

## Videoconference with the Hon'ble President of India



MANAGE Faculty had the privilege of interacting with the Honourable President of India Dr. A.P. J. Abdul Kalam on September 4, 2003 during the President's visit to Punjab Agricultural University, Ludhiana. Other dignitaries present on this occasion were Justice O.P. Verma, Governor of Punjab, Capt. Amarinder Singh, Chief Minister of Punjab,

Mrs Rajinder Kaur Bhattal, Agriculture Minister, Punjab Shri A.S. Samra, Minister of State for Agriculture, Punjab, Dr.K.S.Aulakh, Vice-Chancellor, Punjab Agricultural University, and Dr.S.P.S Brar, Director, PAMETI. The Director General, MANAGE, Shri A.K. Goel along with faculty members had a brief interaction with the Hon'ble President.

## Awards

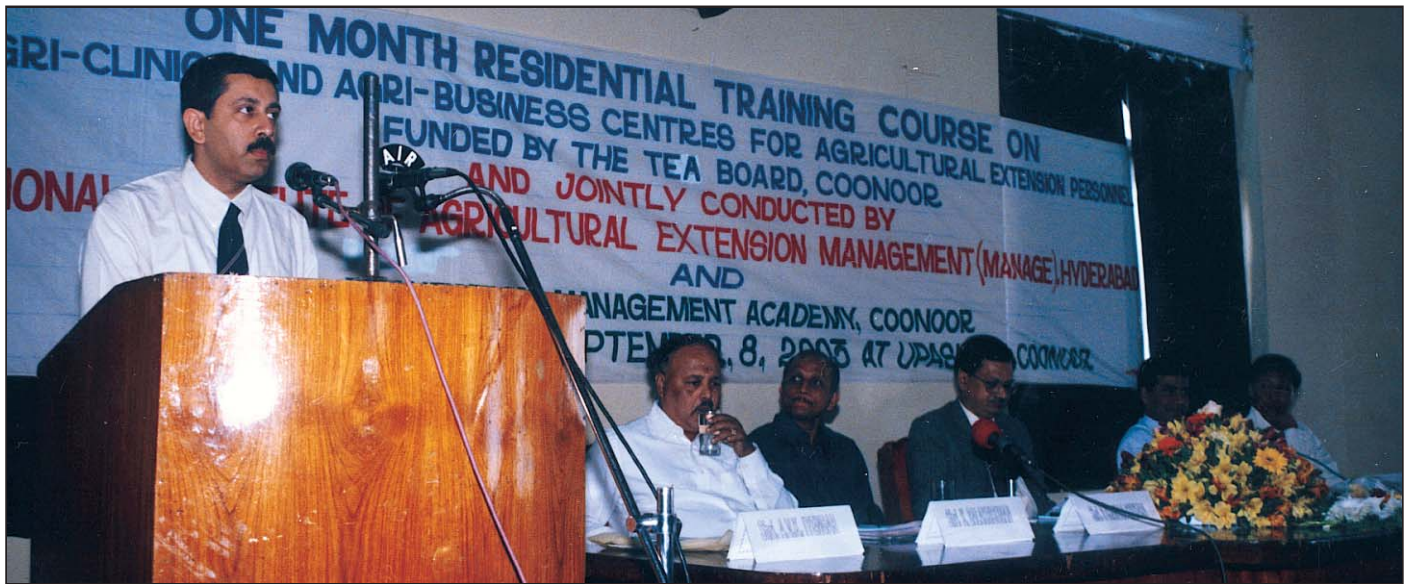
### Shiromani Award 2002

The Shiromani Award 2002 was conferred on Director General, MANAGE, Shri A.K. Goel, in September 2003. It was presented by Shri I.K. Gujral, former Prime Minister of India, presided over by Smt. Sheila Dikshit, Chief Minister of Delhi, on 30<sup>th</sup> August 2003 at New Delhi. Shiromani awards were instituted in 1977 to honour men and women from all over the world for their achievements in their chosen field of activity, and for their continued endeavor of national unity, progress and welfare.

### Hindustan Udyog Gaurav Award

The International Business Productivity Forum (IBPF) New Delhi has conferred the prestigious "Hindustan Udyog Gaurav Award 2002" on Shri A.K. Goel, Director General MANAGE and MANAGE in recognition of his exceptional caliber and outstanding performance in his chosen area of activity. The award was presented at the National Seminar on "Individual contributions to World Peace and Development" in New Delhi on August 28<sup>th</sup> 2003.

## Training on Agriclincs and Agri-Business Centres



A one-month residential training programme on “Agriclincs and Agri-Business centers” was organized during August-September 2003 jointly by the National Institute of Agricultural Extension Management (MANAGE), Hyderabad and Tea Board through the Plantation Management Academy (PMA), Conoor, Tamil Nadu. Eighty-six science graduates who worked as Extension workers for Tea Board for the past

one year attended the training programme. The programme aimed at moulding these extension workers into agripreneurs who establish agri-related enterprises in rural areas, earn money and also serve farmers. A one-year hand holding facility is also built into the programme. The State Government, Agri-business companies and Banks are taking an active role in the programme.

## Regional Workshops on Rural Godowns



Two regional workshops on Rural Godowns were organized, one at NIAM, Jaipur, Rajasthan during 18<sup>th</sup> to 20<sup>th</sup> August, 2003 for the northern zone and the second at MANAGE, Hyderabad during 26<sup>th</sup> to 28<sup>th</sup> Augst 2003 for North-East and Southern zone. Around 45 nodal officers under Agriclincs and Agribusiness Centres scheme and nodal officers from the Directorate of Marketing and Inspection (DMI) in the Northern States participated in

the workshop in Rajasthan. The Director, Directorate of Marketing and Inspection, Government of India, Faculty of BIRD, Lucknow and NABARD Officials also participated.

The workshop was aimed at orienting the Nodal Officers under the Agriclincs and Agribusiness Centres scheme about another centrally sponsored scheme of “Gramin Bhandaran Yojana” which is of great importance to farmers in general

and agripreneurs in specific. All the relevant literature was distributed about the scheme besides orientation. Experience sharing by DMI, Nodal Officers and successful farmers with Rural Godowns provided practical insight into the implementation of the scheme. Faculty of BIRD, Lucknow sensitized the participants to the banking aspect of the scheme. The nodal officers also finalized the guidelines for implementation of the scheme.

At MANAGE 67 nodal officers under the Agriclincs and Agribusiness Centres scheme and nodal officers of DMI

in the North-East and Southern States participated.

As a part of the second programme, a field visit was arranged to Jedcherla village where a 5000 MT Rural Godown is successfully managed by the farmers. Participants interacted with the godown owners and the farmers who benefited out of the scheme. The workshops was successful in orienting and bringing together two groups of nodal officers.

The workshops were coordinated by Dr.P. Chandra Shekara, Faculty, MANAGE, and Dr. M.S. Jairath, Faculty, NIAM, Jaipur. Dr. K.C.Hiremath, was the observer.

## IMAGES 2003



Images-03 a media event was conducted at MANAGE on August 1, 2003. The event brought together media personalities like Ms Anuradha Prasad, MD, BAG films and Mr. Sailesh Kumar, Head Programming, Siti Cable Ltd. and students of PGP-AJMC on one platform.

The address of these media personalities brought the larger picture of the media industry to the fore. Ms Anuradha Prasad in her address talked about regional audience based programmes not getting the proper attention. She mentioned

that as packaging is playing a major role in television PGP-AJMC students need to learn how to package content so that the concept of infotainment could be evident in their programmes. She opined that television programmes must be made after research, to enrich the viewers knowledge. Similar views were expressed by Mr. Sailesh Kumar, who mentioned that there is a huge market yet to be discovered and that market is rural India. In the present television market the students should understand the need of the audience and always remember their target audience while they program for any news channel. In this context he mentioned that today's television caters to the needs of the rural middle class urban population. The audience in rural India has a different need and that appears to be understood by MANAGE.

News bulletins in Hindi and English, an analysis of news channels by students, and news on local channel vs national channel, were presented by the students.

## New Releases (VCDs / VHS)

1. Towards new pathways (Agriclincs in Rajasthan)  
Duration: 23 min.  
The focus is on the launching of the Agriclincs and Agribusiness centers scheme in Rajasthan, training activities in the Rajasthan Institute of Co-operative Education & Management (RICEM), infrastructural facilities, and hand holding support. Gives opinions of the policy makers, politicians, trainers, agripreneurs and farmers on the scheme.
2. Success stories of Karnataka  
Duration: 51 min.  
Covers 12 success stories in Karnataka.

3. Success stories of Maharashtra  
Duration: 37 min.  
Covers 8 success stories in Maharashtra.
4. Success stories of Rajasthan and Gujarat  
Duration: 31 min.  
cover 6 success stories in Gujarat and Rajasthan. These three films Look into the academic, social and economic background of these agripreneurs, institutions where they have been trained, the projects they are implementing, obstacles they faced and how they overcame them, their vision for the future and the support they need from the government.

## KSHITIJ: Where Experience and Ideas meet Knowledge

As a new initiative under the Post Graduate Programme for Agri Business Management (PGP-ABM), MANAGE organized two programmes under “KSHITIJ” a concept where experiences and ideas meet knowledge. The objective was to create a face to face interaction between business executives from the organizations under different segments of agri-business and our students. The objective was to update the knowledge base of the students about new trends, policies, events in different agri-business sectors with innovative ideas and experiences of business executives. While these efforts enriched the knowledge of our students, it also helped in developing their confidence to handle new challenges when they go for placements.

The first panel discussion between our students and executives from the banking sector on “Challenges and Opportunities in Agri-Business Financing” was held on September 28, 2003. The panel members invited from agri-financing Banks included. Mr. Renganathan, General Manager of NABARD, Hyderabad; Mr. B.R.Pai, Dy.General Manager, Syndicate Bank, Hyderabad; Mr. Shashi Johnson, AGM, ICICI Bank, Hyderabad and Mrs. Deepthi Mukherjee, Chief Manager, Syndicate Bank, Hyderabad.

The panel members discussed about the financing policies of banks, their limitations, problems in financing and recovery of loans, expectations of clients etc., and answered questions raised by students on current issues related to agri-financing.



The second panel discussion under KSHITIJ was organized on October 2, 2003 covering “Opportunities and Challenges in Procurement Operations in Agri-Business Industries. The panel members included; Mr. Surya Prakash Rao, Director (Tech.), Ushodaya Enterprises (Priya Food), Hyd; Mr. S.K.Sood, Consultant, Food Industries, Hyderabad; Mr. P. Dinkar Rao, Chief, Egg Powder Plant, Sri Venkateswara Hatcheries, Hyderabad; Shri K. Govindraja, Chief Financial Officer, Concept Foods,

Hyderabad; Dr. Sudarshan, Food Toxicology Division, NIN, Hyderabad.

The panel members enlightened the students on innovative processes, sources, linkages, unexplored areas and aspects of procurement. They also shared their experiences in organizing procurement operations and answered questions raised by students.

Dr. B.D.Tripathi and Dr. K.H.Vedini, Faculty of PGPABM coordinated these programmes.

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