

## WHAT'S INSIDE

- ANNUAL REPORTS  
(CLUBS & COMMITTEES)
- FARMER FRIENDLY  
UNION BUDGET 2018
- FACULTY SPEAK
- THURSDAY
- GUEST LECTURE ON  
CLIMATE CHANGE



No. 42

Jan'18 - Mar'18

## Lit'O'Melange 2018

The Literary Club organized the fourth edition of Lit'O'Melange, a fest that celebrates the artistic abilities of the MANAGEites,

organized between March 19 – 21, 2018. The fest witnessed a huge participation in all the events and was much appreciated by the students and faculty alike. This year, the fest was centered around the topic 'Climate Change and its Impact on Humanity'. Poster making and Collage with the themes 'Earth Without Winters' and 'Be Bold for Change', respectively, saw the highest participation. Other events included Debate (Will India Reach Apocalypse by 2030), Quiz, Re-Scripted (three themes to complete a story from) and What's Your Story (group story telling in the extempore format). The online events included Ad-Lib, Dub smash and Boomerang. Winners were judged on the Literary Club Facebook page by the marketing masters.

The highlight of the concluding event was a session on *Climate Change and its Impact on Humanity*, delivered by Mr. B Kalyan Chakravarthy, IAS, Director General of EPTRI, Hyderabad. For many in the audience, his thoughtful insights changed the way we look at climate change and made the audience realize the danger humanity is driving towards. The talk also touched on how managers of the future can contribute to the safety of the environment. Lit'O'Melange will return in 2019 with many more exciting challenges and prizes.





### Literary Club

Eternalizing the essence of grey literature by circulating the newsletter 'SPICE' every three months among other organizations, staff, alumni and students, the Literary Club documents the activities and events that happen at MANAGE. Getting insights through the 'Alumni Speak' column, this newsletter interacts with the alumni of MANAGE working in various sectors across the globe, sharing their insights on diverse affairs. It also conducts an annual literary festival 'Lit 'O' Melange', that showcases 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 through 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 collaborates with its industry partners and conducts the national level B-Fest "Krishi Chanakya – a B-Fest to revolutionize agribusiness" which has already gained nationwide interest.

### Sports Committee

The Sports Committee of MANAGE is a relatively new committee and is full of aspirations and ambition. They hosted the second ever inter-collegiate sports meet– OLYMPUS'17 with five flagship events such as Badminton, Basket-Ball, Table Tennis, Volleyball 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'18. Lawn Tennis, Table Tennis, Chess, Squash, Carom, Snooker, Badminton and Marathon were conducted receiving a huge appreciation from Director General Mrs. Usha Rani. All these were evaluated for each and every student on basis of the efforts done in sports under the Sports Credit. Kudos to the Sports Com!

### Alumni Committee

The Alumni committee conducted the Grand Alumni 'REMINISCENCE' meet on November 2017 with the motive of bringing students and alumni together along with the Convocation ceremony of previous four batches of PGDM (ABM). It was a home coming treat and a family get together for all. Besides the fun, important decisions for the upliftment of MANAGE were also made during the meet. It was an official get together where the alumni were informed about the current happenings in MANAGE during 2017-18.

## 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

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 amazing cultural diversity that prevails at MANAGE. They signed off the year with a memorable and famous farewell party of MANAGE, Shalom '18. 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 by providing constructive feedback on academics. Apart from managing the day to day academic affairs, class schedules, inviting guest faculty, they have kept keeping 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. The Supply Chain Management course by eminent professors from Michigan State University was also organized by them. 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. Media Cell ensures the active involvement and presence of MANAGE (PGDM) on all major social media platforms like Facebook, Twitter, LinkedIn and YouTube. Animated videos and short films on a couple of current affairs and events respectively were made and popularized through the Media Cell platform. 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 comparatively new, is one of the most dynamic clubs in MANAGE.

## FARMER FRIENDLY UNION BUDGET 2018

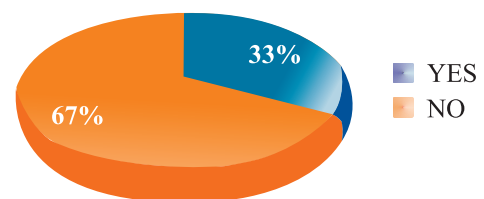
The **2018 Union budget of India** was presented to Parliament on 1<sup>st</sup> February 2018 by Finance Minister Mr. Arun Jaitley. The 2018 budget was considered to be a crucial one, as it would be the first since the rollout of the Goods and Service Tax (GST) regime in India. The Prime Minister praised the budget 2018, stating it to be farmer friendly, common citizen friendly, business environment friendly and development friendly. Referring to the Government's commitment to the welfare of farmers and doubling farmers' income by 2022, the Finance Minister announced a slew of new schemes and measures. However the effectiveness of these schemes and the lacunae in their timely implementation are being discussed widely.

### Highlights of Union Budget for Agriculture Sector

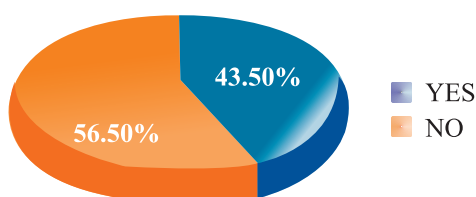
- Agriculture will be projected as an enterprise
- The Minimum Support Price (MSP) for Kharif crops will be 1.5 times the cost of production
- Regulations to ensure creation of 470 APMC & and their further linkage to e-NAM
- Rs.500 crore has been set aside for Operation Green
- State-of-the-art facilities will be established in 42 food parks for boosting agricultural exports.
- Liberalisation in agricultural exports to promote pulse sector.

In this article we present the results of a survey we conducted among the MANAGE community.

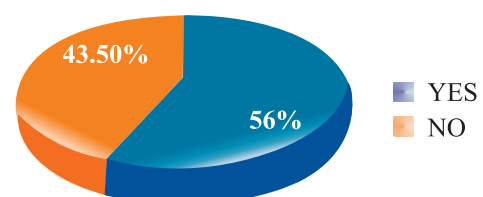
a. Will continuing the practice of MSP (MSP increased to 1.5 times the input cost for Kharif crops) help make Indian farmers self-reliant?



b. Will the 500-crore allocation towards "Operation Green" make Doubling farmers' income by 2022 successful?



c. Will the Indian Agriculture commodities broach a strong competition in the international market where high-quality product is a prerequisite?



The agriculture sector is the backbone of the Indian economy, providing employment to a massive 48.9% of the entire workforce in the country and constitutes 17-18% of GDP. Given this importance of the sector in Indian economy and the current state of struggling Indian farmers', the Union Budget 2018 was expected to be a bliss for Indian agriculture and it has opened the Pandora's Box of schemes for promoting the sector. But what matters is how effective the schemes would be in action. Also, the long term effect of providing MSP to Indian farmers has to be answered with time.

Amala Jacob Kavalam, PGDM ABM 2017-19



## GUEST FACULTY (MSU, MICHIGAN, USA) SPEAKS



**Dr. David J. Closs is the John H. McConnell Chaired Professor of Business Administration in the Department of Supply Chain Management at Michigan State University. In his 40 years at the Broad College, Dr. Closs has gone from Graduate Assistant to Director of the Materials and Logistics Management program, and most recently, the chairperson of the top-ranked Department of Supply Chain Management. Dr. Closs was one of the lead researchers in three MSU studies investigating world-class supply chain capabilities, and has been extensively involved in the development and application of computer models and information systems for logistics operations and planning. He has published over 60 academic articles, authored over 20 books and has been recognized for his research and contributions by MSU, the International Society of Logistics Engineers and the State of Michigan for assisting in regional economic development, among many other organizations. MANAGE had the privilege to have Dr. Closs on campus to handle the Supply Chain Management course for the 2017-19 batch which was scheduled for about 2 weeks. Literary Club, MANAGE had the proud opportunity to interact with him through an interview.**

**1) What is the concept of new economy supply chain management and how is it different from the traditional one?**

Supply chain goes back to thousands of years. Now the customer has completely changed; they want all the variations of a product but at low cost. If we were to look from the fundamental elements, where it traces back to Greece or Israel we can see that they had an efficient supply chain relevant for that time and space. So innovating supply chains with the current needs of the industry and the customer is the key of this new economy supply chain management.

**2) How is supply chain in India different from that in US?**

US has state preferences and it is relatively easy to move stuff around the country whereas in India, states compete with each other and even have separate different taxes. Focus of US is its capitalistic economy and its growth so supply chain especially in agri-sector is to make money but for India the focus is to feed the people. India is still under the colonial regime supply chain systems and is still focusing on trading with traditional colonial nations. This has to change, India should start marketing itself and should take advantage of its surpluses. India has to shape its own destiny.

**3) According to you what can help India change its trade policies to shape its destiny?**

It is the mind-set that has to change. India has been a raw material supplier throughout its growth and you are paying for the value additions that others create on your raw materials. This mind set has to change, India should start focusing on creating value to its resources and marketing them. This even applies to IT sector, where the Indian intelligence is going out of the country. So we are looking forward for a paradigm shift from India being a raw material supplier to a super power supplying future centric finished products in the global Indian labels.

**4) What skill sets do you think a supply chain professional should acquire to excel in the field?**

Obviously, you need to have some knowledge about the functioning and activity of supply chain. What differentiates will be your knowledge of integrated areas in supply chain and how different pieces work together. Acquiring soft skills pretty quickly, dealing with negotiations are most important, you will be always negotiating with your suppliers, customers, employees and your boss too. Communication skills are indispensable because you will have to deal with fairly complex environment and the ability to simplify them and applying the correct pieces at the right place will make you successful.



## SHALOM 2018



Some random day at 11:30 pm, some random person informed me that I was selected for the interviews at MANAGE. Little did I know that this would change my life forever? The interview went from my weight gain to tips for losing weight and I finally arrived at MANAGE. MANAGE welcomed me with good food, a good room and some awesome people around. Seniors came, sessions happened, summer placements got over and the very next moment, we were in tears bidding farewell to them. By the time I came back from the internship, MANAGE had already welcomed a new batch, as stupid, as funny and as clueless as we were. Things changed including our classroom, position in the tea lounge, rules, timings, etc. etc.; but MANAGE remained the same. Same tea and Karachi cookies, same Subbu sir and same MS Kumar mails. There were ups and downs, highs and lows, fights and bonding, but each event just made it more difficult to keep a check on my tears on the final day when it all came to an end. For someone who studied Agriculture because he didn't qualify for any other stream, never left his state, with average communication skills and serious lack of self-confidence; MANAGE has given a path and identity in life. They say you don't find friends in a B-School. May be they are correct. I found a FAMILY

Biswa Pradeep Sukla  
PGDM (ABM) 2016-18





MANAGE - The very place which changed the way I looked at the world. After pursuing 4 years of engineering degree, MANAGE was an option for my career and I feel lucky for choosing it. I was just a small town girl who had too many dreams to fulfil and too many goals to achieve. With all those dreams and goals I entered MANAGE campus. The welcome I received from MANAGE campus was so heart-warming but the entry into MANAGE family had to be hard earned. There were so many steps to complete to become a MANAGEite in truth. This process made me strong from the inside and gave me the confidence to face the real world with a pleasant poker face. All thanks to our loving seniors, whom we cursed at the beginning but we eventually understood that nothing comes free in this world, want to be called a MANAGEite then we should be one. The initial hello with our seniors was a hard one but with the very second hello we became a family. As time flew the last bye to seniors became the hardest thing. Now it was our turn to carry the legacy, to make our juniors MANAGEites and our family got extended with 60 new members. The memories MANAGE gave are uncountable, bigger the family merrier it is. Be it the early morning classes, late night parties, tea breaks with Karachi biscuits, helipad, tea lounge, the B'day bashes, every place from summer gate till final gate had become part of our lives. Leaving this place is painful. This place has blessed me with so many good things in life like good friends who are as good to be called family, confidence to chase my dreams and more importantly a career path ahead. MANAGE has given this small town girl so much confidence to make the world dance around her "choti unglee". To be frank we may leave this place called MANAGE but the feeling of being a MANAGEite will never leave us. #MANAGEites Forever.

S Minu  
PGDM (ABM) 2016-18

I simply feel blessed for the day I chose MANAGE over another institute despite the fact that the odds were against me (non-agri, duh!). My first month seemed like "achhe din" and I was wrong to think that it would be permanent. Then came seniors and brought with them "the sessions". I feel grateful to the fellow who advised me to hold my horses just for few days. Phasing out and to keep it together became my survival methods. And those days turned out to be one of the days where I least wasted my time. And before you realize the seniors passed out and in came another batch of first years with a "WTH do these people want with me" faces. Also, the hostel administration began to love us unconditionally and couldn't stop caring about us (or our business). MANAGE to me seemed more like a place where one can create opportunity (if you have the right amount of support from a team of people) easier than trying to find one. I feel lucky to have been part of a batch where people around me were open-minded, resolved issues through arguments and more importantly had the ability to forgive and forget. To me something can be described beautiful only if there is an end to it. And I feel grateful to MANAGE for giving me this bittersweet feeling with a good ending.

Vivek S  
PGDM (ABM) 2016-18



It seems like just another day when I came to give interview at MANAGE. Now, looking back, it is almost one year that has passed away. Indeed, time flies and especially if it's MANAGE, it is inevitable. Initially, we were a group of 60 students living together in our own small world where our daily routine started with attending the classes, small breaks in between to rejuvenate, evening walks and back to bed. Then, one fine day, seniors came and we got to know what MANAGE is actually all about. Being their juniors was one great opportunity to learn what it needs to be as a called MANAGEite. We didn't know when the count of 60 became 120 and suddenly we became a part of the “MANAGE family”. This is why we call MANAGE as our second home, it is actually a home away from home. Looking back, I still can't believe that we have completed three trimesters and gearing up for the “Fourth one- Summers”. We are in the middle of the story of “Life at MANAGE” where the first half as juniors has been a wonderful experience because of the constant guidance and motivation from our seniors. It was indeed a pleasure to be their juniors. The next half of the story will be the other way around where we will witness the change in role played by us. Coming back to campus in July will mark the beginning of a new chapter and I am eagerly waiting to witness that.

Shiwani Agarwal  
PGDM (ABM) 2017-19





If I were to ask you what a Thursday mean to you, well, it is just another sophisticated weekday in your busy life, but for me, this was the day of my real death and hence my new virtual life. A little bit complicated to understand right?

Let me Start with my introduction, I'm Shiva a six-year-old massive looking Khilar bull, born in some remote place in the warmth of my first love, my mother. Just a few minutes after my first breath I met a close look alike of you who dragged me away from my mother while I was sucking my first feed of colostrum. All that belonged to me was stolen in front of my own eyes, neither I nor my mom could do anything but look at each other helplessly leashed to a hook. Born a few hours ago I knew only two types of creatures in this world. One is my mom and the other one that looked just like you.

My life was same as all other calves around me. Later, I got introduced to many other look alikes of both you and me. But my world was always small, my mom, me and my mom again. I spent all the time dreaming of a beautiful world where I could drink all the milk and play all day with my mom in lush pastures.



But all these days of idleness soon got over when an alien entered our shed; he looked exactly like me and very soon we both were whipped and slashed to pull the cart and thus we became the cart bulls. Our shoulder muscles were daily macerated by the weight of the carts and as days passed I started growing stronger. In the meantime my mom gave birth to two more daughters and she grew older and weaker with the pass of time. Finally, it was time for her to close her eyes in peace but all of a sudden, she was dragged out of the shed and was carried in a cart pulled by her own son to a butcher shop where she enjoyed her last moments of life in "peace".

I wanted to cry! I wanted to run! Wanted to do what not! The person who was my world till today was no more but who would even care about my emotions. Money and their own well-being were the only things that the look alike of you were concerned about.

After a few months we were made to run in a cart pulling competition and due to fear of whipping, I ran with all my life and won the race which brought huge money and fame to my so-called owner. After this incident, I started to get a whole different sort of treatment in my shed. More feed, regular bath and on some festivals they even worshiped me as a God, they looked after my needs very meticulously. And I won many of these races in a row due to the same fear of whipping and it made me a celebrity in the nearby villages.

But after I lost some races my owner started blaming my strength but senescence was a bitter truth which my owner never realized. One fine Thursday I too was dragged out of my shed to some place, just like my mother, I thought it was my end, I waited for my last breath and to join my mom but this was a totally different picture. It was a Thursday and I was there to die without them killing me. You still didn't understand, right? I was there for castration. Yes! Your own celebrity, Shiva who was once worshiped as God was there to lose the purpose of his life.

The same guy who once applied sindhur to my tail was now pulling it to bring me down. Legs were tied and I was held forcefully by 8-10 creatures who looked the same as you, I cried helplessly until the veins supplying blood to my testicles were choked; only the one who undergoes it can know my pain. But this was not the end of my sufferings. Now my new life as a slave working in someone else's field without any purpose of my own will begin.

I will continue to pull the ploughs to fill your stomach, my sisters will thrive hard to provide you the so-called complete food and holy souls like my mother will be another piece in your burger or hotdog. And I thank you for exploiting our 100%.

But the irony is, you say that you care about us and you worship us. I plead you to stop faking respect for us. There are no courts for my justice, no one ever heard me or listened to me, so I thank you for your time. Death is certain and even you will die one day. I hope we will meet somewhere, where we both can live in equal peace and no Thursday will affect our lives.

Varun B\*  
PGDM ABM (2017-19)

*\*The writer is an animal rights activist.*

## GUEST LECTURE ON CLIMATE CHANGE



The Literary Club, MANAGE invited Mr. B Kalyan Chakravarthy, IAS, Director General of Environment Protection Training and Research Institute (EPTRI), Hyderabad to deliver a lecture on Climate Change and its Impact on Humanity.

Mr. Chakravarthy talked about his journey serving the country on a variety of profiles ranging from a Collector in districts of Bhutan on deputation, tackling militants, to the Commissioner of taxes who imposed new taxes on oil companies.

He talked about the intricacies of environmental impact assessment of irrigation projects on the flora and fauna of the nearby areas, explaining beautifully about the need for the assessments of the projects before their actual realization. He clarified several doubts of the students as well as faculty about climate change. He shared in depth the details of a real-life project at EPTRI and how the impact of climate change on local agriculture was assessed. In the project around 3,500 farmers of Andhra Pradesh were under the supervision of EPTRI and scientists at the institute have constructed a model to predict the change in temperature for the next Agricultural year. This was a major eye opener for the students. Overall the lecture proved to be very informative and inspiring for everyone involved.

### SPICE is Published by:

The Director General

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

Rajendranagar

Hyderabad 500030

Tel: +91-40-24016702-706

Fax: +91-40-2401388

### Editor-in-Chief

Smt. V. Usha Rani, IAS

### Series Editor

Dr. K. Anand Reddy

### Coordinating Editor

Dr. Lakshmi Murthy

Dr. A. S. Charyulu

### Team Pratibimb

Amala J. Kavalam    Jikku M. John    Kapil Rana

Lokeshvaran V.    Prateek Sinha    Richa Lohiya