



## CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING. JAIPUR

### Industry Interface

At NIAM we are looking at increasing industry participation in designing and delivering courses by inviting personnel from industry to share their experience and wisdom with our stakeholders. This will provide an opportunity to personnel in industry to create value for a wide range of people and equip them to integrate better with the industry.

The Institute caters to the capacity building requirements of a wide range of stakeholders coming from different organisations like secretaries and market functionaries of regulated wholesale agricultural markets; officers from State Department of Agriculture, Agricultural Marketing and Horticulture; State Agricultural Marketing Boards, Commodity Boards, NGOs, Farmers Producer Organisations, private institutes and international organisations, and farmers.

It also conducts a two year Post Graduate Diploma Course in Agri-Business Management with an objective to impart knowledge to students on all possible areas of interest for the industry. The Institute has recently ventured into skill development by aligning itself with the Skill India campaign of Government of India.

In a couple of years the Institute wants to emerge as a resource depository and centre of excellence for imparting knowledge for different sets of stakeholders. A snapshot of areas covered under different kinds of programmes being implemented at the Institute is provided below:

Focus Areas		
Education Programme	Capacity Building Programmes	Skill India Campaign
<ul style="list-style-type: none"> <li>▪ Business and written analysis communication</li> <li>▪ Financial accounting</li> <li>▪ Marketing management</li> <li>▪ Managerial economics (Microeconomics and Macroeconomics)</li> <li>▪ Business mathematics and statistics</li> <li>▪ Marketing Strategies and techniques</li> </ul>	<ul style="list-style-type: none"> <li>▪ Agricultural marketing and post-harvest management</li> <li>▪ Application of Information Technology in Agricultural Marketing</li> <li>▪ Future and Forward Markets and Commodity Exchanges</li> <li>▪ Enhancing efficiencies in</li> </ul>	<ul style="list-style-type: none"> <li>Assaying, grading, packaging, warehousing and cold storage, processing and trade of agricultural commodities</li> </ul>

<ul style="list-style-type: none"> <li>▪ Organisational behaviours</li> <li>▪ Management information system</li> <li>▪ Human Resource management</li> <li>▪ Operational research</li> <li>▪ Project planning and management</li> <li>▪ Marketing research</li> <li>▪ Procurement management</li> <li>▪ Agri-input and output marketing</li> <li>▪ Sales and distribution</li> <li>▪ Commodity trade, futures and options</li> <li>▪ ERP</li> <li>▪ Agricultural finance</li> <li>▪ Rural marketing</li> <li>▪ Supply chain management</li> <li>▪ Customer relations management</li> <li>▪ Risk management in agricultural</li> <li>▪ Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>supply chain particularly of perishables</li> <li>▪ Food Safety, Quality Certification &amp; Standardization</li> <li>▪ Legal Reforms and way forward</li> <li>▪ Market Infrastructure</li> <li>▪ Public-Private Partnership and Channel Partners</li> <li>▪ Organic, Medicinal and Aromatic Plants</li> <li>▪ Grading, Standardization &amp; Certification</li> <li>▪ Warehousing and Storage</li> <li>▪ Transport of perishables</li> </ul>	
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The Institute recognises the importance of industry interface in developing, designing and delivering knowledge oriented modules for being able to deliver them with **UMEED**(User-perspective for Marketing Employment and Enterprises Development) perspective. This will make the programmes highly relevant for the user industry and will facilitate optimum utilisation of the resources developed.

The Institute is keenly looking to partner with interested organisations/personnel for delivery and designing of courses of their interest.

The association intended to be covered but not confined to the following areas is:

- Designing and development of course and content
- Delivering lectures (part or complete course)
- Practical exposure from the industry

This endeavour is to optimally utilise the expertise available with the Industry and to facilitate its wider reach.

NIAM would be happy to receive your application detailing the course(s) and stakeholders who you would like to address at [dgniam@hotmail.com](mailto:dgniam@hotmail.com) (along with contact details). The concerned cell of the Institute (NIAM) will contact for further discussion with you on the subject.

#### **CONTACT**

##### **Director General**

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