



# CCS NIAM

## PGDM(ABM)

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### Meeting of Standing Committee on Academics of CCS NIAM



4<sup>th</sup> meeting on Standing committee on Academics of CCS NIAM was held successfully on 20<sup>th</sup> May, 2019. The meeting was chaired by Dr. P Chandra Shekara, Director General CCS NIAM and attended by Dr. Saral Kumar Velayudan, Professor IIM Kozhicode, Dr. Amar KJR Nayak , Professor XIMB Bhuvanewar, Dr. Naliniprava Tripathi , Professor IIM Shilong and faculty member of CCS NIAM. Director General expressed his gratitude to all the members for their participation and commitment for development of CCS NIAM. Director General of CCS NIAM made a detailed presentation of activities carried out during 2018-19 and academic activities proposed for 2019-20. Members appreciated introduction of several innovative academic activities during 2018-19 at CCS NIAM such as Krishi Gyan Deep Knowledge Lecture Series, Research Internship Programme, Facilitator Development Programme and programme focused on North Eastern states.

Members of Standing Committee appreciated the partnership approach adopted by CCS NIAM for reaching large number of stakeholders through partner organizations and facilitators. They also expressed full support for strengthening quality based, farmer centric programmes.

# (SUMMER PLACEMENTS BATCH 2018-20)

**PGDM(ABM)  
2018-20**



59



39



20



14



24



6

## SECTOR WISE PLACEMENT STATISTICS

**AGRI-INPUT**



**WAREHOUSING & LOGISTICS**



**FMCG**



**VENTURE CAPITAL**



**CONSULTANCY**



**COMMODITIES**



**BFSI**



**OTHERS**



## SUMMER INTERNSHIP COMPANIES BATCH 2018-20

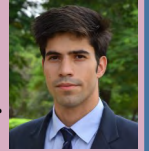


Doing an internship at **Yes Bank Ltd.** allowed me to refine my understanding of corporate banking and Agribusiness product division. YBL have a commendable work culture. The icing on the cake is competitive work environment that inspires you to work harder.

The internship was mentored by Mrs. Pallavi Rawat, Senior Vice President, ABPM, who was one of the most dynamic personalities that I have ever come across in my life. Her work ethics and industry knowledge left an indelible imprint on my mind. She always guided me in the right direction and prepared me for upcoming challenges. Doing internship under her guidance is a blessing. Beside this, two-month internship gave me insight of Banking as well as Dairy sector and also culture of Punjab, Rajasthan, Delhi and UP.

In a nutshell, my internship was a marvelous experience that gave me the experience of lifetime.

**-Mr. Gesh Kumar**



**“**  
**ARISE**  
**AWAKE**  
**AND STOP**  
**NOT UNTILL**  
**THE GOAL**  
**IS REACHED**  
**”**

**I**t was proud to state that my summer internship was a great success with vast learning in-field experience and management with PI INDUSTRIES LTD. As an executive trainee, I have done my project on “BPH trend and product competitor analysis”. The primary research covered 480 farmers, 60 dealers & distributors from 40 diversified markets in 5 states. My mentor Mr. Dasari Devendra Babu, GM PIIL whose knowledge on agri input is infinite and extraordinary. He helped and guided me throughout my project to understand and gain knowledge on BPH trend, farmer buying behavior and on competitor strategies. PIIL, the best corporate has inculcated their prime principles like inspiration collaboration and innovation which shaped my personality as well.

**-Mr. Nemalipuri Praveen Kumar**



It was an amazing experience for me to get my first field exposure in agribusiness marketing with a supporting and motivating superior at **Bayer Crop Science**. The internship was mentored by Mr. Sanjeev Patyal, Portfolio manager, who was only highly experienced and knowledgeable. I learned to deal with a variety of behavioral aspects of Farmers i.e. target consumers, Dealers, and Company Personnel. Besides this, Insights about the mindset of the farmers for growing various crops in their fields and the various factors considered by them for growing a crop. In this process, customer purchase behavior was highly revealing. The internship with Bayer was the best platform to test the practical applicability of theoretical knowledge of the classroom .

**R.N. Smrutiranjjan**



"We all know that practical experience is the best, and internships give students that hands-on experience they need. I feel that quality internships are essential to develop key skills that you can't get in a classroom. Skills such as multitasking, communicating, learning to deal with diversity, and dealing with deadlines are different when you are working for someone else, not yourself like you do in college. Internships are also a great way to network with people in the industry.

I have a lot of learnings in **Polyplex Corporation Limited, Noida**. There is immense support, guidance and openness of people here in the organization. I have talked personally to more than 50 people in the company in different functions/ roles including people from the top management, which is incredible. Everyone has been approachable and ready to answer my questions or address my queries. This has helped me in enriching my understanding of the business significantly.

**Mr. Mayank Prakash**



Coromandel International Ltd is perfect organisation to work with and get a fresh corporate experience, open work culture in Coromandel helped us to communicate with any company official freely whenever needed, The staff at the firm from Field level to management level are all cooperative allways, and working with a big brand like Coromandel is really an educational process. Internship at Coromandel helped me to get first hand experience of input market, and how the business works. The project helped me to get vital knowledge about current market trends of speciality nutrients products, purchasing behaviour of farmers, product perception of farmers and dealers.. Also gained good knowledge about other competitors their products and their approach about positioning products in market, I am sure that this experience at Coromandel will be of immense use for me in my future for carrier in industry.

**-Mr. Hrishikesh Pawar**



What seemed like a herculean task in the genesis turned out to be the most exciting enriching experience of my life. As an intern at JK AgriGenetics Ltd, my project was to “conduct a SWOT analysis of JK brand in vegetable seeds industry in Maharashtra and suggest strategy to double the business in two years”. 10 major vegetable producing districts representing the state were selected.

This project has not only helped me to understand the nitty-gritty of seed industry and agricultural practices followed in Maharashtra but also working at head office gave me much needed insight into corporate lifestyle.

**-Ms. Lekha**



I have completed my sip in mahyco, it is the Best Place to work! I really appreciate and thank mahyco for providing me this opportunity which has not only helped but also helping me technically, professionally as well as personally. I have learned so much in these past two months and will never forget the working culture of the company.it feels awesome to work with talented team and we get ample opportunities to enhance our skills as we work with mahyco.

**-Mr. G Raghunath**



# FACULTY REVIEW DURING SIP



Faculty	Companies Visited
Dr. Ramesh Mittal	ITC Ltd, JK Agri Genetics Ltd, Coromandel International Ltd, NAARM a-IDEA
Dr. S R Singh	Yes Bank, ASCI, Ichiban Crop Science Pvt Ltd, Bayer Crop Sciences, DCM Shriram
Dr. Shuchi Mathur	Gyan Dairy, Technoserve, Shree Shubham Logistics Pvt Ltd
Dr. Vikram Singh	Sammunati, Villgro
Dr. Satish Chandra Pant	Commodity Alpha, Tata Consultancy Services, Arya Collateral Warehousing Services Pvt Ltd

Summer internship is one of the most crucial phase in a Management student's life. One has to earn his place in this corporate jungle. In my life the opportunity presented itself in the form of **ITC Limited – Agri Business Division**. I was based out of the headquarters located in Guntur, Andhra Pradesh working in the **Spice Division**. My project was to implement a Digital Food Safety Management System in ITC's ISG Facility. This project compelled me to draw out learnings, not only from my management studies, but also from technical background leading to a path where I was able to provide my insights in a more profound manner. When talking about my experience in the company, ITC limited follows Open-door policy and entrusting interns with such significant projects only shows their vision to prepare the future generations for a very difficult road ahead.



-Mr. Prashant Khameshra



**City of Nizams** and silicon valley of agribusiness professionals– **Hyderabad** is the best place to be there as a budding agribusiness manager. So students having internship in Coromandel International Ltd, ITC Ltd, JK Agri Genetics and NAARM a-IDEA took the best advantage of being in Hyderabad as far as the learning, exposure and networking was concerned, with the completion of their summer internship they didn't lose the chance to meet the alumni's in Hyderabad. Since summer internship introduces students to corporate world, so under the enormous pressure to prove their worth amongst millions of other students, alumni connect is something which is the greatest help and motivation they have in the remotest of areas they are working. So, legacy continued and with the help of alumni's the Hyderabad Chapter of NIAM Alumni Meet took place at Hotel Grand Solitaire on 16th June 2018. Also occasion marked the welcome of students in Hyderabad, who got placed in different Hyderabad based companies. NIAM PGDM(ABM) wishes best of luck to everyone from Batch 2017-19, as they embark upon a new journey.

## NEED OF THE HOUR- SKILLING IN AGRICULTURE DOMAIN

With human resources being such a crucial factor in the sphere of unemployment, market-oriented job roles in addition to the vital skill sets, is the sole solution to upgrade the workforce, especially in the agriculture domain. India has a vast resource of young and aspiring minds who has the potential to turn the country into next superpower, till 2030. The future can be ours if we reorient the face of Indian agriculture, the life-blood of Indian economy. Technological advancements have increased the demand for higher qualifications in the Agro industries with the additional focus on skill specifications in labor force. With the reduction in labor participation rate in India from 55.9 in 2011-12 to 49.8% in 2017-18, the agriculture sector has also witnessed an exodus of workforce from agriculture to manufacturing sector. The stakeholders involved in the sector ought to converge for upgrading and reskilling the existing manpower to attain the vision of a full-fledged economic superpower.

- Ms. Gloria T Hans



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Batch 2018-20

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**COMING SOON**  
**NIAM**  
**B-FEST**  
**2019**

## UPCOMING EVENTS

**NIAM**  
**WELCOMES**  
**BATCH**  
**2019-2021**

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