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# SPICE



## A NEW CHAPTER

On 14<sup>th</sup> June 2017, MANAGE welcomed its 22<sup>nd</sup> batch of PGDM-ABM (2017-2019). This year's batch comprises of 60 Industrious and creative minds who hail from 19 different states and 29 different universities who are ready to champion the agribusiness world with their imperative problem solving skills. With the arrival of this batch, the Institute has already reached a milestone by witnessing the highest ever sex ratio with 27 girls and 33 boys.

The orientation session was chaired by Hon. Director General Ms. V. Usha Rani (I.A.S.) and Dr. K. Anand Reddy, Principal Co-ordinator PGDM (ABM). It was attended by all the directors and faculty members who shared a bevy of details about the opportunities in store for the students.



**PGDM (ABM) Batch 2017-19**

**Spice** is a publication from the students of PGDM (ABM) of  
**NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)**  
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## WOMEN IN LEADERSHIP

2017 is a significant year for MANAGE, not only because it has stepped into its 30<sup>th</sup> year, but has also witnessed the highest enrollment of girl students in PGDM-ABM with a strength of 27 girls, the highest since the inception of this course in 1996. This noteworthy fact has led me to analyze the share of women in the World of Business. The 2017 Fortune 500 CEO's list has only 32 companies with women at the helm. The women now hold a paltry 6.4% of CEO positions in America's 500 biggest companies which is, in no way, a representative of even half of the country's population. The situation is even worse in India. Of the top 100 companies listed on BSE, barely 1% women are a part of 1,112 directorships. What's more, 54% of these companies don't have women directors at all.

Gender inequality is not only a pressing moral and social issue, but it is also a critical economic challenge. Realizing gender parity will have a larger economic impact in India than in any other region in the world, with about \$700 billion added to the GDP by 2025 in the 'Best in Region' scenario. The main reason cited for this is the traditionally male dominated business culture combined with the challenge of

### BE THE NEXT!



accessing finance is also a formidable barrier for women in business. Both women and men aspire equally to board service and executive positions in a business. The highly visible projects, mission critical roles and international experience are the crucial "hot jobs" that advance high potentials further and faster, but women get fewer of these critical experiences necessary to advance.

Today's women are leaders in business, sports and politics and they are shattering stereotypes. The business world has started to realize the power of women and steps are being taken to include more women in leadership roles. One of such efforts is taken by the 27 CEOs-including those from corporate heavyweights like Accenture, Bank of America, Coca-Cola, LinkedIn- to form a new coalition known as "Paradigm for Parity" that is aiming for gender parity at the top of major companies by 2030. So we hope to see more women in power in the future and many more in the Fortune 500 list. Let the future lead to a women-friendly corporate world.

**Sulfia Taj K**

**PGDM (ABM) 2017-19**

## ALUMNI SPEAKS



**Mr. Gulshan Dhanjal is an eminent alumnus of MANAGE from the batch of 2002-2004. He started his career as Assistant Manager – Procurement at Dabur India Ltd., after which he worked for Mondelēz International and Reckitt Benckiser. He has been working in the procurement sector for 13 years and is currently based at Dubai, working for Unilever since December 2012 as Senior Global Procurement Manager. Mr. Dhanjal loves the procurement sector and holds numerous awards and certifications including ‘Best in Entrepreneurship Value’ from Reckitt Benckiser, Master’s Certificate in Logistics, Materials and Supply Chain Management from University of San Francisco and Certificate in Leading Organizations and Change from Sloan School of Management, Massachusetts Institute of Technology.**

**Q. How is the procurement sector in India different from abroad?**

A. The way of conducting business is different in terms of savings and expenditure. In India more focus is on cutting the costs whereas in other countries the focus is on bringing the cost perspective out of the value chain and further to increase the sustainability of the environment by reducing packaging and excessive. But the procurement sector is evolving. Earlier the purchase department used to be in the backyard of a company but nowadays every company prefers to reduce the cost of goods sold which can only be achieved by cutting costs in procurement. So, the supply chain of a company is fighting the supply chain of the other company instead of only the sales force fighting the sales force of the competitor.

**Q. Do you agree that procurement is a male dominated sector?**

A. Procurement is not a male dominated sector at all. As a matter of fact, outside India it is a sector dominated by females. Even in India, the picture is changing rapidly as more and more women are showing interest in the sector and I believe that in India, sometime in the near future, women will be the major drivers of this sector as well.

**Q. What are your views on the performance of MANAGE as a B-School?**

A. MANAGE is a well-known name in India and the students have great potential. They are competing in various competitions with students from different B-Schools and are winning as well. MANAGE organizes the B-fest “Krishi Chanakya,” which I think is a really good initiative. It would be wonderful to add fundamental research to the list.

**Q. What do you think will be the impact of GST in FMCG Sector?**

A. FMCG is a recession proof industry. It’s the luxury industry that suffers because when the prices rise, people stop using luxury products. But no matter what happens, the consumption of FMCGs can never go down substantially; people will keep using shampoos, toothpaste and cosmetics.

**Q. A few words to MANAGE students.**

A. Well, Godspeed! Try to be different from others. It’s not necessary that the one with the highest score is the best, so try to be innovative and differentiate yourself from others. It’s not just the textbook knowledge that counts, so keep yourself aware of what is happening in the agribusiness world. Focus on your strengths and gain expertise in your area of interest. You have immense potential to be utilized.

## ONLY IF AGRIBUSINESS PARKS WOULD DO IT!!

“In the middle of every difficulty lies Opportunity”

-Albert Einstein

In 2016, the agricultural losses accounted for an astounding ₹ 92000 crores, which was thrice the agriculture budget of that financial year. Where is India heading? With more than 50% population engrossed in agricultural activities, are we utilising the resources efficiently? Though we produce surplus, do we have effective distribution strategies? Though India produces food in bounty, why does processing account for a mere 2%? Why is India’s share in the world market not very prominent?

The power of collaboration was underestimated earlier. Mere reliance on the government and its policies never rescued people from difficulties. For instance, the Co-operative Societies Act was passed in 1912, but nobody before Verghese Kurien (in 1970) took this tool handy and urged people to collaborate in order to flourish. This made

### Constraints in the Growth of the Agro-Food Industries

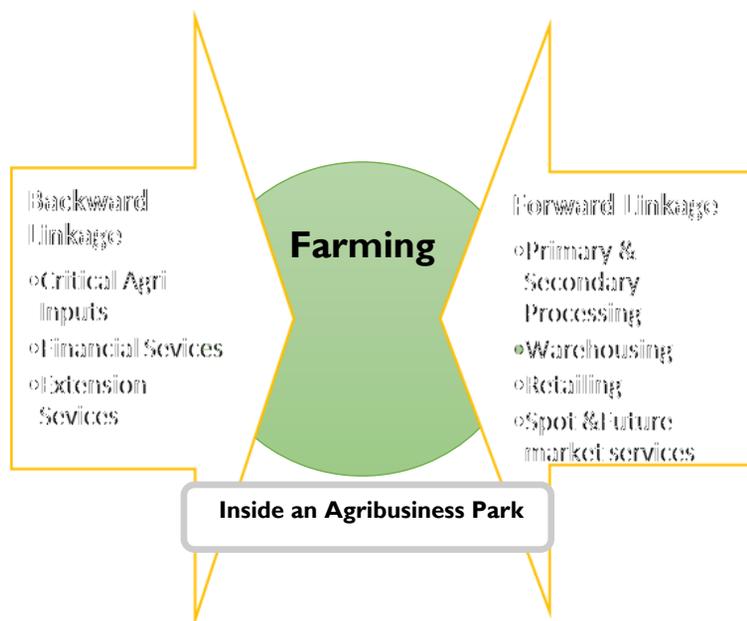
- ◆ Low productivity and higher costs of production
- ◆ Inadequate infrastructure in terms of cold chain and primary processing facilities
- ◆ Technological deficiencies

history because India became and still is, the largest producer of milk in the world. Thus, concepts like producer companies, agribusiness parks, etc. have to be used in an innovative way so as to exploit its benefits effectively.

Agribusiness parks is a concept that will ensure sustainability and logistic efficiency of agro-food industries. These parks aim at providing holistic solution through access to backward and forward linkages through various value chain development service providers.

I believe that the Government should speed-up infrastructure building and ensure smooth running of collaborative activities

like agribusiness parks, cooperatives or producer companies. This will boost the economy, not only through reduced wastage and enhanced food processing but also through employment generation, better pricing for farmer’s produce, increased exports and trade, etc. Like a ripple effect does, emergence of many more unified activities by farmers and other stakeholders will surge the economy up by leaps and bounds. Now is the right time to chase this inherent potential of collective action.



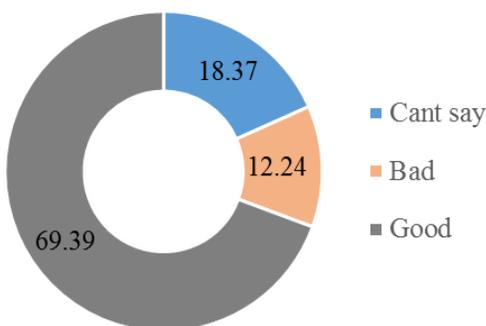
**Vedangi Pradeep Kunkikar**  
**PGDM (ABM) 2017-19**



## GST and its Implications on Agriculture

The 1<sup>st</sup> of July saw the launch of the biggest tax reform since Independent India. A single taxation system was introduced in the country. The proposal of GST was initially drawn to replace a slew of indirect taxes with a unified tax and was therefore set to dramatically reshape the country's 2 trillion dollar economy. However, in recent months, GST has spurred a lot of debate on its effects on various sectors including agriculture. In this article we put forward the opinions and views of the MANAGE community regarding GST's effect on agriculture

### What do you think will be GST's long term effect on Farming Sector



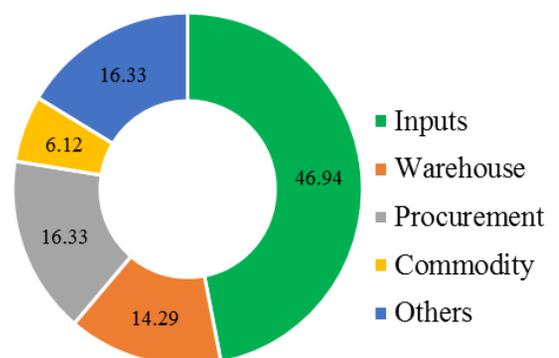
Concept wise and planning wise, our country has been taking some phenomenal decisions lately but what is to be seen is their efficiency of implementation. It has been over a month since GST was launched which was preceded by months of speculation and planning. In spite of these preparations, the tax slabs of certain commodities are being changed constantly. This is increasing the already existing sense of confusion among the general public.

**Mr. Vamsidhar Ambatipudi,**  
**Head of Data Analytics, IRDA**

The launch of e-NAM and the subsequent implementation of GST implies that we are on the right track towards the vision. GST will subsume all the indirect taxes on agricultural commodities levied by various states during inter-state transport. This will, in turn, lead to a more efficient, reliable, transparent and a hassle-free supply chain by bringing in the model of unified market which ensures the farmers in getting better price for their produce. Hopefully, doubling the farmers' income.

**A. Kavippriyaa,**  
**PGDM-ABM (2016-18)**

### Which sector do you think is going to be worst affected due to implementation of GST



## So Far @ MANAGE

### Digital Marketing Workshop

With technology growing by leaps and bounds every day, the marketing game is never the same. And to stay in the race, a 3-day workshop was conducted by Ms. Prapti Mishra, Co-founder and Senior-VP at Brightwater Sensing and also an alumna. The workshop was helpful for the students to not only get to know about new methods and channels but also learn about ways to increase the efficiency of the more frequently known and used platforms. The workshop served as a medium for students to share their views, ideas, experiences and other technological innovations that are incorporated by top companies in the world.

### Exposure Visit to Warehouses and Cold Storages

As part of the Infrastructure and Agri-Warehousing course curriculum, the students of PGDM (ABM) batch of 2016-18 made an industrial trip to warehouses in private and public sector.

The visit to FCI (Food Corporation of India) warehouse located at Sanath Nagar, Hyderabad was enriching. Nitty gritty of how the procurement happens were explained by the officials. It was helpful for the students to learn about the importance of public distribution system (PDS) catering to the needs of the nation in case of food shortage.

The Gubba Green Cold Pvt. Ltd., offers cold storage services in Hyderabad, Andhra Pradesh and other parts of India catering to the preservation needs of more than 250 seed companies in India and abroad. It is India's first private sector germplasm bank. The visit enlightened the students on what it takes to run a cold storage banked on heavy modern technology such as germplasm bank, pharma cold storage, etc. The officials explained about the storage business dynamics and the precautions that have to be taken to gain customer trust in order to be successful.

### Independence Day Celebrations

The 71<sup>st</sup> Independence Day was celebrated in MANAGE with gusto. The event commenced with flag hoisting by Hon'ble Director General, Smt. V. Usha Rani, IAS. She discussed the history, goals and aspirations of India and the role MANAGE can play in their fulfilment and inspired us to be better citizens. The event was attended by various dignitaries including the Principal Co-ordinator, Dr. K. Anand Reddy.

This was followed by various cultural events including solo and group song performances, dance performance, poetry recitation and skit, portraying the story of India's fight for freedom, heart wrenching stories of partition, the journey towards development and the accolades bagged by India. The function left us moved and instilled with a sense of immense pride and determination towards working for the motherland.



## Life @ MANAGE

*“People say it is the destination, which shows the world the real you, but I say who cares when journey is MANAGE”*

Just when I thought I learnt the way to live, MANAGE happened and I realized MANAGE is the change I was looking for. To some, it may be just another phase in life to open gates to success but my purpose of coming here is to explore life, know the real me, push myself out of the comfort zone and learn to face the thick and the thins life brings at every stage.

I've recently become a part of this place and surprisingly, I never feel like this is the first time I'm away from home. MANAGE is definitely my 'home away from home'. Every morning, it seems as if everything around me is singing and dancing to add the special 'MANAGE' spark to each day. The campus is so perfectly landscaped that it keeps one in constant touch with nature and even I feel like a free bird ready to soar and no one can ensnare me.

The facilities one enjoys here are par excellence, be it classrooms, hostel, food, sports facilities I always wanted and also, people are so humble and courteous that they make you feel like you belong here.

Be it craziness, love, care, laughter or cries; every feeling that exists can be experienced in this wonderland. Who knows what's up next, all I can say is MANAGE is full of surprises and “a sky full of stars” and I am proud to be a part of this galaxy.

**Shivangi Wadhwa**

**PGDM (ABM) 2017-19**

Mesmerised by the lush green beauty of the premises, I was so glad to see this Institute so well settled amidst a serene environment. The National Institute of Agricultural Extension Management (MANAGE) is located away from the clutter of the city. While I was nervously getting ready for the greatest transformation that is going to come in my life, my arrival into this land of beauty with greenery around, screaming of peacocks and the chirping of squirrels made me feel at home and I relaxed as if now I was safe in the hands of nature.

“Every turning point drives a story,” but here in my life, a story of a small village which is waiting for information and infrastructure, has led to this huge turning point and that one story imbibed in me the passion to explore more and more in the Agribusiness sector and thus, I joined MANAGE, which is indeed the best B-School in this sector.

The first thing I saw on my entry into MANAGE, was the list of my batch mates, only to know that I will be growing on the MANAGE tree that will bloom 60 fruits that head from 19 states of India and belong to such diverse cultures and educational backgrounds. Mini India indeed!! Unlike many other hostels across India, the hostels here have all the amenities that made me feel intrinsically comfortable and borne to me the best living experience. The mess food is a complete diet that is required to nurture it includes salads, dairy products and fruits along with high protein - low carbohydrate diet, happily served and savoured! With an open mind and a complacent heart, I now know I will never ever forget my MANAGE days.

**Vedangi Pradeep Kunkikar**

**PGDM (ABM) 2017-19**

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## Life @ MANAGE

Life at National Institute of Agricultural Extension Management is a whole new experience where every day you get something new to learn. It is a place where ordinary students are transformed into extraordinary personalities. It is an enriching experience, where you are subjected to rigorous classroom sessions, presentations, assignments which come with a buzzword called “deadline.” It is a place where you learn to value time. Grabbing a toast and running through the lush green lawn to reach the classroom on time is the best gift you can offer yourself every day and the excellent infrastructure and sports facility for extracurricular activities will bring out the sportsperson within you.

Diversity is one of the major USP of MANAGE PGDM (ABM) program, where 120 students from different parts of the country representing various cultures add to the cross cultural interactions.

From rich classroom discussions to ‘Chai Pe Charcha’ in the mess, from surprise quizzes to brainstorming case studies, from midnight birthday celebrations to burning the midnight oil, from a mundane life to an exciting life, MANAGE always keeps me on my toes. Always ‘Corporate Ready.’

**Anupam Srujan Sahoo**

**PGDM (ABM) 2017-19**

The very first day when I came to MANAGE, I did not know how the things would unfold in front of me, what situations would arise, how these two years are going to be like, will it be fun or a typical schedule of waking up, eating breakfast, going to class, coming back, having dinner and then back to sleep and the cycle would continue, whether I will be able to sustain the work load or not.

But, after spending some time here, my way of thinking has changed. When I came here, my sole objectives was to get a good placement but now I understand that there is something other than placements that MANAGE can give me and that the coming two years are going to give me memories worth cherishing. As I am spending more and more time at MANAGE, I am able to analyze the things in which I am lagging behind. MANAGE is going to give me the exact platform for building up my skill set and overall personality. Now, I am looking forward to an enriching experience. I know that the path that is going to come ahead is not that easy but then this will only help me to achieve my goals and bring me one step further to my goal. This is all about life at MANAGE till now and I am pretty sure as the days pass, I will have much more things to write about this place.

**Shiwani Agarwal**

**PGDM (ABM) 2017-19**

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