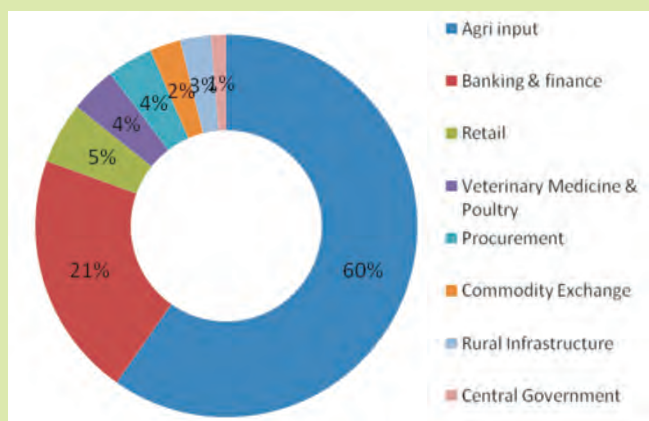




History was repeated in MANAGE when its largest ever batch of 83 students got placed in some of the best companies with a highest ever package of Rs.14 lakhs per annum. The average package also stood at an all time high of Rs.6.89 lakhs.

Hard work & dedication that MANAGEites put to their work is evident from the fact that 20% of the students got Pre-Placement Offers from the companies where they worked as interns during summer 2010.

Previously visiting & first timer companies visited MANAGE for campus placement and like every year, this year too the students got placements in domains including agri-input, procurement, banks, retail.....etc.



## Placements 2009-2011



As seen by  
Business Leader



MANAGE has been a premier institution that has developed promising students into ready resources for the industry. The institution has ensured to train students & maintain quality. I thank the institution for its efforts & wish the students the very best in their careers ahead.

*Sivakumar*  
15/11/10

B.S. Sivakumar  
Kotak Mahindra Bank.

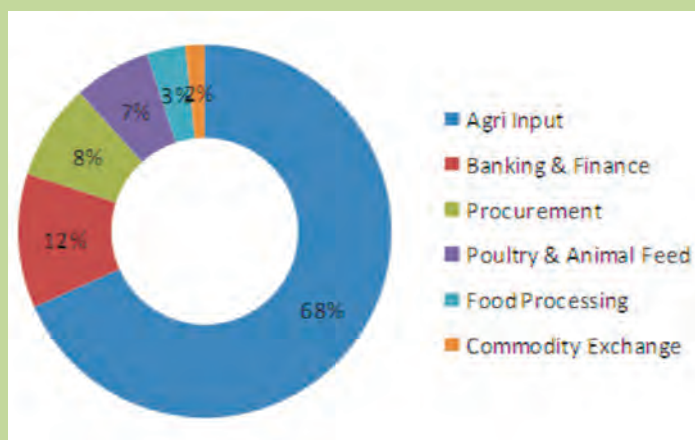
Executive vice president & Business Head

## Summer Placement– 2011

MANAGE also saw its PGDM (ABM) 1<sup>st</sup> year students getting placed in some of the well-known companies for summer internship which is an integral part of their course curriculum.

A batch of 60 students coming from 13 states representing 9 disciplines from 22 Universities got successfully placed for internship in different sectors.

MANAGEites always see summer internship as an opportunity which will definitely bestow them with the much needed impetus for their future career growth by exposing them to real life business situations & strengthening the relationship of MANAGE with the industry.



## Social Network Advertising and Promotions

*Divaker and Shubhangi - PGDM (ABM) 2<sup>nd</sup> year*

Social networking is a web-based structure that allows persons who have common interests to interact freely online; share comments, ideas and stories. The sheer number of users on social networking Web sites and their passion for the topic represents a potentially significant opportunity that marketers have yet to fully understand and tap.

Social networking truly is the new way of the world. With print on the decline and the number of bookmarking, sharing and blogging sites increasing every day, this is one medium that is demanding attention – and it's either get in or be left in the dust. When used correctly and effectively, these sites have the power to deliver news to more people than you ever dreamt possible.

Marketing Campaigns on Social Networks also share one important attribute of Tacit Knowledge. On a social network, people share knowledge about the Product, Specification, experiences etc. Hence, a versatile repository of information is developed over due course of time which helps beginners or prospects to make a right decision.

This tacit knowledge is unique, as it is not available anywhere in documents, articles, books or any other standard knowledge material. Social networks help a business gain contacts, clients, and increased public awareness. Even entrepreneurs running small businesses from their homes can take advantage of this resource to set up a global presence. Advertising on a social networking website created with a remotely hosted platform can be very easy to set up and use, while some require more technological skills to set up but the results are worth it if you have the skill or can afford a web designer. Marketers can proactively engage customers on social networking sites via strategies such as placing paid advertising, posting comments or feedback, and adding a link from the social networking sites to a company's or brand's site. Social media marketing is a potent method applied by progressive companies for selling their products/services or for just publishing content for ad revenue.

Social media is an extremely useful tool using which companies can get their information, product descriptions, promotions all ingrained in the chain of the networking world.

## Endeavours at MANAGE

Many activities are held at MANAGE round the year to make the students not only academically strong but also to help them keep pace with the happenings of the outside world. Zigyasa 2010-11, Pratham 2010-11 & Drishti 2010-11 are some such initiatives. While Zigyasa includes a series of quizzes covering current affairs, economy,

business & sports. Pratham comprises of presentation sessions on different sectors like agri-input, retail, banking etc. relevant for agribusiness studies. Similarly, Drishti is an attempt to enrich the knowledge pool of the students by inducing them to understand & analyze the important news pieces from some of the renowned newspapers of the day.

## Zenith 2011

MANAGEites not only possess analytical thinking they also know how to play their way out to victory. They exhibited undefeatable courage & immense stamina by participating in the sports extravaganza held at MANAGE during February 12 to 15, 2011. The sports extravaganza was launched with a formal inauguration by Principal Coordinator Dr. Vikram Singh and 43 prizes were distributed among the winners & runner-ups for sport events.



## Samanvay 2010

Samanvay, a series of guest lectures were held in MANAGE from 28<sup>th</sup> of August to 28<sup>th</sup> of December 2010. It provided the students with a platform to interact with some of the renowned names of the industry.

|     |                                    |  |
|-----|------------------------------------|--|
| 1.  | Godrej Agrovet Ltd.                | Mr. Mark Kahn, Executive Vice-President            |
| 2.  | MART                               | Mr. Nikhil Sharma, Partner                         |
| 3.  | Ingersoll Rand                     | Mr. M.S. Manjunath, Business Leader                |
| 4.  | Rabobank                           | Mr. Venkatraman, Head, Agri Division               |
| 5.  | Suguna Group                       | Mr. Sounderrajan, Founder Chairman                 |
| 6.  | IFMR Trust                         | Ms. Bindu Ananth, President                        |
| 7.  | Kotak Mahindra Bank                | Mr. B.S. Shivkumar Executive Vice-President        |
| 8.  | Aditya Birla Group                 | Mr. Sunder Raj, Business Head                      |
| 9.  | National Spot Exchange Ltd.        | Mr. Anjani Sinha, MD & CEO                         |
| 10. | Reuters Market Light               | Mr. Prem Prakash Saboo & Mr. Maanav Yashroy, CFO   |
| 11. | FINO                               | Mr. Tarun Aggarwal & Ms. Tripali Mandape           |
| 12. | Louis Dreyfus Commodities          | Mr. Govind Ambady, CEO                             |
| 13. | Coromandel International Ltd.      | Dr. G. Raviprasad, Sr. VP (Sales & Marketing)      |
| 14. | Mahyco                             | Mr. Raju Barwale, President                        |
| 15. | Dow Agro Sciences                  | Mr. M.P. Punia, Business Leader Asia Pacific       |
| 16. | Spencers                           | Mr. D.V. Ram Kumar, VP Spencers                    |
| 17. | United Phosphorous Ltd.            | Mr. Bhupen, Head Integrated Business               |
| 18. | Netafim Irrigation India Pvt. Ltd. | Mr. Lalit Mishra, SBU Head                         |
| 19. | AB Vista                           | Dr. Dinesh Bhosale, South Asia Director            |
| 20. | Future Group                       | Mr. K Radhakrishnan, President, Future Fresh Foods |



## Achievements 2011

1. IRMA conducted a B Plan competition, UDAAN-2011, in the month of February. The competition was held in 2 phases, 6 teams from 5 B-schools made it to the finals and MANAGE got the 1<sup>st</sup> prize.
2. Business standard conducts an Online Stock Simulation programme and students from different B schools regularly participate in this competition. MANAGE got the Smart Investors award for December-February, 2011.
3. Teri-Wellingkar conducted an Agribusiness plan competition in two phases, 1<sup>st</sup> online and 2<sup>nd</sup> at Wellingkar in the month of March. Five teams made it to the finals and MANAGE got the 1<sup>st</sup> prize.
4. IBS Hyderabad conducted Trishna-2011 which consisted of several events. 22 B-schools participated in this fest and MANAGE got first place in the following events :
  - Cross roads (Decision making competition)
  - Penta brand (Brand awareness quiz)
  - Somvyapar (Operation management)
5. VJIM, Hyderabad organized Chrysalis-2010, a Fest open to all B-schools and MANAGE got
  - 1<sup>st</sup> place in Best Manager
  - 2<sup>nd</sup> place in B-plan
  - 3<sup>rd</sup> place in paper presentation
6. IIT Kharagpur organized Manthan - a case study competition in which students from the IITs and other MBA institutes participated. The competition was in two phases, seven teams made it to the finals and MANAGE got the 1<sup>st</sup> prize.
7. NIAM conducted Ankuran-2011 in the month of March and the competition was open to all B schools and MANAGE received the following prizes:
  - 1<sup>st</sup> and 3<sup>rd</sup> place in B-plan competition.
  - 1<sup>st</sup> and 2<sup>nd</sup> place in "Aleurone"(B-quiz).
  - 1<sup>st</sup> and 2<sup>nd</sup> place in Paper presentation.
  - 2<sup>nd</sup> place in "Dormancy Breaker"(Case study).
8. IIM-A organized a Simulation game which was a 2 day programme. 48 teams had to run a business successfully for 5 years through simulation techniques. MANAGE stood 2<sup>nd</sup> in the competition.
9. IIM-A organized Rural crusaders, a marketing plan competition held in the month of November which was open to all B- Schools across India and 6 teams made it to the finals. MANAGE got the 3<sup>rd</sup> place.
10. Indian School of Business Hyderabad organized Mind 2 Market, a marketing plan competition, which was held in 3 phases in which 120 teams participated. Three made it to the finals and MANAGE stood at 2<sup>nd</sup> place.

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