



Chaudhary Charan Singh

National Institute of Agricultural Marketing

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



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PGDM (ABM)

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MESSAGE

Dr. P. Chandra Shekara

Director General, CCS NIAM



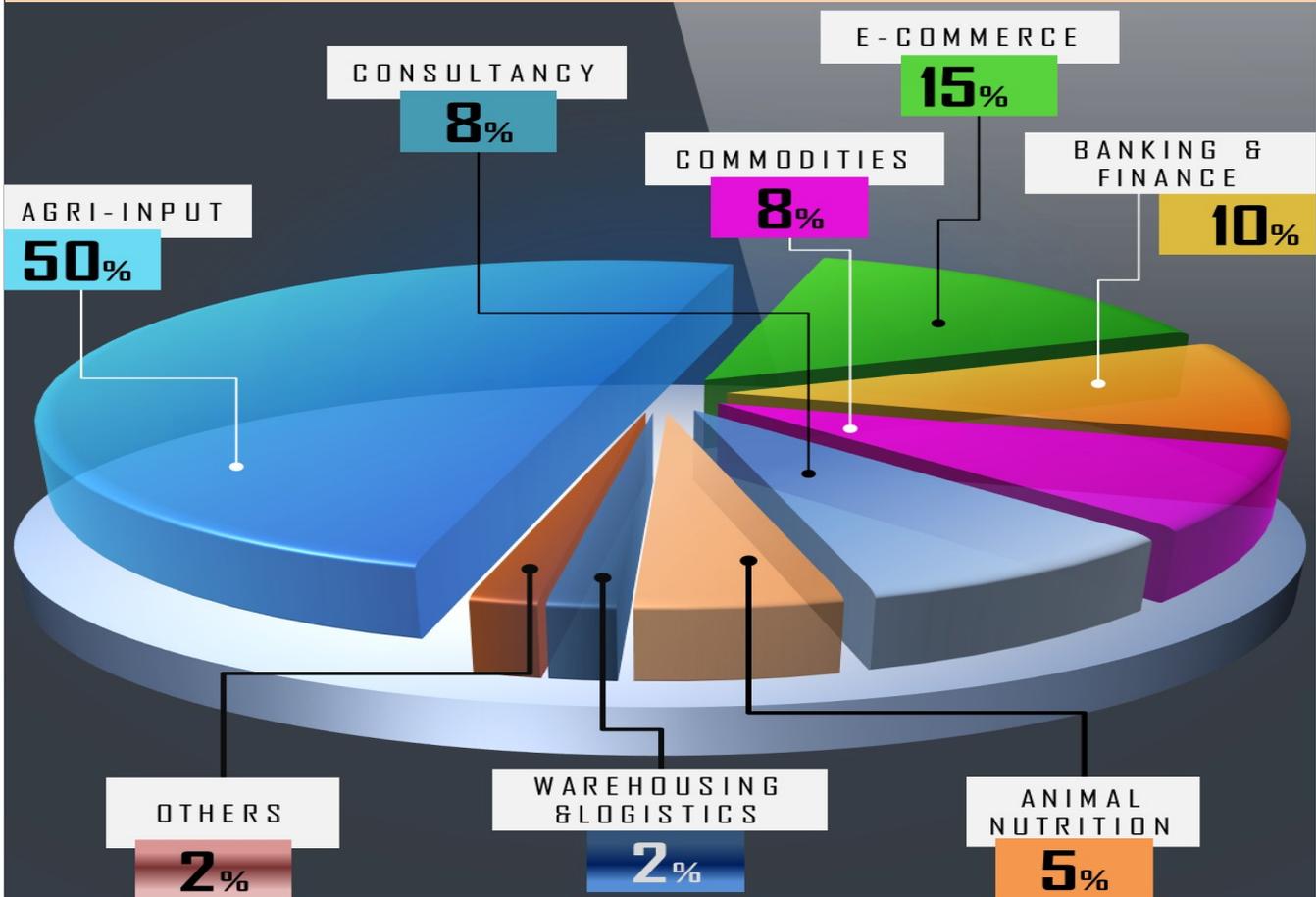
Dear Esteemed Reader,

Greetings from CCS National Institute of Agricultural Marketing, Jaipur !

As mandated, CCS NIAM is designing farmer centric academic activities namely Training, Research, Consultancy and Education and facilitating transformation of Agriculture into Agri-Business. Agri-startup promotion programme started a year ago ended up with incubating sixty Agri-startups. This is another opportunity for interested Agri-Innovators to use CCS NIAM platform. Prestigious Agri-Business Management Programme continued the legacy with 100 per cent placement with 37 Agri-Business Companies and 118 offers. 100 per cent paid Summer Internship to CCS NIAM students is another milestone. These successes motivate CCS NIAM family to work with more innovation and determination. CCS NIAM family acknowledge the contribution of all the partners in these achievements. Our success is your success too.

100 % SUMMER PLACEMENT

SECTORWISE PLACEMENT OF PGDM (ABM) BATCH 19-21



OUR PROUD RECRUITERS



*Logos are arranged as per alphabetical order

100 % FINAL PLACEMENT

OUR PROUD RECRUITERS



* Logos arranged as per alphabetical order

FROM THE DIRECTOR'S DESK

Dear Readers,

Studying at NIAM is a life-changing experience that helps our students to excel in their professional and personal lives. Our curriculum is in pace with the premier agricultural institutions in India. Our pedagogy comprises case studies, lectures, simulations, live projects, hands on experiences, dissertation which helps students to inculcate a strong foundation of knowledge and skills that prepares them well for their careers ahead in the field of Agricultural Marketing. Their two years here are full of learning through the various events of academic and co-curricular nature via various clubs and committees. These help in developing leadership, communication, problem-solving skills, critical thinking and crisis management which are very important for a successful career. At NIAM students are the life-blood of what we do.

We are pleased to see your interest in us and look forward to future associations with you.

Dr. Ramesh Mittal
Director (PGDM-ABM) CCS



'ECO - PLEDGES' 2020

In today's world, with a lifestyle that requires one's mind to be sharp like a knife, we tend to forget to treat our body like a temple. So this year, I have decided to dedicate myself to a cleaner, safer and healthier approach towards life.

Mr. Prashant Khameshra
PGDM (ABM) 2018-20

Walking after dinner for one hour has become a part of my lifestyle as it assists physical fitness, boosts body metabolism and also improves mental health, better blood circulation. Walking acts as the "best medicine" towards healthier life.

Mr. Shaishav Bhardwaj
PGDM (ABM) 2019-21

This new year, I have pledged to plant at least 50 trees in and around my vicinity. My aim is to increase plant population and reduce pollution and also motivate my friends and family.

Ms. Smriti Anand
PGDM (ABM) 2019-21

ACADEMICS

PANEL DISCUSSION ON UNION BUDGET 2020-21

On 10th Feb, CCS NIAM in association with World Trade Centre, organised Panel Discussion on Union Budget (U.B) 2020-21. Chief guests of the event were CA Pulkit Khandelwal, CA Divya Khandelwal and Mr. Navnit Agarwal. The event also saw the presence of Dr. P. Chandrashekara, Dr Hema Yadav, Dr. Shuchi Mathur, faculty members and the students. The programme started with briefing of the U.B by Dr. P. Chandrashekara emphasising the importance of increased budget allocation in agriculture sector. Further CA Divya Khandelwal interacted with students giving an overview of the entire U.B. CA Pulkit Khandelwal then had an interactive session with the students explaining and comparing the present U.B with the previous year. The session ended with healthy discussion of students with the dignitaries thus being informationally rewarding and giving a comprehensive view of the Union budget to the future managers.



e -NAM SURVEY

eNAM, one of the projects that NIAM has been closely working with since the project's inception. Recently, to know how the project is working across pan India, students of PGDM(ABM) Batch 2019-21 got opportunity to work in this project. Students visited approximately 13 major states to carry out survey with farmers, traders, secretaries in 39 *mandis* and 29 *FPOs*. It was a great experience for the students as they learned more about electronic trading platforms which will help the budding managers in manifesting e-marketing ideas.



INTERACTION WITH GERMAN DELEGATE

The students of PGDM(ABM) had an interactive session with Mr Raghu Chaliganti, a German delegate, who is an agricultural economist providing consultancy to government of Germany. He addressed the students on various aspects of Agricultural economics and further guided them on international exposure.



STUDENTS'S ARTICLES

SUSTAINABLE AGRICULTURE

At present food system is out of balance with 815 million people being hungry and every 3rd person is malnutritional in the world. Sustainable agriculture is to feed the growing population, employ people and improve quality of life for extremely poor people. I would like to compare sustainability with theory of 3Ps PEOPLE, PLANET, PROFIT. **People**– Food quality, safety and rural economic conditions. **Planet**– Environment friendly. **Profit**– Economic standards of the farmer.



Mr. Y.S. Praveen

PGDM (ABM) 2019-21

CONDITION OF FARMERS

Farming in India is being practiced since ages. In past, farmers had to give large percentage of produce in the name of tax. The problem lies with the market. Middlemen and brokers are ruling the farm markets. The farmer do not reach break even point because of low price they get along with many worthless miscellaneous charges. Solutions are giving input subsidies as direct benefit to farmers. Reducing farm prices and consumer prices gap. Giving interest free loans and giving local farmers a place in the budget discussions and planning.



Ms. Tarika Sharma

PGDM (ABM) 2019-21

STUDENT SEMINARS

With an aim to be ready for the corporate life, seminar series of final year students were conducted. The main objective was to make the students well versed with present market scenario, various government policies that are related to agribusiness, new Agri start-

ups, future opportunities. The entire seminar series was focussed on how effectively the learnings can be applied in the actual business scenario. With this an overall view of corporate structure, necessary learnings to gain effective work skills for corporate life etc were understood by the students.

“A good education is a foundation for a better future.” – Elizabeth Warren

PGDGM (ABM) churns out professionals to cater the needs of various sectors viz. agri-input/ output marketing, agri processing, export-import, commodity trading, microfinance, banking, Agri-Business consultancy, retailing etc. CCS NIAM has the distinction of 100% placements over the last two decades. We are happy to announce this year also, we maintain the same legacy of achieving 100 % paid Summer Internship and Final placement. 2 months...., 37 companies...., 118 offers.....Increase in annual package by Rs. 55 thousands over last year.....All this happened due to untiring efforts of team CCS NIAM. We believe that recruiters with strict screening process have selected talented young Agribusiness Techno Managers who with high motivation, creativity and courage will lead your organizations. CCS NIAM feel privileged that you visited our campus and provide opportunity to our students. CCS NIAM extend our heartfelt thanks to all the companies for choosing this institute for recruitment and hoping for long lasting relationship with your esteemed organization.



Dr. Shuchi Mathur

Assistant Director - HR PGDM (ABM), CCSNIAM, Jaipur

SPORTS @ NIAM

MANAGERS CRICKET LEAGUE

Cricket being considered as the religion of our nation acts as a bridge that connects all the diversified people of our nation. Managers Cricket League (MCL) was started by PGDM Batch 2017-19 and this being the 3rd edition was also organized with the same motto where the students of both batches come together, intermingle with each other and get to know the diversity of our nation through the students who have come from every corner of the nation.

8 teams were formed where 6 were of boys and 2 were of girls. The players of the teams were selected through the virtual bidding process, the inspiration of which was taken from IPL. The owners of the teams were allocated a fixed fund and this is where the managerial skills of the owners come into play as they had to create their team from that fixed fund only. The final was won by team "EAGLES". The event was a success as the main aim of the event, which was increasing the bond between juniors and seniors was achieved.



NIAM PREMIER LEAGUE SEASON XII

NIAM Premier League started in the year 2008 by PGDM(ABM) Batch 2007-09 has become the legacy of NIAM since then. The uniqueness of NPL is that not only the current batches take part in it but also the Alumni who comes from different parts of the nation just for this event. The nostalgia of this event is what drives Alumni from around the nation to meet at once particular place and re-live those moments. Unlike MCL, in NPL the teams are not mixed, where juniors and seniors make their separate teams.

This is done to promote the competitive nature of the students. This year NPL was hosted from 6th -9th march 2019. 10 teams were formed where 7 were of boys and 3 were of girls. Team "Thunder squad" won the final among girls and team "NIAM ROYALS" won the final among boys. At the end a "FLASH MOB" dance was organised by the students of PGDM (ABM) Batch 2019-21. The closing ceremony of NPL ended with the distribution of trophies to the winners.



CSR @ NIAM

WOMEN'S DAY

Students of C.C.S NIAM PGDM (ABM), celebrated women's day on 8th March, 2020 by honouring the womanhood of its IVth class female workers. Menstrual hygiene management (MHM) is an essential aspect of hygiene for women and adolescent girls between menarche and menopause. Females in low income settings have less awareness on hygienic practices and lack culturally appropriate materials. An awareness program or-

ganised by Newsletter committee focusing on the importance of safe menstruation along with distribution of sanitary napkins was conducted. In addition, recreational activities such as singing, games were also conducted. Through this CSR activity the experiences and perceptions of women and adolescent girls and their body's biological needs and requirements on menstrual hygiene were explained.



CO-CURRICULAR @ NIAM

MAKAR-SANKRANTI

Makar Sankranti, a festival dedicated to Lord Sun marks the termination of the Winter. It also refers to a specific solar day in the Hindu calendar. It is celebrated with different names in different states. In NIAM PGDM(ABM) celebrated this festival on 15th January, 2020 by flying kites. This tradition of flying kites followed all over the country, is supposed to give healthy exposure in the sun from early morning and wipe out sickness bought in by winter season. Students also got to share their different culture and values.

HOLI CELEBRATION

Holi, the festival people get to unite together forgetting all of colours is played with resentments and all much joy and vigour all types of bad feeling towards each other. The 10th March 2020, all the Niamies gathered to smear colours at each other by bringing out the child in everyone. Also known as festival of love, on this day

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FAREWELL

Who once met as strangers, eventually helped each other through some of the most difficult times and shared the joyous times in life, gathered once again. With everlasting memories, the students of batch 2019-21 organised a grand farewell for their seniors on 23rd of March. A beautifully decorated auditorium, adorned with presence of both batches marked the beginning of the ceremony. The program started with the speech by the CR of the junior batch which was then continued by various art and dance performances. A musical dance drama depicting the entire journey of a NIAM student was beautifully represented. The program ended with a small token of gratitude and remembrance being gifted from juniors to seniors.



CHAIR PERSON

Dr. P. Chandra Shekara (Director General, CCS NIAM)

EDITOR IN CHIEF

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Dr. Anamika Upadhyay

(Consultant - Corporate Interaction & Training)

Dr. Satish Pant (Assistant Professor)

Mr. Sathyendra Kumar (Assistant Professor)

REPUBLIC DAY

January 26th, Republic Day in NIAM saw the students and staff in full patriot zeal. Our Honorable Guest and Director General unfurled the national flag, followed by national anthem sung by students. Then after students delivered speeches on the occasion. Our students were in full nationalism fever on the day. The program ended with the speech of DG - NIAM.



STUDENT NEWSLETTER COMMITTEE

BATCH 2018 - 20

Mr. Suraj Kadam

Ms. Gloria T Hans

Mr. Vishal Suryavanshi

Mr. Ritesh Nage

Ms. Manisha Thakur

Ms. Lekha

BATCH 2019 - 21

Mr. Y S Praveen

Ms. Tanoshree Rana

Mr. Shaishav Bharadwaj

Mr. Yajnesh HG

Mr. Urjit M. Thorat

Ms. Tasleem



/ AGROVON



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