About E-Bulletin: Voice of CCS NIAM is a time and cost efficient outreach tool of NIAM on e-platform to connect all its stakeholders namely Policy Makers, Administrators, Academicians, Scientists, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

9th Agriculture Leadership Conclave: Role of Institutions in Transforming Agriculture

9th Agriculture Leadership Conclave 2019 was organized by Agriculture Today Group on 11th July, 2019 at New Delhi on Policy Push for Agriculture Reforms. During the conclave, Dr. P Chandra Shekara, Director General, CCS NIAM was invited to deliver a talk on “Role of States and Institutions in Transforming Agriculture”. He emphasised on institutionalizing the participation and involvement of States and Institutions which is the key to success.

Dialogue with Australian Delegation

Delegation from Australian High Commission comprises of Mr. John Southwell, Counsellor and Ms. Susan Mathew, Sr. Research Officer visited CCS NIAM on 16th July, 2019 and had a fruitful discussion with Dr. P Chandra Shekara, Director General CCS NIAM and NIAM faculty. The discussion was chaired by Director General CCS NIAM and various issues around the Agricultural Marketing viz. Post Harvest Management, Agri Waste Management, Faculty and Student Exchange, Entrepreneurship in Agriculture, Agricultural Marketing Problems, Transfer of technology and Public Private Partnership etc. were discussed in detail. Australian Delegation shown keen interest in the Indian Government’s flagship electronic National Agriculture Market (e-NAM) programme. Delegation acknowledged the bilateral relationship of Australia and India and shown keen interested to associate with CCS NIAM in near future in the field of Agricultural Marketing.

Dewang Mehta National Education Award to DG CCS NIAM

Dr. P Chandra Shekara, Director General CCS NIAM awarded with DEWANG MEHTA National Education Leadership Award on 1st July 2019 at Jaipur for his outstanding contribution in academics. His contribution towards educating the farming society was acknowledged and recognized by the committee.

Educational Visit during Food & Agri Executive Management Programme at Cornell University

Dr Hema Yadav, Director was nominated to attend Food and Agri Executive Management Programme at Cornell University from 21st July to 1st August 2019, during the programmes various issues of agriculture and food industry to thrive competitiveness, latest knowledge on trends in food technology, Inter-dependence of agro-ecology and economic issues and technology developments that drive competitiveness and innovation in a dynamic environment were discussed. The learning gained from the programme are proposed to be used for contributing towards academic and institutional development.
Workshop on Implication of the Union Budget 2019-20 and Tips on GST Audit

Post Union Budget discussion on GST and Taxation was held at Jaipur on 13th July, 2019. The workshop was organized by World Trade Center Mumbai and Jaipur. In the workshop, one session on Implication of Union budget 2019-20 on Agri Incubation, startups, and Agri entrepreneurs was presented by Dr. Ramesh Mittal, Director– CCS NIAM. During the session majority of taxation related issues, compliances were discussed among stakeholders including, Exporters, Industrialists, Academicians, Young entrepreneurs and Youth.

TNAU Inauguration of batch and Meeting

CCS NIAM has proposed one year Post Graduate Diploma—Agricultural Marketing Management in collaboration with Tamil Nadu Agriculture University, Coimbatore in distant mode for executives of public and Private institutions. In this regard a meeting was convened at TNAU, Coimbatore under the leadership of DG NIAM and Vice Chancellor, TNAU at TNAU Campus, Coimbatore.

Research Internship

In the month of July, Mr. Sunil, Kumar a Ph. D scholar of ICAR-National Dairy Research Institute, Karnal, Haryana has completed one research study under the guidance of Dr. P. Chandra Shekara, Director General CCS NIAM on the project titled “Global Good Practices in Agricultural Marketing”. During the study various innovative agricultural marketing practices, policy and programme from developed, developing and SAARC country were studied and explored opportunities for Indian context. Best practices across the globe were critically analyzed and accordingly suggested few best practices which can be implemented in India for betterment of farmers and farming community.

Innovative farmers Meet– Punjab/Haryana/UP/ Chandigarh

To strengthen NABI and to explore the opportunities for stakeholders of RKVY, NABI team has participated in 2nd edition of Innovative farmers Meet 2019 organized by Confederation of Indian Industry (CII) in Punjab, Haryana, UP and Chandigarh. CCS NIAM acted as a knowledge partner during the programme. Dr. Ramesh Mittal, Mr. Abhishek Sharma, Mr. Nithin Lahoti, and Mr. Rahul Sankhala had shared detailed presentations about RKVY-RAFTAAR Scheme of Ministry of Agriculture and Farmers Welfare focusing entrepreneurship Development and support to Agri Startup Ecosystem in India.
New Launch @ NABI

NIAM Agri-Business Incubator (NABI) of RKVY-RAFTAAR Project, has launched advertisements for two Programmes Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme on 15.07.2019. The information about the programme and the application of the programme is been posted in the website. The information of the programmes has been circulated to all Agricultural Universities Agri Colleges and other stakeholders throughout the country.

Networking and Outreach Activity

NABI Team members of RKVY RAFTAAR Project has participated in the Mojo Meet organized by Instamojo and Startup Oasis on 11.07.2019 at Startup Oasis, Jaipur. There were several startups and other stakeholders participated in the programme. The programme highlighted on the importance of Marketing for the Startups.

NABI team Interacting with Mr. Balbir Singh, Director of SIDBI Jaipur for their support for making startups successful venture. He has shown keen interest to help the Startups. He also agreed to take part in the investors meet and to encourage the Agripreneurs.

Training on Retailing and its Importance in Business Development

Institute of Cooperative Management in association with NIAM organized a three days training programme on “Consumer Preferences towards Organized Retailing” for the officials of army held from 24th to 26th July 2019 at ICM Jaipur. Resource persons from NIAM and NABI delivered sessions on overview of Retailing, Consumer Preferences, Ecommerce in Agri-Retailing, E-Tailing, and importance of Taxation in Business, and Consumer Behavior.

Visit of Incubates to SKN Agricultural University, Jobner

20 NABI Incubates visited Shri. Karan Narendra Agricultural University (SKNAU), Jobner. The visit was facilitated by Dr. Ashok Kumar Gupta Director, SKNAU. During the visit incubates interacted with various experts of the University and exposed to technical knowledge of various business aspects and product development.
Guest Lecture by Professor Suraksha Gupta, Newcastle University, London, UK

Professor Suraksha Gupta from Newcastle University, London interacted with PGDM (ABM) students and delivered a guest lecture on “Future Belongs to Nations that have Grains, not Guns” on 16th July, 2019. The session was focused on Sustainable Agriculture. During the lecture, the emphasis was on balancing the food system, Resource management strategy, role of technology such as Agritech and data analytics and strategies to mitigate various challenges were discussed.

Orientation Programme for New Batch of PGDM (ABM)

CCS NIAM has conducted Orientation Programme from 8-12 July, 2019 for new batch of PGDM (ABM). During the programme new students were exposed to various activities of CCS NIAM, few guest lectures, eNAM mandi visit and cultural event with SPIC MACAY Jaipur.

Me and My Plant Initiative of CCS NIAM

Being in Agricultural Institution, it is very important to take cognizance of climat change and its impact on livelihood and mankind. Hence, CCS NIAM conceived a concept “Me & My Plant” in which students and plants grow together in the campus. Each student was provided one sapling for planting in the campus. It is responsibility of the student to nurture the plant for two years while nurturing himself/herself. When they leave the campus, they leave memories in the campus in the form of a tree which can be seen at any point of their life. First year students of PGDM (ABM) planted their seedlings on 8th July, 2019.

Feedback from Reader

Thank you for sharing informative bulletin (Voice of ccs NIAM): Min Prasad Budhathoki, President, NAEA, Nepal

Invitation of Articles

CCS NIAM welcomes articles representing original research, analytical papers, papers covering new developments and concepts in the field of Agricultural Marketing, Agribusiness and other relevant areas from across the globe for publication in CCS NIAM Journal. For further details visit- http://ccsniam.gov.in/images/pdfs/DG-Invitation-for-Journal.pdf