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SPICE



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A NEW EPISODE

MANAGE, the best sectoral B-School and 3rd best B-school in South India always seeks industrious and creative minds. This year MANAGE increased its intake and selected 70 meritorious and creative minds for PGDM-ABM (2018-2020), out of which 26 are girls and 44 are boys, and they are from 21 states and 34 different universities. The students are getting ready to maintain the legacy of MANAGE and to champion in the agribusiness world. The new batch of MANAGE PGDM-ABM (2018-2020) had its orientation programme on 15th of June which was chaired by Honourable Director General of MANAGE, Ms. V. Usha Rani (I.A.S) and Principal Co-ordinator Dr. K. Anand Reddy. All the directors and faculty members also guided the students about diversified opportunities and the whole new world in which they are going to enter.



PGDM (ABM) Batch 2018-20

LET THE EARTHWORMS DANCE

There is no time in modern agriculture for a farmer to write a poem or compose a song.

-Masanobu Fukuoka

I remember one day upon looking at a picture of an earthworm in her textbook, my little cousin asked me what it was. I tried explaining when it dawned upon me that she didn't have a childhood like I had and neither do any children of her age have and unfortunately no child of the future generation will have. Why? What has changed in these years? Why has it changed? Why are there no more earthworms around?

Let's start at the very beginning. During the pre-historic and early-man era humans used to be hunter-gatherers. Then around 10,000 years ago we started cultivating. With its start, civilizations began to form and they understood that for them to thrive and prosper, a systematic and civilized approach towards agriculture was essential. Cities started forming at the sides of rivers all around the world. Civilizations began to be considered stronger or bigger based on agricultural production.

Although those practices and systems may look puny in comparison to what we have achieved today, we still have a thing or two to learn from our ancestors of Indus Valley.

Our ancestors never used synthetic chemicals to poison the earth for thousands of years that they were here for. And just in a few hundred years, we the modern men have achieved something so unsurmountable which has not only harmed the diversity on Earth but also has done an irreparable damage to it. In our haughty attitude, we never realized when our need transformed into greed. The only thing we cared was how to exploit the Earth and its resources more than the next person, the land suffered the tragedy of commons. If this wasn't the case, then what other human emotion could have inspired the invention and commercialization of deadly chemicals? We apply on bare land, what can't be touched with our bare hands and expect fruits from the same land to make us healthy and wise.

It's not that we have only lost and degraded everything. I am not a cynic to undervalue the good things that humans have come a long way to achieve. But the growth, progress and development that we take much pride in has always without exception been followed by ultimate harm to our only home, Earth.

Let's go back to our earthworm. This little guy vanished and nobody flashed an eye. It's important because its disappearance is an indication, it predates something worse. Because of indiscriminate use of destructive chemicals its survival is in threat. In scientific jargon, it's a keystone species, protection, and conservation of which must not be overlooked.

Emily Dickinson once said, **"If you take care of the small things, the big things take care of themselves."**

Easy enough? Small things. Things that you and I can manage. Let's make a list. Let's start caring. Start small. Start with things that can someday create a difference.

Global warming, climate change, decreasing productivity you name it, any major crisis the world is facing today has at its very root in some minor disturbances created by us in the ecosystem. Humans have even been compared to a virus in this respect.

All's well that ends well and I would not want to see a tragic ending. Do you not want to too? Start acting. We owe the posterity something, we owe them a childhood, a childhood in which no one of them is bereft of the pleasure of dancing in the rain and watching the earthworms dance. I have a dream that this is possible, that humanity for their own collective good once will rise above greed and self and will let the earthworms dance.

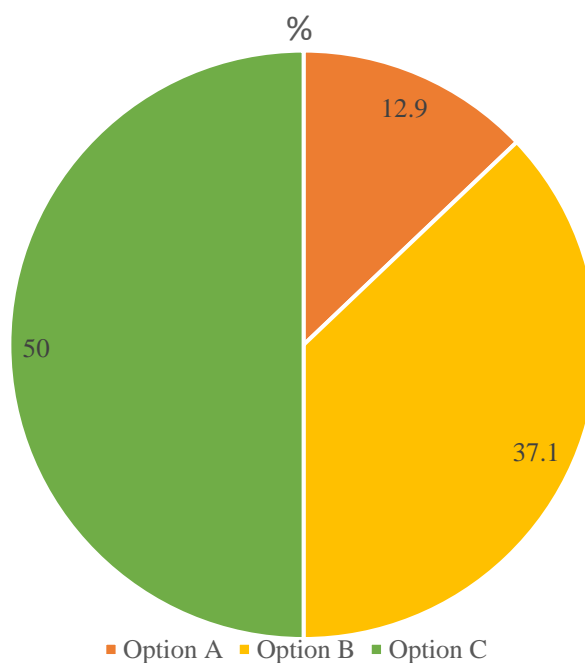
I believe that everything's going to be alright and happy forever if we can let the earthworms dance. Make this world a happy place. Let the earthworm dance.

The Treble Trouble: India, Iran and the U.S.

India seems to be placed in an undesirable situation following Trump unilaterally walking out of the U.S.-Iran nuclear deal and threatening to impose sanctions on Tehran. It is being told to stop importing oil from Iran, the country's third-largest oil supplier. Already, oil prices have hit the roof leading to increased prices and general resentment with chances of the economy further slowing down. Iran has been a consistent supporter of India on Kashmir issue and India's investment in Chabahar Port is immense which is of great strategic value. With the US threatening to block Iran's access to transactions in US dollars, India shifted to trade in local currencies of the respective countries and re-routing transactions through Turkey. However, in August 2018, the crude oil imports from the U.S. tripled as compared to last quarter. On the other hand, Indian Tea industries and Rice industries are compelled to seek special exchange rates from Iran as payments are being delayed for an unusually long time. In this article we put forward the opinions and views of the MANAGE community regarding this.

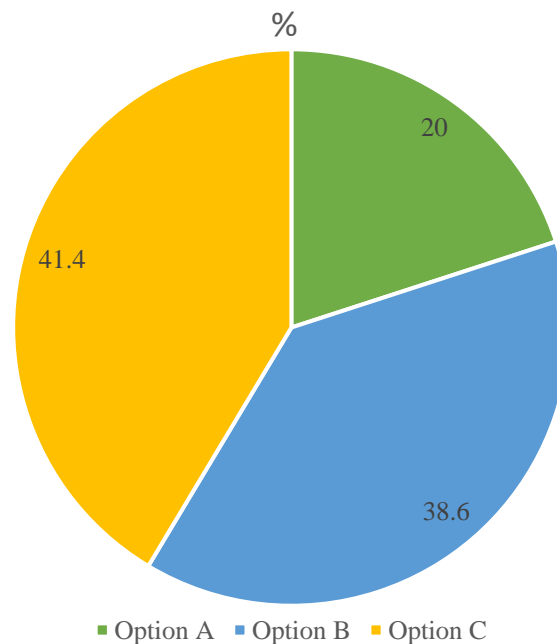
1. Keeping in mind India's best economic and global interests, what should be its long-term foreign policy strategy?

- A) India should cut down oil imports from Iran and should focus on being the next biggest market for U.S. shale oil producers after China
- B) India should align with Trump for the time being and re-establish its ties with Iran when the time is right
- C) India should maintain good relationship with Iran and develop a long-term partnership in energy and agri-commodities



2. In what ways Indian Agri- Industries, especially Rice and Tea should adapt to the situation?

- A) Export in special exchange rates from Iran, where Iran can buy commodities for lesser Rials (Iran's currency)
- B) Export in special exchange rates from Iran, but after strengthening of Indian Rupee against USD
- C) Focus on increasing seasonal exports to other Middle East countries who are major importers next to Iran.



Growing tensions between the U.S. and Iran, in the aftermath of new sanctions will make it difficult for India to practice an independent foreign policy towards Iran. This could be viewed as a case of American advancing interests throwing a shadow on India's legitimate independent interest in other countries. Given the palpable sense of disappointment that Washington has expressed, it will be troublesome, to say the least, for India to bear on business-as-usual with Iran. Given the circumstances, India should strive to remain neutral in the undergoing geopolitical realignments.

While Iran is a trusted ally of India, India should go ahead and press with the Indo-Iran trade including oil and gas and trade through the Chabahar Port. However, India should also protect her interests in the Indo-US relations and not play into the hands of the US to align with it.

Arkdeep Chakraborty
PGDM (ABM) 2018-20



ALUMNI SPEAK



Mr. Anand Chandra is an alumnus of MANAGE from the batch 2002-2004. He started his career in commodity finance as National Product Manager – ICICI Bank Ltd. After being a part of ICICI for over 8 years and 6 months he went on to be an entrepreneur and is now the Executive Director of Arya Collateral Warehousing Services Pvt. Ltd. heading the Business Development and management of the collateral management business of the company. Mr. Anand has given us his valuable insights about the sector, challenges of being an entrepreneur and also his experience in MANAGE.

1. What does the future of warehousing in India look like and how will it affect the supply chain for agricultural commodities?

To answer that question, we have to look at the scenario from two perspectives — the producer's and the corporates, in other words from the farm gate to the factory gate.

Increasingly farmers across the country are realizing the benefits of aggregation. There are around 5000 farmer-producer companies which are registered under The Company Act in India, some of which may also be working without legal structures in place. These collectives are also at various levels with regard to aggregation of commodities. This has created a huge opportunity for scientific warehousing in the country at the primary level.

On the other hand, a booming economy and impetus by corporates to have greater control over the feedstock in terms of quantity and quality risk is resulting in even greater demand for warehousing and related logistics business. GST implementation has also made it a level playing field for entities working in different states as tax arbitrage has been eliminated. This is boosting the warehousing sector and thus will have a direct impact on the Supply chain of agri-commodities. Warehousing will remain the key element in the entire Supply Chain of Agri-commodities more particularly in ensuring availability and then distribution.

2. What are the trends in collateral management and how does Arya Collateral Warehousing Services Pvt. Ltd. respond to them?

Collateral management as a business model is facing challenges in terms of increasing fraud risk in the business environment. Fraud risk is related to human behavior and there is no tool to predict the same. As a Risk Mitigant, we require a robust process to ensure reliability of manpower. At Arya, we have an industry vetted recruitment process eliminating elements which can enter the 950+ strong field force. This is fairly crucial since our business is a very people intensive model. We have tied up with social and security institutions to ensure proper background checks before each candidate enters our workforce. And second, we depend on technology to manage our workforce at the field locations. We are also iterating the option of bringing more and more of our warehouses under electronic surveillance. Our two-pronged approach has helped us overcome the biggest challenge to this business today.

3. Artificial intelligence (AI) provides a huge opportunity as it leaps from consumer segments to enterprises and onward to the manufacturing and logistics. What do you have to say about bringing artificial intelligence in logistics?

AI is a very evolving business tool and many leading companies have employed AI in their business. Our business is also not insulated from these new trends. But agriculture being agriculture there is a lot of human element and intuition required to be successful in this business. At ARYA, we have implemented cutting edge technology for our operations. As of today, our entire business runs on a digital backbone. We are partnering with global technology leaders to see how best we can employ prediction analysis in some parts of the business, for e.g. booking warehouses in advance by predicting the price and monitoring the health of the commodity under storage.

4. How did you overcome the challenges posed to you while taking the leap from working at ICICI Bank to being an entrepreneur?

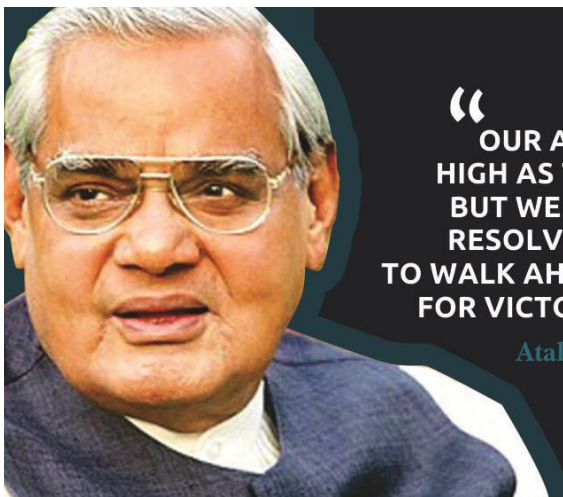
Challenges did crop up. One of the biggest decisions for me was to push myself out of my comfort zone to a new world, a world which I and for that matter anyone in my family was yet to experience. It phased out well as I was moving into a sector which though fairly different in dimensions, was not new.

5. What would be your message to the budding entrepreneurs?

A quote that helped me is what I'd share: "Destiny is not a matter of chance, it is a matter of choice. It is not a thing to be waited for but a thing to be achieved." Always stay aligned to the core value of your business. Whenever in doubt go back to the basics.

6. What comes to your mind after listening to the word MANAGE? What difference do you feel in your life if you recall your life before MANAGE and after MANAGE?

MANAGE was one of the best things that happened to me. It didn't teach me how to light a candle, instead what it taught me was "How to make a fire". I was a curious person and a lot of it got satisfied at MANAGE. It provided an open platform to learn and explore, something which is difficult to expect in B schools.



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OUR AIM MAY BE AS
HIGH AS THE ENDLESS SKY
BUT WE SHOULD HAVE A
RESOLVE IN OUR MINDS,
TO WALK AHEAD, HAND IN HAND,
FOR VICTORY WILL BE OURS.

Atal Bihari Vajpayee

**HOMAGE TO A
GREAT LEADER**



E-COMMERCE IN AGRICULTURE

We have witnessed the convenience brought by e-commerce companies in the FMCG market. Companies like Amazon, Flipkart, BigBasket etc. are dealing in numerous product categories from electronic devices to apparel to groceries. The sellers, as well as the consumers, are enjoying the benefits of technology. Could the Indian farmer also purchase his requirements from around the world, sitting at his home, and have them delivered to his doorstep?

In the agri-input sector, there is a huge variety of products in every category be it seeds, agrochemicals, irrigation equipment or farm tools. Now, the local markets in rural India lack the infrastructure to provide these and so, our farmers remain unaware of the many innovative products that could help them. Also, not all products in markets are of standard quality and sometimes they are even forced to pay high prices for certain products. A chance to access better quality and a wide range of products, compare them easily and the ability to purchase them online will almost be like a dream come true for the Indian farmer.

Many manufacturers believe in the traditional supply chain as the best way to do business in rural areas, because it helps to reduce costs at their end. What they don't realize is the reduction in marketing expenses and real-time connect with end-users which can be provided by technology. But, there are some who are attempting to change this notion. Companies like Agrostar (ULink AgriTech Pvt. Ltd.) and BigHaat (BigHaat Agro Pvt Ltd.) have already started selling some products through the e-commerce model. The way they are approaching this potential business area is commendable but, whether this can be a sustainable business model is yet to be seen.

Those who have even some exposure to the Indian agriculture scenario will surely pose a question that how will e-commerce in agriculture be possible when there is a lack of technology, awareness and illiteracy being still prevalent among the customer base of agri-input companies! Yes, these challenges cannot be denied and the companies trying to incorporate technology in rural markets will definitely have to struggle for a long time. As per a report by IAMA (Internet and Mobile Association of India), rural internet penetration till December 2017 has grown to 20.26% and the number of users is close to 186 million. But, with the government's Digital India initiative and help from telecom players like Jio which are enabling people to use the internet at very affordable rates, we can expect a rapid growth. This will be a huge benefit for the entire rural community and particularly for the e-commerce players. Though farmers will be more tech-savvy in the coming years, satisfying their needs and increasing their e-commerce activity, demands the ability to build a personalized user experience. Along with products, they require information about crops and pests which they have been learning from the local dealers.

Apart from bringing farmers online, another major challenge for the companies will be logistic costs involved in delivery at the village level. The huge delivery costs to farmers will beat the efforts made by agribusiness companies in making products available to farmers at low prices. In their research, Nazhat et al. conclude that a sustainable e-commerce platform for selling agri-inputs is driven by local partnerships, media mix, innovation, simplicity, timeliness, quality, and credibility. They suggest that e-commerce platforms should get into partnerships with local dealers. When farmers wish to purchase certain products, the dealers can be notified about the demand on the basis of which they can deliver the products. Though some companies might already be following this, a B2B e-commerce model might prove to be more profitable where the agri-dealers will purchase through online platforms and the farmers will still visit their brick and mortar shops. DestaGlobal(Choices Prosperity Solutions India Pvt. Ltd.) is working on this and might emerge as a major player.

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EVENTS @ MANAGE

CONVOCATION

MANAGE conducted the fourth convocation ceremony for awarding Post Graduate Diploma in Management (Agri-Business Management) to the students of the batch 2016-18 on 12th August 2018. Fifty-nine students were awarded their diplomas at the convocation ceremony.

Honourable Director General of NIRDPR (National Institute of Rural Development & Panchayati Raj), Dr. W. R. Reddy (I.A.S.) presided over the ceremony as Chief Guest. Also present in the ceremony were Director General, Mrs. V. Usha Rani I.A.S., Dr. K. Anand Reddy, Principal Co-ordinator (ABM) & Director (HR), and other dignitaries from various agribusiness companies & academic institutions.

The ceremony commenced with the grand academic procession followed by the National Song and an introductory speech by Director General, Mrs. V. Usha Rani.

The diplomas were awarded and the ceremony continued with the presentation of gold medal by the Chief Guest to the best academic performer- Ms. Sushma P.

The Chief Guest congratulated all the students who attained their PG Diplomas & Gold medals from MANAGE. He encouraged MANAGE Alumni, students and faculty to work harder and achieve new heights in the genre of Agribusiness Management. He emphasised on the distinct relevance the ABM Programme holds and the importance of a manager's role as a link between the farmers and the corporate world.

The ceremony ended with the vote of thanks by the Principal Co-ordinator.



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REMINISCENCE

“Reunion reveals friendship potential that hasn't yet been emerged in the past.”

-Toba Beta

MANAGE which is known for its diligent students and lush green campus got brighter and more picturesque when it witnessed the warm presence of its alumni. MANAGE organised Reminiscence: The Grand Alumni Meet on 11th August 2018, an event for which all alumni and seniors eagerly wait so that they can walk down the happy lanes of ecstatic memories that they have made in MANAGE.

The magnificent ambience of MANAGE got more splendid as the rain showered but the task of making alumni feel at home became more challenging. Even though it was raining Cats and Dogs, the spirits of MANAGEites took every hurdle as a challenge and they displayed their talents and abilities as future managers.

Coming back to MANAGE, alumni had a feeling of nostalgia mixed with the sense of responsibility. They were curious about providing their juniors with valuable insights of the agribusiness sectors in which they have work experience. Many alumni volunteered for interactive sessions and revealed the secrets of success and mantras of agribusiness.

As twilight set in and the beauty of the night emerged, every other person was able to feel the energy radiating through the lighting and decoration done by juniors. Honourable Director General Mrs. V. Usha Rani and Principal Co-ordinator Dr. K. Anand Reddy inaugurated the cultural events with the lighting of the lamp. What followed were powerful and entertaining performances received well by the audience with laughter and dewy eyes. Later a great speech was delivered by Mr. Somnath Behra, Treasurer of MANAGE Alumni Association focusing on the working of MAA and its contribution towards students of MANAGE. The night concluded with a silent promise of returning “home, away from home” again and being there for the MANAGE family, always.



OLYMPUS

Sports extravaganza Olympus was celebrated on 18th and 19th of August 2018 with great fervour and enthusiasm. The National Institute of Agricultural Extension Management (MANAGE) organised the intercollege sports meet, Olympus 2018 inviting top B Schools from Hyderabad and other parts of the country. This year the competition was fiercer as the total participation of students rose significantly. This year more than 200 students from 15 different B Schools showed their mettle in different sports events.

The meet was inaugurated by Dr. K. Anand Reddy. The events included Basketball, Chess, Volleyball, Snooker, Badminton and Table Tennis and were spread over the duration of two days. MANAGE organised the event with utmost sincerity and dedication and garnered applause from the entire student community that participated in this prestigious sports carnival.





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LIFE @ MANAGE

We embarked on this journey with the hope of getting rich soon, but over time we learned that the best currency we can earn is that of friends, who you just know you'll love for a long time.

It all began on 15th June 2018, when we all reached our second home, MANAGE. The journey started with a crackerjack induction, filled with positive vibes. To our surprise, we got an opportunity to explore Hyderabad in the following weekend. With utmost enthusiasm, we set out for the Golkonda Fort visit. Believe me, it was not just a visit, but that informal outing brought us closer to each other, and we got to know so much about each other.

As the refreshing weekend ended, we geared up for classes the next day. After the energetic start of the day, everybody was excited about the way we would spend our evenings at MANAGE. Suddenly, the evenings became so interesting – playing games and walking through the woods in Walkers Path. The ambience at MANAGE couldn't be resisted by any.

From getting up early in the morning to finding it difficult even to wake up minutes before the morning class. From excitingly beginning our day to sleeping in the very first lecture. We witnessed drastic changes in our daily routines. But guess what? All of this is so much fun altogether.

The walls of MANAGE mean a lot more than what meets the eye. They are witnesses to our joyous days that are going to be cherished forever, and also the not so good ones.

Akanksha PGDM (ABM) 2018-20

A new experience, a change from the norm, looking out for myself, and living on my own: for me, this is how life at MANAGE began. Upon my arrival here, the very first thing that touched my heart and soul was the calm and cool winds. Having received such an overwhelming welcome, my expectations went high. MANAGE; which is adorned with greenery became my new shelter.

"The beauty of the world lies in the diversity of its people". I was really moved by the miniature India image that got embedded in my heart. The journey started with a bunch of people but now expanding to form a family tree. The next step took me to the pleasing woods and the natural sceneries of MANAGE.

Now, when it's been a month at MANAGE, the respect and love the place has gained cannot be put into words. The 23rd batch of PGDM (ABM) at MANAGE is now a family of 70 people. The ever working soul of MANAGE keeps it alive. The pillars of our foundation: the faculty, the seniors and every person around here have definitely helped me to stand out.

MANAGE taught me the art of not sitting idle and keeping everything on your fingertips even when you are under pressure. Scaling up of my personality is the best blessing that MANAGE showered upon me. To sum up, life at MANAGE is dynamic and mesmerizing, with joys and sorrows. As once said by Sri Buddha, "The heart is like a garden it can grow compassion or fear, resentment or love. What seeds will you plant there?" I sowed the seed of MANAGE and I'm hoping that it will flourish into a beautiful tree.

Neha Dhiman PGDM (ABM) 2018-20

The most awaited day in my life was the first day at MANAGE. As I entered the city of pearls on 15th June 2018, with a dream in my mind, I was super excited to begin this journey which had been mind-boggling until now. We are a batch of 70 students, from 21 states and 34 universities. Despite such diversity we all became friends very quickly. The academic sessions started on 21st June 2018. It was the day I missed home very much, but my birthday could not have been celebrated better anywhere else. I began enjoying the time spent in classrooms. With the guidance of great faculty members, who guide us through the sessions, I learned a lot of new skills. Apart from academics, MANAGE gives us a package of surprises that help improve our personalities in every aspect. I could develop my hobby in Volleyball, enabling me to do well at it now. Also, the daily dose of knowledge and skill-building programs, have brought out a better version of me.

MANAGE is called “Home away from home” and the kind of friendship we share truly validates this statement. I am looking forward to learning and growing in professional skills along with building a strong network of friends, seniors, mentors and alumni. I am very thankful to this institute and I am hoping to transform myself from an average student to a leader in Agribusiness.

Shubham Subhash Shinde PGDM (ABM) 2018-20

If I were to explain this in one line, I would simply change the interrogative tone of the phrase to assertive i.e. ‘Life’ at MANAGE.

Although the campus boasts of lush green lawns, world-class infrastructure, experienced faculty members and quality students, I think MANAGE is what it is because of the proud alumni and the trails of the legacy that they left behind.

For a guy like me, who had always lived his life with the theme of ‘Kuch Nahi Karna’, it was quite unpalatable to fit into the system which had its roots deeply engrossed to the theme of ‘Ye Bhi Karna, Woh Bhi Karna - MANAGE never sleeps’. However, being blessed with an adaptive nature, it took no time for me to sing along the MANAGE tagline.

‘Unity in Diversity’ was something I heard before, but MANAGE is the place where I felt ‘real unity’ in ‘true diversity’ with my batch mates belonging to 21 different states. ‘Senior are guardians’ is another phrase which I never felt so deeply until I came to MANAGE. The entire MANAGE environment prepares us for being an integral part of the skilled human resource required to serve the agribusiness sector.

I believe, at MANAGE, since we are gifted with ‘Ye Bhi Hai, Voh Bhi Hai’, then ‘Ye Bhi Karna, Voh Bhi Karna’ is just like adding another skill to your skillset.

Aaakash Deep PGDM (ABM) 2018-20

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