



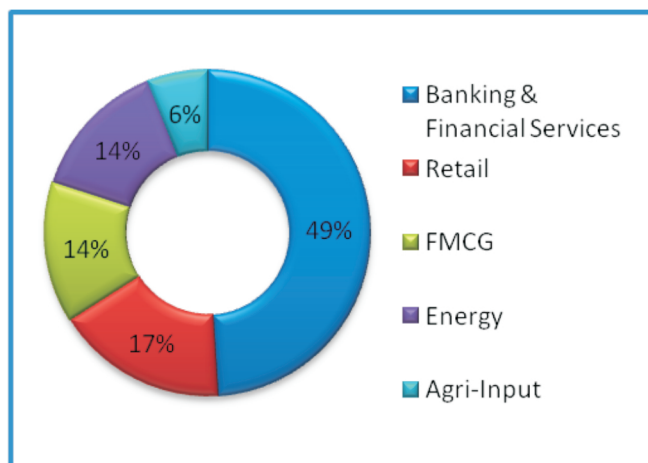
PLACEMENT SCENARIO AT A GLANCE: PGPABM

Final Placement for 2006-08 Batch

The final placement of 2006-08 batch comprising 35 students was completed in the first 3 days of placement week satisfying the needs of various recruiters representing different sectors.

Sector-Wise Distribution of Final Placement

Sector	No. of Placements	Percentage
Banking & Financial Services	17	49
Retail	6	17
FMCG	5	14
Energy	5	14
Agri-Input	2	6
Total	35	100



Apart from the traditional companies visiting MANAGE for recruitment, three new companies have taken students from MANAGE. These are as follows:

LIST OF RECRUITERS (CURRENT YEAR)

Aditya Birla Group*	ITC Ltd.
Britannia Industries Ltd	Kotak Mahindra Bank
HDFC Bank	Monsanto India
ICICI Bank	Nandan Biomatrix Ltd*
Indian Oil Corporation*	Yes Bank

* New Recruiters

New companies who came to campus this year are Indian Oil Corporation, Nandan Biomatrix Limited and Aditya Birla Retail Limited. The highest package offered by the recruiters was 10.6 lakhs/annum with an average package of 7.28 lakhs/annum.

Background of the 2007-09 Batch

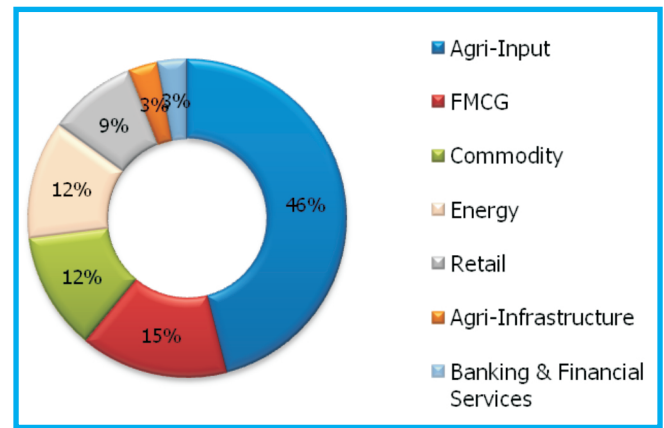
All 34 students of the 2007-09 batch are from agriculture and allied fields which include 27 from agriculture, three from Veterinary science and Animal husbandry, two from agricultural engineering and one each from forestry and fisheries sciences. Seven students are postgraduates in their respective fields while six have valuable work experience in diverse fields like commodity trading, marketing, procurement, and government. Students in 2007-09 batch represent seventeen states and come from fourteen different universities.

Summer Placements of the 2007-09 Batch

It is mandatory for students, as part of the curriculum to undertake a summer internship after their first year to gain experience of the field. This year 15 companies came to the campus to recruit 34 students for the internship programme. Following table gives an overview of the sector-wise distribution of summer placement this year.

Sector-Wise Distribution of Summer Placement

Sector	No. of Placements	Percentage
Agri-Input	16	46
FMCG	5	15
Commodity	4	12
Energy	4	12
Retail	3	9
Agri-Infrastructure	1	3
Banking & Financial Services	1	3
Total	34	100



“Corporate Social Responsibilities of Organizations in India: Areas of Focus and Emerging Issues”

Sujit Kumar Sarkar and Sourav Nayak (1st Year)

(The paper won first prize in paper presentation at IIIT, Pune)

The origin of the Corporate Social Responsibility (CSR) construct has been traced back to the works of Bowen, his book *Social Responsibilities of Businessmen* in 1953. CSR is being referred to as one of the major issues that businesses across the world will have to tackle with in the coming years. Increasing demands from key stakeholders are forcing many organizations to demonstrate their commitment to social causes. Making information available to rural folk on key issues appears to be the new dimension that companies seem to focus on in India. These practices are also widely disseminated to stakeholders using vehicles like separate or stand-alone social reports, annual reports, press releases and the Internet. Such documents have been used to study the extent and scope of CSR in developed countries. This study, by content analyzing this reports and information available on the websites of the top companies, aims to identify the means that corporate India has adopted in disseminating information on CSR. It would also recognize and analyze the areas of social responsibility that organizations in India have addressed and would also underline the processes these organizations have adopted in relating CSR. The data for this study was collected from the social or sustainability reports, annual reports, press releases and information available on CSR in company's websites.

In the Indian context, very little systematic documentation of CSR initiatives is available so far. The results indicate that significant number of companies in the top 50 list relies on their annual reports and websites to disseminate information on their CSR practices. Stand-alone social or sustainability reports have not caught on with corporate India as much it has with other Global companies. But with the emergence of frameworks like Global Reporting Initiatives (GRI) and also the increased expectations of stakeholders it can be expected that more number of companies in India would go for producing separate social responsibility reports. The major areas of focus for Indian organizations have been education/training and healthcare. Apart from the normal practices of building health infrastructure and health check-ups, companies are also involved in making villagers more self-reliant on healthcare. Similarly, apart from training, companies also support women in setting up their own small-scale business units. To implement CSR companies have taken the route of setting up separate foundations or trusts or have partnered with NGOs in appropriate areas. Voluntary work by the employees in community building are also motivated and given prominent space in the public documents of the companies.

“BIODIESEL-The Cornucopia of Fuel in future”

Bedanga Bordoloi and Etali Sharmah (2nd year)

Published in Kurukshetra, February 2008, Volume 56, No.4, Pages 3-5.

Fuel which holds the topmost position among all the non-renewable resources has always made the world think of some renewable source of energy which can prevent the entire automobile industry from getting jeopardized. Back in 1970s the collective action taken by the well known cartel-OPEC led to a sharp increase in the world oil prices ushering in rapid rise in inflation in many countries of the world. This lobbying of the cartels led the countries of the world to think of taking measures to conserve oil and move to some alternative fuel. This necessitated the promotion of bio-fuel as the fuel of the future. The enthusiasm for bio-fuels in India must be viewed against the backdrop of India's thirst for oil about 114 million tonnes every year, 75 per cent of which is imported at a cost of Rs 1, 20,000 crores robbing our exchequer heavily. The Bureau of Indian Standards (BIS) has already come up with the specification of pure bio-diesel (B100) with PCD3 (2242) C-dated 26/07/2004, which is an Indian adaptation of the American standard ASTM D-6751. Biodiesel is an

environment friendly fuel which has almost no Sulphur, no aromatics and has about 10% built in oxygen. Bio-diesel needs no separate infrastructure for storage and dispensing, the existing tanks and dispensing station of conventional diesel can be used. It is safe to handle and moreover, flash point of bio-diesel is higher than the conventional diesel and needs no engine modification up to a blending of 20%. Already considerable headway has taken place in states like Chhattisgarh and Gujarat both by governments and private players. Seeing the huge scope many foreign players like Mission Bio fuels, D1 Oils etc. have also made inroads to this hinterland which has huge potential to be the future player in bio-fuels. The government should continuously take up different policy measures like putting major thrust in Research and Development on various aspects of Jatropha cultivation as very little technical knowledge is available. Concerted programme for awareness building along with capacity building should be in at forefront of government Policies.

CII Agri-Vision 2008

Students from MANAGE attended the CII conference “Agrivision 2008”, at Hyderabad from March 14 -15 2008. The topic this year was



“Leveraging markets for sustainable growth”. The speakers invited to address delegates were from Planning Commission, Rabobank, Aditya Birla, ITC, CFL and so forth. Attending such valued conferences

on Agribusiness gave students an opportunity to understand the current industry perspective.

Industrial visit to JK Agri- Genetics

Supplementing the course of Agri-input marketing, a special visit to JK Agri-Genetics processing plant was arranged on March 19th 2008 for the 1st year students, under the guidance of DR.A.P. Kansal (Former Head, Dept of Marketing, VAMNICOM, Pune).

The students were given insights by Mr. Ashish Argade (Assistant Manager Marketing Strategies) right from the production to marketing to distribution strategies followed at JK seeds, one of the top 5 companies in the seed industry.

Visit to Andhra Pradesh Marketing Federation (AP MARK FED)

AP MARKFED, Andhra Pradesh state level co-

operative which is involved in marketing of major agri-inputs was another destination for learning for 1st year students on March 20th 2008. The Deputy Director (Seed) and Joint Director Horticulture addressed the students on the marketing and distribution formats followed via the co-operative route in AP and the challenges faced by the fertilizer and seed industries in the state.

Rural Learning Programme (RLP) -2008

Final year students went for their RIP from 18th March to 28th March, 2008. The objective of this programme is to sensitize students to the problems of farmers and their way of life. The student has to reside with families of farmers during the course of the programme.

ACHIEVEMENTS



Prize in event 'Bull the Bear' at JNTU, Hyderabad



Accolades at 'TRISHNA-07', ICFAI, Hyderabad

- 1st Prize in Tata's sponsored B-Plan contest at Jamuna Lal Bajaj Institute of Management Science, Mumbai in November, 2007.
- 1st prize in online stock trading at Jawahar Lal Nehru Technological University Hyderabad, November, 2007.
- 2nd Prize in B-Plan contest in Jawahar Lal Nehru Technological University, Hyderabad, November, 2007.
- 2nd place at the national level National Thermal Power Corporation Electron Quiz at Noida (U.P) in November, 2007.
- 2nd place in AD-Blitz the advertising game in "TRISHNA 07" conducted by at ICFAI Business School, Hyderabad in November, 2007.
- 2nd place in "ADVERSARIES" the advertising game at "Chrysalis 07" conducted by VJIM, Hyderabad in November, 2007.

- 2nd place in "COMTRADE", the commodity trading game at AMAETHON 08 conducted by IIM-A in January, 2008.
- 2nd place in "Beat the Market", the marketing event at "BACKWATERS 08" conducted by IIM-Kozhikode in January, 2008.

Guest lecturers:

- Mr P.S. Dravid, president, J.K. Agrigenetics "Prospects in Seed Industry" on 2.11.2007.
- Mr Gopikrishna Swarangi, A.V.P., Marketing, YES BANK "Carbon Credits" on 14.12.2007.
- Mr M. Babu Rao, Consultant, BASF "BASF AG Corporate Social Responsibility Initiatives" on 14.1.2008.

ALUMNI MEET

Hyderabad chapter alumni met at MANAGE, Hyderabad On 16th of March where exposure of the first year students with the present industrial scenario was done.

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