



Freshers' Arrival at MANAGE

July 2, 2012 marked a new beginning for yet another batch of inquisitive minds from 16 states and 27 universities, with the induction of the 17th batch of PGDM(ABM) programme at MANAGE. Commencing with a formal inauguration, by Shri B.Srinivas, IAS, Director General, MANAGE, in the presence of Dr. Vikram Singh, Principal Coordinator and Director PGDM (ABM) and other guests, the induction programme went on for three days. The programme was coordinated by Dr. K. Sai Maheshwari, Batch Coordinator (2012-14), who extended a warm welcome to the students at the institute. Later, they were introduced to various Directors, faculty members and staff of the institute. They were briefed about the course curriculum, trimester system, the culture and various facilities available at MANAGE. The programme went on with a warm and productive interaction between the faculty, staff and the students.



Freshers Speak...

Something which happens suddenly is said to be usually beautiful and MANAGE happened to me in the same way. MANAGE was a not a new name but its decision to take CAT for preliminary induction was a welcome surprise for me. With a bit of skepticism and lots of enthusiasm, I came to MANAGE, the best institute in the country for Agri-Business Management. Its facilities, faculty and new friends I made here helped a lot in overcoming my fears and spreading my wings in the all new sky with new goals and new reasons. Today I have the vision to succeed and a mission to improve the lives of farmers of the country. The interactions with Alumni made me realize what it takes to become a MANAGEite and how I can make it there. Today I feel empowered and focused because I am at MANAGE.

Dr.Jha Romesh Ramankumar, PGDM-ABM(2012-14)

Prior to entering MANAGE I was focused on achieving more and more academic knowledge from the learned mentors and completing PGDM (ABM) with a good placement. But soon after stepping into this institute, I realized that things were changing from informal to formal, from understanding the concepts to applying them, from resource management to particularly time management. I realized that it is more about behavioral knowledge which is required in management that is inculcated in MANAGEites, which makes them a class apart. Here I observed that more focus is upon the behavioral skills which pave the way to living and perceiving things differently. Therefore my expectations from the institute are to gain knowledge and inculcate the right perception and attitude towards things which will make me capable of taking care of my career ahead.

Poonam Joshi, PGDM-ABM(2012-14)

Being a Biotechnology student, I always wanted to pursue management education for my post graduation stream because of my interest in management skills, team building ability and leadership challenges. Being from a life sciences background I further wanted to narrow down my management stream, so I chose Agribusiness management. Then I chose MANAGE because, firstly it is an institute under the Ministry of Agriculture with high reputation amongst B-Schools. The faculty here has excellent methodology of teaching. They make you understand each and every aspect of management theoretically as well as practically. Here I found an excellent infrastructure, including a comfortable hostel accommodation, and the kind of food they serve is best and healthy. Having become a part of MANAGE, I have no doubts that I will not only build my career professionally and ensure my 360° development.

Priya Raj, PGDM-ABM (2012-14)

Having had an experience in the corporate world for three years, I felt the need for guidance on how to handle difficult situations. To work proficiently by improving my interpersonal skills and soft skills, I started to work on it and felt the need for pursuing higher studies. Having an agricultural background, I decided to opt for PGDM(ABM). I knew about MANAGE as the premier B-School in the country so, I put all my efforts to get in, and I made it. MANAGE is a brand in itself and I feel fortunate to be a part of it. New faculty, friends and strong alumni base is helping me refine myself. The infrastructure and the staff here is unmatched. I am looking forward to a brighter future in the coming years.

Vikas Sharma, PGDM-ABM (2012-14)

25...and on to New Horizons

The National Institute of Agricultural Extension Management (MANAGE) celebrated its 25th Foundation Day on 11th June 2012 as a part of its Silver Jubilee Celebrations.

MANAGE was established as an autonomous institution under the Ministry of Agriculture, Govt. of India in 1987 in response to the challenges of agricultural extension in a rapidly growing and diverse agriculture and allied sectors. The mandate of MANAGE is to assist the Government of India and the State Governments to help improve delivery systems through changes in policies, programmes and upgradation of skills of personnel. In accordance with its mandate, MANAGE offers services in Training, Research, Consultancy and Management Education.

Shri. Suresh Kumar IAS (Retd), the first Director General of MANAGE, was the Chief Guest of the day. Shri. Sanjeev Gupta IAS, Joint Secretary (Extension), Ministry of Agriculture and former Director General, MANAGE and some of the other former Director Generals of MANAGE, namely, Dr. N. K. Sanghi, Shri. A. K. Goel IAS (Retd) and Shri. Jiji Thomson IAS, were present on the occasion. Smt. Anuradha Arora, w/o of late Shri S.K. Arora, IAS Director General, MANAGE during 1992-1997, also graced the occasion.

Shri B. Srinivas, IAS, Director General, MANAGE welcomed the dignitaries and presented a report on 'MANAGE over the last 25 years' highlighting various projects, programmes and innovations conceptualized at MANAGE'.

Shri Suresh Kumar, Chief Guest, recollected the idea behind the creation of MANAGE and traced developments from the initial years. He visualized a broader role for MANAGE in extension in the light of the National Mission for Agricultural Extension and Technology (NMAET).

Shri Sanjeev Gupta, Joint Secretary (Extension) a road map, touching upon the various ways in which MANAGE could play a crucial role in the extension scenario in the country.

Smt. Arora nostalgically remembered being part of the MANAGE family and shared her thoughts. Shri. Goel shared his dream about MANAGE and new concepts that could be introduced by the institute. Shri Jiji Thomson fondly recalled his association with MANAGE.

Mementos were presented to former Director Generals to honour them for their commendable services rendered to the institute.

The dignitaries presented mementos to former and current MANAGE employees, officers and staff. A cultural programme was also organized in the evening.



Dignitaries on the dais



Cultural evening at the Tea-Lounge

A New Beginning

The newly inducted PGDM-ABM batch of 2012-14 has brought with it hopes of bringing about a transformation. As part of the paradigm shift, it is of utmost importance to lead the human race towards sustainability, for a better tomorrow. Today the world is talking about the three indispensable pillars of development which go beyond mere monetary benefits and satisfaction. A new dimension of a humanistic approach to development has been added- encouraging us to look at development in the hues of humanity. This very change defines the new thinking we believe in. Our rationale is majorly defined by the diverse backgrounds we come from. The way each of us have been brought up and our myriad experiences add value to our everyday activities.



Modern-day techno managers are caught in a web of problems. Sustainable economic development, alternative energy, food security, ecological conservation and climate change are a persistent threat to world peace and harmony. To reflect on and analyze these contemporary issues in a holistic way, is the need of the hour. Present-day problems can no longer be deciphered by a unidirectional validation, but need lateral thinking skills. The confluence of people with varied educational backgrounds has led to the growth of positive synergisms that are nurturing new ideas within us. We are driven to bring about traditional turn-key solutions for global problems.

Technology is successful in its truest sense only when it can benefit the social order. In a country such as India with a skyrocketing population, increasing income disparity and drastically changing consumption patterns there is a need, for us technocrats, to unravel the problems using an interdisciplinary approach. We are confident that by capitalizing on our biggest strength – Diversity, we can help bring about greater sustainability and peace in the world.

Kritika Kumar, PGDM-ABM (2012-14)

Strengthening the Foundation

Poverty alleviation, bridging the gap between the rich and poor are radical terms in a business environment. This idea has been propagated by C K Prahalad in his radical to reality book– “Fortune at the bottom of the pyramid”. He defines a business strategy which identifies the poor socio–economic section of the society as the “largest consuming class”. A strategy that paves a pathway for MNCs to penetrate the unexplored market. A better approach to achieve that is by partnering with the poor to innovate and achieve sustainable win-win scenarios where the poor are actively engaged and at the same time the companies providing means to sustainable resources. The approach tends to create opportunities for the poor and develop products that are affordable, accessible and serve for different purposes. Companies have tried this approach, some have come out with flying colours and few burnt their hands. The MNCs do not find it difficult to design a low cost technology, but many find it difficult in making it accessible. Cellular phones have defied this logic. But Cellular phone is not all. There are many essential products that remain a fairy tale to this customer base. Moreover accessibility of branded goods and services to the poor alone cannot alleviate poverty. An opportunity to buy comes when there is enough to spend. MNCs who can develop affordable technologies fail to create employment opportunities for the population at the bottom of the socio-economic pyramid. There is one sector which can have an edge over others in adopting this strategy. That is ‘Agribusiness’. Be it developing a low cost product or creating employment opportunities, agribusiness can pull each and every string of this strategy to make it a success. Initiatives are plenty, few have tasted success. One among them is the organized agro rural retail outlet of Coromandel International Limited, ‘Mana Grow More’. Initiated in the year 2007 at Sattenapalli in Guntur district, Mana Grow More has 600 retail outlets which offers agri-inputs, farm equipment, etc. to the farmers. It also runs a household retail chain in these villages called ‘Maitri’. And to add feather to the cap, these retail outlets have registered 11% growth in revenue during this financial year. A similar initiative by United Phosphorus Limited (known as “Unimart”) is an organized rural retail outlet at Manchar, Maharashtra through which the company provides training facility on wheels wherein Unimart can cater to 20 farmers in a single programme with the help of audio-visual aids. Penetration of agribusinesses into the rural market has set a benchmark at the bottom of pyramid for others to follow and achieve Inclusive growth.

Raichel Jennet Richard MCP, PGDM-ABM (2012-14)

Agri-Business in Africa

Agriculture is the most important sector of the African economy, accounting for 65 per cent of the continent's employment and 75 per cent of its domestic trade (UN Industrial Development Organization Report, 2012). Despite this, there is need to boost agricultural productivity to achieve sustainable industrial and agribusiness development as a means of wealth and employment generation. As per the statistics given, agribusiness in Africa is at a nascent stage with huge potential to expand exponentially and ample opportunities for agro-companies and entrepreneurs to explore further. As Mr. Kandeh K. Yumkella, Director-General of UNIDO puts it, "African Agri-Business value chains will have to adapt to changing market conditions, continuously improve efficiency and strive to meet consumer requirements in a competitive global trade system."

The opportunities in Agribusiness sector in Africa are abundant due to:

- i) low base of agricultural production on the continent
- ii) availability of significant portions of arable land in Sub-Saharan Africa
- iii) availability of extensive water resources in Central and Western Africa
- iv) low levels of technological sophistication in Agriculture
- v) geographically closer access to markets in EU, India, China and the Middle East
- vi) an increasing awareness amongst African governments to assist with investment
- vii) renewed interest globally in investing in Africa



Africa's average of 13 tractors for each one hundred square kilometers of arable land compares unfavourably both with the global average (200/100km² of arable land) and with the average for other developing regions, such as South Asia (129/100km² of arable land). The same applies to irrigation: sub-Saharan Africa (SSA) has only 4% of arable and permanent cropland under irrigation, compared with 39% in South Asia and 11% in Latin America and the Caribbean. While high-income countries add about US\$180 of value by processing one tonne of agricultural products, African countries generate only US\$40. 98% of agricultural production in high-income countries undergoes industrial processing, in African countries less than 30% is processed.

An agribusiness-led development strategy, with higher productivity, offers the best opportunity for rapid and broad-based economic growth and poverty reduction.

The UNIDO study suggests that a new strategic framework for agribusiness development, would include:

1. Enhancing agricultural supply for value addition
2. Upgrading value chains
3. Exploiting local, regional, and international demand
4. Strengthening technological efforts and capabilities for agribusiness
5. Promoting effective and innovative financing
6. Creating a favorable business environment
7. Improving infrastructure and energy access



The underlying statement is simple and bears a lucrative opportunity for the global agribusiness companies to tap this potential that has been hitherto ignored or unutilized. At the same time, the challenges that fly in the face of such venturesome companies are abound, and are present on various levels. But fortune has always favoured the brave. And there's going to be no exception here for sure.

Source : UN Industrial Development Organization Report, 2012

SALIL KUMAR SRIVASTAVA PGDM-ABM (2011-13)

Reminiscence - 2012

The Grand Alumni meet “Reminiscence 2012” was organized at MANAGE, on August 11, 2012. The event commenced with a formal discussion at 11:00 am to discuss and decide upon the state of affairs and possible improvements; and future course of the academic curriculum of PGDM - ABM. The points stated in the agenda (listed below) were discussed.

1. Election of a formal body for MANAGE Alumni Association (MAA)
2. Updates and improvements to the website and introduction of a Professional Portal for alumni
3. Organizing a B-fest at MANAGE
4. Involving the MANAGE alumni to strengthen ‘SAMANVAY’ (Industry Interface Programme)
5. Introduction of new modules in the academic programme according to the changing industry requirements.
6. Sharing of the Alumni Database.

Our alumnus, Mr. V. M. Suneel started the discussion by urging the alumni present at the discussion, to register at the website so that the election process for a formal body of ‘MANAGE ALUMNI-



Association' (MAA) could be smoothly conducted in the coming months. The Alumni expressed their ideas on various website related issues. The idea that came out was to assign individual accounts to alumni on the website. A logo was also finalised for MAA. The Alumni also emphasised upon the need for introducing new course modules to enhance the skill sets of MANAGEITE's. For this, an academic council involving the alumni was suggested.

Regarding SAMANVAY (the Industry Interface Programme), it was suggested to put the content of

the syllabus on the website, so that the alumni could be approached, for inviting guest lectures. Cultural events were organized later in the day . Dr. Vikram Singh addressed the gathering and shared his ideas. Stupendous performances by the senior and junior batches made the event a great success. The Alumni of all 15 batches were felicitated. The day ended with dinner, and a promise to meet again on August 17, 2013 for the next Alumni Meet.



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