricultural universities across India.

The students went through a rigorous selection process. The current batch is a blend of graduates meticulously chosen from 7 sectors i.e. Agriculture, Horticulture, Fisheries, Agriculture Engineering, Veterinary, Agriculture Biotechnology and Forestry.



B-School Ranking 2011

Business standard—the world of B-Schools Survey has reiterated the commitment of MANAGE towards excellence. MANAGE is placed in A1 league after 8 B schools in Super League 1 and 10 B schools in Super League 2. The survey consisted of over 250 B schools placed in different leagues.

The continuous commitment to quality business education has helped MANAGE to get the 16th rank in recruiter's preference across

functional areas conducted by The Economics Times.

The survey for the rankings uses a combination approach, merging the best of both worlds – self-audit by the institutes, and an external rating by industry. The audit module, itself, has been refreshed to take into account the changing dynamics of the market, as each parameter has been relooked at and evaluated to make it more relevant.

Summer Internship Experience

By Aditya Singh 2nd year PGDM(ABM)2010-12

Anxious and excited I stepped into the office with my fellow interns. The brain was full of apprehensions but there was an inherent sense of confidence that gave me the strength to put my first step forward into the corporate realm. There was also a sense of responsibility that constantly reminded me, that I was not just representing myself but a prestigious institute, MANAGE, which has carved a niche for itself in the market. I had to give my very best!

I began my work from Andhra Pradesh, first day when I went into a small village near Guntur, along with the field assistant, I was pleasantly surprised! The farmers were extremely cordial and welcoming. The more I spoke to them, the more they opened up and discussed their issues with farming. Soon I got familiar with the nature and behaviour of the people of Andhra and started enjoying my work.

On the professional front, I observed that the farmers were extremely inquisitive and eager to adopt the new technology and were ready to pay an extra sum of money for a product that would improve the crop yield and would subsequently lead to greater profit.

As I moved from one city to another, covered one village to other I realized that Language cannot be a barrier once you are clear about the idea you are working upon. While dealing with the farmers was simple, extracting information from the dealers was a tricky task. But as they say, 'Practice makes a man perfect', very soon I started learning the ropes.

While I was enjoying the task assigned to me, I

wouldn't say that there were no hard times at all. Many-a-times I came across people who were hard nut to crack. There were times when even I lost my patience and felt exhausted with the hectic schedule. But at the end of the day when I sat down, feeding the data into the excel sheet, a sense of satisfaction rested upon my heart that I was delivering upon the work.

Finally, after one and a half months, I had covered 10 districts spread across 3 states. Now, the second phase of the Summer Project was about to start – The Data Analysis. I remember being looked onto my computer and working on Microsoft Excel for hours together. Hours became days and after another rigorous session of brain storming I was able to come up with the perfect recommendations for the successful launch of the project.

I assembled all the information in the form of a PowerPoint presentation on my observations and recommendations in front of an esteemed gathering of company's employees working on the same product. I must say, that all the hard work and painstaking journey paid off when I got to hear the words of appreciation from the distinguished officials, especially my guide, who had been working on the product since inception. The sense of achievement and confidence that I gained was unparalleled! The summer internship is, according to me, is the most important part of an MBA programme. The experience that one gains by working at the grass root level is imperative. What I learnt from my summer project, communicating with the farmers, dealers and field staff was more than any book could teach me.

JUGAAD- The Inevitability of Innovation

By Ajay Lingwal 2nd year PGDM(ABM) 2010-12

Jugaad- the Indian way of life

“Jugaad” is the colloquial term for any ‘make shift arrangement’ and it is used very commonly by rural people. It has a number of connotations, the explanation of all of which would require a different kind of expertise altogether. For the present purpose let us assume a more convenient meaning i.e., innovation. Jugaad has long been a way of life and an art practiced to such a degree that it has now evolved into a management technique. With our backs against the wall and confronted with all kinds of difficulties, we Indians come up with most extraordinary of ideas. Or at least that is what most Indian villagers do almost throughout their lives. To innovate is as natural as breathing for them. To survive the odds of life stacked against them they have to grapple continuously with the challenges that life throws at them. The fevicol advertisement in which a minivan is shown carrying passengers almost thrice its capacity, epitomizes the spirit of rural innovation in India. Interestingly, it is rather by default that they end up making the most of an adversity. Unlike cities where there are specialists like plumbers or electricians or carpenters available to do the odd jobs the rural people have to be jack of all trades. For them there is only one solution to every problem and that is to adjust. Even with such great culture of innovation, the impact has been naught.

Characteristics of a typical jugaad

- Highly suited to local needs, conditions.
- Made from locally available resources.
- Highly cost effective.
- Easy to operate and less sophisticated.
- Mostly multipurpose and can be easily customized.

Had these attributes been associated with any of the branded products in any category, the



product would have been a blockbuster. However a number of such potentially groundbreaking inventions go unnoticed. Those which finally do get into the limelight find few takers for commercial production. Let us have a look at some of these innovations.

Some Examples

Mansukhbhai Jagani, Mansukhbhai Patel and Mansukhbhai Prajapati. All these Mansukhbhais share more than just their first names in common. They were among Forbes' list of seven most powerful rural Indian entrepreneurs, whose "inventions are changing lives" of the people across the country. Sharing the honour alongside the Mansukhbhais were Madanlal Kumawat, Dadaji Ramaji Khobragade and Chintakindi Mallesham. Khobragade's rise to fame has had no visible impact on his standard of living and he continues to live in a small hut and earns his living by farming on a small piece of land. He is the breeder of HMT rice variety which is cultivated in more than one lakh acres in five states. He bred the variety without any scientific assistance on the small piece of land that he owns. Apart from this he has bred six other paddy varieties. Sadly, the local agricultural university took away all the credit just for purifying the seeds. We do not know how many more such desi Borlaugs and Swaminathans are there, lost in the crowd. But we might do as well to recognise the few that we know, like Dadji Ramaji Khobragade.

Harnessing the great Indian rural market

Today, be it FMCG companies or the service sector companies, all of them want to tap the huge rural market that India has. They are busy deciphering the buying behavior of the rural masses and devising new marketing strategies. Little have they realized that the solution to the problems of villagers lie within the village itself. We have already seen from the characteristics of the rural innovations, that they are highly suited to local needs and are cost effective with multipurpose advantages. So, the companies should encourage the local innovators to develop products for the local population and help them scale up their operations. It may seem as an arrow in the dark but is definitely worth a try.

Combined with a little scientific guidance these innovations can work wonders. Later the companies can also help market these innovative products across geographies, in areas with similar requirement. The rural innovators deserve more than just a pat on the back. They need to be empowered and encouraged as entrepreneurs. Organizations like NIF, GIAN, Honey Bee Network will continue to play a major role as scouts for identifying rural innovations. It is the private companies that

need to play a more active role as they possess the resources and the strategic inputs that hold key to the success of this movement. e.g. Villgro founded by Paul Basil is already leveraging the force of rural ingenuity for achieving a win-win situation for all. Mini sanitary napkin vending machine, Bamboo mat weaving machine, Alginate band-aid and Plant oil stove are some of the innovative products by Villgro. There can be various models that can be followed by different private players. It goes without saying that it will be reasonably profitable for the companies and not just a namesake CSR initiative. All that is required is whole hearted commitment towards the greater good of the rural society.

Innovators as Entrepreneurs, Stakeholders

The effectiveness of this scheme lies in the implicit assumption that the innovators are given their due recognition and treated as stakeholders and partners in growth. Mansukhbhais and Khobragades present all over the country need to be recognized for their contributions and engaged positively. Only then can they actively contribute to the cause and continue innovating. May long live the legacy of Jugaad- the Indian style of management.

MANAGE Calling

14th August is the date for nostalgia and homecoming for all MANAGEites who are away from their 2nd home and bringing laurels for MANAGE. A day to cherish all old memories of classes, group assignments, tea lounge and of course parties at MANAGE.

One roof one night

at.....MANAGE



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