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Spice



POST GRADUATE DIPLOMA IN AGRI BUSINESS MANAGEMENT

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Summer Internship & Final Placements at MANAGE, 2014

MANAGE fortified its position as one of the finest sectoral B-Schools, and completed 100% final placement for the 2012-14 batch, along with summers for 2013-15 batch. Agri input continued to be the most preferred sector where almost 34% of the students got final placement followed by Banking and Finance. The highest package offered this season was Rs. 26 lakhs; average package was Rs. 7.46 lakhs, while 6 students grabbed the Pre-placement offers (PPO's) this year.

Beside the regular recruiters, there were companies like Ernst and Young, FMC, Origo Commodities India Pvt. Ltd., HDFC ERGO, KRIBHCO, Omnivore Partners, Makhteshim-Agan India Pvt. Ltd., Triton Group, Kewalram Chanrai Group, Japfa Comfeed, that visited the campus for the first time for purpose of interaction as well as summer and final placements. Students were placed in world-class firms across a wide spectrum of sectors like Agri-input, Procurement, Banking and Finance, Development, Consultancy, Insurance, Commodity and Retail.

Samanvay

SAMANVAY, the Industry Interface Program of MANAGE gives an opportunity to the students to interact with notable professionals from a gamut of industries. This year, guest lectures were delivered by eminent personalities from September '13 through March '14.

	Mr. V. Sridhar, Sr. Manager Strategic Sourcing, Global Edible oils		Mr. Ajay Kakra, Associate Director, Agri and Natural Resources
	Mr. Akhil Srivastava, GM, Supply Chain		Mr. Rama Chandra, Business Analyst
	Mr. Sunil Singh, National Sales Manager		Mr. Ramesh Wattamwar, Director Marketing
	Mr. Ram Kaundinya, MD		Mr. Ravinder Reddy, CEO
	Mr. Siva Kumar S, CEO		Mr. G. Tejaswi Rama, Associate Vice President
	Mr. Krushnanand Shirpurkar, Lead HR Mr. Ajay Vaidya, Chief HR Officer		Mr. Uday Verma, GM, ecommerce & Business Development
	Dr. Dinesh Bhosle, Regional Director		Mr. Amiya Nath, National Sales Manager
	Mr. B. Pawan Kumar, CEO		Mr. Praveen Vecha, Senior VP, Rural Financial Services
	Mr. Sunoor Kaul, Director Mr. Kapil Reddy, GM, Structured Commodity Finance		Ms. Rachana Dogra, Senior Vice President, HR Ms. Priya S, VP, Rural and Agribusiness Group
	Mr. Ravi Kiran, Assistant Director		Dr. D.B. Desai, MD, Navbharat Seeds Pvt. Ltd.
	Mr. Avinash Karn, Project Manager, Amalgamated Plantations		Mr. Vincent Fernandez, Executive Director, Corporate Affairs & Group Strategy
	Ms. Rachel Trego, International Economist - Oilseeds Analyst Mr. Amit Aradhey, Agricultural Specialist		

A Budget of Hope

On 10th July 2014, Finance Minister of India, Mr. Arun Jaitley presented the Budget 2014-15. Loaded with high expectations the budget was presented with agriculture sector having its fair share, many measures and new schemes brought in for the fiscal year 2014-15.

Even though the monsoons are not in sync with the targets, a growth rate of 4% is promised in agriculture. This budget aims to make farming more aggressive and better unified with the market by overhauling APMC (*Agricultural Produce Market Committee*) Act and introducing private markets.

“By strengthening value chain production to distribution and marketing, the budget addresses core agriculture concerns. Creation of national markets, producer organizations, excise exemptions will make farming more lucrative and market driven” said Pramod Kumar Joshi, South Asia Director of Food Policy Research Institute. Budget allocation of Rs. 200 crores and investment from private sector to modernize and develop agro technology by revolutionizing farming techniques, storage, and distribution, marketing system and linking and setting up of private markets for farm produce will assure better productions and returns to the farmers. This could be a major step to augment profitability in agriculture and could very well ensure profits of 50% over cost of production as suggested in BJP’s manifesto.

Some very well thought and structured schemes are introduced like agriculture credit in which a target of Rs. 8 lakh crores is set towards rural credit. Soil health cards, mobile soil testing labs for which Rs. 156 crores are allocated and which aims to make farmers more aware of the type of crop to be sown that suits the soil type best, so as to get maximum production and income, will scientifically recast the traditional farming practices.

Allocation of Rs. 1000 crores to a new scheme ‘Pradhan Mantri Krishi Sinchayi Yojana’ for irrigation is again a major step to tackle the mammoth problem of irrigation and also to reduce dependency on monsoons which have not been very reliable. Establishment of two agricultural universities, two horticultural universities and two more agricultural research institute will contribute to the research and development activities in agriculture. Also, Rs. 5000 crores allocated for scientific storage in warehouses addressing the seasonality in production and demand- supply mismatch, will put a strict check on inflation, making the system more competent.

Rural Employment Guarantee Scheme (MGNREGA) is to be restructured for more productive, asset creating and agriculture linked activities. Hence, the gloom that prevailed in UPA’s reign seems to have vanished. There are high expectations from ‘Modi’s Budget’ and his execution strategies. The FM’s commitment to stick to 4.1% growth rate target in spite of the oil crisis and poor monsoon is commendable but appears a difficult task. Considering the limited time, the FM has successfully done his part in providing lucidity. More profound changes can be expected from ‘Achhe Din Sarkar’.

Dr. RAHUL MITTAL, PGDM (ABM) 2014-16

Students at Work

Continuing with the legacy, Student Committees and Clubs at MANAGE have started their tasks for the upcoming events and processes to happen in the future. Here is what they are all about!

ABC (Agribusiness Club), MANAGE

This year marks the inception of, "ABC", The Marketing Club of MANAGE. It works particularly for the designing, planning, marketing and implementing our very own B-Fest i.e. Krishi Chanakya. The aim of the club is escalating the visibility of MANAGE amongst other B-Schools and the industry. The club would focus on maintaining the core strength of MANGE as an Agribusiness School by organizing varied intellect driven events.



Nivesh: The Finance Club



Finance is an elixir that provides lifeline to any business to hold up in the world. Realizing this, we here at MANAGE, have a Finance Club called- Nivesh, which helps students in developing an edge by demonstration of superior knowledge and new concepts and to stimulate logical thinking and spread awareness in the area of finance and economics and provide opportunities to put theoretical foundations in practice.

Campus Alert

Krishichanakya

With the objective of fulfilling grassroots innovation through sustainable business ideas that contribute to the welfare of the society, MANAGE will be conducting Krishi Chanakya, the B-fest in the next month. The belief that drives "Krishi Chanakya" is that the amalgamation of business principles with societal upliftment, can be a sustainable and powerful tool for change. Students from various Management Institutions will be invited to participate and prepare Business Plans for commercially attractive technologies.



Alumni Meet

One of the core strengths of MANAGE is the strong Alumni Base, hence continuing with the legacy we are going to have a regular and much awaited annual Alumni Meet on August 16, where students will get a common platform to interact with the alumni who are spread all along different regions, states and companies and learn from their experiences. The day will be filled with cultural events, alumni interaction and get-together.



Summer Internship Experience

Being a part of the iTaste Summer Internship Programme, India 2014 at Mondelez International was truly a great experience. For me, working at Mondelez was a mixture of learning and joy with its great work culture and approachability. My project "Value Stream Mapping of Cocoa" introduced me to the concept of Lean Six Sigma tool of VSM and allowed me to get well-versed with the practical implications of managing a supply chain. I also had the opportunity to interact with channel partners of Mondelez at the procurement end such as ADM Cocoa and Taloca.



Isha P Shingte

Intern at Mondelez India Foods Ltd. (Previously Cadbury India Ltd.)

My project started on 3rd April where my guide gave me an overview on my summer project. It included interacting with farmers and other company personnel. I started working in a fast paced professional environment, where I realized that every minute counts. I dealt with and conquered the fear of the unknown. Academic excellence matters, but achievement in the real world are more important when you do full time work and I, enjoyed it. During internship, I got a chance to know what it is really like to work in a company and learnt how to manage tasks and how to carry oneself in a professional environment.

Raiya Anwar

Intern at SDS Ramcides CropScience Pvt Ltd.



Working with HDFC ERGO as a summer intern was an enriching experience for me as it provided a real exposure to business world and corporate life. The company's work culture was also highly admirable. My project was "Scope and opportunities for tie ups with cooperative banks in rural India". It was a 3 months value added exercise which gave me enough confidence and feeling of dedication and responsibility.



Sonakshi Pande

Intern at HDFC ERGO General Insurance

Many experiences in my life have shaped who I am as a person today. This summer I was fortunate enough to do an internship programme, which has expanded my maturity and exposure. It was a great opportunity working with Mahyco and I was up for the challenge to apply for my first experience of this kind. This summer has developed my understanding of the practical aspects. Although working wholeheartedly day and night was difficult but that had turned me into a strong individual, prepared me for the challenges and obstacles ahead.

Aafreen Sabahat

Intern at Maharashtra Hybrid Seeds Company



Experience with Summer Intern

The trainee has good fundamental agricultural knowledge which helped him to quickly grasp things of different methods of seed production. He has got good learning ability, inquisitiveness and has got very good analytical and communication skills. He toured across locations/states, worked with different teams and performed the assigned job very well to our expectation.

We wish all the very best for the trainee for his future endeavors.

-Dr. Chandrakumar S. S.

Head, Production, Maharashtra Hybrid Seeds Company



Working with the intern during the entire summer internship was a delightful experience for me. I was especially impressed with his punctuality. Also, with the sense of responsibility and commitment levels shown by him towards tasks assigned. He had shown great maturity levels at this young age while dealing with situations during project execution. Keep it up. Wish him a bright and successful future ahead.

-Priyank Bhardwaj

PwC Agri & Natural Resources Manager



The Summer Internship Program that has been jointly undertaken by MANAGE Hyderabad and Amalgamated Plantations Pvt. Ltd. over the last two years has emerged as a distinctive practical project defined by tangible achievements of multifaceted benefit for all stakeholders.

The interns committed sincerity and a natural progression towards work, people and associated environment. With their strong academic foundations, the Summer Interns have addressed complex operational hurdles and endured challenging work and travel circumstances during their course work sustained by open counseling from the Company.

APPL wishes MANAGE Hyderabad and its' ardent student fraternity a very smooth transition from their dedicated student life to a successful and enjoyable work life.

-Gautam Goswami

Manager, Agri. Business Amalgamated Plantations Pvt. Ltd.



The intern's way of approach during the summer internship reminds me of those MANAGEites who not only do a lot of meticulous planning but also execute them with a great sense of ownership as well as ready to take up any new challenge with proper understanding of the basic concepts. Her expertise in the core subject of Agriculture and blending of innovations in technology provides an edge in any assignment related to the world of Agribusiness.

-Saumendra Kumar Nayak
BASF India Ltd. Marketing AP



“Indianization” at MANAGE

“Diversity is the art of thinking independently together” - Malcolm Forbes

India unlike America is not an individualistic society. In India our identities are shaped by our family, our school background and the type of people that surrounds us. We are stereotypically categorized. And hence India has become synonymous with diversity. However, the diversity has given rise to many great characteristics like amalgamation of ideas, exchange of ideas, and birth of new ideas, all of this leads to innovations. Exchange of cultures is important in a diversified country like ours so that a tolerance is built in order to become more accepting of other’s peculiarities. All of this is possible only when people from different backgrounds are brought together and made to live together.

At MANAGE, the concept of unity in diversity is amplified by bringing together people from different backgrounds and involving them in activities that binds them to come together. This is where MANAGE truly fulfills the purpose of diversity: to unify diversity and make it beneficial for the society and for the individuals.

Dr. CHANDANI PARIHAR, PGDM (ABM), 2014-16

MANAGE Calling....

They say that your achievements are just a glimpse of the road ahead. Getting into MANAGE in itself was an achievement but little did I know that the road ahead holds many nurturing experiences. At every step I become more acquainted with my country and open to the elements of different academic sectors because there are students from 19 different states and 6 allied sectors. Everyone here believes in learning through sharing. Each night, I retire as someone more erudite and each morning I wake up as someone more confident to march on for perfection.

This institute is a knowledge hub garnished with guidance and encouragement that we receive from our Faculty and seniors. No words can capture the positivity that prevails in the serene green ambience of MANAGE. Such an environment is perfect not only for academics but for other rejuvenating activities too. The best of sports facilities which make me fervent to utilise these resources fully for my betterment in this short span of time.

After two years, I see myself marching on with great pride of being a MANAGEite and carrying on the bequest of being original and ground-breaking with utmost sincerity and truthfulness.

**Diamonds don’t shine until cut from edge to edge;
my potentials are coming to fruition here, @ “MANAGE”.**

SMRITI SINGH, PGDM (ABM), 2014-16

Freshers' Arrival

MANAGE welcomed a new batch of aspiring lot of future managers to its campus. Time flew, as the lush green campus got ready to embrace its 19th subsequent batch of aspirants from different parts of the country on 25th, June 2014. Accompanied by parents and carrying their dreams, the first exposure to the awe-inspiring beautiful campus and facilities was overwhelming. The students gathered for their first interaction with the Director General and other administrative personnel. The Principal Coordinator, addressed the induction session. Not only were they led through the various facets of the Institute's activities but also oriented to the fine line of conduct and expectations from them.

The students of Batch 2014-16 come from diversified background like fisheries, veterinary sciences, forestry etc., from reputed agricultural universities all over India. They are culturally diverse too, belonging to states like Haryana, West Bengal, Tamil Nadu, etc., but unified as MANAGEites. Induction soon led into commencement of classes, within the first week of their arrival. Students acknowledged that they are going to be the protagonists of every activity within the campus. Their diverse knowledge owing to specialization from different backgrounds created an environment of collaborative sharing and growth of their knowledge.

The classes commenced with the visits by renowned faculty from IIMs, IIFT, XLRI and reputed consultants of other institutions brought in their expertise and experience to the aspiring learners. Along with it, industry interactions with personnel from various industries brought in hands on experience and know how about the industry as such. These activities are meant to expose the new bees to the best of education and practical experience.

Meanwhile this demanding situation of responsibility and naivety didn't remain a matter of concern anymore. Their seniors facilitated them in getting accustomed to the culture of MANAGE. On campus mentoring, preparation beyond course outlines, personality development has been a part of MANAGE legacy. It has been undeterred and has been differentiating MANAGEites among a pool of MBA graduates from other institutes. On the same beat they learned to enjoy in-house celebrations on various occasions, birthday parties and other perks together. The new batch has begun to take up new responsibilities, student activities, studies, celebrations and so on to witness their pursuit of becoming an Agribusiness Manager!

www.manage.gov.in

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PGDM(ABM) 2013-15