

# **The Centre for Management in Agriculture as an Institutional Innovation within an Institution**

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The Indian Institute of Management, Ahmedabad (IIMA), was set up soon after the state of Gujarat was formed. The Institute's early leaders were quite sensitive to the changes that were taking place in the immediate environment and were quick to respond to emerging opportunities. Within the first two or three years, they realized that management education could not be restricted only to private sector enterprises; it needed to be extended to government and other development sectors of the economy. One of the earliest innovations of the Institute was the establishment of a four-member group, called the AGCO Group, to bring the agriculture and cooperative sectors into the fold of management education. From 1964 to 1970, the Group undertook three activities in the assigned fields: research, training, and consulting; though it also offered a few individual courses relevant to post-graduate students of general management.

The Group generated enough output, and was quite active in keeping itself afloat. It also developed sufficient contact points in regional and national level government organizations and gained some recognition. Based on its initial experience it came out with a comprehensive list of the activities that it would like to undertake in the future. Most of the members of the Group had been educated abroad and had the needed competency. The IIMA leadership appreciated the efforts and potential of the AGCO Group and contributed by way of initial support and encouragement. This backing nurtured the Group's spirits and the Group began to dream of larger roles. The AGCO Group was upgraded to the CMA, the Centre for Management in Agriculture, in 1970.