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POST GRADUATE DIPLOMA IN AGRI BUSINESS MANAGEMENT

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Krishi Chanakya– the B-Fest by PGDM (ABM)

“Krishi Chanakya- the B-Fest to revolutionize Agribusiness” was organized with youthful fervour during 27-28 September 2015 at MANAGE. Thirty eight student delegates from reputed institutions like IIMR, IIT-K, SIBM, XIMB, NAARM, CCSNIAM etc., participated in the event. This two-day event provided a platform for students to share new ideas and innovations in the field of agribusiness.



After a ceremonial opening address from the Director General MANAGE, Mrs. V. Usha Rani IAS, the Principal Coordinator PGDM(ABM) Dr. K. Anand Reddy enlightened the participants on the potential of the B-fest and its impact on the Agri-business front.

The lineup of events began with a workshop, by Mr Chand Narayan, HUM Consulting, where participants gained core principles of personality development and soft skills enhancement. The workshop touched upon key aspects of business ethics, work culture



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and personal conduct. The flagship events of Krishi Chanakya 2015 attracted a lot of attention with a strong Industry-Academia interface.

Flagship events of the fest included: SUSHODH – a case study competition which dealt with case presentations from participants on issues pertaining to the input sector, essentially the farmer-industry relationship, supply chain and underlying issues. SAMEEKSHA – a paper presentation competition based on the relevance of “Options” and “Futures” trading in Agri-commodities. AAKANSHA - the B-plan competition, on the theme of “Agribusiness/



Rural Marketing” where participants came up with the best business strategies and approaches. CHAKRAVYUH – the parliamentary debate based on monetary policy.

Apart from the main theme focusing on Agri Business, several spot events such as photography, figure making, turn coat, face painting were also organized witnessing active participation from students of different institutions across the country. Winners and runners-up of the above events were awarded with prize money and certificates.



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Workshop on Digital Marketing and Entrepreneurship @ MANAGE



In collaboration with IIM-Calcutta, Markeintern.com conducted a two-day workshop on Digital Marketing and Entrepreneurship at MANAGE campus, Hyderabad during 29-30 September, 2015. All 120 students participated in the workshop. Mr. Sri Harsha from Carpe Diem was the lead speaker and facilitator at the workshop.

At the end of the workshop, a quiz on the above themes was organized and five students were selected out of 120 to represent MANAGE at the final event of the Carpe Diem 2015-16 at IIM Calcutta. The workshop has given new ideas and latest happenings in the areas of digital marketing and entrepreneurship.

Lit 'o' mélange - A Literary Fest to Warm up Ignited Minds

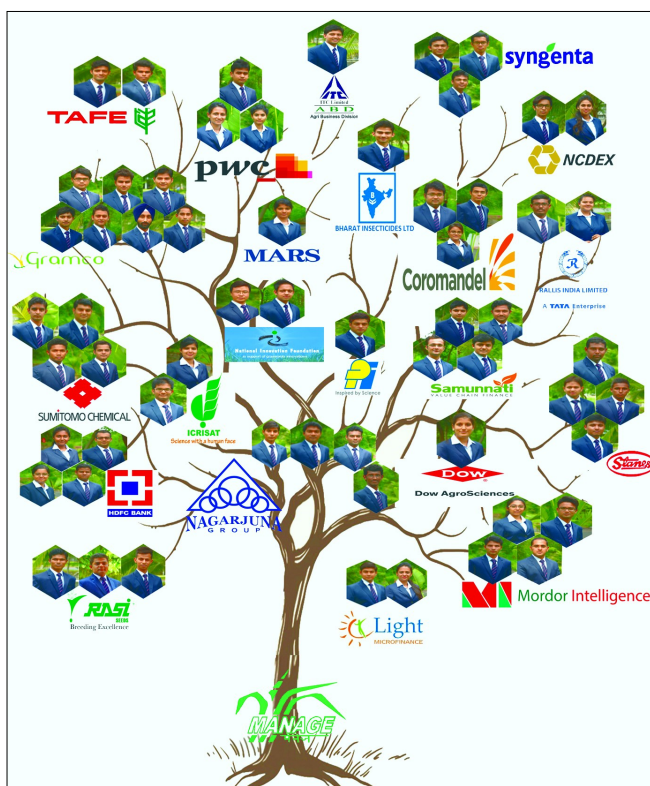
The Literary Club of MANAGE- "Pratibimb", held a Literary Carnival, "Lit 'o' Mélange to encourage the exemplary literary talent and academic writer and speaker in each MANAGEite. There were four events viz. Wrangle (Debate), Prompt Impromptu (Extempore), Scriven (Essay), and Neuron Twister (Quiz) in which students from both the batches of MANAGE PGDM (ABM) participated. The first and foremost objective of the fest was to bring out their talent and creativity.



Every year this one day fest brings a wonderful opportunity for ardent student speakers and writers, to share their literary potential.

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Summer Placements 2015-17



Summer Placements 2015-17

The fourth trimester during the first year, consisting of 8-10 weeks, is fully devoted to industrial exposure into various companies. Students get a chance to have a closer look at the functional agribusiness practices and applications. It also helps students to acclimatize with the practical working conditions. This tenure helps them not only to understand the business scenario but also in making career choices. Similarly, many companies view the process as a platform for pre-recruitment. The students have been awarded with Pre-Placement Offers from reputed organizations, impressed with their efficiency.

The summer placements for the year 2015-17 concluded with 22 companies visiting the campus. The major recruiter was Agri-input sector (23), followed by Banking and Finance (10). Consultancy and Commodity sectors selected 9 students each for the summers. The others were Retail (3), Farm Machinery (2), Development (2) and Procurement (1).

SPICE is published by:

The Director General
**National Institute of Agricultural
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 Rajendranagar
 Hyderabad – 500030, India

Tel: +91-40-24016702-706
 Fax: +91-40-2401388

www.manage.gov.in

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Director General, MANAGE
Mrs. V. Usha Rani, (IAS)

Principal Coordinator (PGDM(ABM))
Dr. K. Anand Reddy

Coordinating Editor
Dr. A .S. Charyulu

Team Pratibimb

Sunita Kumari Soreiyo Kasomva Shilpi Amita Topno
Smriti Singh Pritish Anandchaugule Kushbu Alok Lakra

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