
Webinar Invitation || Seedworks & SIIB

15 messages

SIIB: Placements <placements@siib.ac.in>

Wed, Sep 1, 2021 at 10:15 AM

To: Ghanshyam Chandra Singh <Ghanshyam.singh@seedworks.com>

Cc: "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Dear Ghanshyam Sir,

Greetings from Symbiosis Institute of International Business!

We are happy to invite **Mr. Vinayak Raman Sharma** to **SIIB** for a webinar for our **MBA-Agri Business students**.

The dates available for the workshop are mentioned below:

- 4th Sept 2021, Saturday (After 5 PM IST)
- 5th Sept 2021, Sunday (After 5 PM IST)

Also, below are some of the topics we would like to suggest for the webinar:

- Digital Transformation of Indian Seed Business
- Potential of Indian Seed Market
- Strategic Approach for Indian Seed Marketing

Alternatively, you may let us know Vinayak Sir's availability, we will check internally if we can accommodate the same.

We are also open to any other topic based on Vinayak Sir's preference.

Requesting you to kindly confirm the date & topic for the workshop.

In the case of any queries and further requirements, feel free to contact the undersigned.

Regards,**Akhil Sharma, 7018700618****Smriti Parashar, 8709130980****Corporate Relations and Placement Cell****Symbiosis Institute of International Business (SIIB)**

A: Hinjewadi, Pune - 411057, Maharashtra P:020-22944457

W: www.siib.ac.in E: placements@siib.ac.in

Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>

Wed, Sep 1,
2021 at 10:19
AM

To: "SIIB: Placements" <placements@siib.ac.in>

Cc: "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>, Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Noted Placement team . Will get back to you after discussing with him .

Rgds

GS

From: SIIB: Placements <placements@siib.ac.in>

Sent: 01 September 2021 10:15

To: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>

Cc: Dr. Asmita Chitnis <director@siib.ac.in>; Anuja Zanzad <officer@siib.ac.in>

Subject: Webinar Invitation || Seedworks & SIIB

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We are also open to any other topic based on Vinayak Sir's preference.

Requesting you to kindly confirm the date & topic for the workshop.

In the case of any queries and further requirements, feel free to contact the undersigned.

Regards,

Akhil Sharma, 7018700618

Smriti Parashar, 8709130980

Corporate Relations and Placement Cell

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SIIB: Placements <placements@siib.ac.in>

Wed, Sep 1, 2021 at
10:28 AM

To: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>

Cc: "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>, Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Dear Ghanshyam Sir,

Thank you for your prompt response.

We look forward to building a strong and fruitful relationship with your esteemed organization.

In case of any queries and further information feel free to contact the undersigned.

Regards,

Akhil Sharma, 7018700618

Smriti Parashar, 8709130980

Corporate Relations and Placement Cell

Symbiosis Institute of International Business (SIIB)

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Vinayak Raman Sharma <vinayak.sharma@seedworks.com> Wed, Sep 1, 2021 at 4:24 PM
To: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "SIIB: Placements"
<placements@siib.ac.in>
Cc: "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Dear Placement Team,

Will it be possible to have this session on any working day in week of 6th September, except 8th September?

Regards,

Vinayak

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SIIB: Placements <placements@siib.ac.in> Wed, Sep 1, 2021 at 4:54 PM
To: Vinayak Raman Sharma <vinayak.sharma@seedworks.com>
Cc: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "Dr. Asmita Chitnis"
<director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Dear Vinayak Sir,

Greetings!

We can schedule the webinar on any of the following dates at your convenience.

- 7th September 2021 (After 5 PM IST)
- 9th September 2021 (After 5 PM IST)

Requesting you to kindly confirm the date & topic for the workshop.

In the case of any queries and further requirements, feel free to contact the undersigned.

Regards,

Akhil Sharma, 7018700618

Smriti Parashar, 8709130980

Corporate Relations and Placement Cell

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Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Wed, Sep 1, 2021 at
5:20 PM

To: "SIIB: Placements" <placements@siib.ac.in>

Cc: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Dear Team SIIB,

Thank you so much for accommodating.

I confirm my participation for the date of 9th September @ 5 PM and the topic I will be picking is "Digital Transformation of Indian Seed Business". I will be touching a bit about seed market scenario and about our organisation. But major part would be on Digital journey in seed business.

Appreciate, if you can send a calendar invite as per timings, to block my calendar.

Regards,

Vinayak

[Quoted text hidden]



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SIIB: Placements <placements@siib.ac.in>

Wed, Sep 1, 2021
at 5:30 PM

To: Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Cc: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Dear Vinayak Sir,

Thank you for confirming your participation.

Please let us know if we can shift the timings of the webinar to **5.30 PM** as students have their academic commitments till 5.00 PM

Sincere apologies for the inconvenience caused.

Regards,

Akhil Sharma, 7018700618

Smriti Parashar, 8709130980

Corporate Relations and Placement Cell

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Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Wed, Sep 1, 2021 at 5:36
PM

To: "SIIB: Placements" <placements@siib.ac.in>

Cc: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Perfectly fine to keep it 5.30 or even 6 also is okay with me.

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SIIB: Placements <placements@siib.ac.in>

Wed, Sep 1, 2021
at 5:47 PM

To: Vinayak Raman Sharma <vinayak.sharma@seedworks.com>
Cc: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Dear Vinayak Sir,

Thank you so much for your consideration.

We will send the calendar invite of **6.00 PM, 9th September 2021** shortly.

Looking forward to hosting you virtually.

In the case of any queries and further requirements, feel free to contact the undersigned.

Regards,

Akhil Sharma, 7018700618

Smriti Parashar, 8709130980

Corporate Relations and Placement Cell

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Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Thu, Sep 2, 2021 at 11:26 AM

To: "SIIB: Placements" <placements@siib.ac.in>

Cc: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>, Anjali Manral <anjali.manral@seedworks.com>, Shivani Thukral <shivani.thukral@seedworks.com>

Dear Team SIIB

Please keep my colleagues Anjali and Shivani e-connected in mail (including our HR head Mr Ghanshyam) in the invite list for this session.

Warm Regards,
Vinayak Raman
+91-7702555286

Get [Outlook for iOS](#)

From: SIIB: Placements <placements@siib.ac.in>

Sent: Wednesday, September 1, 2021 5:47:17 PM

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SIIB: Placements <placements@siib.ac.in>

Thu, Sep 2, 2021 at
11:50 AM

To: Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Cc: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>, Anjali Manral <anjali.manral@seedworks.com>, Shivani Thukral <shivani.thukral@seedworks.com>

Dear Vinayak Sir,

Greetings of the day!

We have shared the calendar invite with everyone as instructed.

Also, please find below the details of the webinar for your reference.

Topic: Digital Transformation of Indian Seed Business

Date and Time: 6.00 PM, 9th September 2021

Platform: Microsoft Teams

Link: [Click here to join the meeting](#)

In the case of any queries and further requirements, feel free to contact the undersigned.

Regards,

Akhil Sharma, 7018700618

Smriti Parashar, 8709130980

Corporate Relations and Placement Cell

Symbiosis Institute of International Business (SIIB)

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SIIB: Placements <placements@siib.ac.in>

Wed, Sep 8, 2021 at 11:53 AM

To: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>

Cc: "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Dear Ghanshyam Sir,

Greetings of the day!

We request you to please share the bio and photo of Mr. Vinayak Raman Sharma Sir for the introduction in tomorrow's webinar.

Looking forward to building a strong and fruitful relationship with your esteemed organization.

In case of any queries and further information feel free to contact the undersigned.

Regards,

Akhil Sharma, 7018700618

Corporate Relations and Placement Cell

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Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>

Wed, Sep 8, 2021 at
2:41 PM

To: "SIIB: Placements" <placements@siib.ac.in>

FYI pL

From: Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Sent: 08 September 2021 14:03

To: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>

Subject: RE: Webinar Invitation || Seedworks & SIIB

Hi GS,

They can pick summary from below details:

- I am Vice President – Marketing (Field Crops) at SeedWorks International Pvt Ltd (a seed Company), based out of HO at Hyderabad now having 29 years of working experience.
- Graduated in Agriculture from CSKHPKV, Palampur in 1991, PGDBA from SCDL, Pune & PhD research scholar in Business Management currently in Chitkara University, Patiala.
- I started my career way back in 1992 with Bayer and further moved to other organisation DuPont, Pioneer, DCM Shriram, UPL/Advanta before joining SeedWorks.

- Started my career from front line sales position, to handle responsibilities of senior leadership in sales & marketing, exploring Business Development, Product Management, Sales Development, Digital applications in Agri business strategic marketing and Product Development.
- I have handled business responsibilities of diverse geographies of India, Pakistan, Bangladesh, Srilanka and Nepal.
- Few of the market branding and promotional campaign initiatives were acknowledged on platforms of rural marketing conclave by Economics Times, CMO Asia and Flame Asia Awards.
- Got a recognition of “Most Talented Marketing professional – 2014” by World Marketing Congress and CMO, Asia. Again in 2018 got a place among “Most influential 50 Rural Marketing Professionals of India” by World Marketing Congress.
- I am also a visitor to B Schools NIAM Jaipur, SIIB Pune, KIIT Bhuvneshwar, Utkal University Bhuvneshwar and few Agri Universities for student interactions.
- On board of advisors for College of Agri Management, Utkal University, Bhuvneshwar.
- My hobbies are playing musical instruments, watching sports and analytics is my passion so I keep learning around it.

From: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>

Sent: 08 September 2021 11:56

To: Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Subject: FW: Webinar Invitation || Seedworks & SIIB

Guruji ..pl help .

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Vin Pic 1.jpg

140K

SIIB: Placements <placements@siib.ac.in>

Wed, Sep 8, 2021 at 2:47 PM

To: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>

Dear Ghanshyam Sir,

Thank you for sharing the details.

We look forward to building a strong and fruitful relationship with your esteemed organization.

In case of any queries and further information feel free to contact the undersigned.

Regards,

Akhil Sharma, 7018700618

Corporate Relations and Placement Cell

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SIIB: Placements <placements@siib.ac.in>

Fri, Sep 10, 2021 at
11:00 AM

To: Vinayak Raman Sharma <vinayak.sharma@seedworks.com>

Cc: Ghanshyam Chandra Singh <ghanshyam.singh@seedworks.com>, "Dr. Asmita Chitnis" <director@siib.ac.in>, Anuja Zanzad <officer@siib.ac.in>

Dear Vinayak Sir,

Greetings of the day!

We would like to extend our gratitude to you for such an informative and insightful session.

Looking forward to such interactions in the future as well.

We wish to build a strong and fruitful relationship with your esteemed organization.

Regards,

Akhil Sharma, 7018700618

Corporate Relations and Placement Cell

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GUEST LECTURE REPORT

Date of Conduct: 9th September 2021

Duration: 2 hours 15 mins

Speaker's Name & Designation: Mr. Vinayak Raman Sharma, VP - Marketing (Field Crops)

Organization: Seedworks International Pvt. Ltd.

HOD/Concerned Faculty Head: Student Relations/Ms. Anuja Zanzad

Batch: Agri Business Management, Batch 2020-2022 & Batch 2021-2023

No of students present: 115+

Synopsis:

On the 9th of September 2021, the batches of MBA - AB, 2020-22, and 2021-23 attended a Webinar by Mr. Vinayak Raman Sharma, VP - Marketing (Field Crops), Seedworks International Pvt. Ltd. The topic for the session was "Digital Transformation of Indian Seed Business".

Mr. Vinayak began the discussion by presenting an overview of the seed industry. He emphasized that seeds are the most rational purchase in the farming process where brands matter more. He added that the Indian seed industry has a prospective market growth rate of 13.6 percent, which is considerably higher than the global seed industry (3.3 percent). Mr. Vinayak also pointed out some interesting facts about the hybrid seed market. Further in the session, he talked about the journey of Seedworks, and the three pillars (DNA) on which it stands, 'Collaboration and Teamwork,' 'Openness and Transparency,' and 'Data-Driven Decisions'. While citing noteworthy findings of the social media platforms, he shared the company's digital transformation experience throughout the pandemic, with their ambition of becoming 'Amazon of Seedworks'. Some of their noteworthy campaigns include 'Prerak selfie,' 'Three Stage Crop shoot,' 'Kushal Kisan,' and 'US Agristar Redemption Mela'. They also conducted webinars for brand visibility and audience engagement, along with an interactive program on Digidice with farmers. Mr. Vinayak also shared the company's strategy to go "Phygital" (both digital and physical) in the days to come.

Mr. Ghanshyam Singh, VP-HR at Seedworks International Pvt. Ltd, Anjali Manral, Deputy Manager-Sales effectiveness (Mustard & Millet), and Shivani Thukral, Deputy Crop Manager (Cotton), were also present in the session. The webinar concluded with an intriguing round of questions and answers.

Some questions from the session -

1. " A newly introduced technology called 'Cloud Computing' enables seamless storage of data such as breeding, selection, and transmit this information to seed companies for a better price of seeds and their production. How this will bridge the gap between technology, enterprises, and farmers of India?"
- Sahil Pazare, Agri Business Management, Batch 2020-2022

2. "With respect to the pandemic and its impact on the entire Agri sector, the entire sector and its various players have identified Digital/phygital in Agri input or even Agri fintech as the way forward. So what strategies have you identified as an organization to get an edge over your competitors to leave a mark on the digital Agri landscape?"
- Pragya Dubey, Agri Business Management, Batch 2020-2022

Feedback:

1. "It was an informative session, we learned a lot about the seed sector and the use of digital marketing in brand awareness. The experience shared by Shivani Ma'am and Anjali Ma'am gave a better understanding of the sector and the work involved."

-Abhishek Tembhare, Agri Business Management, Batch 2021-2023

2. "The session was very informative with many insights about the company and the seed industry as a sector. The interaction provided us with not just theoretical insights but also much-needed guidance from our eminent alumni."

- Agna Maria Paulose, Agri Business Management, Batch 2020-2022

Overall Feedback:

The lecture provided students with an overview of the seed industry, as well as current prospects and difficulties in the sector. It also assisted them in developing a better awareness of digital platforms and the marketing opportunities they provide.

Pictures:

