



# FARM TO FORK

A QUARTERLY NEWSLETTER OF CCS NIAM,  
PGDM (ABM)



## DG'S MESSAGE

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. CCS 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.



**Sh. P. K. Swain**  
Director General, CCS NIAM  
Additional Secretary, MoA &  
FW, GOI

January 2021— March 2021

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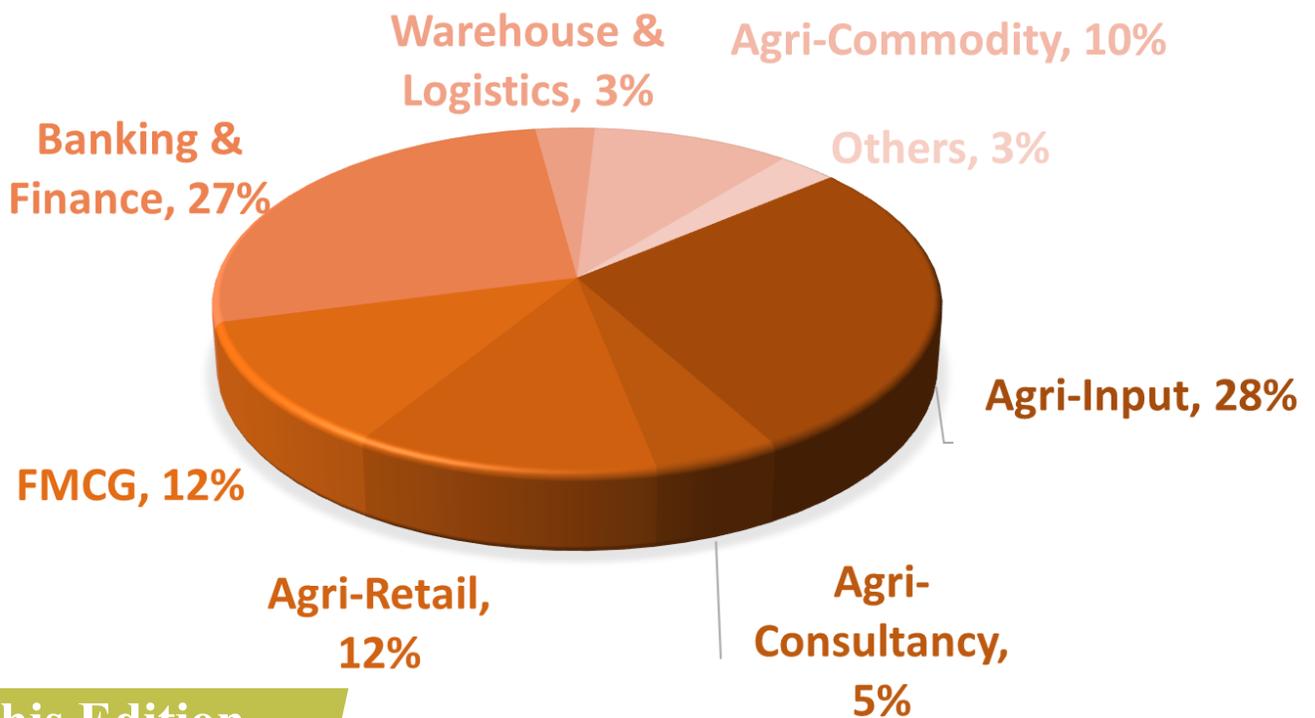
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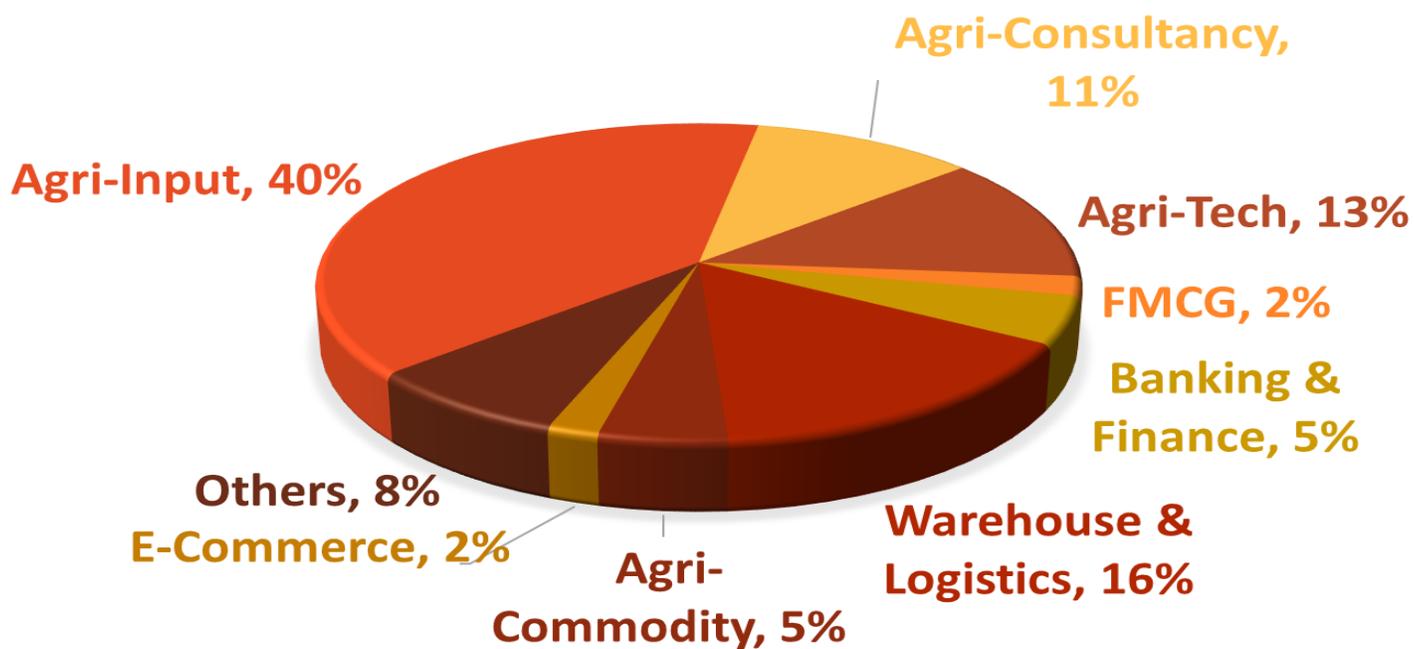
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## In This Edition

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 CCS 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.



## Gratitude Note

Dear CCS NIAM Alumni,

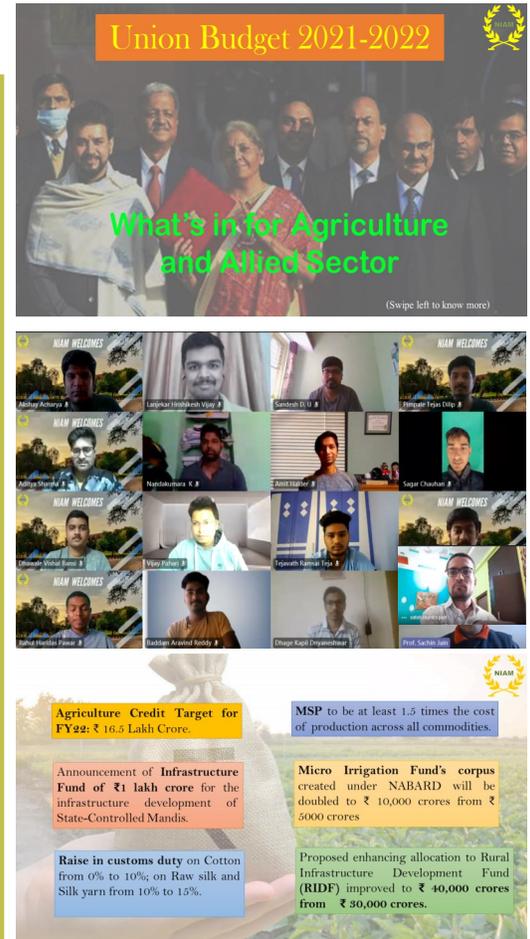
We are happy to announce that, we have achieved 100% paid Summer Internship and Final Placement. 3 Months, 39 Companies, 2 Overseas Placement, highest Package of Rs 17.5 Lakh. This all happens because of your support. We are immensely grateful for your copious support and emboldening us to achieve and enabling us to break records, create newer milestones and invigorate us to incessantly pursue the esteemed legacy of CCS NIAM, even in the unprecedented situation of COVID-19. On behalf of CCS NIAM, I express humble gratitude to the ever-supportive CCS NIAM alumni for your persistent guidance and inspirations over the years and hoping your encouragement in our future endeavors.

(Dr. Shuchi Mathur)

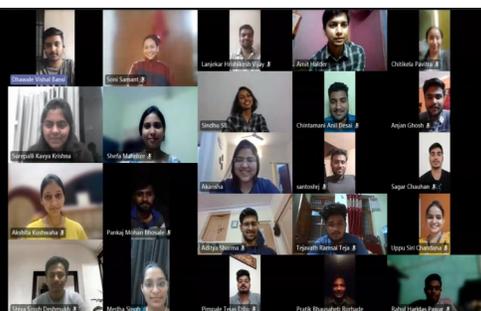
## Panel discussion on Union Budget

Honorable Finance Minister Mrs. Nirmala Sitaraman presented the Union budget 2020-21 in Lok Sabha on 1<sup>st</sup> February 2021. The budget speech has its significance as the previous financial year was affected by the Covid crisis and almost all the sectors in the Indian economy were concerned. The unique feature of the budget was that it was based on the 6 pillars viz. Health & wellbeing, physical & financial capital & infrastructure, inclusive development for aspirational India, reinvigorating human capital, innovation & R&D, minimum government, and minimum governance. CCS NIAM conducted the panel discussion in which 1<sup>st</sup> year students of PGDM (ABM) actively

participated. The discussion was moderated by Dr. Satish Chandra Pant, Assistant Professor. The discussion was mainly focused on the decisions taken regarding the agricultural sector. Some of the important points covered in the discussion were Agriculture Credit Target of Rs. 16.5 Lakh crore for FY22, raise in custom duties on commodities like cotton, raw silk, and silk yarn, the announcement of the integration of 1000 more AP-MCs with e-NAM, etc. After the brainstorming among the students, insights drawn from the budget 2020-21 were that it is laid safely and if implemented properly, will have a long-term positive impact on the Agrarian community.



## Happy Women's Day



Every year on March 8 we unitedly celebrate International Women's day to adore and cherish the success they have achieved till now and simultaneously creating awareness for maintaining gender equality at various stages in our lives.

The theme of 2021 Women Day is "Choose to challenge" which says that a 'challenged world is an alert world and from alertness, change comes into the picture;' which is the vital need of the time. Every year this day ignites the spirit to makes us come closer to the goal of being gender balanced world #Balanceforbetter.

CCS NIAM being a renowned insti-

tute for the diversity they maintain and promote every year, this year also through online mode the entire batch has celebrated Women's day virtually. The boys of both the batch came up with various interesting and exciting activities like a monologue, Shayari, songs with the motive to pay tribute for the constant cooperation they are experiencing from women and celebrating all the achievements of women till now.

The online meet becomes more interesting when all girls are given a chance to express their deep feeling towards the importance of women's day and what changes they feel to make this world a happier place to live more peacefully.

## Republic Day Celebration

Each year 26th January is a day on which every Indian heart fills up with patriotic fervor. To mark the importance of this occasion, NIAM celebrated 72nd Republic Day with great enthusiasm. Students along with Director General, Sh. P.K. Swain, Dr. Ramesh Mittal (Director), Dr. Hema Yadav (Director), Dr. S. R. Singh (Dy. Director), Dr. Shuchi Mathur (Assistant Director), Dr. Satish Chandra Pant (Asst. Professor) unfurled the National Flag. National

Anthem was played which filled everyone with a great sense of pride and patriotism in hearts of everyone present there.



## Plantation Drive

CCS NIAM organized the Plantation drive in which the students of PGDM(ABM) participated actively in the presence of



the faculty and the staff. The event was conducted to embark the new journey of the students of Batch 2019-21. The entire CCS NIAM fraternity participated in the plantation which also helped in encouraging and spreading awareness about planting trees can help to preserve environment at an individual level and rejuvenate the green canopy present in the ambience of CCS NIAM.

Mr. Rajnikant Rai and Mr. Sachin Sharma addressed the insightful session on ITC e-Choupal, beginning with the brief journey of ITC followed by the description of the ITC Agribusiness Division. The esteemed speaker enlightened the students about the dynamics of the e-Choupal system which creates a sustainable digital ecosystem benefitting the stakeholders, via advisory services, providing market linkages and seasonal all-round connect to the farmers, which is a one-stop solution integrator providing diverse services to the farmers. In the end, the questions of the students were addressed providing them with a better understanding of the system and its workings.

## Corporate Speaks



**Mr. Vijay Kumar V.**

**Designation:** Managing Director & CEO, NCDEX

**Topic:** Future of Agribusiness - Road Ahead

We are delighted to share with you all that NIAM, Jaipur had the honor of interacting with our esteemed delegate Mr. Vijay Kumar (MD & CEO, NCDEX) through our Industry Interaction Series 2.

The resource persons for the lecture were - Mr. Vijay Kumar, Mr. Aleen Mukherjee, Mr. Kapil Dev & Mrs. Bhupalini Kodati.

They started the lecture by highlighting the Global Commodity Derivative segment and also talked about major Commodity Exchanges across the globe. They also stressed the potential of The Indian Agriculture Commodity Sector.

The session was very interactive and insightful. Later the session concluded with an engaging doubt solving session, making it highly collective and connective.

## Corporate Speaks



**Mr. Rajnikant Rai**

**Designation:** Divisional Chief Executive- Agribusiness, ITC Limited

**Topic:** Insights of ITC e-Choupal

## Corporate Speaks



**Mr. Sahil  
Chopra**



**Mr. Parth  
Birendra**

**Designation:** Co-founders, Happy Nature

The insightful session is addressed by Mr. Sahil Chopra and Mr. Parth Birendra which focuses on how their startup “Happy Nature” is currently operating and executing at ground level to make lives of humans healthier by supplying freshly extracted milk in pure hygienic condition accompanied with the modern dairy farm equipped services.

The session became more interactive when students start relating it with the existing such startups and questioning the duo panel about the upcoming challenges the milk industry may face and the allied consequences. The entire session was handled very interactively by the co-founder panel by also discussing the opportunities the upcoming youth can fetch up in the booming economy.



## Workshop on Summer Internship preparation

CCS NIAM arranged a workshop for 1<sup>st</sup> Year students of PGDM (ABM) for the Summer Internships preparation. The workshop was conducted by Dr. Anshu Mehta who is a Research scholar from Amity University and alumnus of CCS NIAM. She also has prior work experience in reputed firms like Walmart, Reliance Retail, FAMPL, and Pantaloons. Her area of expertise is Market analysis. Students used this opportunity positively by interacting and getting their doubts cleared from Dr. Mehta. The

key points which were discussed in the workshop were the current analytical tools used for qualitative and quantitative data analysis. She also shared her own experience of collecting the data from the respondents by drafting the questionnaire. The workshop was of great help to the students as it not only provided valuable insights of the current market scenario but also boosted up their confidence to work efficiently as a Summer Intern.



**M**akar 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.

To keep the spirit of festivities, the Cultural Committee of CCS NIAM organized a virtual Makar Sankranti celebration. Beautifully dressed students were asked for their videos & pictures while flying kites. Later these pictures & videos were compiled.

## Makar Sankranti

This tradition of flying kites followed all over the country, is supposed to give healthy exposure in the Sun from early morning & wipe out sickness bought in by winter season. The students also got to share their different culture and values virtually. Thus, even by being physically apart, CCS NIAM celebrated Makar Sankranti like a family and continued to keep the spirit of festivities even during the pandemic by celebrating it with the same fervor this year too.

## Delegatory Visit of Dr. Abhilaksh Likhi

We are delighted to share with you all that CCS NIAM, Jaipur had the honor of interacting with our esteemed delegate Dr. Abhilaksh Likhi, Additional Secretary Ministry of Agriculture and Farmer's welfare. He has visited CCS NIAM and interacted with students. He shared his

vast knowledge and experiences in his journeys to become successful. He also enlightened students with his trials and initial failures in the field. Later he addressed the various queries put forth by the students and cleared all their doubts and thus make the session very interactive.



## A Farewell of Batch 2019-21 "Bella Ciao"

The culmination of the monumental journey of PGDM ABM Batch 2019-21 was held on 26<sup>th</sup> March 2021. Despite the raging pandemic, CCS NIAM bid a farewell to the beloved students. It was an overwhelming experience for the entire fraternity. The gathering was addressed by Dr. P.K. Swain, Dr. Ramesh Mittal, Dr. Hema Yadav, Dr. S. R Singh, and Dr. Shuchi Mathur, and Dr. Satish Chandra Pant

congratulating the students on their achievement of 100% placement carrying forward the legacy of CCS NIAM and wishing them immense success for the future. The students also shared their experiences about the glorious life at NIAM and how it molded their career path in achieving the desired goal followed by a tantalizing performance ending the meeting on a resplendent note.



## THE PRICE HIKE



The citation of the new prices of fertilizers has caused sudden distress among the farming community. The prices of non-urea fertilizers have increased up to 58% i.e., DAP from Rs.1200 to Rs.1900 a bag and NPK to Rs.1500-1800 a bag which indicates a 50% increase in price. The government's intervention in the issue has enabled the previous prices to prevail in the market which is a momentary boon for the farmers. According to the concerned authorities 11.26 lakh tonnes of complex fertilizers will be sold at old rates. However, the costs of other farm inputs are also set to rise owing to the spike in the international prices of raw materials. This increased cost is likely to affect the farmers in the ensuing Kharif season as the MSP does not align with the higher input costs, hence the further decisions of the related authorities will decide the future of the Agriculture Sector of the country.

By-  
**Ms. Suvarna**  
PGDM (ABM)  
Batch 2020-22



## SEAWEED FARMING

Seaweed being the wonder plant in the sea is gaining popularity due to its continual increase in demand as a sustainable agricultural approach and is found to be an excellent source of nutrients and bioactive compounds. Its prime products include Agar, alginate, carrageen which are commercially valuable.

The demand from the industry in India is great but the present production from natural habitats is insufficient to cater to the needs of the industry. This gap can be bridged through mariculture practices for seaweeds by cultivating useful species on a commercial scale.

Seaweeds are an untapped source of income from the seas, which remained unnoticed. However, the local communities, remain oblivious to this treasure in their vicinity but lack of infrastructure, and supporting policies have made its growth momentum slower. The government of India has discerned its importance and the Union budget of 2021-2022 has focused on the budding potential of seaweed farming in transforming the lives of several coastal communities by aiding in generating income and large-scale employment. To promote it fur-

ther, GOI proposed the establishment of Multipurpose Seaweed park in Tamil Nadu. This initiative will help to embellish the nutritious food and economic assets significance altogether.



By-  
**Ms. Srishti Mehrotra**  
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Batch 2020-22



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Mr. Sagar Chauhan

Upcoming events

**SIP Feedback**



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Do check to read fascinating articles written by PGDM students.

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