

## **PARTICULARS OF ORGANISATIONS FUNCTIONS AND DUTIES**

Choudhary Charan Singh National Institute of Agricultural Marketing (NIAM) is a registered society and an autonomous body under the Ministry of Agriculture, Govt of India. Located at Kota Road, Bambala, Near Sanganer, Jaipur (Raj). It is spread over an area of 50 acres of land.

### **MISSION:**

To be a Centre of excellence to study and provide advice and assistance to public and private organizations, institutions, co-operatives and individuals in India as well as internationally on policy issues, trading and marketing of the highest quality with the ultimate objective for helping millions of farmers and functionaries in Agricultural Marketing

### **OBJECTIVE:**

*The main objectives of the Institute are:*

- ❖ *To impart training to various levels of personnel involved in Agricultural Marketing such as State Agricultural Marketing Boards (SAMB), State Development Departments like Agriculture, Horticulture, Animal Husbandry, Fisheries, Forestry, Sericulture, State Agricultural Universities, Cooperative Marketing Societies, Commodity Boards, Input Agencies and Progressive Farmers, Entrepreneurs etc.*
  
- ❖ *To offer consultancy services to State and Central Government's Departments, Public Sector Undertakings.*
  
- ❖ *To prepare Master Plans for States, Export Institutions, Traders and Farmers.*
  
- ❖ *To undertake and promote study of applied and operational research in problem areas of agricultural marketing and to act as a National level nodal resource for coordination of various research studies and dissemination of technologies relevant to agricultural marketing in the country.*

- ❖ *To conduct research on long term projects, policy formulation; to prepare status paper on leading issues; case studies in specific marketing problems, processing industries, export management etc.*
- ❖ *To develop human resources by providing long-term structured courses in agricultural marketing through Diploma/ Degree programmes.*
- ❖ *To help State Governments to generate self-employment for educated youth by utilizing local potential resources.*
- ❖ *To assist Government in formulating policies on emerging issues in Agricultural Marketing.*
- ❖ *To provide wide information network in the country in Agricultural Marketing for the benefit of all concerned to evolve efficient, innovative and competitive marketing.*

*To develop as a 'Centre of Excellence' in the field of Agricultural Marketing by establishing adequate networking with National and International organizations*

#### **THRUST AREAS OF NIAM**

Following areas have been identified for undertaking Training /Awareness Programmes, Project Formulation, Functional Research and Education support.

- 1. Agricultural Marketing System in the States**
- 2. Ministry's Programmes and their Capacity Building**
- 3. Post Harvest Management**
- 4. Food Safety, Quality Certification and Standardization**
- 5. Marketing Infrastructure**
- 6. Legal Reforms**
- 7. Grading, Standardization & Certification**
- 8. Sanitary and phyto-Sanitary Measures**
- 9. Modern Terminal Market and their operations and management**
- 10. Market Led Extension**
- 11. Future and Forward Markets and Commodity Exchanges**
- 12. Warehousing and Storage**
- 13. Information Technology Application in Agricultural Marketing**
- 14. World Trade Organization**
- 15. Public –Private Partnership and Channel Partners**
- 16. Organic, Medicinal and Aromatic Plants**
- 17. Cooperative Marketing**