



Chaudhary Charan Singh

**National Institute of Agricultural Marketing**

A Government of India autonomous organization under Ministry of Agriculture and Farmers Welfare

# FARM <sub>TO</sub> FORK

A Quarterly Newsletter Of  
CCS NIAM, PGDM (ABM)  
April - June 2020



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## MESSAGE

**Dr. P. Chandra Shekara**  
Director General, CCS NIAM



**“New Thinking, New Direction, New Path”**

All on virtual mode. Selection of students to conducting the course has been done on-line mode, without compromising the quality of Selection Process. 63 most promising future Techno Managers have been selected and inducted into CCS NIAM family representing 30 Agricultural Universities and 15 States. Mini India lives in CCS NIAM now. Rest, the legacy guides.

Senior batch has completed the Summer Internship with 38 reputed Agri-Business Companies. Besides, the batch also attempted to prepare Agri-Business Potential Plan for 60 countries which would be useful for Agriculture Ministry, Ministry of External Affairs (MEA) and Indian Agri-Business Companies aspiring to take up International Business.

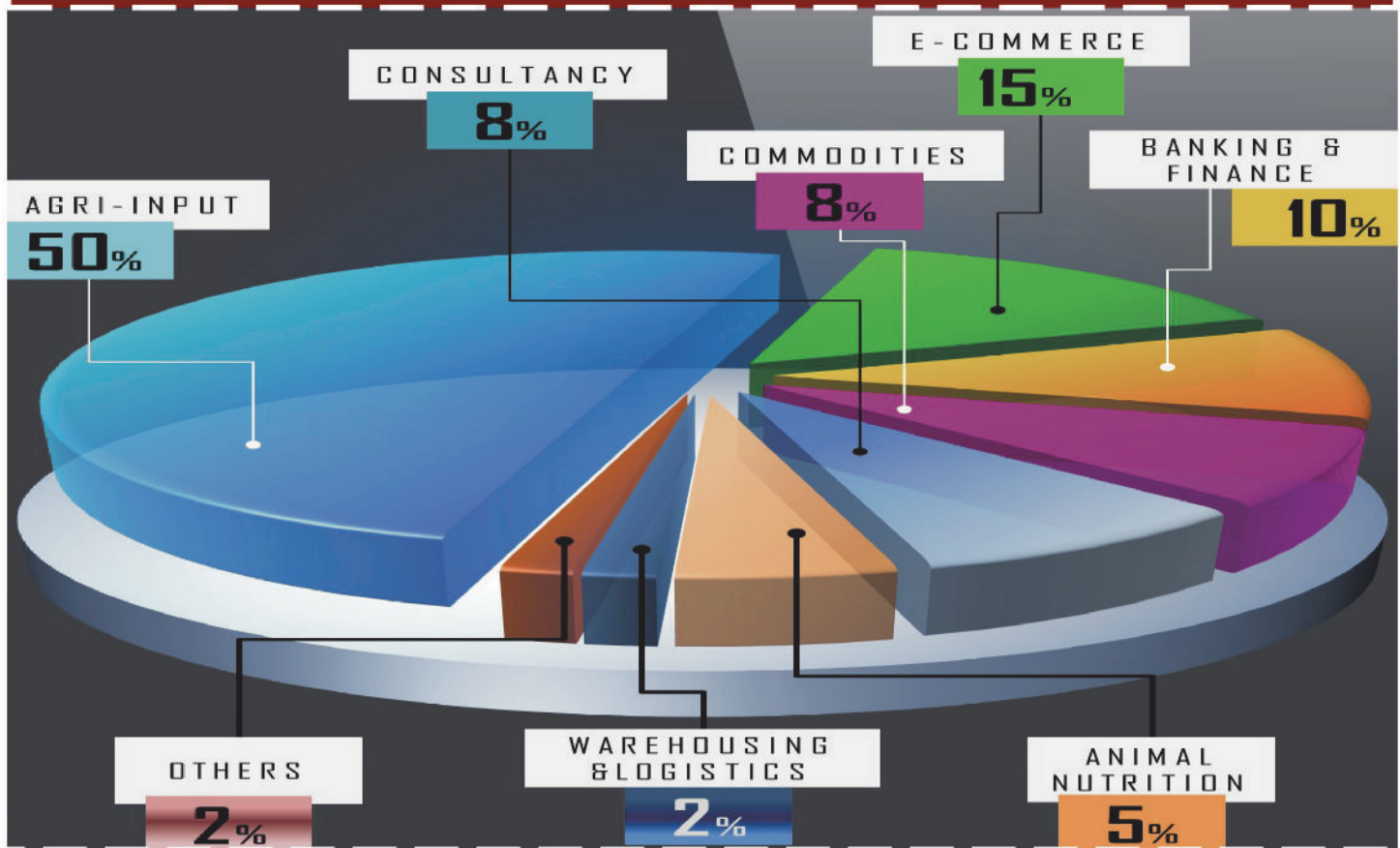
Desires to see India as Global Leader in Agriculture.  
Miles to go.....

*Chandra*



**100 % SUMMER PLACEMENT**

## SECTORWISE PLACEMENT OF PGDM (ABM)



## OUR PROUD RECRUITERS



FARM TO FORK IS AN INITIATIVE OF PGDM (ABM), CCS NIAM

<https://www.ccsniam.gov.in/>



# SIP EXPERIENTIAL LEARNING

It's been a new kind of experience of conducting a survey through telecommunication mode and convincing different stakeholders in seed industry to provide information was a satisfying task. It was great experience working with savannah seeds private limited and I thank them for their constant support during the Global pandemic.

**Mr. Shrinivas Janadri**



Internship with ETG was an incredible experience for me, it helps me to gain insights into the industry as a whole. I got the opportunity to work with the production department, which helped me with a great learning experience in the domain of data analytics and operational intelligence. I am grateful to my mentors and the whole ETG team for their constant support and guidance during my internship

**Mr. Sourav Gladwin**



I interned at INDIAGROCONSORTIUM PRODUCER COMPANY LTD. I formulated procurement strategy of apple, DPR on Pomegranate packhouse & Apple Juice Concentrate (AJC) processing plant. I attained a profound knowledge of strategy, operations, and financial aspects of management.

I interacted with 50+ farmers, 50+ traders & suppliers, academia, & key professionals from the industry. Shortly, I spent a good two months adding value to the organization and myself.

**Ms. Ruby**



Being an Intern in ADAMA has its own benefits. I contacted various stakeholders which helped me to build deeper insights into the Agri-Input industry throughout many Indian states. It gave me the knowledge about the inputs from sales and marketing perspective and the challenges an organization faces in the market. Teamwork, confidence, and punctuality are some of the skills which I inculcated through this internship.

**Mr. Charchil Agrawal**



The summer internship at Trouw nutrition India was great learning experience. The virtual onboarding was very smooth. This internship gave me an opportunity to enhance my marketing skills. The insights I gained will definitely influence my professional career.

**Mr. Chikanna**



Being an Intern at UPL has been one of the rewarding experiences I ever had. Through this project, I was able to enhance my skills along with confidence, experience, and Knowledge. Through this Internship, I have studied the Herbicide and Pesticide market of Madhya Pradesh, Maharashtra, and Rajasthan to identify Farmers Pain Points, solutions preferred by them and Price Parity in case of Soybean. These steps have led me to improve Technical abilities.

**Mr. Vipul Pardeshi**





# SIP EXPERIENTIAL LEARNING

My summer internship at Samunnati Financial Intermediation and Services Pvt. Ltd. provided me with valuable hands-on experience. Working on two different projects, my internship has allowed me to see so much more about the fee-based products (insurance, pension plans, etc), Market alternatives for Indian farmers, Price analysis of different crops, etc. Most importantly, the internship has given me a better outlook into what I would want to pursue in the future.

**Ms. Pallavi Prasad**



While working in Villageagro, I came to know the nitty gritty during the initial phase of a startup like connecting farmers, vendors, customers and supply chain working. My role was to prepare short video clips of fun facts of fruits and vegetables which gave wings to my imagination and increased my knowledge base

**Ms. Shivangi Dhumka**



During my time with the company, I learned valuable analyzing skills and gained some great exposure to production of various cereals and productivity of major producing states.

Thanks to my mentor Mr. Suresh Akkineni for being there throughout and ensuring I was on track and could make the most of this internship. My guide made the experience seamless and active.

Even though a small one but my journey with NCML provided me immense learning coupled with both professional and personal growth

**Mr. Pushkar Vilas Shigwan**



Working with TAFE was a challenging endeavor which enabled me to explore the farm machinery industry in terms of the diversity of product and services it offers and how it is progressing to fill the gap nationally as well as globally. With the virtual mode of working, I understood the growing importance of digital platforms and how the major players in the market leverage this to reach out to prospective customers. The conversation with the customers helped me to figure out the perceptions and influencers in the market who play a key role during the purchase of products and how the digital approach can link the information with decision making by customers.

**Mr. Debashish Mishra**



My internship at Coromandel was a great learning experience and this virtual experience has helped me get accustomed to the new normal & new advancements arising in the present precarious situation. Furthermore, the experience gave me an in-depth look into the scenario of agri-inputs in reality. This also rendered a better insight into what I would want to pursue in the upcoming days.

**Ms. Jayanti Kuri**



My coursework has prepared me well for the responsibility of this internship, I will bring lot of practical skills, communication skills, interaction with farmers, traders, and about warehouse receipt finance and I am happy to learn these terms and I am sure that I will apply all this knowledge in my future career

**Mr. Dharmappa**





## FEEDBACK OF SIP MENTORS

Sunidhi interned with Cofco International Pvt Ltd under my supervision, working on a project regarding the feasibility and the proposal of an entry strategy for Cofco into biodiesel production in Kandla. Even though I did not get to work with her in person due to the restrictions put in place due to the pandemic, we had frequent interactions over the phone. I found her to be hardworking, inquisitive, enterprising and a quick learner. She was quickly able to grasp the underlying concepts and set about working on it. We had divided the project into smaller modules and she delivered them in a timely manner.

In an ideal scenario I would have liked her to

travel to Kandla for her primary research, but with the current restrictions in place, she did her best in contacting people in various plants through phone calls which was quite appreciable. The secondary research was extensive and on point. The presentation that she made was crisp and was praised by all in the meeting.

Overall, I had a good experience of working with here and I am sure she would be a good asset to any organization she works with in the future.

**Siddhartha Banerjee**  
TRADER  
Oilseeds



NIAM students have been a tremendous asset to Villageagro and have my highest recommendation. They showed immense flexibility and willingness to work on any project that were assigned to them. I am glad to have has these highly dedicated students as the part of our extended core team members.

I would have liked to work with them in person, but given the present pandemic scenario, they were

highly proficient in applying their managerial skills through digital media in growth of our company.

I highly recommend NIAM students for their work and will be productive assets to the organization they work with.

**Mr. Devan Dharavath**  
CEO  
Villageagro Pvt. Ltd.



Mr. Srinivas has worked directly under my supervision from past two months. During his time, Srinivas has been a productive contributor towards the project he has handed over. Generally, agriculture management students are nurtured and mentored specially for sales and marketing function but his project belongs to production to study on "Production models and industry's best practices on paddy seed production in Telangana".

During the study I observed that he has strong foundation and command on agriculture subject he learnt during his Bachelors. In this difficult time where field survey was difficult due to restrictions imposed on movement in Covid-19 period but he did not leave any stone unturned in collecting the required data through telephonically to complete his project in best possible way. He is strong in

time management and his competence extends beyond the skills for which project was given. He never hesitated in asking questions and also good in making effective presentations and presenting it. He has completed his project in a timely and effective manner.

It was great experience to work with him and I have no hesitations in saying that he will be a productive asset for a company he will be associated in time to come. Wishing him a successful career ahead!

**Mr. Sunil Kumar Poonia**  
Supply Chain Manager  
Savannah seeds Pvt. Ltd.





## FEEDBACK OF SIP MENTORS

It was a good experience.

I appreciate **Vipul's** efforts and sincerity in handling the UPL's summer internship project despite of the challenges present due to pandemic. I congratulate him and hope that he will keep up the good work in future as well.

**Mr. Gaurav Sharma**  
Crop manager oil seed and pulses  
UPL Ltd



### **Vision & Mission of Company Understanding**

Exemplary understanding on company's Vision and Mission and clear route path execution for the same

### **Business Planning**

Has fair understanding on business planning especially on Supply Chain management in terms of optimization of resources like labour, transport, consumables etc.,

### **People networking**

Excellent people management skills. In fact, one of the best interns compared to all other interns from different colleges with reference to various stake

holders like farmers, labour sector, service provers, vendors and logistics service providers

### **Crisis Management**

Showcased composure under crisis especially at farm level in terms of communication, convincing capabilities for group of mob farmers

### **Dedication & Commitment**

Showcased good commitment and dedication throughout the internship and the energy levels never went down in spite of stretched working hours in few cases

**Mr. Rajiv S**  
Lead supply  
Vegrow Pvt. Ltd.



An impactful digital presence is crucial in the current scenario.

**Navya Bidari** from NIAM was instrumental in doing the ground work for a crucial marketing project at the Exchange. Her unbiased opinions and innate flair for digital media increased the essence of feedback we recieved from the existing commodity derivatives ecosystem. To sum it up I would call it a true interaction between experience and new ideas.

**Ms Kavita Jha**  
Assistant vice president  
-Business Group  
NCDEX



I really enjoyed working with **Ruby**. She has done tremendously outstanding job during lockdown. Her USP of hard work, determination and passion about value creation for farmers, will be invaluable for any organisation. I wish her all the best for future endeavours.

**Sudhanshu Jangir**  
CEO  
INDIAGRO





## STUDENTS'S PEN

### LOGISTIC INDUSTRY POST COVID-19

The logistics industry is a sheer interplay of demand and supply. With the increase in trade the global logistics market size reached a value of US\$ 4,963 Billion in 2019. but due to unprecedented COVID-19 the overall capacity of logistic efficiency has gone down by almost 70 percent at present which has led to freight rates shooting almost 6-8 times from the usual. The sudden change in key factors like: change in consumer behavior, discontinuity in supply chain operations, lack of manpower, new technological deployments, and new government interventions have made the industry to take measures that will rebuild and redefine it.

Now the challenge for the industry is to find new ways to match demand with constrained supply.

There are two ways in which industry can cope up with this, one is to have a good database, to match peaks and troughs like the way the airlines use flexible pricing to influence consumer behavior to fill empty seats and second is to invent new ways to handle the passengers and goods efficiently within constraint supply.

Thus, to flourish exponentially and to bring sustainability to the sector the industry has to become more organized and technologically sound.



Ms. Sunidhi Dhingra

### THE OLDEST BUSINESSMEN: HONEY BEES

Honey bees are the wonderful creatures and creating backbone of food security. Without bees no pollination and without pollination no food.

Honey bees do business?!! Oh...yes. Honey bee colony is a great organizational setup with more than 20000 work force, by utilizing the available resources they are manufacturing a wonderful product called "HONEY".

In the process of making this monopolistic product, they have to do different business activities like,

Procurement of Raw Material from different sources: Flowering Plants Advertise for the supply of Nectar and Pollen in exchange of pollination service offered

by the bees

Another interesting fact about honey bees is management of Work force i.e. division of Labour. The bees in day to day activity perform so many activities. They divide these activities among different groups.

The beautiful activity of colony is selection of chairman i.e. queen bee. Only one queen rule the entire colony and maintain colony aggregation with its hypnotizing chemical compound present its queen pheromone.



Mr. Sangamesh

### IMPACT OF LOCKDOWN—GREATER THAN COVID-19

Pandemic created by Covid-19 created an unprecedented impact on numerous walks of life which was never seen before in recent past. Mortality rate of pandemic has been estimated at 3%, however lockdown-imposed stress, difficulties weigh more. Due to economic lockdown supply chain has been disrupted, demand for goods decreased, unemployment witnessing historic rise, reversal of brain drains, migrant workers heading towards their home. Fiscal deficit targets have been breached; sovereign credit rating got a hit and there are many more such plights.

This situation led to increased demand for MGNREGA job which has become supply driven

instead of demand driven. Farmers have become helpless; they are not harvesting the produce instead they are destroying their own crop in the field because of lack of price in the market and laborer's shortage. Uncertainty of future demand coupled with locust attack has created farmers distress. Ensuring farmer income through MSP has been inefficient due to capping and dismal infrastructure.

Government should keep aside fiscal deficit target and spend more to secure the livelihoods of vulnerable and bring back economic growth.



Mr. Vishveshwariya M.S



## STUDENTS'S PEN

### SMART FARMING

**A**griculture, the backbone of our nation has seen many revolutions, whether it is the domestication of animals for farming a few thousand years ago, the systematic use of crop rotation and improved farming practices or the green revolution with systematic breeding and adequate use of pesticides and fertilizer that changed the course of history in farming.

Smart farming is a concept of doing farming by using modern-day tools and technology to increase the production, productivity, and quality of the harvest through remote sensing. It includes a wide range of technologies including internet of things (IoT), ro-

botics, blockchain technology, big data analysis, and Artificial intelligence (AI) to form an integrated network of the crop management system to increase the profit of farmers, reduce waste and keep the environment safe. It provides the agriculture industry with advanced technological information for tracking, monitoring, automation, and analyzing operations in commercial agriculture sectors.

Smart farming also helps in demand forecasting and releasing of goods to the market at the right time, reducing wastage.

**Mr. Shaishav Bhardwaj**



### BIG DATA

**B**ig data is sometimes viewed as a mix of technology and analytics which is able to collect and compile novel data and process it during a more useful and timely thanks to assist decision-making the big data practice comprises capturing relevant data from an unlimited number of sources, collecting it today and translating it into actionable information to boost business processes and solve problems at any scale and speed.

Advance analytics can show how farmers are utilizing their inputs and what adaptations are required to want the account of emerging weather

events or disease outbreaks. In order to attain this, advanced algorithms are needed to swiftly unlock the highly valuable insights for products to perform well on an ongoing basis despite changing conditions. The event of a highly-specific customer segmentation set has become possible to tailor product offerings to satisfy customer needs. Big data has proven itself a key asset for companies seeking a competitive advantage over their competitors.

**Ms. Smriti Anand**



### REMINDER TO MENTAL HEALTH

**N**ationwide lockdown initially ordered for 21 days, restricted the movement of 1.3 billion population of India as a preventive measure against COVID-19 pandemic in India. This has altogether led to an alternate rhythm in human life. Anxiety and feeling of helplessness, some of the psychological scars of social distancing coupled with fake rumors are leading to an overwhelming experience of trauma and crippling intellectual loneliness. 'A recent review of research published in The Lancet has linked post-traumatic stress disorder (PTSD) symptoms, confusion, and anger – the effects of which can be long-lasting with quarantine. The Lancet review also said that hospital staff showed symptoms of depression even three years after quaran-

tine, with nine percent (48 of 549) of the whole sample reporting high depressive symptoms.

Simple strategies that can help address these problems can include an increase in communication. The need of the hour is to Practice social distancing but not emotional distancing. Making communication with family members about the disturbing thoughts would give clarity in thinking and help in making a better strategy. Scheduled sleep cycle, healthy eating practices, meditation, light exercises work as a great tonic to mental health.

**Ms. Tanoshree Rana**





## FROM INDUSTRY EXPERT'S DESK

### THE CURIOUS CASE OF GUAR GUM

*Correlation with Crude Oil Demand*

Folks, today I want to tell you a fascinating story of Guar Gum, an extract of Guar Bean which is draught resistant crop. Majorly produced in western belt – Rajasthan, Gujarat, Punjab, UP.

India accounts for around 90% of World's Guar produce, of which Rajasthan produces 72%. Cool, isn't it?

According to APEDA, India has exported 5,13,211.91 MT of Guar Gum to the world for the worth of Rs. 4,707.10 crores during the year 2018-19.

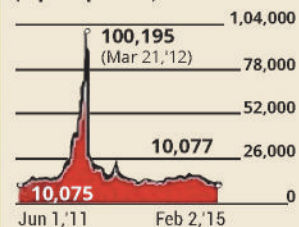
The story dates back to 2011, when the price of Guar Gum was traded around Rs. 100/kg.

On the other hand, US was witnessing boom in shale gas demand! Apparently, Guar Gum was discovered to be a cheaper substitute for other expensive ingredients needed for Shale gas exploration process which is known as **Fracking**.

As soon as it was realized, the price of Guar Gum skyrocketed to Rs. 1000/kg, whopping 10x increase.

#### GUAR GUM JODHPUR

NCDEX spot rate  
(₹ per quintal)

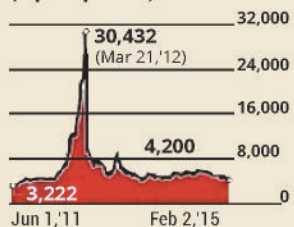


Note% Trading was banned in the period of April '12 to April '14

Source: NCDEX

#### GUARSEED JODHPUR

NCDEX spot rate  
(₹ per quintal)



Compiled by BS Research Bureau

Source: Business Standard

Who won from this deal?

The farmers who sensed the shift in market trends and rates, first mover advantage.

However, the demand of Guar fell down with the lower shale oil demand later on, but many farmers took advantage of the market situation and shifted.

Some things to ponder upon by citing this case-

- ☐ Are we producing to meet the consumer demands or producing as per our convenience?
- ☐ Are we producing only for food needs?
- ☐ Are we doing enough market research?
- ☐ Are we able to identify the crops like these which are correlated to various non farming activities?

Especially when the organizations are preferring tailor made requirements!

The stakeholders involved in agri and allied sector should come forward and advice/encourage farmers to produce according to the market demands.

Using the dynamic approach will contribute in boosting Agri exports and ultimately achieving Doubling the Farmers' Income by 2022!



Mr. Deepankar Khare  
Deputy Manager  
Institutional Business Agibazaar



## FROM INDUSTRY EXPERT'S DESK

### CURRENT CHALLENGES IN AGRI- ECOSYSTEM

In the current ecosystem, there are two major challenges that the farmer faces- **“Cost of Production”** and **“Cost of Transaction”**.

Averagely, the cost of production of commodities (*that includes activities from sowing to harvest*) is high, and post-production the cost of transaction (*harvest to final sales*) is exorbitant. It is a substantial percentage which is ultimately a burden on the Buyer's pocket and in turn reduces the margins of farmers. If we want to reduce both these costs, then we need to strengthen the Scales of Economy and Improve the Access to the easy availability of Inputs, Credit, Insurance, and other financial instruments at the doorsteps of farmers, which in turn requires mobilization of farmers and aggregation of business. Farmer Producer Organizations is indeed, a way out

to address these issues. It holds the potential to multiply and propagate the interventions to a large scale in a very short period.

With the rollout of the new ordinances - The Essential Commodities (Amendment) Ordinance, Farmers' Produce Trade & Commerce Ordinance, and Farmers Agreement on Price Assurance and farm services - the Government of India has tried it's level best to address key issues in Forward and Backward Linkages, and thus lay a foundation for empowering the farm economy. A must requisite for Atmanirbhar Bharat.

**Himanshu Pandey**  
Assistant Vice President  
Agri Output  
Dehaat



## FROM THE DIRECTOR'S DESK

Agricultural marketing plays a vital role in connecting the producers with consumers. Marketing function is intended to direct the flow of goods to crystallise demand for produce - tive effectiveness and efficiency of agriculture as a business. It has a responsibility to ensure food security and income to farmers by functioning as a profitable venture. In the post COVID-19 period, agri marketing has a greater responsibility to respond to unprecedented outbreaks of diseases or any other calamities by having a stable supply chain, horizontal integration of farmers to markets and strengthening the agri logistics.

The students of PGD have taken a lead in acquiring skills to outreach and communicate, to research and understand the problems faced by the producers and completing the summer Internship projects in these times. In the wake of Ordinance, bumper crop and greater times. In the wake of Ordinance, bumper crop and greater participation of agri business and

finance companies , agri sector will continue to grow and provide relief to livelihood of millions.

The 20 th batch of PGD (ABM) is all set to learn , understand , acquire knowledge and information to contribute significantly to the resilient agribusiness sector and national development goals.

**Dr. Hema Yadav**  
(Director PGDM ABM)  
NIAM, Jaipur





## FROM NIAM ALUMNI DESK

### AGRI INNOVATION EMPOWERMENT THROUGH KNOWLEDGE

**S**trengthening Programs with Data. Good agriculture starts with good information. The rapid growth in the number of smartphones throughout the world, particularly in rural areas, offers the possibility of making more agricultural knowledge accessible to small-scale farmers.

The Customized advices apps are built from a farmer perspective with practical advice that is easily applicable to their crops. Data is gathered and used to make predictions and support management decisions of farmers and affiliated companies.

The app provides the users, with practical support. This entails:

**Pest and Disease Management:** Based on pictures provided by the farmer, pests and diseases in the field can be identified. These App focuses on preventing diseases before they break out instead of acting when it is too late.

**Irrigation:** The app calculates individual irrigation needs, based on the farmer's input and on hourly weather forecasts for the upcoming five days.

**Pre-Sowing:** Which varieties are suitable for my field? How can I determine the correct spacing for my sowing? Ask the app!

**Fertilization:** Based on calculations of nutrient requirements of the crop at the targeted yield, an individual fertilizer schedule will be provided.

Smart Farming support programs on closing yield gaps, nutrition, certification, better farming practices, sustainability, value chain improvement and more. If you are a farmer or extension agent Smart Farming is your reliable source for problem identification, problem control, future problem prevention and better crop yield.

#### Vision 2020

Smart Farming currently have tailor-made solutions for potato, coffee and cotton in India. Commissioned by international partners. And executed by local users directly working with farmers on a regular basis.

**Rahul Koul**  
Sustainability and Livelihood  
Manager  
NAPL Advisors Pvt. Ltd.



### IS CONSUMER BEHAVIOUR MORE A FUNCTION OF A PESON'S AGE OR GENERATION

**A**ccording to me we have to bring changes in companies to fulfil the demands of customers according to the consumer's taste, lifestyle and wants and to do that the companies have to understand the present COHORT EFFECT of the marketing; people of the same age group tends to share the same sort of experience, goals and values. The study of this information will help the marketers to make wiser decisions for their products or services. For eg. Coca-Cola has changed its tagline many times to attract people of different generations. In 1929 it was 'the pause that refreshes. In 1969 'It's the real thing'. In 1979 it changed to 'have a coke and smile.'

The basic needs of people of an age are more or less the same but as different generations experience different types of lifestyle; because of the running trend, fads, a country's economic or political condition; it forms a different sort of want inside a person. In

terms of technology we have walked a long way but there are still many people who do not like to use these luxuries products. On-line shopping is now a trend to many people but even then, there are many consumers who travel long distances to buy their product, this is because they are habituated to it. There are many more things that our older generation has been doing and they like it that way. With generation Consumer's behaviour depends both on a consumer's age and generation. Age creates a need in a consumer's life which he fulfils it with a product that people of his generation consumes so a marketer has to keep these both in mind while marketing his product.

**Vishal Suryavanshi**  
Management Trainee  
Samunnati Financial Intermediation  
and Services Pvt Ltd





# A TRIBUTE TO THE HERO'S OF COVID-19

The corona virus pandemic can be considered as the most unfortunate thing that could have ever happened to human kind. While on one hand people across India and around the globe got confined to their homes in an attempt to contain the virus, on the other hand doctors, medical staff and health care workers are leading a battle against the invisible enemy from the front.

Health care professionals have not only experienced the gratitude of the healing patients but at the same time many lost the battle in the line of duty. Among the several lessons this pandemic has taught is one is reassessing the value these front-line warriors hold in our lives and the kind of treatment they get from us.

One of the unsung front-line heroes are our farmers.

The risks from the COVID-19 pandemic have put new challenges in front of a sector that is already under threat. The nationwide lockdown came at an unfortunate time for farmers, as it was the harvest season for the rabi (winter) crop. The lockdown created both a shortage of labour and equipment.

Farmers were not able to harvest their bumper crops. In some places the crops was abandoned, while in others the harvest came more than a month late, in hand with limited and more expensive labour.

The sacrifices made by these heroes are truly priceless and deserves life-



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## UPCOMING EVENTS

**NIAM WELCOMES**

**PGDM (ABM)**

**BATCH 2020-22**

**&**



**AGROVON**



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