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, Scientist, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

Krishi Gyan Deep Lecture Series on Doubling Farmers’ Income by Dr. Ashok Dalwai

Krishi Gyan Deep Lecture Series was inaugurated by Dr. Ashok Dalwai, IAS, CEO, NRAA, GoI and Chairman Doubling Farmers’ Income on 2nd October, 2018 i.e. Gandhi Jayanti Day and also Feed the Future India Triangular Training Programme. He has delivered a talk on Doubling Farmers’ Income. The talk was attended by Executives of seven countries, PGDM-ABM students and CCS NIAM faculty members. The Krishi Gyan Deep Series lecture focused on strategies of Ministry of Agriculture for achieving the goal of Doubling Farmers’ Income through market expansion, deploying ICT, plugging gaps in supply chain and building capacity of farmers to understand market information system and take decisions to avail emerging opportunities in alternatives markets. The entire talk has been circulated to large number of stakeholders across the country through ICT platform.

Feed The Future India Triangular Training Programme

(FTF-ITT) on Value Chain and Innovation in Agricultural Marketing

CCS National Institute of Agricultural Marketing, Jaipur has organized an International training programme on the topic “Value Chain and Innovations in Agricultural Marketing” from 1st to 15th October 2018 at CCSNIAM, Jaipur under the Feed the Future: India Triangular Programme. 30 Participants from Seven countries which included Kenya, Malawi, Mongolia, Mozambique, Myanmar, Nepal and Uganda have participated in the programme. During the programme 22 classroom sessions were delivered by NIAM Faculties and inviting experts from eminent institutions like National Commodity and Derivatives Exchange Ltd. (NCDEX), National Centre for Cold-chain Development (NCCD), National Institute of Agriculture Policy (NIAP), KPMG, Morarka Foundation, Agriculture Universities. In addition, Field visits were also organized in various places like Muhana Wholesale Market of Jaipur, e-NAM Market, Rajasthan Olive Cultivation Limited, Barefoot college to understand the value chain and innovation in Agricultural Marketing.
The inauguration of the third U.S.-India triangular training on “Value Chain and Innovations in Agricultural Marketing was held on 2nd October 2018. The Chief Guest of the occasion was Dr Ashok Dalwai, CEO, National Rainfed Area Authority (NRAA). The other guest were Dr Mantesh Shirur, Deputy Director, MANAGE and Dr Ravi Nandi from MANAGE.

During the programme Dr. Dalwai spoke on Doubling Farmers Income and how India is preparing to achieve this goal. He informed the executives from participating countries that training of this kind under Feed the future programme of USAID is one big step in the direction of global partnership to design and implement value chain which are profitable and have higher equity for farmers.

The whole programme was designed perfectly to deliver the themes including 22 classroom sessions out of which 10 sessions were delivered by invited experts from various institution of repute such as National Commodity and Derivatives Exchange Ltd. (NCDEX), National Centre for Cold-chain Development (NCCD), National Institute of Agriculture Policy (NIAP), KPMG, Morarka Foundation and various Agriculture Universities across the country. Each participants showed their interest to converse their learning experiences in their own country. In addition to class room session a few field visits were also organized to give them practical exposure which includes visit of Muhana Wholesale market of Jaipur, ENAM Market, Rajasthan Olive Cultivation Ltd. and Barefoot college.

During the programme, DG MANAGE and DG NIAM interacted with the participants and analyzed their learnings at CCS NIAM. Interaction was followed by group presentation of Back at work Plan by the participants. Participants presented their plans based on the learning outcomes at CCS NIAM and also prepared implementation strategies for the same for betterment of their countries’ Agricultural Marketing practices and policies.

The Valedictory function of the Feed The Future India Triangular Training Programme (FTF ITT) on Value Chain and Innovations in Agricultural Marketing was held on 15th October, 2018. The Chief Guest of the occasion was Mr. Mustapha El Hamzaoui, Director, Food Security, USAID. In his key note address he expressed his happiness on global partnership between Asia and African nations at NIAM. He highlighted that partnership and knowledge sharing is very important to have food security and better value realization by farmers. In his address to the participants he emphasized on importance of capacity building and information sharing. He emphasized the role of the Feed the Future programme and how different organizations of the country are playing important role in bringing awareness, exposure which is enabling farmers, entrepreneurs and policy makers to provide a better environment for farmers.
Launching of Chia Seed at CCS NIAM

Chia Seed a product of Raitha Mitra Farmers Producer Company, Mysore, Karnataka was launched by Dr. Ashok Dalwai (IAS) CEO-NRAA and Dr. P Chandra Shekara, Director General CCS NIAM at CCS NIAM, Jaipur on 2nd October, 2018 during the International Training programme- Feed the Future. On this occasion Mr Shanta Kumar, Chairman of RaithaMithra FPO, Mr. T. V. Gopinath, Director of Raitha Mitra Producer Company and Dr Deepa from CFTRI, Mysuru were present.

Dr Ashok Dalwai and Dr. P Chandra Shekara emphasized on the role of FPOs for getting better opportunities in terms of economy of scale and economy of scope. Mr. T V Gopinath from Raitha Mitra told that the FPO is committed to being of service to farmers, who are the backbone of our country and there services are designed to help farmers on the long run.

Visit of World Union of Wholesale Market (WUWM) Delegates

37 Delegates of World Union of Wholesale Market (WUWM) visited CCS NIAM to interact with the NIAM Faculty, PGDM ABM students and participants of Feed the Future India Triangular Training Programme. These delegates of WUWM were Managers, Practitioners of Marketing and had wide experience at global level. The interaction provided a platform to exahange, knowledge and expertise pertaining to functioning of international wholesale and retail markets. The Honorary Chairman Mr. Marc spoke about the importance of IT enabled wholesale markets and need for partnerships.

The visit of WUWM was assisted by COSAMB and Managing Director of COSAMB Dr. J.S. Yadav also interacted with the NIAM Faculty, PGDM ABM Students and International Participants and had provided an overview on how electronic markets in China, Paris and other developed nations are providing a new paradigm in Agricultural Marketing.

Guest lecture delivered in CII J&K Apple Conclave 2018

CII J&K has organized an Apple Conclave 2018 on Enhancing Productivity & Improving Quality & Doubling Apple Growers Income by 2022 on 26th October, 2018 at New Delhi. Dr. Ramesh Mittal Director CCS NIAM was invited as Special Guest to moderate and chair the sessions. More than 100 participants were there including Farmers, Public and Private Market and Extension functionaries, Agripreneurs and people from Academia across the nation to participate in the programme. Dr . Mittal suggested the role of value chain as a crucial factor while doubling of Apple growers income.

Krishi Kumbh 2018: Time to focus on reforms and modernization of markets

The government of Uttar Pradesh in association with the Government of India had organized a mega Agriculture Expo called “Krishi Kumbh-2018” from 26-28 October 2018 at Indian Institute of Sugarcane Research Lucknow. The event was planned to project the state’s agriculture potential on one hand and provide a platform for interaction among stakeholders on the other hand. Krishi Kumbh-2018 comprised of the National level exhibition, technical sessions around the theme of doubling farmers income, Business Meet, and host of other engaging activities. As Uttar Pradesh is the state with the largest number of farm holdings and largest numbers of farmers, this event offered a great opportunity for showcasing the work to the stakeholders in this field, especially the large number of farmers. Dr Hema Yadav, Director NIAM, Participated in the event as Speaker in the technical session on Marketing, Value addition and entrepreneurship. The session delved on the issue of Marketing reforms and modernization of markets. There is also need for Value-Chain development (solar-powered cold-storages), capacity expansion of existing units and setting up of new agro-processing units for utilizing the state’s vast production of agricultural, horticultural and livestock produce.
Training for Warehouse Executives of Gujrat and Rajasthan

CCS NIAM had organized two 5 days training programmes for managers and executives of accredited warehouse of Gujrat and Rajasthan from 8 to 12 October, 2018 and 29th Oct to 2nd Nov, 2018 respectively. The training was attended by Twenty five (25) and Twenty (20) Executives from various private warehouses from Gujrat and Rajasthan respectively. The programme was designed to help participants to understand issues and challenges of Warehouse Management and to enable them to evolve an effective and implementable strategy.

Celebrated National Unity Run

National Unity Run was organized at CCS NIAM campus on 31st October in order to pay tribute to iron man of our country Late Shri Sardar Vallabhai Patel. A cross country run was organized at NIAM and all faculty, staff and students of PGDM ABM participated to foster and reinforce the dedication to preserve and strengthen unity, integrity and security of nation.

Feedback from Reader

Thank you for updating recent happenings at ccs NIAM of September,2018 through Voice of NIAM e-Bulletin. Happy to know that many innovative events have happened at your Institute during month including distinct recognition to DG- NIAM by the International Organisation.— Prof. K. Narayana Gowda, President, International Society of Extension Education (INSEE) and Former Vice-Chancellor, Univ. of Agril. Sciences, Bengaluru

Congratulations on coming out with issue of e bulletin which I am sure will help many to come to know the latest happenings in agril marketing as well as to give their opinions/views on several issues. I feel that the weakest link in agriculture development is marketing. Many models have been tried but none is helping the farmers to get their worth for their produce— Dr. S.V.N Rao, (Retd.) Prof., Puducherry

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

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