

What's Inside

- Lit 'o' Mélange
- Biotechnology for Agriculture:
A boon or bane
- Advertisement in Rural Markets
- Bidding Final Adieu



Spice



POST GRADUATE DIPLOMA IN AGRI BUSINESS MANAGEMENT

No. 28 March - May 2014

Lit 'o' Mélange - A day long literary fest for MANAGEites

The Literary Club of MANAGE - "Pratibimb", recently held its First Literary Carnival, "Lit 'o' Mélange" that celebrated creativity in all its forms on 22nd March 2014. The literary festival was a collaborative effort of the club with invaluable support from the students. The competition, had student contestants from both the present batches of MANAGE, participating in 4 events viz., **Wrangle (Debate)**, **Prompt Impromptu (Extempore)**, **Scriven (Essay)**, and **Neuron Twister (Quiz)**. The foremost intent of this Literary Carnival was to inspire and enrich youth literature and also re-ignite the interest for reading and writing amongst the students, and also to stay updated on current affairs.

The Director General of MANAGE, Shri B. Srinivas, IAS inaugurated the event and the audience was enthused with his cheering speech. The competition was open to all the students and was a wonderful opportunity for ardent student speakers and writers, to avow it as a worthwhile literary pursuit. After a demanding day of competition, the winners walked away from the Literary Carnival with a total cash prize worth of Rs. 10000!



Biotechnology for Agriculture: A boon or bane

"Any sufficiently advanced technology is indistinguishable from magic"

- Arthur C. Clarke

The wonders that technological advances can do for the mankind are captured perfectly in these words of Arthur C. Clarke and the same holds true for Biotechnology. Since the inception of this technology, it has always been Janus-faced to man; dividing the world into those who showed faith in biotechnology and those who considered it a false hope.

Biotechnology has the power of empowering Agriculture. The world is worried about the decreasing land under cultivation, increasing pests and crop diseases; GM crops are a source of hope for the future. Today's world population is more than 7 billion and growing rapidly. It is projected that there will be 9.7 billion people inhabiting our planet by 2050. It may sound far off, but it is not even a single lifetime away-meaning that many of us alive today will still be alive then.

One of the many issues raised by this expected population surge is how to feed this growing population. Meeting the world demand for nutritious and abundant food is a challenge today and will only grow in the future. Agricultural biotechnology gives hope in the form of biotech crops that increase yields and reduce crop losses due to pests. By now more than 12 million farmers in 23 countries have planted more than 283 million acres of biotech crops. Genetic Modification can improve the nutritional quality of the food as already evident from golden rice. Another example is Bt Cotton which showed an immense increase in cotton production and minimized the threat of bollworms.

The world is in strong need of rapid advancements in biotechnology for agricultural sustainability. In support of the argument for GM Crops, Dr. Norman Borlaug once said, *"While the affluent nations can certainly afford to adopt elitist positions, and pay more for food produced by the so-called 'natural method,' the one billion chronically undernourished people of the low-income, food-deficit nations cannot."* This statement clearly shows this science as the only means of survival for hunger struck poor Nations.

An experts committee convened by the United Nations Food and Agriculture Organization (UN-FAO) and World Health Organization (WHO) concluded that the possibility of allergies arising from the consumption of modified foods is no different from that of other conventionally produced or natural foods. Besides, extensive food safety assessments have been implemented to minimize the possibility of allergenic proteins being introduced into commercialized GM crops.

GM foods thus form a safer, more nutritional and sustainable food source. In the beginning, I said that Biotechnology has divided the world into those who showed faith in biotechnology and those who considered it a false hope; well the truth is that the world needs to unite if this technology has to prove its worth as a boon and a problem solver for agriculture. I would like to close with the words, *"A technology that has the power to change the world in a petri dish should be lived, not debated."*

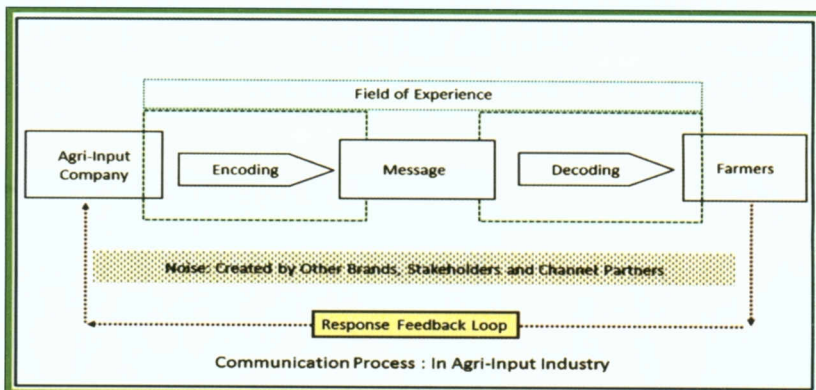
BHUMIKA PANDITA, PGDM (ABM) 2013-15

Advertising Media in Agri-Input Industry: The Missing Cord

The size of the Agri-Input market is four to five times larger than that of the FMCG market, but still it is considered as sales driven market rather than a pure marketing based industry. Very recently *E.I.DuPont* came up with a television commercial for its star category product "Coragen". Is it the beginning of a new era of advertising in Agri-input? Let's focus upon means and media of Ad-world and their effectiveness.

"Effectiveness" in the ad-world means fulfilling the core objective behind the actions you do. In the Ad-world the advertisement designed varies corresponding to their objective. They may or may not be *sales oriented*, i.e. to *increase the Sales* or just meant for *creating awareness* or for *developing long term relationship* (broadly Brand Loyalty). But in the Agri-input market, which is said to be a B2B Market (*unfortunately not in India as of now*) most of the designed campaigns are run for increasing sales only and hardly focus on Brand Building. But, is the bottom line of "increasing sales" sufficient in the Agri-input industry? Before answering this question, we need to understand the Communication process first.

The Field of Experience of the farmer is highly interrupted by the ad campaign being run by the competitor brands, own field staff and by the channel partners i.e. dealers and distributors. The basic understanding of marketing is being missed most of the time. Just have a look at the current ad-campaign or the message and one will realize



that the language we use in our Agri-input ads is of poor quality with the justification that farmers are not very literate. Let's have an example of Noise in the Agri ads; the farmer recognized a particular pesticide brand as "Hara Dabba Laal Dhakkan" (*Green Bottle with Red Cap*). Is there any question about effectiveness? Is it helpful to the marketer? Of course not, because this can easily mislead the target group to other brands. The point that arises here is "how any Agri-input Company can come to such a conclusion?" Time is changing rapidly than ever thought, the target group is also using Android Platforms and the campaigners can respond to the change by experimenting with the traditional way of advertising.

The solution lies in the theory **SAVE. Solution-Affordable-Value-Educate** i.e. it is time to consider the Farmers as partners not just as consumer of Agri-input products. It is time to upgrade the technical knowledge; it is time to educate them. Secondly, understanding the educated and aware group among them, the industry could tap this opportunity and use them as a new touch point to make the brands more sustainable. This will ensure direct communication with farmers and will be a step ahead towards B2B markets for the Agri-input industry.

**PRADEEPT KUMAR, PGDM (ABM) 2012-14,
"Young Professional, BRLPS, SRLM, Bihar"**

Bidding Final Adieu

Our life is a series of images. We might not cherish every single one, but still every picture is an undetachable part and can never fade in any instance of our lives. And we all came across such an instant that was more than a fleeting image. Beautiful memories always remain in the heart and saying goodbye to loved ones is never easy. So to add one more unforgettable moment, we organized a Farewell party for lovable seniors. We know that this moment... every part of it... will live on forever.

Music expresses what words can't, so the evening began by extending a warm welcome to all the seniors through cultural events. The mentees gave taglines to their mentors to add an element of fun and honored them with a memento to express the feeling of gratitude for their mentorship and guidance. We shared a video of their years spent at MANAGE to make their evening more memorable because at the end of the day, all that really matters is not the moment of occurrence rather how it is a part of memory. Photos of the moment are a way of holding onto the things you love and the things you never want to lose.

May their journey be that of valor and success at every point. We do not want to say good bye because tomorrow when we stand there to become a part of their world, we would look for those familiar faces, which would reach out and draw us into their world.



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www.manage.gov.in

SPICE is published by :
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Extension Management (MANAGE)**
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