

WHAT'S INSIDE

- Final Placements Report
- Placement Statistics
- An Appreciation Note
- Alumni Connect
- My Stint @ Industry
- Inside out- Farm Loan Waiver
- Global Seed Vault
- Alumni Chapters

No. 39 April – June 2017



SPICE



FINAL PLACEMENT 2015-17



Spice is a publication from the students of PGDM (ABM) of
NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)
 An Organization of the Ministry of Agriculture & Farmers Welfare , Govt. of India

FINAL PLACEMENTS 2015-17 BATCH

₹18 LPA

Highest Package

₹7.8 LPA

Average CTC

06

PPO/PPIs



17

Input



9

Farm Machinery



10

Development



6

Banking



5

Procurement



4

Commodity



4

Retail



2

Foods



2

Consultancy



1

Life Sciences

SUMMER PLACEMENTS 2016-18 BATCH

₹70,000 Per month

Highest Stipend offered by

BRITANNIA INDUSTRIES LTD.

₹16,500

Per month

Average Stipend

(20% increase from last year)



20

Input



11

Development



6

Procurement



5

Banking



5

Consultancy



4

Commodity



4

Foods



2

Retail



1

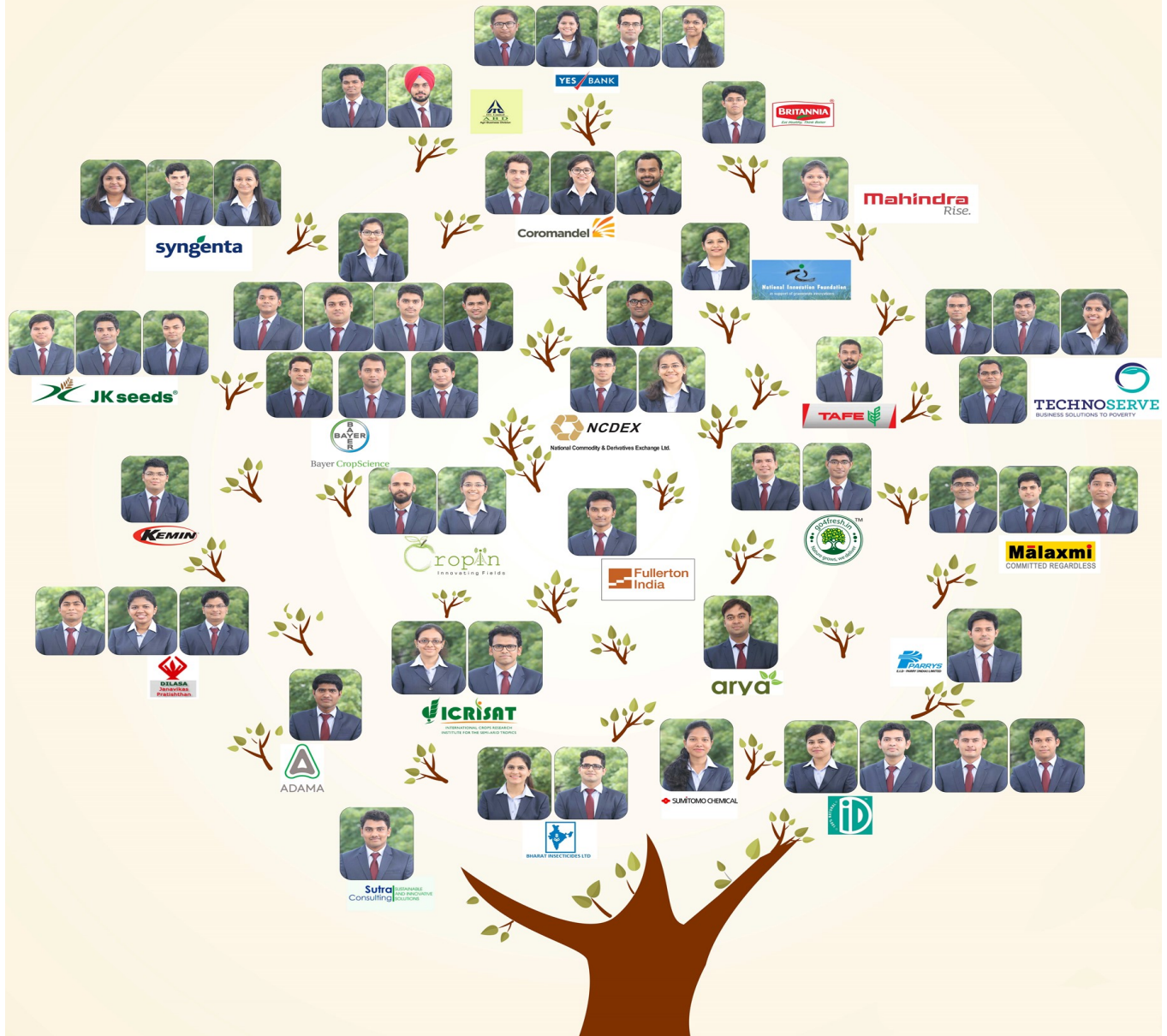
Farm
Machinery



1

Animal
Husbandry

SUMMER PLACEMENT 2016-18



It was a great experience to work with two interns from MANAGE this summer. They excelled in the projects assigned to them. Minu worked with the Marketing Team in planning and executing a marketing strategy for social media. Her excellent work ethic, commitment and sincerity was highly appreciated by the marketing team. Silas did market analysis for the International Business Team and provided us with valuable leads. He is a quick learner and a team player.

CropIn Technology Solutions appreciates both of them. We wish them all the best for their future endeavors “

-Cropin Technology Solutions

This summer we had two interns from MANAGE Hyderabad. They worked on different projects and showed great level of dedication, perseverance and hard work to understand the nitty - gritty of the given projects and gave an outcome appreciated by the company. Vivek worked on bringing about standardization and improvement in the Distribution Center Operations while Nitin worked on exploring unorganized F&V sellers as potential customers for Go4Fresh. Their work was really appreciated and we wish them all the best for their future endeavors.”

-Fresh Produce Value Creations
Services Pvt. Ltd.

Alumni Connect

Mr. Divesh Bhadani is the founder and CEO of Kiji Foods and Beverages Pvt. Ltd. He is one of the entrepreneur alumni of MANAGE from the batch of 2001-2003. With his extensive experience of 14 years, he has been driving commercial activities in the food and agribusiness sector. Starting his career as a Marketing Executive Trainee at DCM SHRIRAM Ltd., Mr. Bhadani travelled a long way holding varied roles in disparate areas such as Coordinator at Indian Society of Agribusiness Professionals, Product Manager at Multi Commodity Exchange of India, Programme Manager at IL&FS ETS, Consultant at PricewaterhouseCoopers, Business Developer at Driptech Inc., Vice-President (Products & Marketing) at Desta – A Boma LLC Investment Company, before embarking on entrepreneurial journey in the beverage industry with his distinguished healthy cold drink under the brand “Fit-O-Slim.”



Q. How did you persist and succeed while switching over a large array of roles in various industries that demand different set of skills and requirements altogether?

A. The most important thing in business is to get exposed to different roles. All these roles are integral part of any business. Besides the technical aspects like agri value chain, procurement, one should also know what exactly each role means and demands as a manager is exposed to many other responsibilities. As I always wanted to be an entrepreneur, I had to know how different institutions work and what all roles demand, which helped me in understanding the agriculture sector in totality and in my business. Every sector is, in a way, interconnected and important for the entire value chain.

Q. What seeded the idea of entrepreneurial dawn with Fit-O-Slim and how is it different from other products in the category?

A. The beverage industry is 14000 Cr market in India today, out of which cold drinks form the major share. But the problem also lies here as its very high in calories in the form of sugar which is impacting the health. Food and nutrition has always been a subject of my interest. Thus, the idea clicked and I started collecting more insights from people and the market. I understood the kind of business that keeps coming. The concept of flavored water is still naïve in India and paying for water is not valued by the people here. The beverages in this category carrying the ‘Zero’ tag still contain aspartame which is even more harmful for diabetics. Thus, we branded it as Fit-O-Slim, which is a low calorie healthy cold drink option sweetened by natural low sugar stevia leaf extract.

Q. What were your challenges right from procurement and funding to marketing?

A. It’s quite a tedious process. It took me three years to conceptualize the idea into a product by crossing the hurdles of regulatory issues, consumers, certifications and licenses. From 2016 to 2017, extensive feedback analysis from the market, retailers, distributors, and consumers was done. Initially, tested and tried slowly in controlled markets till the product and demand got stabilized and now we are developing the product line. The journey has been exciting and lot of insights keep coming.

Q. What would be your advice for the students who are willing to take up entrepreneurship?

A. After an idea is discovered, you must use it as a user, keep yourself first as the consumer and ask if you would pay for it. One needs to keep thinking and learning from the business angle. If you are convinced, then the whole world can be convinced. The communication has to be comprehensive. Look for an investor with strong investment back up. Knowing is important but how can we apply is the mantra. Uncertainty here is just a mindset. Confidence comes through exposure and thus try to take up small projects at MANAGE itself and try to absorb what goes on in the minds of farmers. Agriculture sector needs more entrepreneurs than job seekers. In fact, there are more people with no agri background setting up the startups in this sector.

My Stint @ Industry

"My 2-month journey at one of the oldest FMCG of India, Britannia Industries Ltd, as a summer intern began with a week-long induction programme during which we were exposed to all the functions such as Marketing, Sales, Strategy, Finance, Operations and many more. It was truly an industry deep dive. My project got me exposed to the whole procurement activity that Britannia is engaged in. I got exposed to that real corporate life and the kind of work that an FMCG demands. I learnt about the thick and thin phases of working in an organization and eventually I grew up someone more stronger both personally and professionally."

HariKrishnan K Menon

Britannia Industries Ltd.



As an intern, it felt great to gain the corporate industry exposure with a well-known and revered company like YES Bank Ltd. It gave me an opportunity to step out of my comfort zone, chart unknown territories, explore new avenues, network with professionals, strive within a high-paced work environment and also to foresee my career path. The project spanned from analyzing the mango export value chain, interviewing stakeholders, ascertaining gaps and challenges to presenting the new business linkages to management. It also helped in building a digital legacy by creating a digital footprint, mentoring me and the Y-EPEP program. In my endeavor to get a strong stepping-stone for future, this internship opportunity was worthwhile and it reminds me of the proverb "Well begun is half done."

A Kavippriyaa

Yes Bank Ltd.- FASAR



ITC Ltd. being one of the FMCG giants in India holds their fortress mainly because of the sharp and proactive set of people there. My project tested not only my mental but my physical endurance as well as it was necessary for me to have a hands on experience in analyzing real market scenarios in various states. The people I met, the places that I visited and the situations I was put into to collect various information are valuable experiences that I'm sure will be helpful in my future endeavors. The few days at the ITC Corporate building gave me an insight about the kind of work culture required for such a giant to stay atop in the race. Overall I believe that my project in ITC Ltd. Is all I, as an intern, needed to get an accurate idea about what it takes to survive in the corporate world.

Vikas Gowda K

ITC Ltd. (ABD)



My internship with Bayer CropScience Ltd. was an extremely special and great experience. My project gave me an opportunity to explore in the field of sales and marketing where I have gained valuable insights into the Agricultural marketing industry and learnt grass root facts of how an agri-input market works as well as I understood that perseverance, integrity, and truthfulness are the secret to success. Here, I had the freedom of using my own marketing strategy to achieve the objectives and final outcome of the project. It gave me an opportunity to interact and learn from professional so which would help me in the near future.

Darade Munjaji Maroti

Bayer CropScience Ltd. Bayer CropScience



Farm Loan Waiver

Trouble / support ?

Waived for whom?

Economics / Emotions?

Total agricultural loan

₹ 12.60 Lakh Cr

Crop Loan - ₹ 7.75 Lakh Cr

Term Loan - ₹ 4.85 Lakh Cr

IN LAKH CR



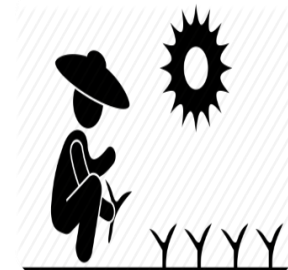
Regional rural banks Cooperative banks Commercial



As most of the states operates at the periphery of the fiscal limit, they find it pressurized to extend such schemes. This leads to a negative implication on economic growth as the capital expenditures are cut down to resolve the hardships faced by farmers. The government stands the risk of pushing the fiscal indicators into disarray.



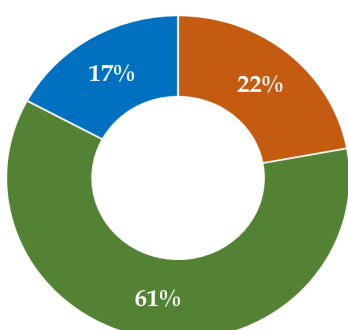
Though this scheme can be morally justified on humanitarian grounds, the scheme is not agreeable from a bankers perspective. The farm loan waivers set precedent for the farmers to await such schemes in future. This dents the credibility of the financial system by hampering the credit cycle.



The farmer finds it a herculean task to find the right person when invoking a loan waiver scheme. There's always a concern in whether all the farmer groups are included or is it allocated only for specific groups. The farmers are bewildered whether the loans are written off for all the crops or the ones that are affected by drought alone. It also penalizes those farmers who service their debt on time.

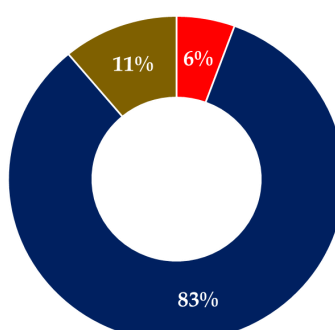
Is Farm Loan Waiver,
The Correct Solution For
Farmers Distress?

■ YES ■ NO ■ MAY BE



Do you feel writing off
loans at the cost of
hampering the credit
cycle is a necessity ?

■ YES ■ NO ■ MAY BE



Govt. paying the premium for
crop insurance schemes
would be a rational solution

-A Kavippriyaa

Proper demand and supply
forecast system

-Saravanan P

Massive investment in
infrastructure development

- Vegi Triveni

Svalbard Global Seed Vault

“Where the history & future of Agriculture is stored”

Extending far down the mountain on a distant island in the Svalbard archipelago in the Arctic ocean, betwixt between mainland Norway and the North Pole, lies the Global Seed Vault. The Seed Vault is the world's largest agglomeration of crop diversity from almost all the countries around the world. It is a foolproof seed storage facility, constructed to stand the challenges of natural calamities or man-made disasters. The idea behind the seed vault is to keep secure the diversity of our agricultural crops in continuity, in times of war, pestilence and climate change, which can serve as a backup repository facility. Thus, it's been aptly called as the doomsday vault, the vault that will preserve the seeds of life even after a calamitous event.




4.5M **933,304** **-18 °C**
VARIETY **SAMPLES IN** **TEMPERATURE**
CAPACITY **THE VAULT** **REQUIRED**

The Svalbard Global Seed Vault is the contrivance of Cary Fowler, who is a scientist, conservationist and biodiversity advocate. It safeguards about 5,000 different species covering maximum of 2.5 billion seeds. The structure was built in 2008, underneath the permafrost which guarantees that the seed samples will remain frozen even without power. Inside the permafrost, it is constant below-freezing temperatures, which is further lowered to about minus 18° C [0 F]. Besides this, the seeds are sealed in a three-ply foil packages and then sealed inside boxes and placed inside the vault where temperature and moisture levels are closely observed. This process manages the metabolic activity in the seeds to remain low, keeping them viable for a long duration of time.

The location is the prime factor that keeps it safe, just 700 miles away from the North Pole and thus it is naturally freezing. Also the site is situated in an area that is high up to prevent flooding. Norway was also amenable to provide 100 percent of the funding to construct it. In 2015, the Syrian war attempted the first withdrawal of seeds from the vault. The Svalbard Global Seed Vault is regarded as humanity's ultimate hope against extinction after a world catastrophe. But oh, the irony! Unexpected warm temperatures in the winter led to rains, and the permafrost has started melting. The seed bank constructed to preserve the world's seeds in the event of global disaster is not prepared to endure the global disaster facing our planet today: global warming.

Liquefying permafrost has seeped into the seed bank, questioning the survival of the structure in the future as the Earth keeps warming. Fortunately, the water did not flood the vault itself. It only reached the entrance of the tunnel and froze there only. But the whole incident has raised questions on the imperishability of a seed bank that was assumed to operate without people's intervention. It is to go through an upscale upgradation. The vault managers in charge are waterproofing the structure and digging trenches to channel melt and rainwater away, according to *The Guardian*. They've also installed pumps in case the vault floods again. "We have to find solutions. It is a big responsibility and we take it very seriously. We are doing this for the world," Asmund Asdal at the Nordic Genetic Resource Centre, which operates the seed vault, told *The Guardian*. "This is supposed to last for eternity."



Vegi Triveni

PGDM (ABM) 2016-18

Alumni Chapters

The Alumni Cell of MANAGE and Manage Alumni Association (MAA) conducted the CHAPTERS 2017. It was the time again for nostalgia, as alumni from different batches of MANAGE gathered to relive their old memories. Season of CHAPTERS 2017 was inaugurated at Hotel Yogi Executive, Mumbai on 6th May 2017. Enthusiasm of the attending alumni was commendable. The saga continued at Hotel Royal Orchid in Bangalore on 28th May 2017, Golconda Resorts in Hyderabad and Ardor 2.1 in Delhi. The main purpose of conducting CHAPTERS 2017 was to catch up with the old times, refresh the memories, expand the contacts and learn the updates about MANAGE. These objectives were well met in the four events. The meet had a number of exciting events lined up to raise the nostalgia notch up and leave a memorable day for not just those who attended but even for those who couldn't. Alumni cell gave a quick presentation on the current activities and happenings at MANAGE. There was a formal discussion which witnessed active involvement of the alumni and a number of commendable suggestions and proposals came up. It was a great experience when alumni shared their guidance, support and love with the current batch of students. The event ended with the promise to meet again and enrich the legacy of MANAGE.

"We all take different paths in life, but no matter where we go, we take a little of each other everywhere"



SPICE is published by:

The Director General

**National Institute of Agricultural
Extension Management (MANAGE)**

Rajendranagar,

Hyderabad - 500030, India

Tel: +91-40-24016702-704

Fax: +91-40-2401388

Editor-in-Chief

Mrs. V. Usha Rani, IAS

Series Editor

Dr. K. Anand Reddy

www.manage.gov.in

Co-Ordinating Editor

Dr. Lakshmi Murthy

Dr. A. S. Charyulu

Team Pratibimb

A.Kavippriyaa

Tamil chelvan. D

Vegi Triveni

Vipin Yadav

Vivek .S

Disclaimer: The view and opinions expressed in the newsletter don't necessarily reflect that of MANAGE