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Spice



POST GRADUATE PROGRAMME IN AGRI BUSINESS MANAGEMENT

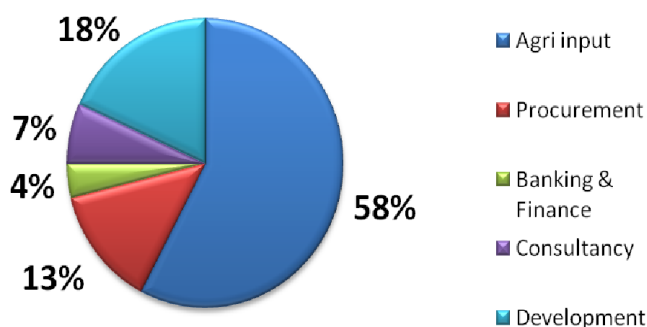
No. 24 Apr-Jun 2013

Summer Internship & Final Placements at MANAGE, 2013

More than one and half decade ago, MANAGE created a platform which continues to provide the knowledge to sustain & improve the agri-business scenario in India ever since 1996. MANAGE conceived the concept of Agri- Business Management in India and has been the pioneer in taking the agri-business management to greater heights.

The true calibre of MANAGEites is reflected in the profile of the companies in which students got placed this year. Offering Rs. 7.07 Lakh as the average package, Rs. 18 lakh being the highest package, a total of five Pre – Placement Offers (PPOs) were grabbed by students of MANAGE this year.

Besides, with the regular recruiters that visited the campus, there were some companies, such as ADM Agro Industries India Pvt. Ltd. and TechnoServe India that visited the campus for the first time for the purpose of recruiting students for both Summer Internships and Final Placements. Students were placed in world-class firms working across a gamut of sectors ranging from Agri-Input, Procurement, Banking & Finance & Consultancy.



Summer Placements at MANAGE, 2013

Samanvay

SAMANVAY, the Industry Interface Program of MANAGE gives an opportunity to the students to interact with notable professionals from a gamut of industries. This year, guest lectures were delivered by eminent personalities from September'12 through March'13.

1.	Yes Bank	Mr. Gopinath Koneti, Exec. Vice President
2.	Alltech India	Dr. Aman Sayeed, Country Head
3.	Cadbury Mondelēz International	Mr. Sridhar, Sector Head
4.	SAB Miller India Ltd.	Mr. Kiran Reddy, Vice President , Brewing Raw Materials
5.	PwC India	Mr. Ajay Kakra, Associate Director, Agri & Natural Resources
6.	ADM India	Mr. T.P. Shenoy, Head - Agri Produce Services Division
7.	BRLPS	Mr. Debraj Behra, State Project Manager
8.	SRESTA	Mr. N. Balasubramaniam, CEO
9.	FICCI	Mr. S Baskar Reddy, Head - Agri Division
10.	ITC Ltd. Foods Division	Mr. Somnath Chatterjee, Divisional Manager, Procurement & Logistics
11.	Sterling Agro Industries Ltd.	Mr. Sree Ram Chellapa, CEO
12.	Coromandel International Ltd.	Mr. Gopal Krishna, Senior Vice President, Specialty Nutrients & Business Development
13.	Bharat Insecticides Ltd.	Mr. M. P. Poonia, Managing Director
14.	IndusInd Bank Ltd.	Mr. Kiran M Vedula, Head - Corporate Agri Business, Commercial Banking Group
15.	Aviagen	Mr. Paul Gittins, General Manager
16.	AB Vista	Mr. Dinesh Bhosle, Regional Sales Director - South Asia
17.	Export Trading Group (ETG)	Mr. Ashish Shah, Manager
18.	Pioneer Hi-Bred International	Mr. Sudip Ghosh, Zonal Sales Director
19.	Advanta Global	Mr. Venkatram V, Head- Asia & Africa Division
20.	Advanta India	Mr. Ram Kaundinya, CEO, Marketing Head
21.	IFFCO Kisan Sanchar Ltd.	Mr. Ranjan Kumar, Director
22.	IFFCO SEZ	Mr. Kalyan Chakarborty, Executive Director
23.	Confederation of Indian Industries	Ms. Meetu Kapur, Head - Agri Division
24.	Sathguru Management Consultants	Mr. Venu, Manager
25.	Rasi Seeds (P) Ltd. HyVeg Division	Mr. Anil M, General Manager - Business Strategy
26.	NABCONS	Mr. Mukesh K. Mudgal, CEO
27.	Rasi Seeds (P) Ltd.	Mr. Ramesh Kaul, General Manager, Sales & Marketing
28.	NCDC	Mr. Manoj K. Acharjee, Director (P & A)
29.	eFresh India	Mr. Srihari Kotela, CEO

Urban Agriculture

Urban Agriculture (UA) is a system of producing, processing and distribution of food (may include non-food items, such as flowers) in the space available in urban areas using available resources. The main benefit of urban agriculture is its contribution to food security. It aims at local food production in cities and surrounding areas to cater primarily to the needs of city dwellers. UA increases the availability and accessibility to food. The food being adequate is also nutritious, safe and produced in an environmentally sustainable manner. It is acceptable to the people as it is being produced by them. The low wage earners find it difficult to buy nutritious food from the market but can find that nutrition, in the food they grow themselves. Nutritious food would provide them with good health and the energy.

Women empowerment is another important benefit, as UA has high women involvement. UA promotes inclusiveness, people-to-people interaction and thus, security. Another benefit of UA is the way it connects people with their food by creating awareness about the food production system. It has a number of environmental benefits: It provides habitat for urban wildlife and conserves biodiversity. It reduces the heat island effect of cities, reduces average temperature and contributes to climate change mitigation by minimizing the use of fossil fuels by avoiding the transportation of food. It also uses greywater, wastewater as well as bio-solids and other organic waste, thereby helping in waste management.

UA has been practiced in many Indian cities for a long time especially in cities like Pune, Hyderabad, Mumbai, and Bangalore. However, it is still ridden with reluctance from a large section of people due to lack of knowledge and skills for better farming practices and absence of conducive government policies. There is yet a silver lining. Many government agencies in India have started taking active interest to overcome the problems associated with Urban Agriculture.

Active cooperation from the governments is essential for its growth and the contribution of UA to 'sustainable development'. There is an urgent need for conducive government policies. While most of the interventions are carried out at local level, the state and central governments must formulate favourable policies/regulations and support the local governments with financial allocations.

Recently, the Govt. of India has launched a number of schemes for peri-urban vegetable production. Working groups on horticulture constituted by Planning Commission have advocated for focused attention to the production of fruits and vegetables. A national dialogue organized jointly by National Horticulture Board (NHB) and Indian Institute of Horticultural Research (IIHR) encouraged maximum land utilization, interior and exterior landscaping, and vertical garden, terrace cultivation of fruits and vegetables and mushroom culture. The National Academy of Agricultural Sciences (NAAS) organized a brainstorming session on 'Urban and Peri-urban Agriculture for Policy Framework' in April, 2012.

Considering the fact that more than 30% population of India lives in urban areas and this percentage is expected to grow further in the coming years, there is no denying the fact that this will result in an increased demand for food items for people living in the urban areas. Traditionally, fruits, vegetables, milk, etc. for the urbanites come from the adjoining rural areas; however, a part of the demand can be catered by urban and peri-urban agriculture, given that there is a proper government support system and availability of skilled entrepreneurs.

PARICHAY GUPTA, PGDM (ABM) 2013-15

What's New at MANAGE?

Continuing with the legacy, some new Student Committees and Clubs were formed in MANAGE to further the knowledge of the budding managers. The clubs and committees have been formed with a view to strengthen the existing framework and give a competitive edge to the students. Here is, what they are all about!

Agri-Trac: The Food and Agribusiness Club



Agri-Trac, The Food and Agribusiness Club at MANAGE aims to create a professional and social platform for burgeoning managers to enrich themselves to be more informative about the food and agribusiness sector. The club aims to capacitate students to build up valuable insights about the recent happenings in the sector which will in turn assist them to be more resourceful for the organization.

Nivesh: The Finance Club

The Finance Club at MANAGE—Nivesh, will help MANAGE students in developing an edge by demonstration of superior knowledge and new concepts. The club has been formed with a view to stimulate logical thinking and spread awareness in the area of finance and economics and provide opportunities to put theoretical foundations in practice.



B-Fest Committee, MANAGE



The B-Fest committee works with the aim of expanding the visibility of MANAGE amongst other B-Schools and the industry by organising various intellectual events and providing a platform to the young budding managers to showcase their talent and creativity leading to cross-functional learning and experience building.

Mark-AG: The Marketing Club

The Marketing Club at MANAGE—Mark-AG, plays a role in igniting the marketing instincts of the students and aims to emerge as the centre for creative thinking and innovation, which will ultimately facilitate the students to rise to the challenges of global markets. It aims to work for illuminating the functional and contemporary knowledge of MANAGEites.



Students' Club for Augmenting Innovations (SCAI)



SCAI, MANAGE is registered with National Innovation Foundation-India (NIF), Department of Science and Technology, Govt. of India. The club aims to act for the overall development of innovators and simultaneously enriching ourselves with experience of working in real world situations and eliminating the fear of dreaming big by integrating small efforts.

Summer Internship Experience

MANAGE continued its trend of excellent Summer Placements for 2012-14 batch. The Summer Internship is a two month programme included in the course curriculum that provides students with the first-hand experience of the industry and brings in real time learning. Students got an opportunity to intern at premier organizations that are big names in the field of Agri-business and Allied sectors. Here are the experiences of some of the interns.

Experience of BASE programme at BASF India Ltd. was really enlightening. Great thing about the organization is its good corporate culture. Here, I had the freedom of using my own research methodology to get to the final outcome of the project and this is a unique trait I must say. I experienced a mixed feel of field exposure and corporate life. I was on a live project in Himachal Pradesh on 'Perception and Usage Pattern of a Particular Fungicide by Apple Growers'. I interacted with orchardists who had a great experience about how and when to use fungicides to get better harvest from their orchards. It was brilliant on-field learning and it is a great organization to work with.

- Aditya Kumar Narayan
Intern at BASF India Ltd.

Summer Internship being the first step of a management graduate into the world of corporates and practical learning proved to be 100% true for me. Working as a summer intern with Cadbury Mondelēz International was a lifetime opportunity. Mine was a live project on Supply Chain function titled 'Taming the Tail- Deep Dive in Edible Chemical Sourcing' was a strategic project involving interaction with suppliers, production and R&D team. It involved studying the market scenario of Vitamins, Minerals and Hydrocolloids- their existing supplier base, current price trend, also benchmarking the buying process with other companies and accordingly suggesting a buying strategy. The company culture is one of its kind and the internship programme is highly valued. It was a real 60 days of mental and physical workout that provided great learning.

- Arushi Badola
Intern at Cadbury Mondelēz International

Yes Bank gave me the excellent opportunity to experience the first time industrial interface. My project titled "Post Disbursement Survey for Farmer financing and other PSL Structures (Pool Buy Outs)" included farmer financing, dealer financing and other bank products in which I dealt with big farmers and fertilizer dealers of Uttar Pradesh and Uttarakhand. This journey of two months filled me with immense practical learning about banking sector and professional life. My field visits were too extensive but with the support of my mentor I made it possible. Overall I must say that the summer internship changed my level of thinking about the professional life.

- Deen Dyal
Intern at Yes Bank

Summer Internship Experience

Working with a TATA Enterprise as a summer intern gave me a great exposure about business environment and corporate life. I visited Odisha and 4 states of North Eastern Region of India during my summer internship program. It was an adventure for me to work there. APPL provided a live project which was a part of the company's Business Expansion Strategy and my project guide supported me at each step for successful completion of this project. I learnt a lot about the operational and management aspects of Production, Procurement, Processing and Marketing of different spices during my project. I also got an opportunity to understand different approaches for captive raw material sourcing & some critical aspects of supply chain of different organizations which I covered during my field visit and to design a concept model of captive raw material sourcing of spices from North Eastern Region of India. Overall it was an encouraging and enriching experience.

-Hans Raj Palsania

Intern at Amalgamated Plantation Private Limited

'Two months': An interface between student life and work life left me with 'Sense of a Grown Individual'. ADM Agro Industries India Pvt. Ltd. entrusted me with the project which led into an incomparable window to gain the first-hand experience of surveying the farmers based on project-objectives, interacting the various stakeholders of the supply-chain and identifying the new procurement whereabouts. I covered six states in two months journey in order to gather exhaustive data and information for achieving a comprehensive inference.

'To learn things' was the only PRIME concern for my project guide. The work culture at ADM Agro Industries India Pvt. Ltd. was beyond my imagination. It was a kind of 'home away from home'.

-Kritee Priya

Intern at ADM Agro Industries India Pvt. Ltd.

I got an opportunity to be a part of E.I.DuPont Pvt. Ltd. as a summer intern. It was an enriching experience in terms of learning the formal culture of the corporate world yet in a friendly environment. Learning grass root facts of how a pesticide market works and most importantly to take decisions on your own to carry forward your project as you want, gave me immense confidence and a feeling of dedication. Overall it was my very first exposure to the corporate world, which brought a sense of greater responsibility which we will be confronting in the near future in the agri-business sector.

-Poonam Joshi

Intern at E.I.DuPont Pvt. Ltd

ACCOLADES 2012-13

1.	First prize in B-Plan Competition at “Prabandhaz-12, Ultimate Challenge” organised by Tamil Nadu Agricultural University, Coimbatore in November 2012.
2.	Awarded first prize in the Marketing Event at “Prabhandz-2013” organised by Tamil Nadu Agricultural University, Coimbatore in November 2012.
3.	Bestowed Best Manager award at “Prabhandz-2013” organised by Tamil Nadu Agricultural University, Coimbatore in November 2012.
4.	MANAGE emerged as Runners-up in “NEEV”- a National Level Case Study Competition at Symbiosis Centre for Management and Human Resource Development (SCMHRD) in November 2012.
5.	First prize in article writing competition organised by IIM-Shillong in November 2012.
6.	MANAGEites won first prize in NCDEX - Commodity Trading Simulation Game at “Krishichanakya”- Annual B-School Fest of MANAGE, Hyderabad in November 2012.
7.	MANAGEites declared as runners-up in ‘Sushodh: Case Study Competition’ at “Krishichanakya”- Annual B-Fest at MANAGE, Hyderabad in November 2012.
8.	Green Business Contest; A B-Plan Competition organized by AMITY University, Noida; MANAGE got 2 nd position in December 2012.
9.	MANAGE was a finalist in ‘Green Business contest: A B-Plan Competition’ organized by AMITY University, Noida; in December 2012.
10.	In the Quiz Competition of “Krishichanakya”; Annual B-School Fest of MANAGE, Hyderabad; MANAGE was among finalists.
11.	MANAGE bagged 2 nd prize in NCDEX-Commodity trading simulation game in “Krishichanakya”- Annual B-School Fest of MANAGE, Hyderabad.
12.	MANAGE was declared first in Paper-Presentation event in “Krishichanakya”- Annual B-School Fest of MANAGE, Hyderabad.
13.	In Sangharsh - Best Video Ad Making Contest at SIMSREE, Mumbai MANAGE got first position in January 2013.
14.	MANAGE was adjudged first in Inception; A National Level B-Plan Competition at Jesus and Mary College, University of Delhi in February 2013.
15.	HEALTHAHOLICS; Article writing & workshop contest at WE School, Mumbai; MANAGE secured first position in February 2013.
16.	In the B-Plan Competition; organised by Govt. Engineering College, Cochin; MANAGE was among the finalists in February 2013.
17.	MANAGE bagged first prize in “Incept”; a B-Plan competition at NIT, Warangal in “Cura-13” in March 2013.
18.	MANAGE had been awarded first position in “Explorio”- Case Study Competition at NIT, Warangal in “Cura-13” in March 2013.
19.	In the “Markadroit” - Marketing Contest at NIT, Warangal, MANAGE grabbed first position in “Cura-13” in March 2013.
20.	Finalist in Sankalp’13 - Case Study Competition organised by SIMSREE, Mumbai in March 2013.

U.S.-INDIA-AFRICA TRIANGULAR INTERNATIONAL TRAINING PROGRAMME

The first U.S.-INDIA-AFRICA Triangular International Training Programme on 'New Dimensions in Agricultural Extension Management' for Executives from Liberia, Kenya and Malawi was held at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad from 6th January to 6th March, 2013.

During the state visit of U.S. President Barack Obama to India in November 2010, U.S. and India announced a new agriculture partnership, the 'Evergreen Revolution', to address global food security. One component of the Evergreen Revolution is a program to offer agricultural training to up to 180 public, private sector, non-governmental agriculturists and extension functionaries from Kenya, Malawi and Liberia at Indian Agricultural Training Institutes. Under the program, MANAGE trained 30 participants from these three countries in Agricultural Extension Management, through a 2-month programme.



SPICE is published by :

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PGDM(ABM) 2012-14