



SPICE NEWSLETTER

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NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT

(An Organization of Ministry of Agriculture and Farmer's Welfare, Government of India)

Rajendranagar, Hyderabad 500030



Foreword



"Born in September 2002, the SPICE newsletter, a visionary endeavor by the esteemed Director General of the National Institute of Agricultural Extension Management (MANAGE), has blossomed into a vibrant testament to the institute's preeminence in agribusiness management.

Initially a nascent endeavor, akin to a delicate sapling, SPICE has matured into a robust chronicle, reflecting the kaleidoscopic tapestry of student life at MANAGE. This eclectic compendium showcases the multifaceted talents of the student body, seamlessly intertwining agricultural acumen with the dynamic landscape of the agri-business industry.

Within SPICE'S pages, one can discern the pulsating rhythm of MANAGE, a microcosm of intellectual discourse and creative expression. Now under the stewardship of the Literary Club, aptly named 'Team Pratibimb' (Reflection), SPICE continues to serve as a beacon, illuminating the vibrant tapestry of the PGDM-ABM program."

Literary Club, MANAGE
(Team Pratibimb)



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*The
Article
Archive*

The Art of Ignorance: Thriving by Knowing What Not to Know

~Pundrikaksh Joshi

In an age where knowing everything seems like the ultimate goal, our news feeds refresh every second, social media voices scream for attention, and inboxes overflow with “urgent” information. We are taught that knowledge is power—but what if some kinds of ignorance are the real power?

The art of ignorance is not about being foolish or uninformed. It is about choosing where to direct your attention. It is the skill of turning down the noise so you can hear the music of your own life. When practiced intentionally, ignorance becomes a form of focus—and focus is where thriving begins.

The Garden of the Mind



Imagine your mind as a garden. Every piece of news, gossip, and random fact is a seed thrown into that soil. If you try to grow *everything*, the weeds will choke your roses. But if you pull out the unnecessary plants—if you refuse to water certain seeds—your chosen flowers will bloom in abundance.

The art of ignorance is the weeding process. You say “no” to the unnecessary so that your “yes” can grow stronger. You ignore the stock market unless it matters to your business. You skip arguments about celebrity drama. You leave unread the article about the “10 things you must do before 30.”

This is not laziness—it is gardening. You decide which plants deserve your water.

Noise Is Expensive



Every time you consume irrelevant information, it costs you—not in money, but in mental energy. That energy could be spent on creativity, relationships, or building something that lasts.

Successful people often seem “out of touch” with trends. That’s because they are deeply in touch with their own goals. They aren’t ignoring the world because they don’t care; they’re ignoring it because they do care—about the right things. When you stop scrolling, you start strolling—mentally, emotionally, and sometimes physically—toward what matters.

Selective Blindness in Action

- An Artist’s Filter: Great artists ignore the market trends of the week and focus on their evolving style.
- An Entrepreneur’s Focus: A startup founder doesn’t need to know everything about every industry—just the one they’re disrupting.
- A Peaceful Mind: People who limit exposure to daily outrage cycles often sleep better, laugh more, and have deeper relationships.

Selective blindness is not passive. It’s active resistance to the constant pull of distractions.



Ignorance as Emotional Armour

Not every opinion about you deserves your attention. The art of ignorance protects your mental peace like a shield. If you give every critic equal weight, you'll bend under pressure. By ignoring some voices, you give more value to the ones that matter.

Just as a sailor adjusts the sails to ignore unfavourable winds, you can steer your emotions by ignoring the breezes that would blow you off course.



Conclusion: The Gentle Art of Letting Go

The art of ignorance is not about closing your mind—it is about curating it. Life is too short to know everything, but it is just the right length to know the right things.

If knowledge is a feast, then ignorance is the decision to push away the dishes that will make you sick. Choose your plate wisely, savour it, and leave the rest on the table.

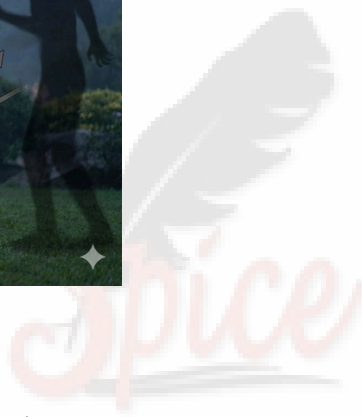
In the end, thriving is less about how much you know and more about what you choose to ignore.

Thriving by Knowing Less

Here is the paradox: the less irrelevant information you consume, the more you can create.

- You write that book instead of reading endless advice on how to write a book.
- You start that business instead of comparing every possible competitor.
- You feel lighter, because your mental backpack isn't crammed with useless rocks.

Ignorance, in this sense, is not emptiness—it is space. In addition, in space, growth happens.



Food Waste Warriors: Rethinking How We Eat and Care for Our Campus



~Vikas M G

Food warriors are turning the waste into edible items, so rethinking how we eat and care for our school premises.

Nowadays, everybody is talking about sustainability, but no one is talking about one big issue that runs under the carpet, which is food waste. Every day on college campuses across India, from busy canteens to bustling messes at hostels, the good food ultimately ends up in the bin.



It happens in silence, but the echo it leaves behind is loud: wastage of resources lost, damage done to the environment, and the most disturbing moral question we can't escape: 'How can we waste this much when so many are hungry?'

Food Waste Causes

Yeah! The reasons are well-known:

- Meal timings are fixed, which forces us to take food even when we are not hungry.

- Portions are larger than required.
- The fear of missing out has become a habit, such that we pile it on our plates.
- Habit or just plain thoughtlessness.
- No mechanism to reuse untouched food.
- Social awkwardness of asking for less without realizing the sound of the last but powerful set triggers.

The Ripple Effects

Food is not just thrown away in terms of calories, but in all that goes into its making.

- Water, land, energy, and labour are wasted along with the meal.
- In a country where millions go hungry every day, the gap between waste and want is heartbreaking.
- Accumulated garbage in landfills produces methane gases, a potential greenhouse gas responsible for fueling climate change.





What Can We Do?

Small efforts can lead to bigger and better differences. Here are some suggested actions:

- Awareness Campaign: Posters, talks, and campaigns can change minds one plate at a time.
- Smaller First Servings: Take less and go.
- Food Donation: Recent collaboration with local NGOs to distribute unserved food to needy people.
- Composting: Fit leftovers into converting them into natural fertilizer for campus gardens.
- Food Sharing Platforms: Develop a notice board or a WhatsApp group that can be used to communicate about event leftovers.

Becoming a Food Waste Warrior

You do not need a title; ask people to have the will.

- Make it a friendly contest for your pals and see who wastes the least.
- Share recipes for leftovers.
- Put on 'Zero Waste Days' in the mess.

Perfection is not the objective; improvement is the goal. Each step creates ripples, and together the ripples can cause real change.



At MANAGE, we have an opportunity to lead by showing that mindful eating and respect for food could be a part of daily campus life.

Let every grain count, every meal meaningful, and every plate reflect care for our planet.

The Hidden Psychology of Typography in Branding

-Sneha biswas



Imagine walking down a quiet street when a café sign catches your eye. “Bean & Brew” written in a soft, hand-crafted script instantly evokes the smell of fresh coffee, warm wooden interiors, and the hiss of a milk steamer. Now picture the same words in bold, block capitals suddenly it feels like a fast-paced spot built for quick service and takeaway cups.

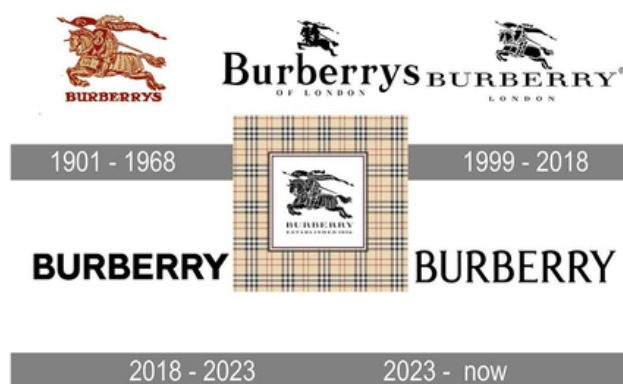
The name hasn’t changed, but the story has. That’s the power of typography the brand’s silent storyteller. Before a message is even read, its typeface has already spoken, hinting at elegance, energy, or trust. In a crowded world, the right font can be the subtle nudge that draws someone in.



Why Fonts Can Speak Louder Than Words

Typography has a way of whispering to the mind before the eyes have even finished reading. Over centuries, font families have gathered their own personalities silent histories that shape how we feel about what we see. **Serif fonts**, with their graceful little feet, carry the weight of tradition; they speak with the measured tone of a university lecture or the quiet authority of a well established bank.

Sans-serif fonts, stripped of embellishment, walk with a confident, modern stride clear, approachable, and beloved by the sleek world of technology. **Script fonts** dance across the page, swirling with elegance and creativity, often inviting you into the refined world of luxury or the warmth of artisanal craft.



Display fonts, bold and unapologetic, leap forward to command attention, making sure they are noticed before anything else.

When Fonts Change the Game

History is full of brands whose typography choices shaped their identity. **Coca-Cola** has stayed loyal to its flowing Spencerian script since the 1880s, a decision that has preserved its aura of nostalgia and authenticity. **Google** shed its serif logo in 2015, adopting a modern sans-serif to align with its image as a forward-thinking, digital-first company. **Burberry**, once defined by a classic serif, reinvented itself in 2018 with a stark, minimalist sans-serif—sparking debate but undeniably projecting modernity.



Choosing Fonts With Purpose

In business communication be it a pitch deck, an advertisement, or an annual report typography should be chosen as carefully as the words themselves. A start-up chasing innovation might speak in the crisp, modern lines of a sans-serif, while a heritage brand recounting its legacy may prefer the dignified grace of a serif. Every curve, weight, and space in a typeface carries an emotional undertone, quietly shaping how the message is received.

Typography may not raise its voice, yet in branding it resonates powerfully. The next time you prepare a presentation, design packaging, or shape an ad, remember: your font is more than a vessel for text it is the tone, accent, and cadence of your brand's story. It is always speaking.

“The real question is are you choosing the right voice for it to speak in?”

The Sales Connection

Marketers know that fonts can influence purchasing decisions long before a customer processes the actual message. In controlled experiments, e-commerce sites have reported sales increases of up to 30% simply by changing typefaces on product pages. Luxury brands often employ thin, high-contrast serifs to justify premium pricing, while budget brands choose rounder, friendlier sans-serifs to feel more accessible.

On packaging, typography can make a chocolate bar look indulgent, a skincare product feel scientifically advanced, or a café menu seem artisanal all before a single ingredient or feature is read.

DETAILS THAT MATTERS



- **Spacing** – Tight spacing creates urgency; generous spacing signals sophistication.
- **Weight** – Bold fonts convey confidence; lighter fonts suggest refinement.
- **Alignment** – Centred layouts feel formal; left-aligned layouts read as modern and practical.

Storytellers
of
MANAGE

LOST AND FOUND



Jeevan Kumar S

He was so furious; he tore the drawers, and the things and papers were flying all over the room, searching for that one thing that mattered to him most, and he couldn't afford to lose at any cost.

For every two minutes, he cried out, "Why... why this? You idiot, where did you keep this...?" He cursed

His memory, "You are nothing, you good-for-nothing."

Adding to this crisis, his phone kept ringing. The most likable song of his, now changed into the most irritating sound in the world. The time was really cruel. It didn't even stop for him.

Seeing him like this... devastated... it also ran fast like it had a grudge against him.



Now, slowly, his anger was turning into hopelessness. He pressed his hands to his eyes in an attempt to get the despair back in, but it spilled out anyway.

Choked by despair, his shoulders trembled, and his hands were shaking. He muttered some words, "Oh God, it's my fault, I should have kept it safe... I ruined everything... What have I done, what have I done... what...?"

His throat closed, and the rest of them were swallowed by a sob.

"Aadith... Aadith..." the voice was heard in his ears. He looked up it was his mom, seeing him lying on the floor like a hopeless soul on the ground.

"Mom, I lost it, it's gone, Mom. I shouldn't have worn it, I should have kept it safe, but I didn't. What am I going to tell her?"

For a moment, she just stared at him. Later on, by preparing herself, she started speaking, "Hey... It's okay... It's just a gift, don't be too hard on yourself."

By hearing this, his response was sudden. He couldn't control himself, and he shouted, "It is NOT just a gift! It is a gift from her! I let her down, she handed it to me believing in me, I value it as much as I value her... You are not getting it!"

His words were echoing in the room. It took a few seconds to settle down the tension in the room.

She took a deep breath and came to his side. She held his hand and asked him, "Why do you love her?"

His eyes widened, and in the last few hours, the first words coming out of his mouth sounded a little bit excited.

"She was beautiful... she is like a sunset on the west coast of the beach with orange streaks... and on top of it, she resembles you, Mom... she is perfect... everything about her... down to the last-minute details... she was perfect."

She grinned a little bit, seeing her baby boy now turned into a romantic boy.

"Aadith... you are missing the point. She loves you, not the gift she gave."



Suddenly, “But Mom, she gave it to me, keeping belief in me.”

She continued, “Son, keep one thing in mind: it is always who matters, not what matters.”

These words gave him some peace. He rose and saw the mirror; his eyes were red. He got his phone and went to the nearby park.

There, she waited for him.

She looked at him with anger. “What’s the time, sir? You are not even picking up my calls... what’s going on?”



He staggered with words like, “I lost...” and slowly showed his hand.

She looked at him and said, “This is the reason you were late? You idiot, leave it,” and she held his hand.

Now he understood the words, “**It’s always who matters, not what matters.**”

Scars Beneath the Scarf

~Shivam Chandra

It was a misty December morning when Inspector Raghav Rao stood near Sagarika Lake, watching the fog drift across the water. The city was already awake—the faint honks from Lakeside Boulevard, students heading toward Deccan State University, and the aroma of Irani chai from a nearby café. Yet beneath the familiar hum of life, Nizampur hid a dark secret.

For the past three weeks, three young men had vanished from different parts of the city. Kabir Mehta, a college swimmer, had disappeared after leaving his hostel one evening. Five days later, footballer Vikram Sen vanished after practice. The third, Sameer Das, was last seen leaving a gym near the university district. All three studied at reputed colleges, were popular on campus, and, most importantly, were athletes. There were no ransom calls, no demands, and no clues.

Then the case became personal.

Raghav's nephew, Arjun Rao, a twenty-two-year-old mechanical engineering student at Deccan Institute of Technology, disappeared after meeting friends near Skyline Mall in Westbrook District. The location immediately concerned Raghav. One of the previous victims had disappeared from the same area.

The next morning, Sub-Inspector Meera Joshi brought him CCTV footage from a café on Maple Avenue in Silver Hills, where Arjun had met his friends. The footage showed a black SUV arriving outside the café. A tall woman in her mid-thirties stepped out, her dark hair tied back and a maroon scarf around her neck. She approached Arjun, handed him a pamphlet, and spoke to him briefly. Minutes later, Arjun left his friends and entered her SUV.

The pamphlet carried the name Apex Talent & Fitness. Police traced the company to an office in the Northgate commercial district, only to discover that the address led to an empty room. The company did not exist.

Raghav then reviewed CCTV footage from the previous disappearances. In footage recorded shortly before Kabir vanished, a woman wearing a maroon scarf appeared in the background. A similar woman stood beside a dark SUV near the football ground where Vikram was last seen.

They had seen her before. They simply had not known they were looking for her.

A breakthrough came when Nikhil Varma, a nineteen-year-old sprinter, reported that a woman had recently approached him outside a sports complex. She had offered him a modelling contract and handed him an Apex Talent & Fitness pamphlet. Nikhil had declined because his coach called him back to practice. He also remembered the woman mentioning a medical screening involving body composition and muscle-density tests at a research facility outside the city.



Forensic examination of the pamphlet revealed traces of a chemical preservative commonly used in biological laboratories. The modelling agency, Raghav realized, was merely a disguise.



Yes. The current section over-explains the investigation and ending. This keeps the key reveal, trap, rescue, motive, and final line while cutting a lot of intermediate detail.

Meanwhile, Meera discovered that all four missing students had participated in intercollegiate sporting events. While examining old tournament photographs, the police spotted the mysterious woman in the background of one image. She was identified as Dr. Saira Khan, a former biochemistry researcher who had been dismissed for conducting unauthorized experiments.

Further investigation revealed that Saira's younger brother, Amaan, a promising athlete, had died years earlier during a college hazing incident that was officially declared an accident. The missing boys were all young, athletic, and reminded her of the brother she had lost. A search of her abandoned apartment uncovered research on muscle regeneration and a disturbing handwritten line: "What is lost can be rebuilt."

Realizing that Arjun's life was in immediate danger, Raghav decided to lure Saira out. A young constable posed as a college athlete at Emerald Park while undercover officers waited nearby. On the third evening, Saira appeared wearing her familiar maroon scarf and approached him with the promise of a modelling opportunity.

As she led him toward a waiting black SUV, the officers moved in. Saira attempted to escape but was quickly cornered and arrested. A search of her vehicle revealed sedatives, biological containers, and a fuel receipt that led investigators to an abandoned farmhouse outside Varenpur.

Beneath the farmhouse, police discovered a hidden laboratory filled with medical equipment, blood samples, and photographs of the missing students. There, Raghav found Arjun unconscious on a medical table.

"Arjun!" he shouted, rushing toward him.

For one terrifying moment, there was no response. Then Arjun's chest rose. "He was alive.!"

Behind the farmhouse, however, investigators discovered the bodies of Kabir, Vikram, and Sameer. Saira had drugged and experimented on the young athletes in an obsessive attempt to recreate the physical perfection she associated with her dead brother.

Hours later, Raghav sat beside Arjun at Meridian Hospital. His condition was stable, and near dawn, he finally opened his eyes.

"Mama?" Arjun whispered.

"I'm here," Raghav replied.

Outside, Nizampur was waking as if nothing had happened. Students hurried to class, cafés opened, and traffic filled the streets. Yet three families would never return to the lives they once knew.

Raghav looked across the city. For weeks, evil had walked unnoticed among ordinary people, hiding behind a smile, an opportunity, and a maroon scarf.

"Nizampur," he murmured, "never sleeps. But neither does evil."



*The
Poetry
Pulse*



Shades of Silence



~S Manishha



Crimson cradles that never sway,
Sunny days where dreams decay,
A life erased before it's read,
The first lullaby sung in red. (Female
infanticide)

A bride wrapped in a yellow flame,
Gold's cruelty disguised as name,
Her laughter silenced to debts unpaid,
Her yellow saree a muted shade. (Dowry)

Behind closed doors, the bruises bloom,
Blue shadows haunt the quiet room,
Tears pool in corners, cold and deep,
A room of pain where hopes can't sleep.
(Domestic violence)

Black nights that never see the dawn,
A soul's bright colours scraped and gone,
The silence screams, the shadows stay,
Yet she walks on—though skies are grey. (Rape)

मेरी प्यारी हँसी

~Jawade Prathamesh Ravindrakumar



मेरी प्यारी हँसी -
कभी आती है क्लास में ,
कभी आती है किसी की बात पे,
कभी आ जाती है सीरियस हालात में,
कभी हल्के में निपट जाती है ,
कभी कभी मुझे निपटा जाती है ..

मेरी प्यारी हँसी
कभी नाराज़ हो कोई तो उसे झट से हँसा जाती है
मेरी प्यारी हँसी
कभी काम के दबाव में ,
कभी निंद के अभाव में ,
कभी दोस्तों के हल्ले में ,
कभी उसके मोहल्ले में
अपना रास्ता ढूँढ ही लेती है मेरी प्यारी हँसी
जीवन कैसा भी हो रूखा, सूखा, नीरस,
आलस से भरा ...
अपना रास्ता खुद ही लेती है मेरी प्यारी हँसी
मुस्कुराते हुए चेहरे देखें होंगे तुमने लाखों मगर
मेरी हँसी सा प्यारा कोई न देखा होगा



Life
@
MANAGE



EMBRACING DIVERSITY: THE VIBRANT CULTURAL CELEBRATIONS AT MANAGE

The National Institute of Agricultural Extension Management, fondly known as “MANAGE,” continues to stand as a vibrant center of learning, culture, and diversity. Every year, the campus becomes a living example of unity in diversity, and 2025 was no exception. With all enthusiastic students, faculty members, and international trainees participating, the year’s cultural events showcased harmony, togetherness, and mutual respect. Here is a glimpse of the festivals we celebrated with immense pride and enthusiasm.

INDEPENDENCE DAY

The celebrations for 2025 began with great patriotic fervor as MANAGE observed Independence Day on August 15th.

The day started with the ceremonial flag hoisting, where the sight of the tricolor rising high filled the campus with emotion, unity, and pride. Students and faculty gathered to honor the sacrifices and achievements that shaped our nation.



Cultural performances, patriotic songs, and speeches by students added depth to the celebration, reminding everyone of the importance of freedom, resilience, and responsibility. It was a moment to celebrate India’s diversity and look forward to building a brighter future together.



ONAM

The campus radiated festive beauty as we celebrated Onam 2025, bringing alive the rich traditions of Kerala. Students dressed in traditional Kerala attire, enhancing the grace of the celebration. Vibrant cultural performances. The highlight remained the sumptuous Onam Sadya, served on banana leaves and featuring a delightful combination of authentic Kerala dishes from spicy sambar to creamy payasam.



KRISHNA JANMASHTAMI

Krishna Janmashtami 2025 brought devotion and enthusiasm to MANAGE. Students participated in the energetic Dahi Handi event, symbolizing Lord Krishna's playful spirit. Devotional songs, bhajans, and storytelling sessions added to the spiritual ambiance.



GANESH CHATURTHI

Joyous chants of “Ganpati Bappa Morya” echoed through the MANAGE campus as we celebrated Ganesh Chaturthi 2025. The beautifully crafted idol of Lord Ganesha was installed with great devotion, followed by daily aartis and collective prayers.



The celebration concluded with the colorful Ganesh Visarjan procession, where everyone joined together to bid farewell with gratitude, hope, and the promise of welcoming Ganesha again next year.

BATHUKAMMA & DANDIYA NIGHT

Bathukamma, the floral festival of Telangana, was celebrated with great pride and joy. Students created beautiful, multi-layered floral arrangements using vibrant seasonal flowers, symbolizing prosperity and feminine energy.



On Dandiya Night, the campus transformed into a lively dance arena with colourful lights, traditional music, and the rhythmic beats of dandiya sticks. Students dressed in vibrant ethnic attire ghagras, kurtas added charm to the evening.





KRISHI CHANAKYA '25



The Agribusiness Club at MANAGE, in collaboration with the Crown Sponsor Scimplify (Cocreate Global Technologies Private Limited), the Elite Sponsor COROMANDEL INTERNATIONAL LIMITED, along with the Strategic Sponsor ADVANTA Enterprises Ltd., the Ignition Sponsors Paradeep Phosphates Limited ; the Patron Sponsors NUTRECO ; the Nova Sponsor HarvestPlus Solutions; and the Admiral Sponsors Gemini Edibles & Fats India Ltd. (GEF India) proudly hosted Krishi Chanakya '25, a prestigious national-level B-Fest designed to identify dynamic young talents.

The two-day national festival brought together over 80 finalists from top MBA programs across India, competing across eight power-packed events :

NeetiYudh:

A flagship problem-solving forum where participants transformed real-world challenges into boundary-shaping strategic solutions, with Crown Sponsor Scimplify.



Dattansh:

A premier analytics arena that pushed participants to turn raw data into decisive intelligence, embodying the spirit of Decoding Data, Driving Decisions, with Scimplify as Crown Sponsor.



Arthshastra:

A financial-modeling platform where participants transformed numbers into strategic foresight and crafted models that shaped momentum, supported by our Elite Sponsor Coromandel International Limited.



KRISHI CHANAKYA '25

Akanksha:

A national entrepreneurship platform where aspiring founders transformed ideas into actionable business plans and showcased the power of vision-led innovation, supported by our Strategic Sponsor Advanta Seeds.



Takshak:

A marketing strategy platform where participants tackled real-world business challenges through sharp analysis and creative problem-solving, supported by our Ignition Sponsor Paradeep Phosphates.



Samvedna:

A social-impact platform where changemakers presented purpose-driven ideas that uplift communities and promote inclusive growth, supported by our Patron Sponsor Nutreco.



Guesstimania:

A national estimation and reasoning platform where analytical minds tackled real-world conundrums with logic and creativity, supported by our Admiral Sponsor Gemini Edibles and Fats India Ltd. (GEF India).



KRISHI CHANAKYA '25

Abhinayak:

A dynamic management platform where participants faced real-time business challenges to showcase leadership, decision-making, and strategic thinking, supported by our Nova Sponsor HarvestPlus Solutions.



MANAGExHR360

A professional conclave where future leaders and HR experts gathered to explore the rapidly evolving landscape of human resources, talent development, and workforce agility. Focusing on the theme “Reskilling and Upskilling: Preparing Professionals for the Challenges of a VUCA World,” the panel featured Ms. Priya Menon (Coromandel International Limited), Ms. Swathi Dabbiru (Dr. Reddy’s Laboratories), and Ms. Komal Dass (HarvestPlus Solutions). Participants gained actionable insights on digital learning, employee engagement, strategic talent management, and building resilient careers.

The session celebrated forward-thinking strategies and practical guidance for navigating today’s volatile and complex business environment, empowering attendees to adapt, grow, and lead with impact.



Valedictory Ceremony:

A grand valedictory celebrating Krishi Chanakya 2025, where agribusiness innovators exchanged ideas, showcased solutions, and embraced collaboration. Thanks to our sponsors, mentors, and participants for driving impactful dialogues and fostering a sustainable, resilient future.



A.O.M.
*Artists
of*
MANAGE

A.O.M. (Artists of MANAGE)



**Hakuna
matata**

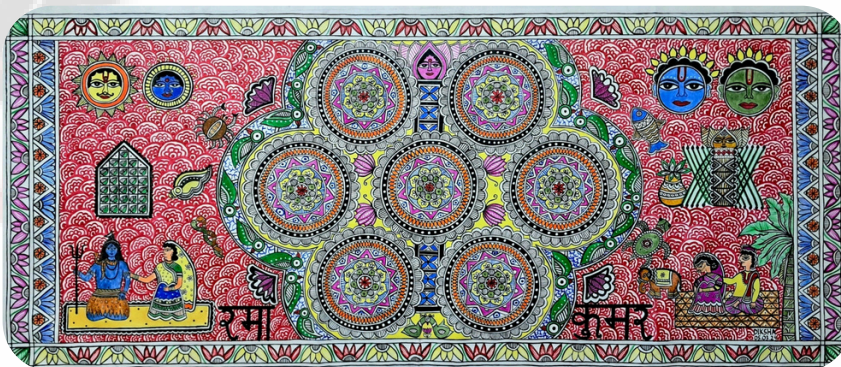


B Spoorthi



Diksha

**Painted rituals,
inherited
through
centuries**



**Till our
next
eclipse**



Pradosh Kumar Bhuyan



Click Chronicles



Click Chronicles



Serene



Ketsy Abika S



Tholapi Akhil Sai

Gloom



Twilight



Argade Pratik Gnanasaheb

Click Chronicles



Mystique



Gnana Abath Bandhavan



Nikhitha S Nair

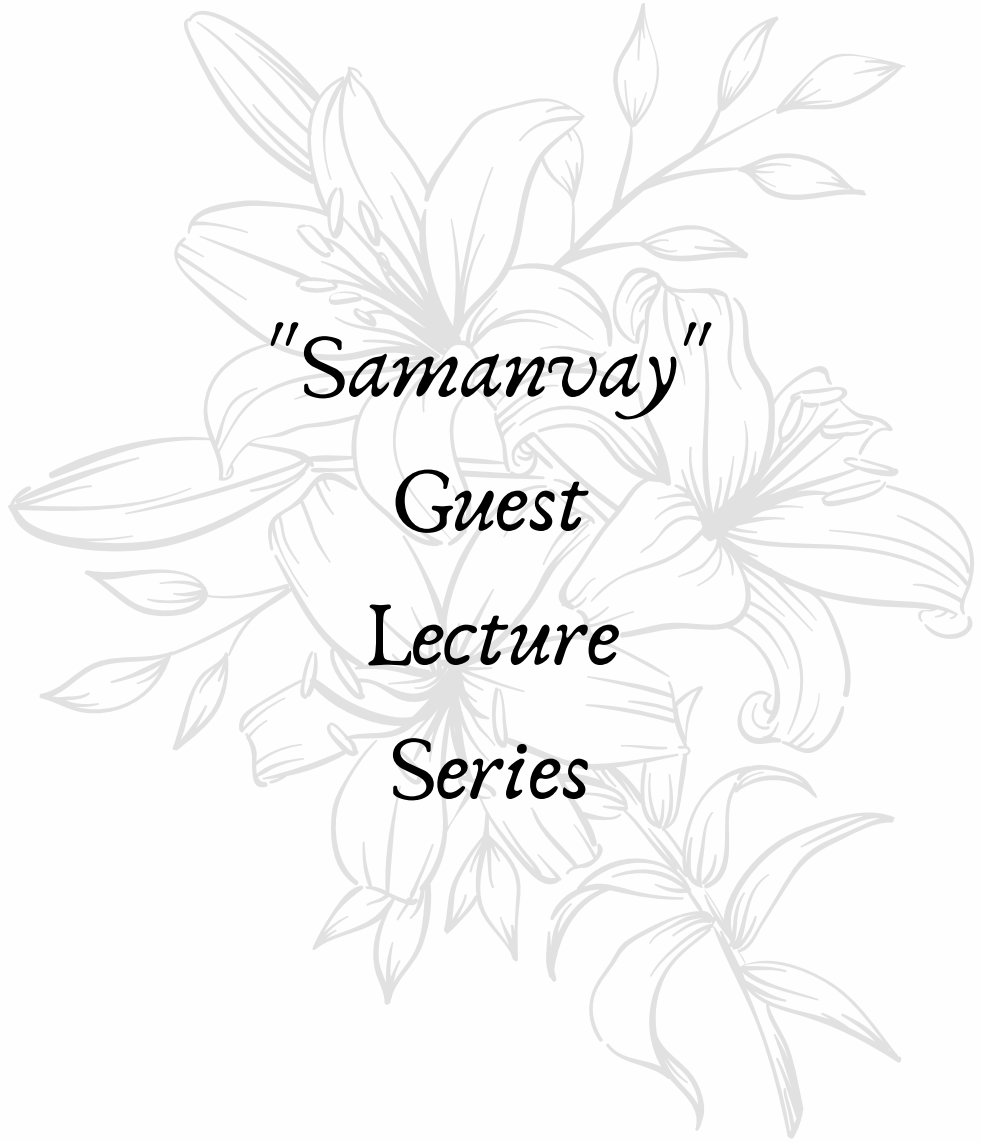
Serendipity



Essence



Ganesuni Bhanu Mahesh



"Samanvay"

*Guest
Lecture
Series*



“SAMANVAY” Guest Lecture Series

T Stanes & Co. Ltd



On 09 July 2025, as part of the SAMANVAY Guest Lecture Series 2025, we had the privilege of hosting Dr. K.K. Unni, Director at T Stanes and Company LTD., for an insightful session on “Trainees to the Tower of Management.” Dr. Unni discussed agriculture’s key challenges climate change, population growth, and water scarcity—and highlighted precision agriculture as a sustainable solution. He outlined diverse career paths for Agri-MBA graduates, emphasizing skill development, focused learning, and long-term growth. Drawing from his five-decade experience, he inspired students to pursue their goals with clarity and passion.

Carbon Circle CBG Private Limited



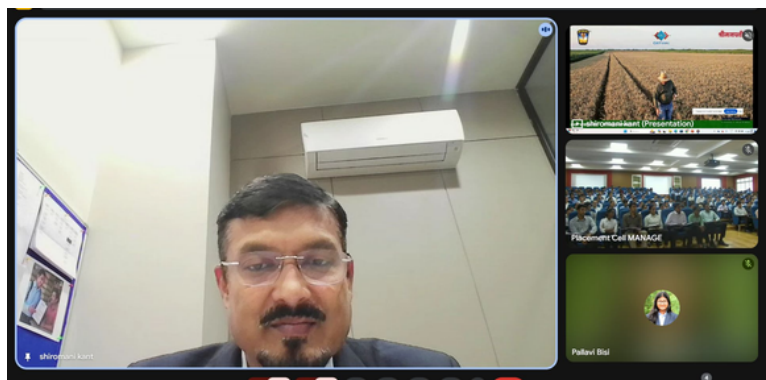
On 18th July 2025, as part of the SAMANVAY Guest Lecture Series, Mr. Ashutosh Kumar Sinha, Senior Vice President – Business at Carbon Circle, delivered an insightful session on “Bioenergy and Bio CNG: Opportunities for Agribusiness Managers.” He discussed India’s bioenergy transition, circular economy model, and agribusiness-linked opportunities in the growing CBG sector, urging future techno-managers to drive sustainable energy innovations.

Beacon Global Food Consultancy



On 19 July 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Asish Kumar Pal, Chief Technical Officer at Beacon Global Food Consultancy, for an engaging lecture on “Futuristic Agri Tech Jobs in India and Africa.” He compared the agricultural potential of both regions, highlighting Africa’s vast uncultivated arable land and emerging opportunities. The session showcased AI-driven and patent-backed Agri-Tech innovations, new white-collar roles, and cross-border career prospects, enriched by his inspiring journey from corporate professional to entrepreneur.

Ostwal Group of Industries



On 20 July 2025, as part of the SAMANVAY Guest Lecture Series, we hosted Mr. Shiromani Kant, Vice President – Marketing at Ostwal Group of Industries, for a session on “Towards Nutrient Security: Rethinking Fertilizer Strategies for India.” He linked crop nutrition to food security, explained India’s fertilizer imbalance and import dependence, highlighted SSP as a viable alternative to DAP, and stressed innovation, self-reliance, and sustainable nutrient management.

Bharatiya Beej Sahakari Samiti Limited



On 25 July 2025, as part of the SAMANVAY Guest Lecture Series, we hosted Mr. Jai Prakash Singh, Head – Cooperative Society, and Mr. Ajay Kumar, Zonal Lead – Sales at BBSSL, for a session on “Cooperative Empowerment & Sustainability in ag-

-riculture through BBSSL.” They highlighted India’s cooperative ethos, BBSSL’s role in strengthening over 30,000 Kisan Samridhi Kendras, its seed and support services, and cooperative-led agri-business strategies rooted in the principle, “One for all, all for one.”

Verdesian Life Sciences



On 29 July 2025, as part of the SAMANVAY Guest Lecture Series 2025, MANAGE hosted Mr. Dhananjay Edakhe, Director – Business Development at Verdesian Life Sciences, for an insightful session on “The Evolving Paradigm in Agribusiness - Indian & Global Dimensions.” He provided a comprehensive overview of challenges including resource constraints, fragmented landholdings, soil degradation, irrigation gaps, storage issues, and farm credit scarcity. Mr. Edakhe highlighted India's rising 16% chemical fertilizer consumption, policy insights from Union Budget 2024-25, marketing hurdles, and trends in agrochemicals, seeds, and crop protection. He showcased Verdesian's innovations like MAC, NUE, Takeoff Technology, Avail, and Primacy Alpha, while emphasizing soft skills and adaptability for aspiring Agri-input professionals.

Cargill



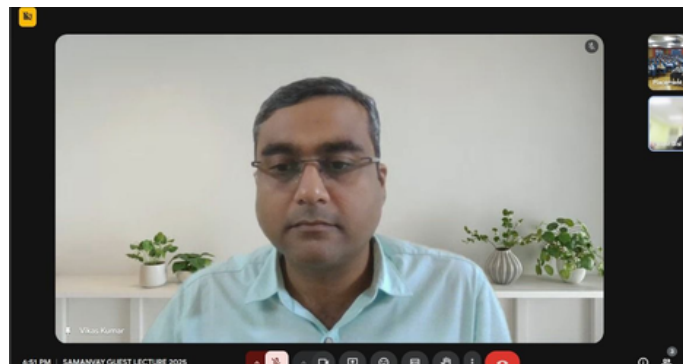
On 2 August 2025, as part of the SAMANVAY Guest Lecture Series 2025, MANAGE hosted Mr. Ajay Rajendran, Director - Data Analysis and Reporting at Cargill, for a session on "Data, AI and Career Pathway in Modern Agriculture & Trade." He emphasized data intricacies in agriculture, bias control in collection, technology accessibility for stakeholders, and the need for agribusiness graduates to master data analytics.

Blinkit



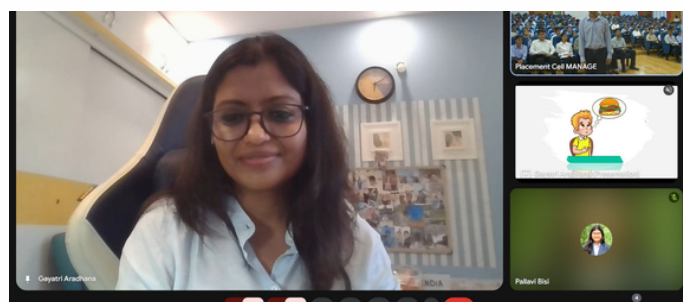
On 3 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Mayank Rastogi, AVP Category at Blinkit, for a session on "Quick Commerce Revolution: Redefining Business Models, Consumer Behavior & Logistic Transformation." He explored Q-Commerce's shift to ultra-fast deliveries via AI, ML, IoT; supply chain optimizations; scalability challenges; and evolving consumer trends, citing Blinkit, BigBasket, and Swiggy Instamart.

iD Fresh Food



On 4 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Vikas Kumar, Head of B2B and Export at iD Fresh Food, for a session on "Cracking the Code of B2B in Food and FMCG." He shared his journey from Pringles to Masala Dosa, B2B vs B2C nuances, HoReCa channel strategies, and career wisdom: listen more, build trust, embrace mistakes, and prioritize relationships over revenue.

Diageo India



On 7 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Ms. Gayatri Aradhana, Head of Marketing & Indirect Procurement at Diageo India, for a session on "Beyond the Price Tag: The Strategic Value of Procurement." She redefined procurement as a value-creating mindset, balancing total cost, risk, diversification, trust-based partnerships, AI optimization, and circular economy principles while overcoming rigid KPIs.

Louis Dreyfus Company



On 8 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Prashant Reddy, Head – Oil & Oilseeds at Louis Dreyfus Company, for a session on “Global Commodity Markets: An Overview.” He mapped global sourcing, value chains, supply chain management, price influencers, and trader life involving risk management and adaptability. He highlighted opportunities in commodity trading, stressing analytical thinking, negotiation, resilience, networking, and continuous learning.

ABIS Exports India Private Limited. IB Group



On 16 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Ms. Sangita Sarkar, National Lead – Talent Acquisition at ABIS Exports India (IB Group), for a session on “Corporate Skills, Conduct, Effective Leadership, Career, Passion, and Life.” She overviewed IB Group's poultry operations and automation, stressed essential corporate skills, explored passion through interactive discussions, and guided on handling rejections via self-SWOT analysis.

Kellanova



On 18 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Ms. Satvika Ray (PMP, Agile Scrum Master, SixSigma BlackBelt), Program and Portfolio Head at Kellanova, for a session on “From Vision to Action: The Art & Science of Strategy.” She outlined strategy's fundamentals and four elements, used Amazon-Nokia cases to show success/failure dynamics, distinguished strategic thinking from planning, and covered frameworks, AI integration, Blue vs. Red Ocean strategies, change management, supply chain, and vision-mission-goal alignment.

AquAgri Processing Private Limited



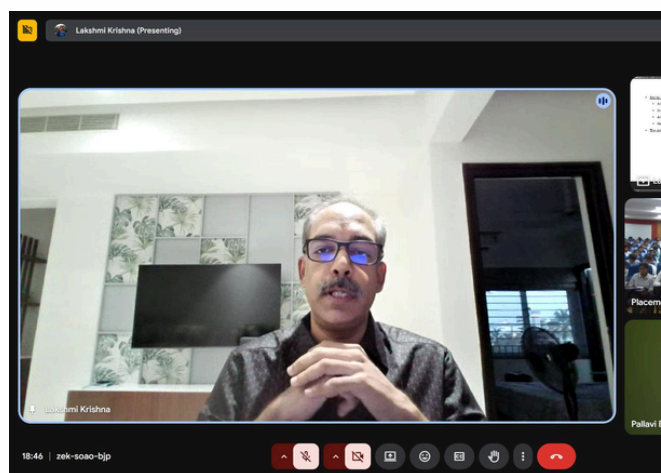
On 20 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Mohit Sharma, AVP Sales & Marketing at AquAgri Processing Private Limited, for a session on "Career Perspective in Agri Input Industry." He introduced AquAgri's bio-stimulant leadership, agriculture's role in food security and growth, industry potential with tech adoption, bio-stimulants' benefits for soil and resilience, diverse career paths, and key MBA competencies like adaptability and analytics.

HyFarm (HyFun Foods' Agribusiness Unit)



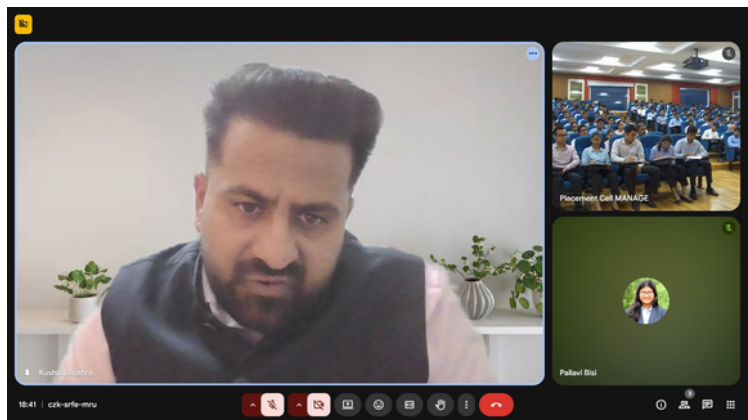
On 22 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. SOUNDARARADJANE S, CEO of HyFarm (HyFun Foods' Agribusiness Unit), for a session on "The Indian Potato Story." He traced potato production growth from 1961-2024, analyzed demand outlook, detailed HyFun's revolutionary fresh produce strategies and seed sector investments, and emphasized strengthening India's potato value chain.

Arvind Limited



On 24 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Jagan Gopinath, Head – Cotton Sourcing at Arvind Limited, for a session on "Commodity Sourcing & Pricing Risk Management." He analyzed price volatility, differentiated forward vs. futures contracts, explained basis/counterparty risks and hedging, detailed call/put options for price protection, and highlighted exchanges like ICE/MCX for supply chain transparency and real-world risk strategies.

TruAlt Bioenergy



On 30 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Kushaal Bothra, Vice President of Grains at TruAlt Bioenergy, for a session on "India's Evolving Role in Global Agribusiness Trade." He outlined India's expanding global role, the \$100B export vision by 2030 needing infrastructure and collaboration, analyzed agri-inputs/outputs/waste segments with waste-to-energy focus like ethanol/bio-CNG, and stressed risk management and demand-supply strategies.

CCL Products (India) Limited



On 30 August 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Preetam Patnaik, Head of Consumer Marketing at CCL Products (India) Limited, for a session on "Consumer Marketing." He explored market dynamics shaped by perceptions, trust, and experiences; blind testing for unbiased preferences; word-of-mouth for new brands; and the Brand Key Model for strategic differentiation and long-term growth via behavioral insights.

Drools Pet Food Private Limited



On 6 September 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Dr. Shashank Sinha, CEO at Drools, for a session on "Career Guidance and Personal Development." He stressed career planning, self-reflection for growth, effective communication, interview strategies, continuous learning, adaptability, skill enhancement, and networking. Drawing from experience, he encouraged embracing challenges proactively through interactive, personalized advice.

Synthite Industries Pvt. Ltd



On 23 September 2025, as part of the SAMANVAY Guest Lecture Series, MANAGE hosted Mr. Deepak Gopinath, Assistant General Manager – Sales at Synthite Industries Pvt. Ltd, for a session on “Insights on Essential Oils & Extracts in the Food, Pharma & Fragrance Industry.” He covered extraction methods like solvent and steam distillation, Synthite's 46% global spice oleoresin leadership, spice equivalency, applications across industries, supercritical CO₂ tech, and integration strategies driving innovation.

Literary Club 2024-26



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Sheetal

Editor:

**Dr. K. Krishna Reddy
Principal Coordinator, PGDM(ABM)
MANAGE, Hyderabad**

Co-Editor:

**Dr. D. Kiranmayi
Placement Coordinator , PGDM(ABM)
MANAGE, Hyderabad**



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**National Institute of Agricultural Extension Management
(MANAGE), Rajendranagar, Hyderabad - 500030
Tel: +91-40-240162702 | Fax: +91-40-2401388**