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## WORLD FOOD INDIA 2017

The year's most anticipated event World Food India'17, held at the India Gate Lawns in New Delhi was a resounding success having participation of around 75000 business visitors, 800 global and domestic exhibitors, 8000 online and offline B2B meetings and 36 conferences. The Ministry of Food Processing Industries (MOFPI) organized the event for three days from 3<sup>rd</sup> to 5<sup>th</sup> of November, 2017 with the theme *'Transforming the Food Economy'*



This event is the perfect head start for India's vision of doubling the farmers' income by 2022. With this event, India portrayed to be the preferred investment destination and sourcing hub for the global food processing industry. This event saw the congregation of global investors, business delegations and CEOs of major food companies around the world and representatives of 28 states in India. In the next 3 years, the Government aims to attract \$10billion investment in the Food processing sector and generate 1 million jobs. More than 800 global companies representing 22 countries & domestic companies had exhibits during the event. World Food India was conducted to facilitate partnerships between Indian and international businesses and investors, and to provide a gateway to the Indian food economy and an opportunity to showcase, connect and collaborate. A user friendly portal 'Nivesh Bandhu', [www.foodprocessingindia.co.in](http://www.foodprocessingindia.co.in) was also launched by the Hon'ble Prime Minister during this event, which provides an easy glimpse into investment and policies of States, district level resources to encourage informed choice by potential investors and also exchange queries for sourcing.

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## IMPACT OF FLUCTUATING OIL PRICES ON INDIAN AGRICULTURE

Since the 19<sup>th</sup> century, oil prices have influenced the economic developments of each and every country. The Organization of Petroleum Exporting Countries (OPEC) and the other major oil producing countries have been in a constant tussle to have the upper hand in influencing their economies by the revenues earned from oil exports.

First of all, the question that arises is why these fluctuations? Although many developing countries like India have remained insulated for a long time from the fluctuations in the international economy, however all of this changed when agriculture was brought under the ambit of multilateral trade. The relative rate of fluctuations in India in oil prices was very low as compared to other countries due to government interference but it has had some long-lasting impacts. Price volatility has been one of the most important conundrums in Indian agriculture.



The strong linkage between food and energy sectors is through biofuels. Whenever there is a surge in oil prices there is more incentive to produce biofuels. An increase in production of ethanol from corn leads to further increase in prices of feed hence the cumulative increase in food prices. Thus a window for food exports is generated at this time fetching a higher price for the Indian farmers as well, but the economies of scale also plays a bigger role since most of the farmers are small and marginal farmer in India, who are hit drastically by this increase in fuel price.

Low fuel prices in the world leads to a worldwide decrease in the per unit cost of production of several agricultural commodities leading to a reduction in cost, resulting in higher competitiveness between the agricultural exporters of India. This leads to reduced export earnings which was evident a few years ago when Gujarat farmers faced low exports of groundnut due to falling crude oil prices in the world and came on the roads to protest. All these impacts may not seem ground breaking on paper but a lot of improvement is possible in Indian agriculture if the negative impacts can be minimized.



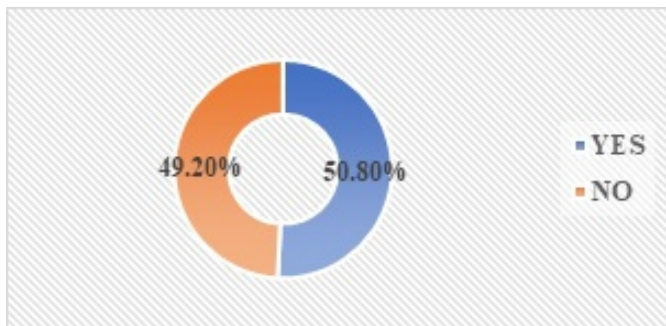
KapilRana  
PGDM ABM 2017-19

## DIRECT BENEFIT TRANSFER (DBT)

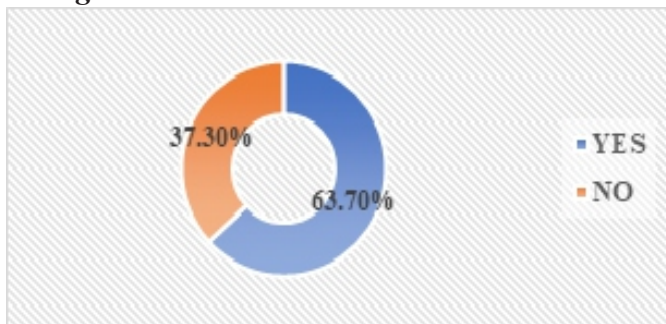
The DBT for fertilizer subsidy was implemented from October 1<sup>st</sup> in seven states/UTs as a pilot project. The DBT scheme cannot be termed a panacea for all the challenges but may be a significant step in the right direction — to transfer benefits to intended beneficiaries and contain subsidy burden. However, in recent months DBT in fertilizers has spurred a lot of debate on the effectiveness of the project and other major concerns related to fertilizer usage.

In this article we put forward the opinions and views of the MANAGE community regarding Direct Benefit Transfer of Subsidy.

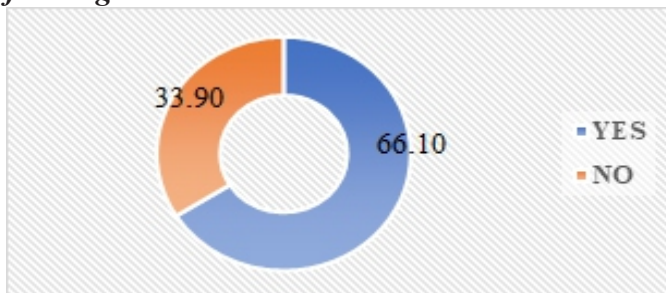
***Can India ensure food security by 2022 even after minimizing urea consumption through DBT and related measures?***



***Will the digital trail of transactions using PoS machine and AADHAR linkage prevent fertilizer leakages?***



***Will continuing subsidy for inorganic fertilizers become a hindrance for promoting organic farming?***



It's been a while since the implementation of DBT on pilot basis in some states. The major issues that is yet to be dealt with is clearance of the backlog of the previous fertilizer subsidy which is estimated to be around Rs. 30000 crores (Source: Fertilizer Association of India).

Also, it is observed that it might become a problem during peak time because of the transaction time taken by POS machine. But on the other side, DBT will guarantee the smooth functioning of transferring subsidy amount in company's account.



Shiwani Agarwal  
PGDM ABM 2017-19

Direct Benefit Transfer on fertilizers is arguably a great initiative by the GoI to reduce the burden of farmers. But, since the government provides fertilizers at a subsidized rate, farmers might go for extensive usage. Unlike LPG scheme, in which LPG is given at market price and the subsidy is transferred to the bank account, this scheme will give little empowerment to farmers. The subsidy could have been given in the LPG way.



Lokeshvaran V  
PGDM ABM 2017-19

Total Direct benefit transfer (FY 2017-18)  
Rs. 84,606.47 Cr+

Total No. of Transactions (FY 2017-18)  
Rs. 118.72 Cr+

Savings: Rs. 57,029 Cr



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## ALUMNI SPEEK

**Mr. Unnikrishnan Vijayan** is an alumnus of MANAGE from the batch 2003-2005. He started his career in procurement as Assistant Manager – Food Business Division, ITC Limited. After being a part of ITC for over 6 years he went on to join Britannia Industries Limited as Manager – Purchase. He is currently employed with **Perfetti Van Melle** and recently became the Manager – Global Procurement Services. With his expertise in the procurement sector for over 12 years, Mr. Unnikrishnan has given us his valuable insights about the sector and also his experience in MANAGE.



**1. *How significant was the 2 years in MANAGE in carving your career path?***

MANAGE definitely gives a good platform to launch one's career. We are a noted name in the agribusiness management space hence giving a good head start to one's career. During our student days the curriculum and courses in MANAGE were not strictly restricted to the frame work of a syllabus. Because of this the boundaries of the course were flexible and we imbibed knowledge beyond the book. There was an open framework and hence we were taught to think beyond the limits and look beyond the given information. This was indeed beneficial in the future.

**2. *How much has the procurement sector changed in the past 12 years and what advancements do you see in the sector in the near future?***

12 years ago procurement was more transaction based. The focus was on getting the material to the production unit on time and on keeping the prices within the budget. But now most of the organizations have segregated procurement into transactional purchase and strategic sourcing. The transactional team is more focused on creation of purchase orders and enabling transaction through ERP system whereas the strategic team is more focused on the overall costs which is not restricted to just material prices. The procurement process is becoming more automated as compared to the yester years and the advancements are also headed in the same

way. Analytics and artificial intelligence are becoming an integral part of the sourcing process and eventually this will head to an end to end automation of the procurement process. As a result, many mundane jobs will disappear from the procurement process.

**3. *What is the difference in the Indian and global scenario of procurement?***

Although India has a cheaper and excellent talent base, it is yet to reach the levels of maturity of its American and European counterparts. Indian organizations are yet to look at strategic sourcing the way organizations do globally. In terms of technology enabling of sourcing process we are at rudimentary levels, the irony being that most of the sourcing related technology solutions are being developed globally by Indians working abroad.

**4. *Message to the students @MANAGE***

The students should try and keep the unique selling proposition of MANAGE intact. The course and curriculum of the programme should be revised and restructured periodically according to the needs of the industry. Analytics and artificial intelligence are gradually becoming an important part of the industry now. The industry needs should be reviewed and incorporated in the curriculum so that the students will be aware of the advancements. This can be done by instant interaction with the industry and the alumni of the institute.



## EVENTS '17

### **KRISHI CHANAKYA**

*“The important thing in life is not to triumph but to compete”- Pierre de Coubertin*

Agribusiness club of MANAGE in association with Coromandel International Limited, proudly hosted KRISHI CHANAKYA'17, a national level B-Fest aimed at discovering dynamic endowments in young and energetic champs. The fest was organized on 2<sup>nd</sup> and 3<sup>rd</sup> September, 2017 with rewards of Rs.1.65 Lakhs up for grabbing. The fest attracted 2632 talents from major B-Schools across the country out of which 72 finalists from 16 different colleges were called on to the campus for the final round of various events.



Krishi Chanakya'17 enthralled through its wide range of 9 disparate events that included 8 flagship events and one online event. AKANKSHA: B-Plan competition and SUSHODH: A Case study competition were sponsored by our platinum sponsor- Coromandel International Limited. Netafim Irrigation India Pvt. Ltd. presented SANDHAAN: A Live case study competition, Gemini Edibles & Fats India Pvt. Ltd. presented VISHLESHAN: A Financial model, Krishi Pragati Foundation presented KHOJ: A social Idea and CHAKRAVYUH: A Parliamentary debate was presented by Saraiwalaa AgriRefineries Limited. The other flagship event SHIKHAR: An Agri summit was presented by Malaxmi wherein the panel discussed on the recent topic: “Consolidation in Agri-industries that garnered the interest of many. The panel members were Dr. G. Ravi Prasad, President-Corporate Affairs & Strategic Projects from Coromandel International Ltd., Mr. Anil Jain, Director, Strategy & Operations from Crystal Crop Protection Pvt. Ltd. and Dr. Vijendra Sangam- DGM (Research) at KSSC, Ltd.

A Workshop on “Impact of GST in agriculture” was organized on 2<sup>nd</sup> September wherein eminent speakers like Mr. Somesh Kumar (IAS), Mr. Anand Kumar (IRS), Prof. Srinivas Gowda and Mr. Manindar, CA shared their knowledge on the topic. Krishichanakya'17 flashed a grand success by breaking out of established patterns and setting the standards high for Krishi Chanakya'18.



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## CONVOCATION & GRAND ALUMNI MEET

MANAGE conducted the third convocation ceremony for awarding Post Graduate Diploma in Management (Agri-Business management) to the students of batches 2012-14 to 2015-17 on 19<sup>th</sup> November, 2017. A total of 240 students were awarded their diplomas at the convocation ceremony, and four of the students were bestowed with Gold medals for their meritorious performance in academics.

Honorable Secretary for Department of Agriculture, Cooperation & Farmers Welfare, **Shri. S.K. Pattanayak** presided over the ceremony as the Chief Guest. Also present in the ceremony were Director General **Mrs. V Usha Rani**, Principal Coordinator **Dr. Anand Reddy**, Dignitaries from agribusiness companies and academic institutions.



The Convocation started with an exalted and grand academic procession followed by the National Song and an introductory speech by the Director General **Mrs. V Usha Rani**. The Chairman inspired the students to make every effort, in all circumstances, to uphold the dignity of their profession and integrity of their character.

The diplomas were awarded to various bachelors and ceremony continued with the presentation of gold medals by the Chief Guest to the best academic performers - Ms. Kritika Kumar (2012-14), Ms. Isha P. Shingte (2013-15), Mr. Arnab KR Ghosh (2014-16) and Mr. Armaan Kataria (2015-17).

The Chief Guest addressed and congratulated all the students who had earned the honor of receiving the PG Diplomas and Gold medals from the portals of MANAGE. He exhorted MANAGE Alumni, students and faculty to work harder to make the institution a center of excellence in Agri-Business management. He iterated the reasons for running the ABM program with the objective of preparing bright youngsters to serve twin purposes - Serving the needs of the farming community and Cater to the human resource needs of the Agri-Business companies. The students and the audience were indeed captivated by the rousing speech of the Chief Guest.





MANAGE is successful in providing 100% campus placements to students since inception. This year, as per the rankings in Outlook magazine, MANAGE has been ranked as 1<sup>st</sup> Best Sectoral B-School in agriculture, 3<sup>rd</sup> best B-School in South India and 25<sup>th</sup> best institution in the country. The Convocation ended with a Vote of Thanks by the Chairman and Board of Directors followed by the National Anthem sung by the students of the Institute.



The MANAGE 'Alumni meet' has always been a symbol of remembrance to the entire MANAGE family in the past, and this year also it emerged as a grand event. The alumni meet was held on 18th November and the festivities and events were very well organized with the help of the administration and students. The alumni meet left the present batches with a sense of euphoria and all of the MANAGE family with a sense of belonging for many more years to come.





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## OLYMPUS

The National Institute of Agricultural Extension Management (MANAGE) held its annual inter college sports meet: Olympus '17 on August 28, 2017. The event was inaugurated by the Director General, Mrs. V. Usha Rani, IAS and was attended by the faculty, participants and students of MANAGE. The event began with an inaugural Badminton match and witnessed participation of over 130 students from eight colleges apart from MANAGE, in and around Hyderabad.



The events included Basketball, Volleyball, Chess, Snooker, Badminton and Table Tennis spread over a duration of two days. Olympus has been a success in the past and has garnered appreciation from the student fraternity. MANAGE has always stood up for all round excellence and thus Olympus '17 proved to be yet another accolade.

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