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Spice



POST GRADUATE DIPLOMA IN AGRI BUSINESS MANAGEMENT

No. 31 April-June 2015

Summer Internship & Final Placements at MANAGE, 2015

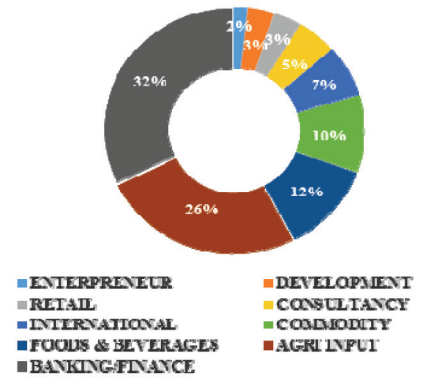
The National Institute of Agricultural Extension Management (MANAGE), Hyderabad closed its campus placements with 100% placements for its prestigious PGDM (Agribusiness Management) program. The institute was established in 1987 and is the pioneer of Agribusiness Management education in the country. MANAGE is currently ranked as the second best sectoral B-School in India and has been achieving 100% placements for PGDM (ABM) since the inception of the program in the year 1996. The outgoing 18th batch consists of 59 students of which 58 participated in the placement process with one student opting to take up an entrepreneurship venture in the dairy sector.

MANAGE registered 102 offers this year from 26 recruiters across 8 sectors, including a total of 9 first time recruiters represented by Adani Wilmar, ADM, Bunge, Bihan, Edelweiss (Commodities), National Bulk Handling Corporation (NBHC), Rajeevika, Skylark Group and Spencer's Retail. The offers included 6 PPOs offered by Dow AgroSciences, SABMiller, PwC, Skylark Group and Bharat Insecticides Ltd. While YES Bank retained its spot of highest domestic payer (Rs.13 Lacs), the average domestic CTC was Rs.7.53 Lacs, an increase of 15.4 % over the last year CTC. The number of International placements doubled to four with Edelweiss (commodities) and Skylark Group recruiting two each.

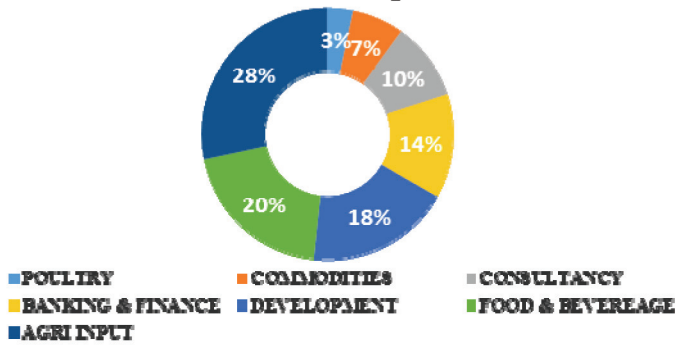


Sector wise, Banking and Finance was the biggest recruiter with 32 % share, followed by Agri Input Sector (26%), Food & Beverage (12%), Commodity (10%), Consultancy (5%), Development (3%), Poultry (3%), Retail (2%) and the rest shared in commodity and Food & Beverages. The top segments based on roles offered were Credit Management (29%), Sales & Marketing (26%), Procurement & Supply Chain (19%), followed by Business Development (5%), Agribusiness Consultancy (5%), Tractor Financing (4%), Rural Development (4%), Commodity Trading (4%), Operations, Merchandising and Marketing Research with 2 % each.

Final Placements 2013-15















Summer Internship 2014-16



MANAGE also reported 100% summer placements for its 19th batch. Out of the total 23 recruiters for Summer Placements, Bunge India, Bambino Agro Industries, Dilasa, Fullerton India, Mahindra & Mahindra (Seeds Division), Parag Milk Foods, PI Industries, RBL Bank, Saggraha Management Services, Sumitomo India, Skylark Group, T. Stanes & Co., and Tilvila Agri Solutions were the first time recruiters. The number and diversity of companies which have come for recruitment this year have given ample scope for students to choose the Industry and sector of their choice.

SAMANVAY, the Industry Interface program of MANAGE, gives an opportunity to students to interact with notable professionals from various industries, gain an exposure of knowledge beneficial for students. This program has been successful with guest lectures delivered by eminent personalities.

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	Mr. Murli Manohar National Project Manager		Mr. Rhtash Mal Director
	Mr. Desh Ratna Business Head - Commodity		Mr. P Malleshram Head Plantation
	Mr. Siva Kumar CEO		Mr. Dinesh Bhosale RM South Asia
	Mr. Manoj Rawat Head - Agribusiness		Mr. Avijit Saha GM Rural & Inclusive Banking
	Mr. BVS Satish GM – North ZOne		Mr. P Ravindram Sr. GM Sales & Marketing
	Mr. Sayed Aman GM – South East Asia		Mr. Hijjo Hillariose Manager Commercial

	Mr. Suresh Ramchandran Country Head		Mr. Ravindra Grover AGM - Retail
	Mrs. Sowmya Human Resource Executive		Mr. Sanjay S. Sr. Manager - Agribusiness
	Mrs. Raichel Trego International Economist – Oilseeds Analyst		Mr. Rajiv Singh Sr. Procurement Manager
	Mr. Ashok Mittal CEO		Mr. Debraj Bera Project Manager
	Mr. Ashish Jha National Lead – Bank Relations		Mr. Dheraj Naidu GM - Sales (South India)
	Mr. Sachin Hirani Regional Manager - Asia		Mr. Ramam GM - HR
	Mr. Akhil Srivastav GM – Supply Chain		Mr. Sunil Reddy MD
	Mr. Ashish Shah VP - HR		Mr. Lalit Mishra CEO
	Mr. Ramdass Velumuran Business Head- Seeds		Mr. Praveen Vecha SVP Rural
	Mr. Ashutosh Sinha Co-Founder, CEO		Mr. Dharmendra CEO
	Mr. Rakesh Supkar Project Director		Mr. Biju Joseph GM Operation
	Mr. Martin Krop MD		Mr. Harish Raghu MD

I found SAMANVAY guest lectures very fruitful as they bridge us with the corporate world and they give us an insight into the corporate life directly from the people working at eminent positions. They share their experiences and their journey of setting milestones in the industry. Moreover all my doubts got demystified by directly interacting with them and I got a better picture of different sectors to explore my interests and enhance decision making.

BHUMIKA SHARMA
PGDM (ABM) 2014-16

THE MORE THINGS CHANGE

**ABC (Agribusiness Club),
MANAGE:**



The Marketing Club of MANAGE, (ABC) works mainly to make a difference amongst other B-schools and the Industry. Maintaining the core strength as an Agribusiness School is their main focus, by organizing various intellect driven fests. They organize Krishi Chanakya, a B-Fest .

**Nivesh (The Finance
Club), MANAGE:**



There is no success in business without Finance. It is the root of all the results. We here at MANAGE, have a Finance club “Nivesh”, giving a wide platform to develop our financial skills by implementing the new concepts with an attest of knowledge and energizing the logical thoughts to put theories into prac-

Marketing Club (MANAGE):

The main aim of the Marketing club is to bring together talented young minds for discussions and sharing of knowledge on marketing and to create students’ forums for conducting advertisement shows, digital marketing, quizzes on marketing & other business games.



Students’ Activities at MANAGE

Committees and Clubs at MANAGE provide facilities, events and innovative opportunities that enrich student learning, development and to be a part of something beneficial. Here are the upcoming events.

Krishi Chanakya



Ideas are not measured but valued. Innovation comes when ideas are created which benefit society. MANAGE will be conducting Krishi Chanakya, the B-Fest in the month of September, 2015. The impetus that drives “Krishi Chanakya”, is that the conflation of business principle can be a sustainable and powerful tool

that can bring a change in society. Students from various Management institutions will be invited for participation and to prepare business plans

Alumni Meet

The strong foundation stands against the test of time. The core strength we have at MANAGE is the strong Alumni Base. The much awaited Annual Alumni Meet will be held in August, 2015. Continuing with the legacy, the students will get a common platform of opportunities to interact with the Alumni who are widespread across regions, states and companies and learn from their field of experience. The day will be filled with amazing cultural events, Alumni Interaction and get-together.



Grey Matters

A fortnightly magazine published by the Finance club and Marketing club of MANAGE, covering all the major events in the financial market and the marketing world. The magazine will be circulated among all the MANAGEites and will also be available online .



Summer Internship Experience

It is truly said that experiences from your past make your future only when you mine it with your right attitude at present. Working with Britannia was one of my best experiences where I learnt different lessons of life. I learnt about the thick and thin one faces while working in an organization and eventually I grew up as someone more stronger both professionally and personally.



SMRITI SINGH

Intern at Britannia Industries Ltd

Summer internship certainly broadened my knowledge by introducing me to the banking system as the link between the bank and the farmers need. The exposure has made me a better professional as a whole to work in the field of agribusiness. Personally, I learnt the importance of self discipline and now I am a better analytical decision maker.

MADHUSHALINI

Intern at RBL Bank Limited



My experience with Bunge was an enriching experience, which has helped me in widening my exposure of corporate life. The struggles and problems faced have helped me to tackle unpredictable situations. The support from the company assisted me in gaining a better insight into the backend of the commodity sector.



SOREIYO KASOMVA

Intern at Bunge India Pvt. Ltd

I learned about the company's work culture, environment and a bit about the corporate world. The project improved my analytical skills, time management skills and professionalism as well as giving me an opportunity to get my hands dirty on the field with the farmers of Maharashtra. All of these have added to my exposure to ground realities. This experience has made me tough and bold enough to take up any challenge in the outer world with confidence and positivity.

AKRITI NEGI

Intern at PI Industries Ltd



My internship with MARS provided me the opportunity to explore the field of supply chain. What I loved about my internship was the trust that the company placed on its interns. As an intern I was accountable for collecting data across different verticals and the whole process was made easy with the co-operation which I received from my guide and the employees at MARS.

PULKIT JAIN
Intern at MARS
International
India Private Limited



Experience with Summer Interns

First of all congratulations for being selected in Mahindra & Mahindra Ltd (Seeds) as Summer trainees and completing your summer project successfully. It was fun to work with the students for the total period of Summer training. I am sure, it was a great learning and life time experience for them. The trainees were hardworking and co-operative with our Seeds team at respective locations. I expect they will consider this experience as a learning step for their future endeavor. I strongly believe that practical experience gained through this journey will enhance their theoretical knowledge .

Ms. VAIBHAVI KADAM
Deputy Manager Agri- Business



The trainees have completed their project successfully with various business plans for Farmer Producer Companies. In the field of work they have adjusted well in a rural environment and conducted their fieldwork smoothly. They work well in a team. As a team and as an individual , they have learned a lot and it served as an opportunity for them to flourish in the future.

Ms. SHILPA GOLE
Agri-Business Head



The intern was extremely passionate about the project and demonstrated the ability to lead and take initiative. This clearly showed the depth of insights she could bring in to the project and the quality of recommendations. It was a pleasure working with her and we value her contribution immensely .

Mr. SRIKANTH RAMACHANDRAN
Senior Commercial Manager
MARS International India Private
Limited



***“Carve your name on hearts, not tombstones.
A legacy is etched into the minds of others and the stories they share about you.”
— Shannon L. Alder***



Corporate Debt Market

A *Corporate Bond* is a bond issued by a corporation in order to raise financing for a variety of reasons such as for ongoing operations, M&A, or to expand business. The term is usually applied to longer-term debt instruments, with maturity of at least one year. Corporate bonds are transferable debt instruments issued by a company to a broad base of investors. Corporate debt consists of broadly two types – bank borrowings and bonds. Corporate debt instruments with maturity shorter than one year are referred to as *Commercial Paper*.

Current Status

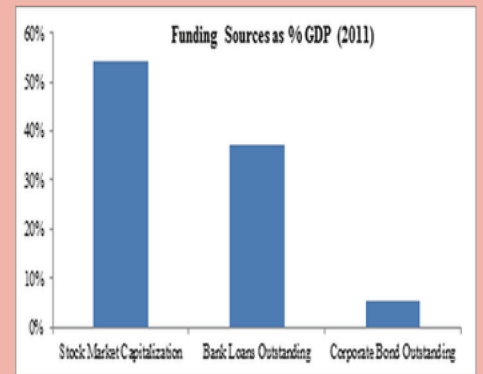
In 2011, outstanding corporate bonds amounted to Rs. 9 trillion (\$147 billion), which was 10.5% of GDP whereas bank loans stood at 37% of GDP. The total bonds amounted to \$147 billion, which was 31% of G-Sec outstanding issuances amounting to Rs. 28,427 billion. (\$464billion).

Reasons for the Slow Growth of Indian Corporate Debt Market

- Investors have a feeling that investment in Banks or Government securities is safer as compared to investment in Corporate Bonds.
- Issue of Bonds to Public, in general, involves procedural formalities and is time consuming as well as on the other hand borrowing from banks or a private placement is less complicated.
- Corporate Bonds issued by private sector Companies do not qualify for meeting the Statutory Liquidity Requirement (SLR) of the Banks which refrain the Banks from investing in Bonds issued by private Sector Companies.
- The secondary market for Corporate Bonds is also not much developed as Institutional Investors like Insurance Companies, Provident Fund authorities and Banks hold the Corporate Bonds till their maturity which reduces their supply in the secondary market.
- Lack of adequate risk hedging practices like Credit Default Swap (CDS) and Interest Rate Future (IRF).

ARNAB KUMAR GHOSH

PGDM (ABM) 2014-16



Steps to Optimize the Corporate Debt Market

- ◆ Setting up a corporate bond trade reporting system to ensure real time dissemination of information on bond trading between the institutions, participants and the instruments.
- ◆ Better management of public debt and cash could result in reduction of debt requirement of government, thereby providing more market space and create greater demand for Corporate Debt Securities.

A Shift From Subsidy to Investment in the Agriculture Sector

A growth rate of 7.3% for the year 2014-15 is certainly a creditable achievement, however what distresses is the fact that the growth rate of agriculture sector was a mere 0.2% during the same period. Had agriculture sector performed better, the overall growth rate would have been far more commendable. Being an agrarian economy, where almost 60% of the population is dependent on agriculture, the close fist growth rate is no less than a national disaster, the repercussions of which are difficult to visualize. Despite multiple interventions, agriculture has not kept pace with growth in Indian economy. It should be noted that Indian yield per hectare is half the average of China, Indonesia, Malaysia and Thailand and many other developed countries of the world. There are broadly three growth drivers for Indian agriculture . Firstly, the demand side driver which includes population & income growth, favorable demographics, and increasing export; secondly ,the supply side drivers including hybrids, genetically modified seeds, mechanization and irrigation facilities and lastly, the policy drivers such as the government schemes, MSPs, institutional credit etc.

The need of the hour is to bring about a change in policy formulation for the agriculture sector and to accelerate the bridging of rural and agri-infrastructure gaps, which can only be achieved by investing in agricultural business, infrastructure and trade. The fact at the same time is that little has been done so far to strengthen the investment side in agriculture. Needless to say that, this solely cannot help the sector to regain its health, instead it will only perpetuate the dependence of the farmers on the government subsidy.

What is needed is a shift in the emphasis- from subsidy to investment. It is a fact that agricultural investments have not been streamlined properly during the last few decades. In fact the success of the Green Revolution is the last, one can recall in the sector. Cold storage and warehouses to protect the produce are the two areas where heavy investment is required. The insurance industry can be encouraged to come up with crop insurance policies which are imaginatively conceived to meet the needs of the farmers.

If only in our dynamic democracy we had foresight and concentrated on investments, today we would not be looking up to the sky with prayers for a better monsoon but would have largely drought-proofed our agriculture.

MADHUSHALINI

PGDM (ABM) 2014-16

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