

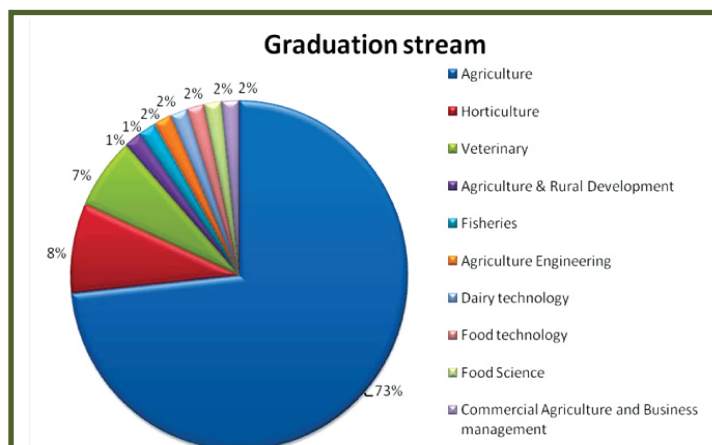
MANAGE Welcomes 15th Batch of PGDM (ABM)

MANAGE takes pride in selecting the students of exceptional talent and mettle every year; which is vital to maintain the pinnacle of excellence in Agri business. An inaugural function was organised to welcome the 15th batch of PGDM (ABM), comprising 60 students from across the country. It was graced by enlightening speeches from the Principal Coordinator Dr. Vikram Singh and senior faculty members of MANAGE. Of the 60 students, 73% are from B.Sc. Agriculture stream and the rest are from various allied disciplines such as Veterinary Sciences, Fisheries, Agriculture Engineering, Food Technology, Rural Management etc. These students from 12 different states, representing varied cultures and heritage, together bring laurels to the institute. The institute provides its students the unique opportunity to work with renowned organisations during the summer internship programme and also opt for a better career. MANAGE provides an environment, the learning and experiences to carve out the best techno-managers, adding excellence to its legacy.

Inaugural Ceremony



Students' Background



Rural Retail Scenario in India



The Midas touch of retail has affected one and all. Post 2000, with the development of Retail industry and rising consumers' expectations, retailers have evolved the business. Though, in India, the organized retail hovers around 3-4%, still there is a lot of scope for development. In fact the varied need of consumers with multiple earning patterns cannot be fulfilled by a single format of retailing. Hence, in the long run organized and unorganized retail will co-exist. The market share of India's retail industry has been increasing constantly, the most significant years being 2000- 2006 when the sector revenue increased by about 93.5% i.e. an annual average growth rate of 13.3% (FICCI Report, 2007-08). Retail today is a US\$560 billion industry (CII Report). It contributes to 10% of our GDP and is a source of employment for 8% of the working population. The tremendous growth has been fueled by the country's GDP growth, high disposable income, urbanization and a higher proportion of the youth. However, the growth as we have seen is skewed towards urban areas.

India is predominantly an agrarian country, where, its 6 lakh plus villages offer a good opportunity for rural retail. On top of that the Financial Inclusion Policy of the Government has encouraged rural funding and thereby greater disposable income among the rural folks. Retailers simply cannot ignore this sector. A Retailer has to identify the different needs of rural consumers and provide tailor-made solutions to tap the market. Several innovative initiatives have been taken up by ITC, HUL and the latest being adopted by the collaboration of an MFI (SKS Microfinance) and a Retailer (Future Group).

Such developments would synergize both the sectors and benefit the rural consumers.

Many of the international retailers have invested in India. As the cap of FDI in the retail sector is 51%, partnerships in retailing with Indian companies is the organic way. Players like Wal-Mart, Carrefour, Tesco, etc. have invested largely in partnerships with Indian companies. Apart from this, there are a large number of local players who have carved a niche in their domains of operation such as the Sri Kannan group, Saravana Stores in South India, Apna Bazaar in Central India, etc. Such developments would not only benefit the economy but also the consumers by offering greater number of options to choose from. The latest AT Kearney report states that India has slipped two positions in the Global Retail Development Index-2010 after China and Kuwait. On a GRDI Window of Opportunities Scale, India has entered a Maturity stage, characterized by, higher consumer spending, difficulty in securing desirable real estate, higher prices of real estate and competition from local unorganized retail. The focus of the retailers should be more on the tier 2 and 3 cities where there is a sizeable chunk of the population which is yet to touch the organized retail experience.

Talking about the latest technological developments on the retail front, retailers are increasingly relying on the automation of the stock. This not only helps in practicing the '**Just in time**' strategy but also increases their efficiency and effectiveness. RFID tagging, Electronic Product Code, capturing the pattern of buying by the consumers at the cash points are several initiatives which the modern retailers undertake to cut costs and increase their profit margins.

Sutanu Sankha Ghosh, PGDM
(ABM) II

Endeavors' at MANAGE

MANTHAN' 10

In continuance of the previous year's reports, Manmark, 2010 is an initiative taken up for in depth analysis of the current industry scenario. With the realization of the need for the in depth knowledge of various sectors, required for the students in the long run, this initiative was taken by the previous batches of MANAGE. Such sectoral analysis by the students aims at exploring the fundamentals of the important sectors and making a useful database that can be used to get a concrete idea of these fields. The major areas to be stressed upon in these reports are; latest policy changes, developments in the field, the Indian and global scenario, trends in the past five years and challenges and opportunities in sectors like supply chain, energy, retail, procurement, seed, pesticides, food processing, Agri. Engineering etc. These initiatives are important for building the intellectual capital of the students.

QUEST'10

A surprise awaited the batch 2010-12 as they became a part of the MANAGE family. This was on a very vital front of their up coming life at MANAGE: the academic front. To test their focus and awareness about the world around them, final year students conducted 'Quest 2010'. It comprised of a series of quizzes based on general awareness and interests of the budding managers. The aim was to inculcate the habit of reading and arousing their interest in different fields, which would aid the inclusive development of students. The batch showed remarkable performance in the quiz, although there is still room for some improvement. The grooming has just begun...



The Summer Experience

The summer internship marks the most important phase in the life of a budding manager. The first interface with the industry plays a very crucial role in the grooming and making of a successful future manager. The much awaited industry interface gave us the experience and acumen to adjust ourselves in the corporate culture. The two months of a demystifying journey into the corporate world was full of learning; the real time management of a product, what it takes to plan and execute the same so as to create a win-win situation for all, the in and out of a product launch and so on. Be it designing of a communication strategy for a product or devising the value chain for procurement.

Be it knowing the customer's feedback on a product or strategizing the company's venture into a new sector, we got useful knowledge of all. It is not only the work that makes summers a delightful experience but also the sense of responsibility. The satisfaction that we derived by being able to add value to the company through our endless efforts and our abilities is what really adds the real essence to it. The summer internship nurtured the ability in each one of us to willingly take on the challenges and surge ahead with confidence. The beginning of this marvelous journey into the corporate world will be taken further by our successful association with the corporate in the very near future.

SAMBODH'10- Seminar on Micro-finance



An edifying and knowledgeable seminar was organized on 'Microfinance in India: Challenges and Opportunities'.

Dignitaries who chaired the seminar were:

- Dr. M.S Sriram, former IIM-A faculty;
- Mr. G.V Krishnagopal, CEO, Access Livelihoods Consulting India Private Ltd;
- Ms. Vasumathi, AVPBASIX;
- Mr. E.V Murray, GM, NABARD.

With an aim of extending financial services to six lakh villages in India and to avoid itinerant and illegal money lending, there came a solution in the name of MICRO-FINANCE where the underprivileged were able to meet the requisites viz., identity, transactional history and social security (replacing the collateral security of the urban banks). In addition to providing microcredit services, MFIs provide 'Institutional Development Services' and 'Agricultural and Business Development Services' bringing in a strategic path to bank the unbanked.

The main challenge in the MFIs is the way they are defined. Till date no specific regulation had been given for microfinance institutions and the credit limit is undefined. MFIs started as 'not for profit organizations' in the initial stage, gradually began to develop into commercial organisations drifting from development to commercialization with their stocks shooting high in the market. This in turn brings in the consequences of the risks involved in the stock market which may result in bringing the poor at stake and gradually the entire economy. With legitimate regulatory frameworks, microfinance would be the nucleus of financial inclusions.

The panel discussion resulted in diverse ideas and actions that could possibly be implemented in the real time scenario of the dynamic Microfinance sector. Interaction with the Industry persona just after completion of the course curriculum on Microfinance was an excellent recap of the learnt facts along with a glimpse of practical operation of MFIs, thus adding to the success of the program.

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