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Spice



POST GRADUATE PROGRAMME IN AGRI BUSINESS MANAGEMENT

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Welcoming the Freshers

The induction program for the 18th batch of MANAGE was organised on 8th July 2013. This year's new batch of 60 inquisitive minds are graduates from a gamut of fields such as Agriculture, Horticulture, Forestry, Agriculture Engineering, Food Technology, Biotechnology, Food Processing Engineering, Dairy Technology and Bioinformatics amongst others. The batch comprises students hailing from 17 different states and 31 universities across the country. The Batch Coordinator (1st year), Dr. B. Venkata Rao began the induction ceremony by extending warm welcome to all the students. Dr. K. Anand Reddy, Director (HRD) and Principal Coordinator, PGDM (ABM) delivered the induction speech and made the students understand the curriculum and the culture of the institute. His speech was a good eye-opener as Dr. Reddy spoke about the responsibilities of a MANAGEite and inspired students to instil qualities in themselves, that would make them a worthy brand ambassador of MANAGE.

The students also enjoyed interacting with former Director and Principal Coordinator of PGDM (ABM), Dr. Vikram Singh, who briefed the students about the importance of agriculture in the Indian economy. To conclude the ceremony, the students were fortunate to be audience to Shri B. Srinivas, I.A.S. Director General and Chairman, PGDM (ABM), who shared a bevy of experiences as the Director General of the institute. During the ceremony the students were introduced to the other faculty and staff of the institute and familiarized with the basic functioning of the institute.



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Freshers Speak

Done with grades in UG, an ambiguous process of loan sanction, leaving old friends back and so on, in short after comprehending on every possible dimension of our lives till now, we landed at MANAGE - the college of our dreams. Steering through emotions, we began to muster courage to perform and out-perform ourselves. At MANAGE we were shown plethora of opportunity and got support from all directions. On looking around, we got real peers, sharing everything. We are now set on to a thrilling journey ahead at MANAGE.

- **Aparna Ashish, PGDM – ABM (2013-15)**

Getting admission in MANAGE was a dream come true. Being a fresher is a tough time of mixed emotions where excitement and nervousness are abound. You have to make new friends all over again, get adjusted to a new system, the place is new and sometimes the entire city seems to be new. But when I came to MANAGE I realised that there was nothing to worry about, as the college provides a very friendly and supportive environment in which you can work to your highest academic ability and benefit from the ample opportunities available. I was lucky to have extremely helpful seniors who guided me and helped me enhance my personality. Getting into the right college, finding great friends, getting accustomed to their language, culture, and living in the campus full of scenic beauty, has made each and every moment memorable.

- **Deepak Singh Bisht, PGDM – ABM (2013-15)**

MANAGE is the center of excellence in Agri-Business Management. I entered here with new hopes and aspirations and noticed all newly admitted students in high spirit. I felt a new rhythm of life, made new friends and learnt time management and multi-tasking—which make me smarter and more efficient. I got to know that there are many opportunities and to get them I will have to stretch beyond my comfort zone. A perfect combination of excellent infrastructure and best faculty is available for students. Here I realized why MANAGEites are known for their qualities which make them different from others. It is indeed challenging as well as worthy to be a part of MANAGE. A comfortable living accommodation and a variety of tasty food at the mess has made MANAGE a home away from home.

- **Raiya Anwar, PGDM – ABM (2013-15)**

I began my journey at MANAGE on 8th July '13 and it is one of the most special days in my life. Joining MANAGE was like reaching an important milestone. I joined MANAGE and got an opportunity to make friends with people from 31 Universities and 17 states and of course an incredible interaction with seniors. Seniors are the stalwarts in the campus who meticulously planned all the activities to guide us, so that we can be ready to face any situation in corporate world. It is just the beginning of the journey and we still long way to go and much more to learn. I hope that I can soon be ready to carry forward the legacy of MANAGE with pride.

- **Mukesh Kumar, PGDM – ABM (2013-15)**

Depreciation of the Rupee

The rupee has depreciated to 23% since May '13, which makes it the worst performing currency among Asian countries. As has been indicated in figures, the USD cannot be blamed alone (Ref. Table: Rupee Performance since May '13, Source:

Date	\$	£	€	¥
Aug. 29, '13	67.71	105.14	90.03	69.22
May 20, '13	55.04	83.61	70.68	53.6
Change	12.67	21.53	19.35	15.62
% Change	23.02	25.76	27.37	29.14

RBI). A number of factors are playing behind this phenomenon that have been discussed in detail in the following sections.

Current Account Deficit and Foreign Exchange Reserve:

CAD touched a record high of \$88 billion (4.7% of GDP) and the Foreign Exchange Reserve dipped to only 7 month imports cover i.e. \$292 billion. A major contributor to the widening CAD is our oil and gold import, accounting for \$144.29 billion and \$53.6 billion respectively. A high CAD, such as this, is not sustainable under the current growth rate. The Index of Industrial Production (IIP) is also showing a negative trend and currently stands at 164.3 which is 2.2% lower than compared to that in June 2012.

Growth Rate, Inflation and Ratings:

As per the Central Statistics Office Report, Wholesale Price Index (WPI) inflation for all commodities increased to 5.79%, while GDP at factor cost (Rs. 13.71 lakh Crores) showed growth of 4.4%. Standard & Poor's has a "BBB-minus" rating on India with negative outlook, while BNP Paribas forecasted India's GDP growth to be 3.7% for 2013-14.

Issues in Syria:

Military intervention by US in Syria is causing oil prices in the international market to rise. This is impacting the inflation-situation as most of the Indian currency is used to import oil. This rise in oil prices coupled with fall in value of the Rupee is going to worsen the situation. These factors will further add on to the food inflation as there will be increase in transportation costs. A general price rise in the economy due to increase in the price of oil is inevitable. According to the Petroleum Ministry's estimates, for every rupee fall against the dollar, the under-recovery price for oil will increase by Rs. 8,000 crore. Hence, the fall of rupee may also push the overall under recovery figures above Rs. 1,50,000 crore which was earlier pegged to be around Rs. 80,000 crore.

Other Concerns:

The exchange traded currency derivative market is now at a huge volume of Rs. 234 billion in June 2013 from Rs. 2.6 billion in September 2008. As per RBI Annual Report, there is strong correlation between NDF (Non-Deliverable Forwards) and the spot market. Sudden exit of Foreign Funds are also driven by their position in NDF market. Offshore NDF drive the rupee-dollar exchange rates. Except in South Korea, none of the Central Banks have intervened in the regulation of the NDF market till now.

Correction Measures:

There are several measures being taken by the government to curtail the further fall in rupee. The Government recently increased the custom duty on gold to 10 % from 8 % and the commodity got costlier by Rs. 600/10 gram. RBI opened a special Forex swap dollar window for three major oil marketing companies- Indian Oil, HPCL and BPCL which account for 56% of crude oil import in the country. This move will reduce the monthly dollar demand by \$7 billion. If the performance of the Manufacturing sector improves, as per the trend shown in the last four months, this will certainly help the economy grow as the core sector accounts for 38% weight in IIP.

PRADEEPT KUMAR and PRIYA SINGH
PGDM-ABM (2012-14)

A New Dawn... MANAGE

"Some steps in your life are meant to define you" and for me, MANAGE is that step, it is the destination I have reached, it is the road, I have to follow.

These words are just a glimpse of what being in MANAGE means to me or to any MANAGEite, an opportunity to reach the goal for which I have always aspired; to become somebody from nobody. MANAGE is a premier institute in the field of Agribusiness Management and is a benchmark for many other institutes. The positive environment of this college has always inspired students to work hard.

Today, standing on these lush green lawns of MANAGE, it seems like all the twists and turns of life have fallen right into place to get me here. MANAGE holds a unique position in the country because it is the creator that has inspired me to work beyond my capabilities and keep the name of this institute flying high.

Coming from the field of biotechnology, I have always had the goal of working in a way that integrates management with biotechnology and this program at MANAGE is my guide in doing so. There is a lot of concern about the use of Biotechnology in Agriculture for it has not always worked in the projected way of favoring the farmers. However I am confident that by utilizing management skills MANAGE inculcates in me, I might be able to change this to a reasonable extent.

This institute has a lot more to offer than mere curriculum based study. The strong working force of students along with a supportive faculty and alumni base make it an epitome of management education in this country.

MANAGE has its own culture that is a blend of the students from different parts of the country having different dimensions of thought and all of these add up to its value. Within two months of being here I have been fortunate to come across such a wide pool of knowledge, fresh ideas from my batch mates and the enriching experiences of my seniors from the second year. Everybody works together here, not for any individual but for the whole team and it creates a huge zeal in me of working the same way, learning the ways a management student should follow, developing the much needed personality for the corporate world. Besides this, being so strongly linked with agriculture makes this field all the more challenging, demanding and rewarding that pushes you and brings out the best in you.

It's hard to sum up a student's hopes, goals and aspirations with this institute for it is gifting its students with unmatched skills, so that they can make it big in the corporate world of Agribusiness. I am just a beginner here but what the last couple of months have taught me is priceless and it fills me with inspiration and propels me to work hard in the right direction, making MANAGE proud.

BHUMIKA PANDITA, PGDM-ABM (2013-15)

Capacity Building of Afghanistan Civil Servants by MANAGE

MANAGE organized an international Training Programme on “Public-Private Partnership Policy and Strategies for Agriculture Sector” for civil servants of Afghanistan during 26 August to 4 September 2013. Thirty civil servants representing Ministry of Agriculture and Livestock, Ministry of Commerce and United Nation Development Programme in Afghanistan participated in the programme.



The ten-day programme exposed the participants to views and different experiences on Public-Private Partnership (PPP) initiatives in the agriculture sector. Interaction with experts, visits to reputed organizations, video conferences and field visits to PPP project

sites enriched the programme. The programme was coordinated by Dr. P. Chandra Shekara, Director Agril.- Extension, Dr. S. Senthil Vinayagam, Principal Coordinator PGDAEM, and Dr. A.S. Charyulu.

ZENITH 2013 - A Show of True Sportsmanship

MANAGEites are forever full of fervour and passion. This was proved yet again by the successful completion of Zenith 2013 - the annual sports meet of MANAGE. The meet began on August 1, 2013 with a friendly doubles badminton match between Director General of MANAGE, Shri B. Srinivas, Principal Coordinator PGDM (ABM) Dr. Anand Reddy and senior students.

This year's sports meet was a two-week affair that witnessed participation from students in various games like Badminton, Tennis, Snooker, Volleyball and Table tennis. Students from both the senior and junior batches competed against one another, thus bringing out the best of talent and healthy competition.

The spirit of sportsmanship was among the students, as they participated in various events with keenness and enthusiasm. The enthralling matches also pulled some of the members of the administration to the courts, as they cheered for their favourite team during the final matches of various events. On the whole, Zenith was very well planned by the Sports Committee of MANAGE. The much awaited prize distribution ceremony took place on August 15, 2013 and added a charm to the Independence Day celebrations.



Zero Budget Farming

Farming has been practiced in India since time immemorial. Indian agriculture is known for its vast and wide spread indigenous knowledge that depicts the expanse of the innate wisdom and experience of Indian farmers. Indians who were engaged in farming, in the pre-modern era were not using any kind of chemical inputs in agricultural lands. Using chemical inputs, the Green Revolution did show a way of life to many distressed farmers by enhancing farm output. However over time, excessive use of these chemical agents has adversely affected the fertility of soils in India. In this regard, the concept of Zero Budget Farming has become one of the important sustainable agriculture practices.

What is Zero Budget Farming?

Mr. Subash Palekar (Maharashtra, India) is the founder of the Zero Budget Farming Movement. He is also known as '*Krishi ka Rishi*' – meaning 'The Sage of Agriculture'. His advocacy of Zero Budget farming was also recognized by Mr. Masanobu Fukuoka – a Japanese agriculturalist and philosopher who pioneered the concept of 'natural farming'. The technique of Zero Budget farming involves the usage of low cost inputs that are easily available or can be produced in the farmer's own land, thereby reducing his dependence on agricultural inputs, institutional credit for carrying out agricultural operations and hired labor. The main objective of this technique is to make the farmer self-reliant in carrying out farming operations. It uses substances such as cow dung and cow urine to prepare various formulations that have the desired level of microbial load. It improves the biological activity in the soil, which also keeps pest infestation under control. According to Mr. Palekar, *desi* cows are of great use in Zero Budget farming due to the adequate level of microbial content provided by cow dung. He says, "Ten kg of cow dung is required for an acre a month. A *desi* cow can give 11 kg of dung a day. Hence cow dung from one cow can be used to cultivate almost 30 acres in a month. Almost any plant needs carbon dioxide to grow. Solar energy and water is needed to cultivate it. Only the remaining help is needed from the soil. It is false when people say that manure is the basic food material for a crop". Precisely, "just one cow can raise crop on 30 acres of land".

Prominent Techniques in Zero Budget Farming

Plant protection agents: A mixture of powdered neem leaves, or black pepper powder, or fermented buttermilk (5 days old) with water act effectively against mites, aphids, and white flies.

Beejamrutha: The mixture 'Beejamrutha' is used for seed treatment for the seed to be free from soil borne and seed borne pathogens at the time of germination. The mixture comprises of water, *desi* cow dung, urine, jaggery, pulse flour and adequate amount of soil.

Mulching: Live mulching with leguminous crops fetches a subsidiary source of income and protect the soil against nutrient depletion by crops. It retains the moisture in the top and sub soil and enhances the water holding capacity of the soil and reduces evapo – transpiration loss that will make the soil accustomed to drought conditions.

The system of Zero Budget natural farming is ideal for the small and marginal farmers in particular, because of it is simple, easy to adopt and the benefit it offers by reducing the cost of cultivation of crops. Thus, Zero Budget farming is a novel method that is beneficial to mother nature and the farmers as well. Though it may not deliver immediate benefits to the farmers, Zero Budget farming definitely safeguards the interests of the farmers, driving them to adopt sustainable practices for production of agricultural products.

AISWARYA S., PGDM-ABM (2013-15)

The North East: An Untapped Goldmine

India's North East Region (NER) is endowed with a varied topography and agro-climatic conditions which offer a vast potential to contribute to food and nutrition security of the nation and overall development of the economy. Nearly 75% of workforce in the region depends on agriculture and its allied activities of which horticulture forms a major share. The North Eastern states have a tremendous potential for sourcing, processing and export of different horticultural crops. Each state of NER has comparative advantage for producing specific horticultural crops. The climatic conditions in Arunachal Pradesh are suitable for production of temperate and sub-tropical fruits, Assam specializes in tea production, Meghalaya and Mizoram in turmeric and ginger production, Manipur in production of chilli, Nagaland in pineapple production, Tripura in production of natural rubber with Sikkim in flower and vegetable production. A substantial quantity of fruit crops are produced in this region. Arunachal Pradesh specializes in production of temperate and sub-tropical fruits like apple, peach, pear, walnut, chestnut, pineapple, orange and guava but due to improper handling, lack of storage and processing facilities, post-harvest losses are very high in fruit crops. The hilly and high rainfall region of NER provide favourable conditions for production of different spices like ginger, turmeric, black pepper, large cardamom, bay leaves and others. NER contributes 42% of the total ginger production in India. Spices such as Lakadong turmeric, king chilli, bird eye chilli and ginger produced in the north eastern region have high intrinsic value and hold high utilization potential in the pharmaceutical and other industries. These high value spices have high demand in Malaysia, Indonesia, Canada and some European countries.

Tea, coffee and rubber are high value plantation crops which provide huge employment opportunities in the region throughout the year. NER accounts for more than 50% in total tea production in India with around 494 million kg of tea and Assam accounts for nearly 98% of it. NER also has more than 5000 hectare area under coffee plantation in Nagaland, Mizoram, Meghalaya and Assam; and around 4.5 lakh hectare potential area for Rubber plantation. Tripura is the chief production hub for Natural Rubber and has been declared as the 'second rubber capital of India' with available plantation area of 35,760 hectares. The North Eastern Region is acknowledged as a gateway for 'Look East Policy'. As per the North Eastern Industrial and Investment Promotion Policy (NEIIPP-2007) by the Ministry of Commerce and Industry, the region has been declared as a Special Economic Zone (SEZ). There are various schemes implemented in this region by the central government to attract investors for the agro processing industry. Some of them are as follows:

1. Capital Investment Subsidy at 15% of investment in plant and machinery (max. ceiling of Rs..30 lakh)
2. Transport Subsidy at 90% of the transport cost of raw materials brought from outside the region as well as the finished goods sent from the region to other parts of the country.
3. Income tax exemption for five years for the new industrial units set up in the region
4. Interest subsidy on 3% of working capital loans
5. Comprehensive insurance scheme- New industrial units as well as the existing units on their substantial expansion are eligible for reimbursement of 100% insurance premium

In spite of availability of vast natural resources, NEIP-2007 and various other government schemes, the agro-processing industry in this region has remained largely underdeveloped because of limited connectivity, both within the region as well as with the rest of the country, inadequate infrastructure facilities, unaccountable taxation and syndicates etc. Some other factors like lack of appropriate strategies for the development of natural resources and lack of faith in the political system are also responsible for under development of industry.

HANS RAJ PALSANIA, PGDM-ABM (2012-14)

The Alumni Chapters 2013: Reliving MANAGE

Time never waits for anyone. Rather it continuously moves on at its own pace. All we can do is steal some time to cherish and relive those special moments. This, precisely, is the purpose of the Alumni Chapters.

Carrying forward one of the long-established legacies of MANAGE, this year as well 'The Alumni Chapters' had been catalogued for four different locations across the country. On June 2, the Delhi and Mumbai Alumni Chapters were organized while June 9 and June 16 witnessed Alumni Chapters in Bangalore and Kolkata respectively.

For years, the Alumni Chapters have meant more than just meeting one-another. The Chapters not only provide a platform to interact with alumni but are a great means to receive suggestions and feedback for further improvement of the institution, besides further strengthening the institution's industry-interface.

The following were some of the key points of discussion at this year's Alumni Chapters:

- ♦ Emphasizing on courses based on the core competency of MANAGE
- ♦ Creating an active group on social networking sites (Facebook, Linked In)
 - Posting queries/doubts that will be catered to and answered by alumni
 - Posting course reviews
- ♦ Preparation and sharing database of alumni contacts with students
- ♦ Seeking involvement of administration for MANAGE Alumni Association (MAA)
- ♦ Permanent faculty for Finance and Marketing courses

Around 75 alumni attended the Alumni Chapters '13 and got nostalgic while sharing and remembering the golden days spent at MANAGE.



Delhi Chapter



Bangalore Chapter

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