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Spice



POST GRADUATE DIPLOMA IN AGRI BUSINESS MANAGEMENT

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Novice's Influx

“The world is a great gymnasium, where we come to make ourselves strong”

MANAGE this year completed its teenage years by welcoming its 20th batch of PGDM-ABM (2015-17), a group of diverse and dynamic young minds ready to prove their worth in the field of agri-business.

This batch is a true example of mini-India at MANAGE, consisting of students from 19 states and from 14 different educational streams. The induction program for this batch was held on 1st July, 2015. An inspiring welcome by the Batch Coordinator - PGDM (ABM), Mr. Uday Bhaskar Reddy, ignited the minds of the newcomers. Dr. K Anand Reddy, Director (HRD) and Principal Coordinator through his speech motivated the students for building a better and brighter future at MANAGE.

Experience sharing with their fellow batch mates helped them learn how to live together with cooperation, happiness, fraternity and have a target to achieve in life.



PGDM (ABM) , Batch 2015-17

Grexit.....??

Greece, which is “*THE BRONZE AGE MANHATTAN*”, known for its deities like “*ZEUS, HADES, POSEIDON, HERCULES*”, for warriors like “*ACHILLES*” and prominent philosophers and astrologer like “*Socrates*”, is now in an abysmal debt crisis. To understand what is happening in Greece and the Eurozone, think about a dinner party. If you are cooking for just you and your partner, it’s easy. However, if you have guests, things get tougher. If you need to accommodate a vegan, someone who is gluten free, someone who is lactose intolerant and someone with soy allergy your options get limited which of course is the problem with Europe’s idea of having the same currency. Usually, if there is high unemployment, what happens is that a country makes its currency cheaper vis-à-vis other currency that makes its products cheaper in the world market and it means that foreign investors can get a great deal of bargains. In January 1999, the Euro was launched which now binds 19 nations into a single currency zone, watched over by European Central Bank but leaves the budget and tax policy in the hands of each country.

ANTICIPATION

If none of this is possible, the country would default in its debt and exit the Eurozone which would create instability in the region and reverberate around the globe, causing the complete breakdown of the Eurozone with dire economic consequences for every European country which is one of the most extreme forms of predicament. The Finance Minister, Mr. Varoufakis, chose to play hard ball with the European Union by making drastic proposals as he knew that it would attract a lot of media attention. His strategy was considered risky and it remains unclear if it will be effective. Most of the economists speculate that there is no real possibility for Greece to repay its entire debt. In order to keep the Eurozone intact, the European Union is likely reach a compromise that would involve extending the time for Greece to repay and offering a lower or even zero percent interest rate. The Prime Minister, Mr. Siriza said that for their part they will stay true to the vision of social justice providing aid to those Greeks who were hit hard by the austerity measures.

Over the next fifty years they are scheduled to repay the debt but with the economy in shambles many experts wonder if that goal is attainable?

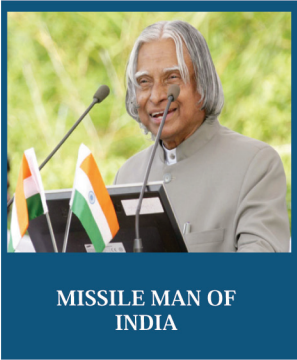
Greece can’t print the money and pay off its debt since European Central Bank decides how much money to print. So to really work, you would need a much closer union where you have big financial transfers coming from the richer places to the poorer places. So the Eurozone is inchoately integrated in a way that doesn’t really work. Facing the prospect of default by mid-2010 Greece entered into a loan agreement with a group of creditors consisting of Eurozone countries, IMF and the European Central Bank together called as TROIKA. Greece was forced to implement severe austerity measures in return for receiving loans from TROIKA which included significant spending cuts on public sector salaries and pension cuts and privatization of national industries. These measures were met with public resistance in the form of widespread protests and a nationwide strike. The austerity measures held deep ramifications for Greece and severe consequences for its citizens. The conditions that TROIKA demanded in return for bailing out the Greek economy were too harsh that it prompted an UN official to speculate that they constituted Human Rights violation. Greece was set to receive the final batch of funding on Feb 28th 2015. However, its recently elected left wing government had proclaimed its desire to halt austerity and renegotiate the terms on its debt, even suggesting that a new round of debt forgiveness would be necessary.

Is the bell ringing for Grexit?

GOKUL. V

PGDM (ABM) 2015-17

A Tribute to People's President-Dr. A.P.J. ABDUL KALAM



“When there is righteousness in heart,
 There is beauty in nature
 When there is beauty in nature
 There is harmony in the home
 When there is harmony in the home,
 There is order in nation
 When there is order in nation,
 There is peace in the world”.



These are the wonderful lines stated by Dr. A.P.J Abdul Kalam in his book “Wings of Fire”. A president, a political leader, a scientist and above all a great human being; any amount of words will fall short to describe this great man. Little did Jainulabdeen & Ashiamma know that their son would grow up to be the first citizen of India. Born in Rameswaram, Dr Kalam has always looked life from a different perspective. He came from a family whose financial conditions weren't sound enough. As a means to support his family income Dr Kalam took up odd jobs in his childhood but never gave up on his education. I was fortunate enough to have a close encounter with Dr Kalam when he visited our hostel during under graduation. The words he uttered have become words of wisdom for many of us. Those words were;

“Thinking creates creativity,
 Creativity brings knowledge,
 And knowledge makes you GREAT !”

Till his last breath he led an exemplified life. Dr Kalam contributed both as a scientist and as a president. His contribution in Indian Space Research Organization (ISRO) was immense. He was responsible for the numerous projects such as Project Devil and Project Valiant and launch of Rohini-1, besides developing missiles under the mission Agni and Prithvi. Dr. Kalam was honored for the same as “Missile Man” of India. Dr Kalam who preferred to remain a bachelor is a perfect example of simple living and high thinking. He inspired millions of people not just to dream big but also to labor hard to chase those dreams. He was a man of impeccable character, indomitable spirit, profound knowledge and firm conviction.

Surely the demise of Dr Kalam is an irreparable loss to the nation. He has left a big void which is hard to fill. Yet, although he is not among us in person, his ideas and ideology will always be eternal.

GURUPRASAD HIREMATH

PGDM (ABM) 2015-17

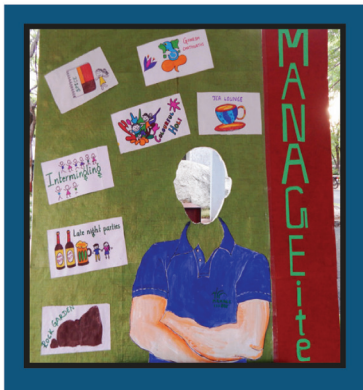
The Grand Alumni Meet - REMINISCENCE '15

'We rise together, for MANAGE forever'

The dawn was fairly different on 15th August 2015, the surrounding was already inundated with saffron, white and green. Augmenting the euphoria was the unison of a multitude of bright minds, that MANAGE had nurtured since its inception. It was not only the Independence day, but the campus was also hosting its "Grand Alumni Meet". The current batches welcoming their alumni, who have relentlessly upheld MANAGE to emerge as a repertoire of pathfinders and drivers of a green battlefield.

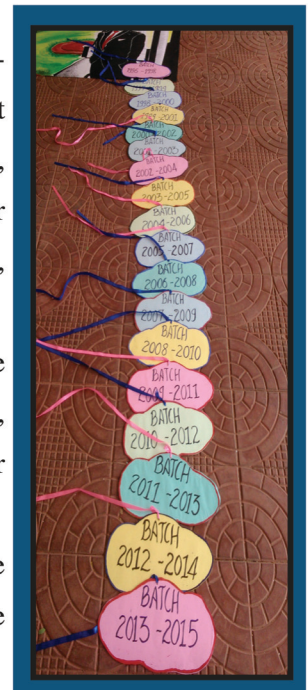


Home coming to the *alma mater*, the feeling of nostalgia, the sense of responsibility, the trend setter - the alumni were high on enthusiasm and permeated with reliving their own days at MANAGE. In continuation with the legacies, being the guiding light and industry experience bearers, the alumni, exchanged their views on the essentials through a formal discussion held with the administration,



Honorable Director General and Principal Coordinator, wherein they suggested various measures for the betterment, in terms of course curriculum as well as industry interface. Some alumni volunteered to share their learning with the students through classroom sessions and to facilitate the field visits in line with the courses. Moreover, it was also proposed to introduce short certified courses and special grooming sessions by professionals before the initiation of the placement process. The main highlight of the congregation was to revise the elected body of MANAGE ALUMNI ASSOCIATION (MAA) with the oath, of taking MANAGE to new heights.

With the sun setting down, the evening appeared more mystical. The warm glow of the shimmering lamps and the mild mist in the air, made the environment perfect for alumni to chit chat and feel the MANAGE quotient. The campus had witnessed 18 batches come and go, each year being a spectator of MANAGE becoming a milestone and setting a benchmark for all the agribusiness managers out there. To acknowledge the contribution of each alumni, students decorated the night with cultural events and music.



The Alumni Meet was preceded by Chapters - Bestowal' 15 which was conducted during the month of June at five different places- Bangalore, Delhi, Mumbai, Bhubaneswar and Patna, where valuable suggestions were proposed by the alumni and were followed by their implementation process.

They visit the campus not only to leave their palm prints but to honor their *alma mater*, the place where they were reincarnated as agribusiness managers to bring laurels and inscribe stories of their triumph. Hence, we say,

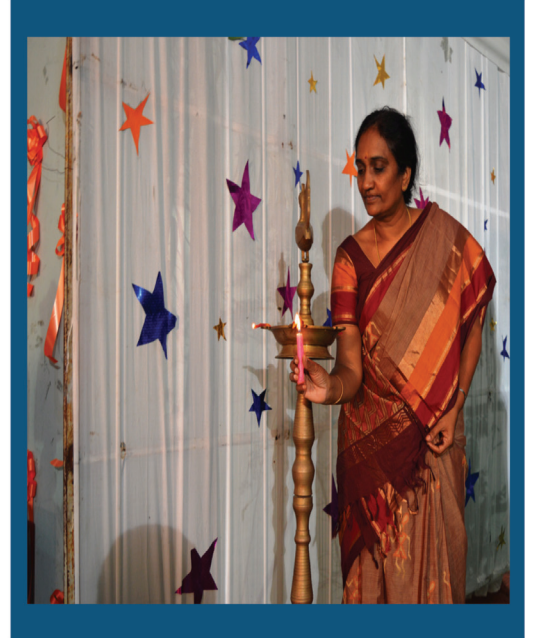
'We rise together, for MANAGE forever'

MANAGE welcomes the new Director General

Mrs. V. Usha Rani, IAS officer of 1995 batch from Andhra Pradesh cadre has taken over the reins as Director General in the National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad on 31st July 2015. She will be on deputation with MANAGE for a tenure of five years.

She has served as Commissioner for Horticulture and Agriculture Departments in Andhra Pradesh. She was also District Collector for Mehboobnagar and Khamman Districts. Her area of interests are farmer empowerment, community development, women empowerment and child welfare. She is keen to bring notable changes in the Indian farming community through the activities of the institute. She is much concerned about the alarming increase in farmer suicide rates, especially in Telangana and Andhra Pradesh

Her involvement is crucial in all of our work and under her guidance we look forward to a brighter future of MANAGE. Her zeal and zest is infectious and will greatly help us in our overall development at MANAGE.



Sundar Pichai - The Pioneer of Pioneers



It is rightly said that “Success is a journey not a destination”. With every mile we walk, the path of this journey gets clearer and when we look back at the way we walked, it seems to be all destined. I believe the X-factor we all talk about actually lies within us, however very few realize this. These people not only scale phenomenal heights but also build an aura to inspire millions. One such personality is the newly crowned CEO of Google, Sundar Pichai. At the age of just 43, he has achieved a position which is influential, enviable and a dream for many. Evidently such leaps never happen overnight, and his life is a stirring example of this.

Born in 1972, Pichai hails from a typical middle class family with of course certain financial restrictions. As a silent and a brilliant student, he went to Vanavani and Jawahar Vidyalaya in Chennai. Thereafter Pichai did Bachelors in Engineering at IIT Kharagpur in Metallurgical Engineering. Then he moved to the US to study MS from Stanford and then an MBA from Wharton School. Before joining Google, he was a management consultant with McKinsey & Company specialising in metallurgy. He joined Google in 2004 where he was responsible for products like Chrome, Chrome OS and even Google Drive. Pichai was in the running for the post of CEO at Microsoft, before Satya Nadella was announced as its CEO. At one point of time he even had an option of shifting from Google to some other company, but Google, in order to retain such talent as his, offered him \$50 million in stocks. He played a pivotal role in many of Google’s imperative decisions, as in acquiring Nest and handled financially important projects including setting of Chrome which brought the company into the big league. In the course of time he married his long-time girlfriend Anjali and has two kids. He is said to be a balanced person both professionally and personally.

Pichai being the 3rd CEO of Google and the First Non-White CEO in the company’s history, is the epitome of success and inspiration for millions of budding managers and entrepreneurs. He is believed to be one of the most politically correct and neutral executives. Reaching the pinnacle, he is a living example that if you have conviction, passion and a strong dedication, sooner or later you will reach your goal. It is all about following your gut, or karma or intuition that drives you smoothly through the times of crises. When Internet Explorer was ruling the Internet industry, coming up with a search toolbar didn’t seem to be feasible to many, but today Pichai’s Google Chrome is ruling the same industry. This is the magic of trusting ones gut feeling. So he didn’t actually focus on taking a right decision but taking a decision and proving it right. The knowledge he possesses combined with his negotiating abilities made him the most eligible choice to lead Google. Hopefully he will keep on innovating new user friendly platforms and set a standard even in future for millions of people like us who dream big.

ARPITA BAJPEYI

PGDM (ABM) 2015-17

Life @ MANAGE

I realized that MANAGE would certainly provide us the most fruitful attributes to be a successful human. Here, I have discovered an inquisitive personality within myself that was kept hidden in the jinx of several cerebral complexities till then.

A nearby forest and lush green campus takes us closer to nature, while world class infrastructure and ambience helps us educate as well as train ourselves to meet the global standards of professionalism. The tasty, hygienic and delicious food here in the campus, keeps our body as well as mind healthy, composed and functional enough to increase and maintain our efficiency.

The most fascinating thing I found here is a troop of 60 diverse young ambitious minds from different regions, religions, beliefs, languages, knowledge etc., as my classmates. In addition to that a more advanced, organized, experienced, generous, supportive and even more diverse group of seniors. Their time to time guidance keeps our energy level up to the brink. Despite this diversity we get to learn how to live together with cooperation, happiness, fraternity and have a target to achieve success in life.

Life at MANAGE gives me an intuition that in these two years an average personality in me will emerge as a well groomed and polished one ready to face the upcoming challenges enthusiastically and valiantly.

**TONY KR. TOP
PGDM (ABM) 2015-17**



After spending 23 years of my life at home it was indeed a tough task to shift to a completely new place, meet new people and acclimatize accordingly. However, after a few days in MANAGE, I feel as if I am in a new home away from my home. MANAGE a pioneer in agribusiness management is a place where the focus is not only on academics but also to bring about all round development .

Life here is definitely a roller coaster ride with diverse emotions which become memorable enough to be cherished for the times to come. Students here are from 19 different states with different languages and cultures representing unity in diversity for which India stands for. The lush green campus, the delicious food and friendly ambience makes life here interesting. Whether it's the time for celebration or the time of despair everyone stands united to support and encourage each other. Some may call it team work and some may call it cooperation but we are indeed a family and that's why we always stand together. I believe MANAGE would not only help me in brushing up my skills but also provide me ample opportunity to augment in various facets of life.

**SANJAY MOHAPATRA
PGDM (ABM) 2015-17**

Life @ MANAGE

Andy Rooney said, "I've learned that the easiest way for me to grow as a person is to surround myself with people smarter than I am." Looking back at the last few days spent at MANAGE, I feel myself evolved. Be it the faculty, seniors and my own batch mates, they all enrich me. I feel I have started becoming a part of the conformity of the MANAGE matrix. The ability to obtain, assimilate and apply the right learning is the practice here. Making the right decisions and being proactive is something I have started learning after landing in MANAGE. I believe MANAGE will help me hone these skills and make me much more competent and proficient. I look forward to living a dynamic life at MANAGE with umpteen number of opportunities and challenges.

AFSEEN REHMAAN
PGDM (ABM) 2015-17

A home away from home

The pioneer college in the field of agribusiness is a dream college for many students across India, and I consider myself to be fortunate enough to be part of this institute, beginning a new & exciting chapter of my life i.e. life at MANAGE.

The lush green campus and the vibrancy of this institute gives a feeling of studying at a global B-school. For the first time I am out of my home state and so it was an enthralling experience for me to meet people from various states, linguistic backgrounds, culture etc. Sense of togetherness, unity in diversity and a feeling of being in a family is what MANAGE helps us to experience each day. With every dawn comes along a new learning experience transforming us into a better and brighter person altogether. I am sure at the end of these two years, I will be filled with tonnes of knowledge and experience ready to take a strong step in the outer world and leaving a respectable mark as a MANAGEite.

GURUPRASAD HIREMATH
PGDM (ABM) 2015-17

"We study, we play, we love, we pray,
We turn white all that is grey"
"A great institute, for sure,
Where life teaches us fun that is so pure"



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