



Chaudhary Charan Singh National Institute of Agricultural Marketing

An Autonomous Organization under Ministry of Agriculture and Farmers Welfare, Government of India

DG'S MESSAGE

Dear Esteemed Partners,

Greetings from CCS National Institute of Agricultural Marketing, Jaipur!

Crisis is an Opportunity, Let us not Waste the Crisis.

CCS NIAM has successfully completed 130 Webinars, Online Training Programs covering 10,500 stakeholders of Agricultural Marketing with cost and time efficiency. In PGDM-ABM, Industry interaction is enhanced, student seminars are in full swing, Alumni contact has been intensified and E-publications are coming out regularly. NIAM continues to provide Policy Advocacy and contribute in outreach programs initiated by Ministry of Agriculture and Farmers Welfare, GoI. All the benefits goes to PGDM-ABM Students of CCS NIAM as they are active partners in growth story. CCS NIAM make all efforts for preparing best techno managers of Agri-Business.

Let us continue our mission to ensure Food, Nutrition Security of the Nation and Income Security of the Farmers.

With Best Wishes!



Dr. P. Chandra Shekara

Director General, CCS NIAM

FARM TO FORK

A QUARTERLY NEWSLETTER OF CCS NIAM, PGDM(ABM)

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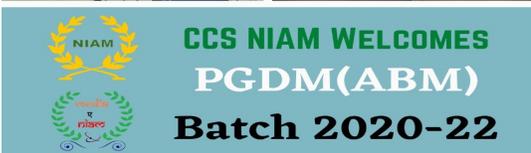
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JULY 2020 - SEPTEMBER 2020

Orientation Day

Batch 2020-2022 swarmed in NIAM after an enthralling inauguration program conducted exceptionally on a virtual platform in the unprecedented circumstances of the COVID-19. Saraswati Vandana and an inauguration session was followed by welcome for new students in the auspicious presence of Dr. P Chandra Shekara - DG, CCS NIAM, Dr. Hema Yadav – Director, PGDM-ABM along with the respected faculties Dr. Ramesh Mittal, Dr. S R Singh, Dr. Shuchi Mathur, Dr. Satish Chandra Pant, Prof. Sathyendra Kumar, Mr. Manoj Agrawal and Dr. Anamika Upadhyay. The new batch of 63 gifted and diversified students hailing from 16 states not only from Agri and allied sciences but also from other streams were briefly introduced through the virtual interaction. The 3 Day orientation program comprised of the address by Dr. P Chandra Shekara on the first day along with the briefing of the course curriculum. Students discerned the glimpses of the agribusiness sector, its stakes with respect to the present scenario along with the role of NIAM and other Government aided policies in the sector. Mentor allotment and alumni interaction took place on the subsequent days. The interactive sessions with the faculty members and the alumni involved sharing of interesting experiences which were insightful and inspired the students to work and learn with enthusiasm in the new journey ahead.



Lectures Gone Online - New Normal



We cannot deny the fact that technology has made education easy and brought learning at home. Teaching and learning are moving through various online platforms such as Google meet, Zoom, Microsoft Teams, etc. to cope up with the present scenario.

But this does not make classroom teaching entirely dispensable because apart from being a cognitive exchange, teaching-learning remains connected by an effective bond. The collective joy of learning, participating, and understanding within the bonds of a small space with table, chair, board, marker etc. can never be replicated in a home environment which is a different sort of space altogether. Online teaching can neither instill values nor ensure a conceptual clarity over the subject matter.

However we have been habituated to this online classroom system that increases the quality of education, students get multiple resources and can connect with experts. No trouble can pause teaching. Virtual classes are a boon for us, keeping us connected to the whole world. Nowadays parents can witness every class and assess their ward's progress in education. Once the situation gets better, classroom teaching will be carried out in conjunction with the online mode.

By–
Mr. Anjan Ghosh
PGDM(ABM)
Batch (2020-22)



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Independence Day

CCS NIAM celebrated the 74th Independence Day, deliriously, and with enthusiasm. It is the day on which patriotism is in its zenith. By adopting all the safety measures and social distancing norms, the program started with the flag hoisting by Dr. P. Chandra Shekara, Director General, CCS NIAM and was followed by his inspiring speech and felicitation

ceremony. Along with him, Dr. Hema Yadav Director, PGDM-ABM, and other faculty were also present.

PGDM students witnessed this independence day virtually due to circumstances present this year. Though students were not physically present in campus this year, all of them felt the vivacious vibe virtually.



74th Independence Day Celebration

CCS NIAM Foundation Day

We celebrate the joy of mutual learning by developing holistically and extracting the best out of each moment we live in NIAM. Appreciating it more this time we have celebrated our 32nd Foundation day on 8th August 2020 virtually even after being miles apart. Foundation day marks an important milestone each year where we show our gratitude for the wisdom, courage, and commitment we have made and ignites the

special bond we share in an enthusiasm-rich fun and frolic way. The event got more enriching when Dr. P. Chandra Shekara– DG, CCS NIAM, Dr. Hema Yadav– Director, PGDM ABM, Dr. Ramesh Mittal addressed the gathering and expressed their pride over CCS NIAM's achievements and encouraged the keen listeners to bring and maintain the Glory of such a prestigious institution in the forthcoming time.



We believe that along with academics, students should get exposure of the actual market scenario. So we arrange a series of Guest lectures delivered by the corporate personnel and also by NIAM Alumni which help students get acquainted with their knowledge and insights. Hence, we express our gratitude for sparing their valuable time and would like to feature some of the prominent lectures in this Newsletter.



Helping Hands: How Corporates Are Contributing To The COVID Crisis

The world is under the perpetual grasp of COVID-19 which has not only affected millions of people worldwide but has also caused a paradigm shift in the socio-economic fabric of our lifestyles. According to Johns Hopkins University, USA, the global death toll has already surpassed the mammoth 957,000 cases, and total infected cases stand about 30.8 million cases. In this need of the hour, the Corporate world has stepped in to tackle this precarious situation with a stalwart approach catering to the needs of the people who are in a persistent state of privation.

Diageo India has pledged to manufacture around 3,00,000 litres of hand sanitisers across 15 of its manufacturing units throughout the country to assist in coping up with the perpetual demand for sanitisers. It has also committed to donate 5,00,000 litres of Extra Neutral Alcohol (ENA) to the sanitiser industries enabling them to reach the production target of two-million units of 250ml bottle sanitisers. Reliance Foundation commits to provide free meals to people across various cities by forming a strong dedicated partnership with NGOs and also enhance production potential to 1,00,000 face masks a day. This pragmatic approach of the corporate sector has given a major boost to the fund-strapped governments throughout the world.

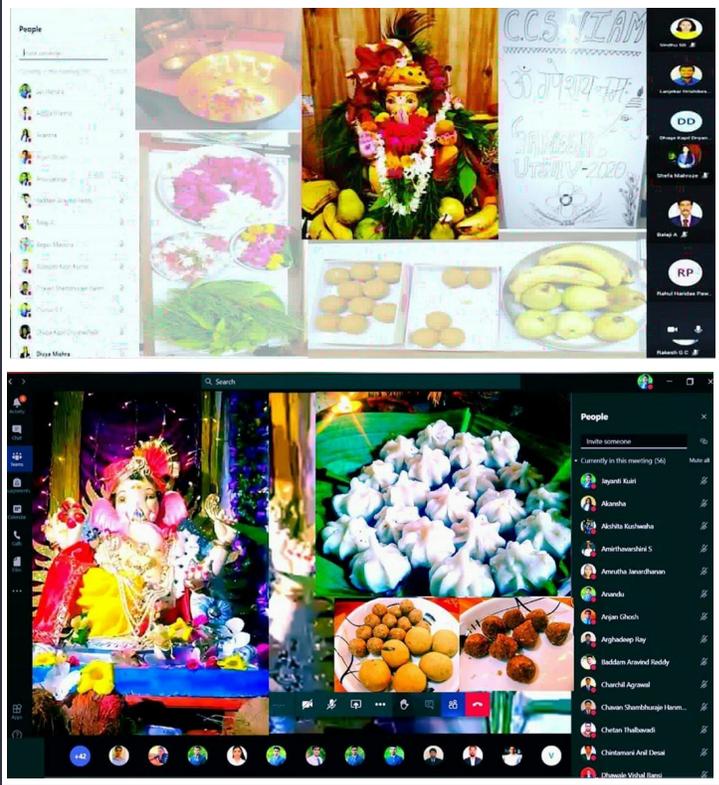
By -

Mr. Subham Paul
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Ganesh Chaturthi

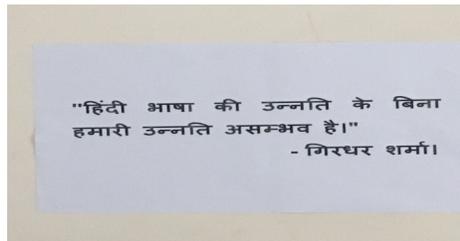
Festivals bring enthusiasm in everyone's life. This year even after being surrounded by severe pandemic, the love of NIAM for Lord Ganesha is highly overwhelming and was celebrated on a virtual mode. Beginning from the instilling of Lord Ganesha's clay idol and welcoming Him with chanting of hymns & prayers, a ten-day-long mesmerizing festival was celebrated. Birth of elephant headed deity Lord Ganesha-God of Wisdom and prosperity, who is an idol in everyone's eyes and resides deep in hearth bound feelings. Even being miles apart the common love thread for Ganesh Chaturthi again bounded us all through virtual mode. CCS NIAM celebrated the festival by establishing an idol in campus. And organized a virtual Aarti for the newcomers of PGDM 2020-22 with an appreciable effort to feel the vibrant and powerful vibe altogether.



Hindi Diwas

Hindi is the national language of India. And for the celebration of the adoption of this language, 14th September is observed as Hindi Diwas each year. This year in CCS NIAM, Hindi Pakhwada (Fortnight) was observed from 14th Sept to 28th Sept. Two programmes were conducted on the college campus. On 14th September, Dr. P. Chandra Shekhra, DG, CCS NIAM, Dr. Hema Yadav, Director, PGDM along with the other faculties Dr. Ramesh Mittal, Dr S. R. Singh, Dr. Shuchi Mathur, Dr. Satish C. Pant, Prof. Sathyendra Kumar, Mr. Manoj Agrawal and Dr. Anamika Upadh-

yay discussed the measures to be taken for the promotion of Hindi language. On 24th September, debate competition on the topic 'The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Ordinance 2020' was conducted in Hindi in which 4 students from 1st year participated. Mr. Samer Sahu and Mr. Hrishikesh Lanjekar were on the pro side of the topic and Mr. Ankur Singh and Mr. Surya Pratap Singh Gahalout were on the con side. The Debate was coordinated by Dr. S. R. Singh (Skills and Administration). The debate concluded with great insights from the participants.



Corporate Speaks

Mr. Joy Tilaak Deb started the session by addressing the students about the paradigm shift in agriculture from the green revolution to the digital revolution. He expressed how the next generation agriculture leaders expect sustainable intensification with future farms using farming data, survey drones, smart farm machines, etc. He also discussed emerging topics such as IoT in agriculture, smart tractors, drones and smart apps which will indeed change the future of agriculture.



Mr. Joy Tilaak Deb

Company- Sulphur Mills Limited
Designation- Head- Marketing
Topic- Digital marketing and strategies in Agricultural Marketing



Corporate Speaks

Mr. Sarabjeet Singh gave the students relevant insights about the commodity market with special reference to the dynamics of Cotton trading. He focused on explaining the fundamentals of commodity trading and elaborated on topics like Trade Flows, Future Market's role, relevant Supply and Demand concepts governing the commodity market. The session was interactive, and the students gained useful inputs regarding the commodity sector.



Mr. Sarabjeet Singh

Company- ETG Parrogate
Designation- Business head- Cotton
Topic- Glimpse of the commodity market and Cotton trading

Our Esteemed Sponsors



Agrovon 2K20

Agrovon 2k20 the First-Ever Virtual B-Fest of CCS NIAM was organized on the 7th & 8th of September by carrying forward the prestigious legacy of NIAM PGDM (ABM) 2017-19 batch. The fest has seen participation from premier B schools like IIM A, IIM C, IIM L, XLRI, IRMA, NMIMS, and many more. Like every year, Agrovon 2020 has gained entries from national and international B schools with the total of 2998 registrations. The event was conducted on a virtual platform and streamed live on YouTube. The event was inaugurated by Dr. P Chandra Shekara, Director General, CCS NIAM; Dr. Hema Yadav, Director PGDM (ABM) in the presence of eminent dignitaries Mr. Dilip Rajan, Mr. Aravind Thumbur, Mr. Shailendra Singh, Mr. Tony Mallik, and Ms.

Poorna Pushkala. Acknowledging the motto of Agrovon i.e. “Sow Ideas, Water Hopes, Reap Miracles”, a plethora of events like case study competitions, B-plan competition, quiz, photography contest and article writing competition sponsored by eminent industry leaders like East-West Seed International Pvt Ltd, Syngenta Foundation India, Samunnati Financial Intermediation and Services Pvt Ltd, Savannah Seeds Pvt Ltd, IFFCO KISAN, Tulip Agro and Chemicals and Villageagro Agritech Pvt Ltd. Maintaining the bequest, the event was successfully conducted with the efforts of the administration and the students providing a platform to participants for showcasing their ideas and talents and simultaneously gaining insights from various luminaries of the industries.



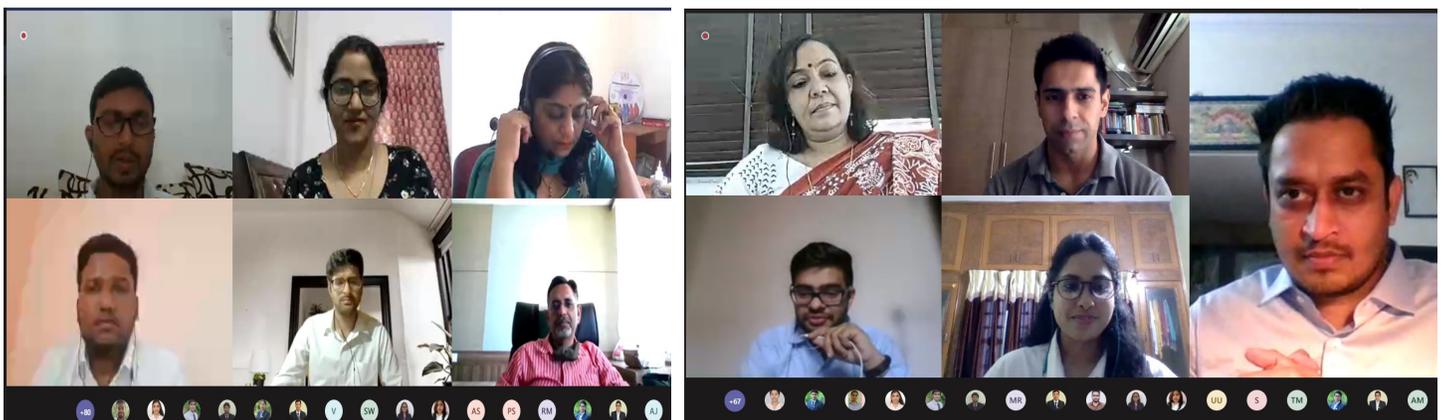
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Competition	Winner	1 st Runner up	2 nd Runner up
VIVECHAN Case Study Competition	Team Challengers [NIAM]	Team Dot Knot [IRMA]	Team Zenith [MANAGE]
EAST WEST SEEDS- Case Study Challenge	Team Miraki [XLRI]	Team Bingpot [SIIB]	Team Zeus [MANAGE]
SA-MAARAMBH -SCALE IT UP-Case study Challenge	Team Bingpot [SIIB]	Team Bravo [MANAGE]	-
LAKSHYA B-Plan Competition	Team Falcons [MANAGE]	Team SampARK [IIMA]	Team Mutiny [NIAM]
SANKLAN Article Writing Competition	Alistair S.H Toop [IIM Indore]	Arpana Deep [SIIB]	-
MARKETING QUENCHER'S Quiz Competition	Ashish Gondkar [URICM]	Akash Samal [XAHR]	Namit Khurana [NSUT]

Competition	Peoples Choice Award	Jury's Choice Award
PRATIBIMB	Sindhu S B [NIAM]	Sudeshna Hazra [GBS]

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Mr. Gubba Kiran talked about his views on the Challenges and opportunities in the seed storage, cold storage, and food sector amidst COVID 19 in India. Being an eminent figure in the industry he provided students with dynamics on working of the seed industry with its coping mechanisms and provisions for the members associated with the industry during the Crisis. He addressed the doubts raised by the students giving live and practical examples of his operation unit which made the session highly interactive.



Mr. Gubba Kiran

Company- Gubba Cold Storages
Designation- Founder & CEO
Topic- Seed storage & cold storage potential and need in India

Jagrati Yatra

Jagrati Yatra is a 15-Day train journey of about 8000 Km national Odyssey which includes hundreds of Indian youth who get a chance to interact with innovative and social entrepreneurs. Jagrati Yatra vision is 'Building India through Enterprise'. To spread awareness about this social and motivational Yatra, NIAM organized one session for the students, which was conducted by Mr. Meet Bhatt, enlightening the students with innovative initiative put forth by Jagrati Yatra.



Me And My Plant

Tree plantation day was celebrated in CCS NIAM on 25th July. Every year, plantations were done by the students and faculty. This year, however, students were unable to mark their presence due to Covid Crisis. Therefore, the faculty performed this auspicious task on behalf of the students.



Mr. Amit Tripathi gave his valuable insights on the topics concerning Soil health and enrichment of the soil ecosystem to promote plant growth. He also expressed his views on the recent pandemic crisis, and how the supply chain in the agriculture sector has been hit followed by a detailed discourse on the upcoming challenges and opportunities such as technology adoption measures were pondered upon. This session also gave the students a clear understanding of upcoming challenges and opportunities that lay ahead of the farmers.



Dr. Amit K Tripathi

Company- Indofil Industries Limited
Designation- Head- IndoLife Super Specialities

Topic- Covid 19 and impacts on agriculture



Mr. Himanshu Pandey shared his thoughts about the recent ordinances in the Agri Industry and their effects on agriculture. He also discussed about the ground level functioning of the APMCs and the critical functions and roles of the middlemen. The engaging discussion was then followed by an interactive doubt clearing session where he provided students with accurate and relevant information about the recent happenings in the sector.



Mr. Himanshu Pandey

Company- Dehaat

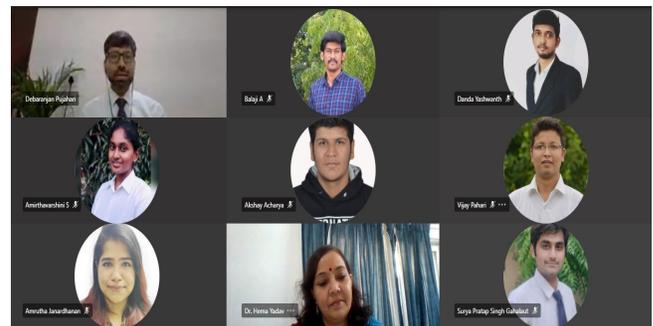
Designation- Assistant Vice President

Topic- Recent ordinances in AgriIndustry

NIAM Hosts Workshop On Negotiation And Managerial Skills

We hosted a two-day workshop for the Batch 2020-22 on the topic 'Negotiation and Managerial skills' which was conducted by Mr. Debaranjan Pujahari. He is an alumni of NIAM from Batch 2005-07. He is currently working as Senior Program Manager in Harvest Plus. The Workshop was interactive, and students gained many insights from this small workshop. Mr. Pujahari delivered the workshop with the precise blend of theoretical contents and practical insights. Various concepts were explained with the help of real-life case studies and two students were selected to enact as protagonists in

each case which was the innovative and interesting part of the session. The workshop was inaugurated by Dr. Hema Yadav, Director PG NIAM. It was coordinated by Dr. Satish C. Pant and Academic Committee.



Dr. B. B. Singh provided students with practical and accurate information about the recent Agricultural reforms and their impact on the Agriculture economy. He particularly spoke about the APMC market, Essential Commodities (Amendment) Act 2020, Contract Farming, etc., and its benefits for the farmers and simultaneously enriching the knowledge of students through relatable examples & cases in two-way communication with them.



Mr. B B Singh

Company- Indorama Kokand Fertilizers,
Designation- Director- Sales and Marketing

Topic- Recent Agricultural reforms and its impact on agricultural production

Mr. Jaya Prakash Guraja shared his views on Warehousing and Collateral Management, delivering students with an overview of the Agricultural value chain, its limitations, ways to overcome the issues in warehousing and the potential of warehousing. He also briefed the students about the present and the future scope of collateral management and its importance in agriculture.

Mr. Jaya Prakash Guraja

Company- Star Agri Warehousing and Collateral Management Ltd.

Designation- Ex COO

Topic- Warehousing and Collateral Management

Alumni's Desk: The Sprawling Agritech Startup Ecosystem

Agriculture and allied sectors contribute roughly 14% (\$276 Bn in FY20) to the country's GDP, with such a potential in Agriculture the startup ecosystem focused in Agriculture cannot be forgotten. The Agri startup ecosystem is on a good move and is fueling the emergence of many promising Agri-based startups. Agri-startup ecosystem in India got spotlight with the emergence of India's first Agri-focused incubator AIP-ICRISAT in 2005. Later on couple of more Agri incubator joined the league at TNAU and NDRI, followed by the CIIE, IIM-A and Villgro investing in Agri startups. On the other side in early 2011 the Omnivore VC, first of its kind Agri focused venture capital fund was formed and started VC investments in Agritech till 2015.

In 2015, launch of Startup India Initiative by DIPP, Ministry of Commerce, further led to a formal startup policy and mainstreaming the incubators as enablers for promotion of startups. Same year a-IDEA at NAARM was launched, a flagship incubator and Accelerator of the DST, GoI.

As on today there are nearly 12 -15 incubators in Agri and life-sciences supported by (DST, GOI), 30 RABI incubators under RAFTAAR scheme of MoA, followed by 50 ABI's of the ICAR, along with 5 Incubators promoted by NABARD. Prominent Agri focused Accelerators are Agri Udaan, Gastrotope and Land Accelerator.

As per the startup India stats, there are ~ 2300+ Agri startup registered. As per NASSCOM there are ~ 500-700 matured Agritech startups in the country, few out of them have raised ~ \$250 M VC funding in 2019. Notable deals in 2019 and 2020 included Tiger Global investing \$89 M in Ninjacart, AgroStar raising \$27 M in funding led by Bertelsmann India, and fresh produce distribution startup WayCool receiving \$17 M from LGT Impact, Caspian, and Northern Arc. Sudden boom of Agri startups enablers and VC funds demonstrates the successful track of the ecosystem players. Most of these Agri startups are heading B-B and B-C traction to target farmers, corporates and other stakeholders with their unique products and services. These patterns are further fueling Make in India proposition as well, ~25 Agritech startups from India have spread their operations globally. However, few challenges remain and hopes would be sorted by the ecosystem players in the due course.

It's a good opportunity for young Agribusiness professionals from our Almamater NIAM to harness such changes and opportunities in the startup ecosystem and be a part of the change to serve farmers and other Agri stakeholders with innovations of the Agri startups.

Mr. Vijay Nadiminti

CCS NIAM (Batch 2007-09)

COO, a-IDEA, Technology Business Incubator

ICAR-NAARM





Corporate Speaks

Mr. Dinesh Bhosale briefed the students about the present scenario of the domestic poultry, meat, animal husbandry, and other allied industries. He shared his views on how the growth in the food services market such as restaurants and fast foods is creating a positive impact on the meat industry. He also threw some light on the dependence of the soybean meal, maize, etc. on the animal feed sector, ending the session by solving the topic related grievances of students.



Mr. Dinesh Tukaram Bhosale

Company- AB Vista

Designation- Director- Regional sales (South Asia)

Topic- Animal husbandry sector- Present scenario and emerging opportunities



Corporate Speaks

Mr. Ranjit Singh Rajora addressed the students regarding the consequences of the pandemic on the banking sector and covered the general view of economics and sector-related terminologies. He also gave his insights regarding the effect of government policies in this domain and the future scope of the Agri financing Industry in India. At last, he cleared all the queries raised by the students as he has many years of appreciable experience in the banking sector.



Mr. Ranjeet Singh Rajora

Company- HDFC Bank Ltd.

Designation- Dy. Vice President

Topic- Impact of the pandemic in the banking sector and future challenges

Impact of Covid-19 On Agriculture In India



When the first COVID-19 lockdown was declared in March, it created a mass exodus of the migrant workers from their place of employment to their hometowns, which brought about the delay in harvesting of Rabi crops due to high labour and machinery costs. The agricultural supply chain has also seen disruptions. Farmers faced difficulty in repaying the loans, forcing them to borrow money from private money lenders with high ROI for the Kharif season.

The agricultural sector has seen rapid feminization as the men have diversified into non-agricultural jobs. The return of the men to their hometowns will force the women to take up more menial agricultural jobs with less pay.

With the dilution of APMC and ECA, FPO's will have ample market opportunities as their bargaining power will increase. Corporates have also been preferring to align with farmer organizations than traders, which increases the scope for contract farming and mutually beneficial tie-ups.

COVID-19 has brought to the fore some inherent problems that lie in Indian Agriculture which could only be solved by the development of supportive infrastructure and repurposing the existing food and agriculture policies for a healthier population.

By-

Ms. Rhea Ditto Panakkal

PGDM(ABM), Batch (2020-22)





Significance of Farm Ordinances, 2020

On 5th June 2020, our Hon'ble Prime Minister Narendra Modi proposed 3 farm ordinances. The bills are made to break the monopoly of Government mandis. The first one restricts APMCs to the physical space of the market which ensures barrier-free trade. The second one provides a framework for farmers to enter contract farming. The duration of the contract is essential which may range from a crop season to 5 years. The third one removes Agri-commodities outside of the Essential Commodities Act and it can be regulated only in extraordinary circumstances. All these ensure the growth of farmers up to some extent. Farmers may have an upper hand in marketing their produce and the agribusiness sector is expected to grow at a higher pace.

By—
Mr. Rakshit Katiyar
PGDM(ABM)
Batch (2020-22)



UPCOMING EVENTS

- International e-Conference on “Market Led Extension Management”
- Summer Placement drive and Pre-placement talks
- Industry Interaction
- Navratri Celebration
- Dussehra Celebration



Corporate Speaks

Mr. Sachin Nandwana shared valuable insights about the upcoming and booming Agri Tech sector. As a co-founder of leading Agri-input e-commerce platform viz. Bighaat, he explained how the company tackled the pandemic and grew each day catering to the hooting demand of the farmers. He explained the functioning of the company platform and how it grew over the years to currently having Pan-India presence in the past five years. He concluded by discussing the present start-up atmosphere followed by answering the queries of students.



Mr. Sachin Nandwana

Company- Bighaat Agro Pvt. Ltd.

Designation- Co-founder

Topic- Emerging trends in India Agri tech sector and success story of Bighaat

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Batch 2020-22

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