

## WHAT'S INSIDE

- SAMANVAYA Lecture Series No.38 January-March 2017
- Annual Report of Clubs & Committees
- So Far @ MANAGE....
- Alumni Speak
- Totsiens'17
- Adios MANAGE



# SPIICE



## SAMANVAYA Lecture Series 2016-17 Report

“A good beginning makes a good ending” has been the success mantra for the Placement Committee of MANAGE since the inception of PGDM (ABM) program and has certainly stood by their motto “Dare to be Different”, which is evident from the array of different companies and sectors brought in by them. The new Samanvaya Hall served as an important platform for the MANAGEites, especially the Freshers, to know about the corporate scenario, thereby allowing them to analyse and prepare themselves to propel towards their career in a confident and professional manner. MANAGE thanks the following notabilities in the Corporate World for giving MANAGEites this chance and exposure.

Company	Guest	Designation	Company	Guest	Designation
 United Phosphorus Ltd	Mr. Ashok P. Reddy	SBU-1, Business Head		Mr. Ajit Joshi	CFO, Apolotus Health Solution
 DEEPAK FERTILISERS AND PETROCHEMICALS CORPORATION LIMITED	Mr. Basavaraddi.M.R	DGM- Agri Business	 ABVista Feed ingredients	Mr. Dinesh Bhosale	RM- South Asia
 Altech CROP SCIENCE	Ms. Godha Govind	Asia - Pacific Training Manager	 HDFC BANK We understand your world	Mr. Neelakanth Mahi	Asst. Vice President
 Coromandel	Mr. Madhab Adhikari	General Manager, Sales & Marketing	 syngenta	Mr. Aravind Thumbur	Manager- Systems & Processes
 GoFresh	Mr. Maruti Chapke	CEO & Founder	 Coromandel	Mr. S. Srikanthan	COO Crop Protection
 dhanuka	Mr. Kamal Kumar	Senior General Manager	 McCain	Mr. Abinash Gupta	Director- Agriculture
 bigbasket India's largest online supermarket	Mr. Raja.M	National Category Head, Branded Staples	 YARA	Mr. Binay Kumar Parida	General Manager
 DCM SHRIRAM Growing with trust	Mr. Roshan Lal Tamak	Executive Director, Sugar	 AXIS BANK	Mr. Ram Kaundinya	Independent Director
 EM3 Agri Services	Mr. Rohtash Mal	Chairman and MD	 arya	Mr. Anand Chandra	Founder & CEO
 Mahindra Rise.	Mr. Ramdass Velmurugan	VP, Seeds Business	 National Innovation Foundation in support of grassroots innovations	Mr. Tushar Garg	Business Development Manager
 Altech CROP SCIENCE	Mr. Aman Sayed	GM - South East Asia	 Mahindra Rise	Mr. Easow Bipin	Manager HR

# SPICE

## ANNUAL REPORT OF CLUBS AND COMMITTEES OF MANAGE FOR THE YEAR 2016-17

### LITERARY CLUB

Perpetuating the essence of grey literature by circulating the newsletter 'SPICE' every three months among other organizations, staff, alumni and students, the Literary Club (Team Pratibimb) updated the activities and events that happened at MANAGE. This year marked the inclusion of a special column 'Alumni Speak' in the newsletter through which the alumni of MANAGE, working in various sectors across the globe, shared their experiences and insights on diverse affairs. It also conducted an annual Literary festival 'Lit 'O' Melange,' that divulges varied creative finesses of the students in the field of art, literature and knowledge.

### AGRI-BUSINESS CLUB

Agri-Business Club (ABC) envisions fulfilling grassroots innovation by sustainable business ideas that contribute to the welfare of the society at large. It acts as a platform of national repute to bring together the various stakeholders of the agribusiness sector in order to facilitate discussion and knowledge sharing between industry, academia, policy makers and agribusiness students of MANAGE as well as students across the country. ABC collaborated with its industry partners and conducted the national level B-Fest "Krishi Chanakya- A B-Fest to revolutionize agribusiness" which has already gained nationwide interest. It also conducted "Revelation"- An online B-Fest for undergraduate and post graduate students to unfold their talents.



### SPORTS COMMITTEE

The Sports Committee of MANAGE is a relatively new Committee filled with aspirations and ambition. They hosted the first ever inter-collegiate sports meet- OLYMPUS'16. With four flagship events such as badminton, basketball, Table Tennis and Snooker, the event saw participation of over 100 students from IBS, TISS, SABM and FABS. Later in January, the committee came together again for one final time to invoke excitement in the campus by conducting the annual intra-collegiate sports meet-ZENITH'17. Lawn Tennis, Table Tennis, Chess, Squash, Carrom, Snooker, Badminton and Marathon were conducted receiving a huge appreciation from Director General Mrs. Usha Rani herself. Impressed by the potential of the inhouse talent, she promised a course credit for future batches along with other promises for new sports facilities. Kudos to the SportsCom !!



### ALUMNI COMMITTEE

The Alumni committee conducted the Grand Alumni 'REMINESCENCE' meet on August 2016 with the motive of bringing students and alumni together. It was a home coming treat and a family get together for all. Along with fun, important decisions for the upliftment of MANAGE were also made during the meet. Alumni committee has also conducted chapters at Mumbai, Hyderabad, Delhi and Bangalore during May, June 2017. It was an official get together where the alumni were informed about the current happenings in MANAGE during 2016-17.

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## Finance & Marketing Club

The Finance & Marketing Club publishes a monthly magazine, 'Grey Matters', which analyzes various developments taking place in the world of finance and marketing and their impact on the agrarian community. From this year, it has included analysis on agricultural supply chain. Looking at the importance of financial market skills in management graduates, it organizes activities which expose students to capital and commodity trading and enhances their skills to be corporate ready.



## Cultural Committee

The Cultural Committee (fondly known as Cultee) ensured that MANAGE enjoyed to the fullest at every opportunity for celebration. Thanks to them, festivals ranging from Diwali to Pongal, Eid to Christmas were celebrated. Because of them, more than a dozen festivals were acknowledged reflecting the amassing cultural diversity that prevails at MANAGE. This year's Cultee have the unique feat of conducting Children's Day celebration in the most joyful manner. They signed off the year with a memorable and infamous farewell party of MANAGE, Totsiens '17. They made sure not to compromise the festive mood and the spirit of MANAGE despite the busy schedule .



## ACADEMIC COMMITTEE

The academic committee (AcadCom) has been a point of contact and an effective channel of communication between the administration, faculty and students for the constructive feedback on academics. Apart from managing the day to day academic affairs, class schedules, inviting guest faculty, they have kept learning and academic quality as the top priority. They ensured the inflow of good quality reputed faculty members from various institutes like IIMs, IITs as guest faculty. Apart from being an advisory on academic affairs, this year they went an extra mile to make sure that each student worked in diverse groups for the overall development of the students to enter into the corporate world.

## MEDIA CELL

The Media Cell is the brainchild of Batch 2015-17 to serve the purpose of promoting MANAGE and its activities. It was formed just last year with the creation of Media Cell presence in all major social media platforms like Facebook, Twitter, LinkedIn and YouTube. Animated videos on a couple of current affairs were made. Besides that, video submissions from Lit 'O' Melange organized by the Literary Club were shared and popularized, thereby garnering a lot of appreciation from the alumni. The official Corporate video of MANAGE was also promoted on various platforms through Media Cell. Media Cell, though new, is one of the most dynamic clubs in MANAGE.



# SPICE

## So Far @ MANAGE...

### REPUBLIC DAY



On the morning of 26<sup>th</sup> January, the air was filled with vibes of patriotic feeling among the MANAGE family. The Republic Day indeed turned out to be a day that showcased the strength and integrity of the nation bringing MANAGE, from higher Authorities, Faculty, Staff to students together to celebrate the day Constitution of India came into effect. The flag was hoisted by Dr. V.P. Sharma, Director (ITDP). It was then followed by various performances by MANAGE students which included poem recitation, dance and drama. The event ended with the National Anthem as a mini India stood up with great pride and respect.

### REVELATION'17

Agribusiness Club of MANAGE proudly hosted REVELATION'17, a National level online fest aimed at discovering dynamic endowments in young and energetic champs. The fest was organized during 17<sup>th</sup>-21<sup>st</sup> March 2017 with rewards worth Rs.45,000. As a promotion move for Revelation'17, posters and events description were sent to the Deans of around 35 Agricultural colleges all across the country. The event attracted an enormous participation by students from various Universities and B-Schools across the country including IIM Ahmedabad, IIM Lucknow, NIT Surathkal, IIT Guwahati, TNAU, G.B. Pant University of Agriculture and Technology, BHU, NIAM & NAARM among others. Revelation'17 enthralled through its wide range of disparate events like Satya Anveshi (a case study competition for the business minds), Photofrolic (Photography competition for the shutter bugs) and Enuncia (Blog writing competition for the agog bloggers) which was open for both undergraduate and post-graduate students. The contests like Agriwizz (Quiz competition for the wits) and Ad-O-Holic (Poster making competition for the blazoners) were conducted exclusively for undergraduate students. Revelation'17, a prelude to Krishi Chanakya'17, flashed a grand success by breaking the monotony and garnering the interest of many.



Winning Photograph of 'Photofrolic' for the theme "Summer Begins"

# SPICE

## ZENITH



“Sports are life with its volume turned up.” The annual Sports intra college competition, ‘Zenith’ started its much awaited journey from 22<sup>nd</sup> January 2017 through the inaugural game of volleyball. The following days were filled with excitement and fun through games like lawn tennis, table tennis, badminton, squash, chess, carom, snooker, and concluded on 26<sup>th</sup> January with Marathon. The winners were awarded Rs. 700 each and the runners-up were given Rs. 400 each. The total prize money was worth Rs. 31000. Students from both the batches came forward, both in the form of participation and support. There were champions

who were once contestants and refused to give up and there were participants who are going to try further.

It was recommended that sports will be included as a part of curriculum from next session onwards. A few other recommendations were also approved by Director General like betterment of swimming pool, purchase of new sports equipment, etc. With the help of all, Sports Committee from both the batches could make this event a huge success.

## LIT'O'MELANGE

The Literary Club of MANAGE (Team Pratibimb) organized an avidly revised 3<sup>rd</sup> edition of Lit 'O' Melange, an intra-collegiate literary and art festival that celebrated creativity, flair and artistry in all forms on 24<sup>th</sup> and 25<sup>th</sup> February, 2017. Lit'O'Melange'17 was resuscitated after 2 years with much more vigour and enthusiasm relinquishing Rs.25,000 worth prize money. The fest outrivalled the knack of MANAGEites in dynamic formats. It had a prodigious array of events lined in like **Promethean, Collage, Inquisition, Wrangle, Funkytoons, Take One** and **Dubsmash**. Despite the busy schedule, MANAGEites ignited their thoughts and celebrated Literati!



The events constellated the interest of MANAGEites and overwhelming participation was observed. The collage and creative writing events garnered the interest of maximum number of participants. The topic for Collage was “Man fears what he cannot understand,” which brought out a vast number of perspectives and artistic expressions from the participants. The Judges of all the events expressed their difficulty in selecting the best among all the interesting and unique works.

On the day of the prize distribution ceremony, certain requests were put forward to respected Director General like promoting ‘SPICE’ Newsletter on online platforms, conducting Literary events at inter-college level, etc. which were gladly welcomed. A preview of all the entries for ‘Take One’ and ‘Dubsmash’ were done later which received a huge applause from the audience in the Samanvaya Hall. Lit 'O' Melange ultimately served as a platform for the hidden talent, showing that the current batches are not new to the field of Art and Literature.

# SPICE

## ALUMNI SPEAK

Ms. Kavitha David is one of the notable alumni of MANAGE from the batch of 1999-2001. She had a long association with ITC ABD for 12 years. She started her career with the International Business Division of ITC Ltd. and handled the operations of shrimp procurement based at Bhimavaram, Andhra Pradesh. She was a part of Aqua Choupal model establishing a state-of-the-art shrimp seed testing laboratory called Choupal Aqua Care Centre. She was also involved in setting up the ITC's first 100 'e-Choupals' in Uttar Pradesh and mapping the supply chain of wheat. Then Ms. David moved to a totally new vertical, Rural Health and Education initiated by ITC riding on the same infrastructure of e-Choupal. She was also briefly involved with Rural Marketing & Services called 'Choupal Haat,' where she had an opportunity to start a new vertical called Mahila Choupal to engage rural women.



### **Q. How did MANAGE help drive you in your career path?**

A. MANAGE was a kind of right lever to jumpstart my career. It gives the basic framework and prepares you to make you resilient so as to enable you to take up any challenge that comes on the way. The two years were like a preparatory phase and a simulation of the real world challenges. That's how MANAGE helped me to stand where I am today!

### **Q. How adaptable is Procurement and Supply Chain industry for women to have a long term career?**

A. Though it's been a male-dominated profession, there is a huge cultural shift we see today. Women need to get better at surviving and thriving in the world of work. From infrastructure point of view, we are not geared up totally till now. It also depends on the organization with regards to the security. Family support system and domestic help are the essential infrastructure for women to succeed in any career.

### **Q. What has driven you to Development sector?**

A. I am inspired by two persons since my childhood, Mother Teresa and Dr. Reena George of Christian Medical College, Vellore. Somewhere the organizational objectives and personal aspirations were in sync to have my innings with social space in rural health and education. I believe in using our skills and expertise to help grass root organizations to stand on their feet. After quitting the full time job, I am associated with a community based NGO called 'Cheyutha,' which empowers women. My only endeavor is to make them stand on their own by creating an enterprise. It becomes a basis for them to sustain.

### **Q. What advice would you give to MANAGEites to be highly sought-after by the companies and what kind of changes do you suggest to be taken up by MANAGE?**

A. There is a beautiful quote that I believe in, "Your Work is Your Signature." You should use these two years to invest in learning as much as possible. Make use of faculty, infrastructure and facilities to make yourself stand apart. This can be achieved only by continuous quest to excellence which should become part of your DNA. It's time for MANAGE to move to next level, becoming a Centre of Excellence by providing leadership, best practices, research, support and training for agri-business management by continuous review and upgradation of curriculum.

# SPICE

## TOTSIENS'17

*"Every ending has a new beginning"*



Farewell is a universal perplexity that everyone has to go through at some point or the other in their lives. MANAGE bid an earnest farewell to the batch 2015-17 PGDM (ABM) on 24th March 2017 at the Tea Lounge, a spot that's etched in a MANAGEites' life forever. A locale which was once filled with warm fuzz, vogue and fad was espied as an emotionally surcharged ambience. It was a spectacular evening where the MANAGE campus, students, administration and staff bid adieu to the outgoing MANAGEites. Our honorable Director General Mrs. V. Usha Rani delivered a fervid declamation wishing them a bright career and a peaceful life. Principal Coordinator of PGDM (ABM), Dr. Anand Reddy shared a few memories from the indelible journey and wished them good luck for the journey which they are going to embark upon.

The Junior batch 2016-18 hosted the entire program. As an inexplicable bond was shared by the Seniors and Juniors at the same spot, an aura of wistfulness was crammed in the atmosphere. To further dip them into reminiscence, a video was disported which shared their ravishing memories on various occasions. As it carried them to watershed moments, a hilarious video of their Fresher's day was put up to get them back on track. It was followed by a very entertaining dance performance.

To throw more fun and to dash life to the party, few gleeful tasks and some exciting games were played which were relished by all. Different tags were crowned like Mr. & Ms. Farewell, Mr. & Ms. Crush, Entertainer of the Batch etc. As a token of love and appreciation, the mentees bestowed a memento to their mentors. It was succeeded by a delightful dinner and current trend of infinite number of *usies* to cherish.

MANAGE as a college has not only given them a degree but also dreams and friends and for some, even the life partners to carry forever. The last chapter of a novel, the last day of summers, the last line of a poem whatsoever it is, the last one always gives a satiable feeling. The endings are always beauteous and indelible. We close a novel, the leaves fall, the poem ends and MANAGEites conclusively bid goodbye to the batch of 2015-2017 PGDM (ABM) in a distinct way through a funny *Antaakshari* dedicating songs to each other with a silent vow:

*"We rise together, for MANAGE forever"*

# SPICE

## My Footprints @ MANAGE

It seems just like yesterday when I wrote my first article in SPICE, 'Life @ MANAGE.' I remember the first time I landed in my room at Teesta, I had shut the door and danced non-stop for a full five minutes. Days passed, I learned, I laughed, I cried, I struggled, I fought and I helped. I was frankly amazed at the many manifestations of my own personality unfolding in front of my very own eyes. MANAGE is a small world of my own now. It has made me evolve into a professional and yet has always reminded me how important it is to be aware of the little pleasures of life and acknowledge them. I would like to thank all the stakeholders who have made this PGDM (ABM) journey at MANAGE worth remembering and wish my Juniors the very best for their future endeavours.

**Afshin Rahman**  
PGDM (ABM) 2015-17

## My Tale @ MANAGE

There were many reasons I came to MANAGE, placements being the utmost important one but today as I am about to leave it, I have no idea whether my reason for joining MANAGE has been fulfilled or not. It is true that I have been placed well but still there exists a sadness which I cannot understand which turned me into an insomniac. I know I would miss being a student, but I could not understand why the thought of leaving this place brings tears into my eyes and sadness on my face. There are many faces I saw in these two years from teachers to friends, seniors to juniors and many more. I may forget one day how they look but what I won't be able to forget are the memories that I shared with all of them. There are many things that I would miss - the lush green lawns, the rocky hillocks, the delicious food, the birthday celebrations, tea breaks, those stupid fights and the unity in diversity but what I would miss the most is MANAGE which helped me in creating these memories, even a visit to the most exotic destinations cannot ever replace these memories. "I will miss MANAGE" is the common phrase I hear these days but how can anyone miss something if it becomes a part of one's heart for all the time to come. There is a saying that "All good things come to an end" but for me MANAGE is my foundation for all good things to start and continue till I breathe my last. THANK YOU MANAGE for everything!

**Sanjay Mohapatra**  
PGDM (ABM) 2015-17



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