

डॉ. पी. चन्द्रा शेखरा  
महानिदेशक



**Dr. P. Chandra Shekara**  
Director General

Ref: NIAM/Centre I/2018  
Dated: 11.6.2018

Dear Sir/Madam

**Sub: Launch of Bi Annual Journal by CCS National Institute of Agricultural Marketing –reg.**

Greetings from CCS National Institute of Agricultural Marketing,

CCS National Institute of Agricultural Marketing (CCS NIAM), is an apex level autonomous organization under the Ministry of Agriculture and Farmers Welfare, Govt. of India offering specialized training, research, consultancy and education in the field of Agricultural Marketing and allied fields. More information is available on [www.ccsniam.gov.in](http://www.ccsniam.gov.in).

We are happy to announce that CCS NIAM is launching a Bi Annual Journal covering the Concept, Innovation, Research, Development and Technology related to Agricultural Marketing and Agri-Business Management. The first issue of the journal (July-December, 2018) will be published shortly.

CCS NIAM welcomes articles representing original research in the field of Agricultural Marketing, Agribusiness Management, analytical papers, papers covering new developments, concepts and their application in effective income generation of farmers for publication in CCS NIAM Journal of Agricultural Marketing. The guidelines for writing the research paper are enclosed.

You are requested to kindly circulate this information among the Scientists / faculty of your department and request for contribution of quality research papers for publication in the first issue of journal. The final manuscript as per the enclosing guidelines may be submitted in soft copy to the Dr. Shuchi Mathur, Executive Editor, Journal of Agricultural Marketing, CCS National Institute of Agricultural Marketing, Bambala, Kota Road, Jaipur-302033, Rajasthan, India by email: [jam.ccsniam@gmail.com](mailto:jam.ccsniam@gmail.com).

Thanking you for your co-operation.

Yours sincerely,

**(Dr. P. Chandra Shekara)**  
Director General &  
Editor – In - Chief

# Journal of Agricultural Marketing

## Guidelines for Authors

The Journal of Agricultural Marketing (JAM) is a half-yearly peer reviewed journal published by the CCS National Institute of Agricultural Marketing (CCS NIAM), an organization of the Ministry of Agriculture and Farmers Welfare, Government of India. The Journal disseminates information relating to Agricultural Marketing and practices, research on Agricultural Marketing, efficient organization of technology transfer and other issues concerning agricultural marketing and in area of agribusiness management.

CCS NIAM welcomes articles representing original research in the field of agricultural marketing and in area of agribusiness management, analytical papers, papers covering new developments, concepts and their application in effective income generation work of farmers for publication in its Journal of Agricultural Marketing.

**Communication:** All Communication should be addressed to the Executive Editor, Journal of Agricultural Marketing, CCS National Institute of Agricultural Marketing Bambala, Kota Road, Jaipur-302033 (Rajasthan) , India (email: jam.ccsniam@gmail.com).

**Submission of Manuscript:** Articles may be submitted in Word format (.doc or .docx files) by email to **jam.ccsniam@gmail.com**. The Editorial team will correspond with the main author. The following points may please addressed in the covering letter:

1. The central focus of your article;
2. What is new about your concept / idea?
3. Can your idea / concept be applied and How?

### Preparation of Manuscript

Manuscript may be within 5000 words excluding tables, figures and references. Manuscripts may be prepared in the following order:

- Title page;
- Abstract;
- Keywords;
- Main text;
- Acknowledgements;
- References.

The title page would include the title of the article, name/s of the author/s, their institutional affiliation/s, postal addresses, contact numbers and email addresses. One author should be identified as the corresponding author. The email address of the corresponding author will normally be displayed in the article. Each article should be accompanied with a declaration by all the authors that

- (1) they are authors of the article in the order in which listed; and

(2) the article is original, has not been published and has not been submitted for publication elsewhere.

**Abstract:** The first page of the article should have an abstract of the article in 200-250 words preceding the main text. The abstract should be informative and state the scope of the work, methodology and principal findings.

**Keywords:** 4-6 keywords may be included Authors are requested to organize their articles, into the following sections as far as possible:

- (I) Introduction, Background
- (II) Objectives
- (III) Methodology
- (IV) Results and Discussion,
- (V) Policy Implications and Conclusion.

On receipt of your article, CCSNIAM will acknowledge receipt. After that, the article will be reviewed internally and then sent out for blind peer review.

**Review:** All papers submitted to Journal of Agricultural Marketing are subject to a masked peer review. The criteria for acceptance of articles in the Journal are topicality, originality of the idea, unique argument or insight; clarity of objectives, sound methodology, clear and logical analysis and depth of discussion, appropriate examples, consistent structure and presentation, fairly good English and contribution to knowledge. The Editor reserves the privilege of editing the manuscript, returning it to the author for revision or rejecting any manuscript as unsuitable in topic, style or form with or without requesting external review.

If the author wishes to see the edited copy he/she should make this request at the time of sending the article

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**Spellings:** British spellings may be used.

**Numbers:** Please use figures to express all numbers 10 and above. Words may be used to express numbers lower than 10, and numbers that begin a sentence/title.

**Abbreviations:** A term to be abbreviated must be written out completely the first time followed immediately by its abbreviation in parentheses. Thereafter, the abbreviation may be used.

**Quotations:** Citation of less than 40 words may be incorporated in the text within double quotes. Quotations of 40 words or more should be indented from the text, giving the source of the quotation (author's last name, year and page number/s in parenthesis).

**Tables and Figures:** Tables and figures may be indicated by number (see Table 1), not by placement (see Table below). All figures and tables should be cited in the text.

**Citation of Sources:** When paraphrasing or referring to an idea contained in another work, the author must cite the source in the text. The surname of the author and the year of publication may be inserted at the appropriate point in the text as part of the narrative or in parentheses.

## References

- The list of references at the end of the article should provide complete information to identify and retrieve each source: Author/s, year of publication, title and publishing data. All references cited in the text should be listed alphabetically by surname of the first author and presented in full at the end of the article. Conversely each entry in the reference list must be cited in the text. The reference to other each entry in the reference list must be cited in the text. The reference to other works should be provided in the text using citations written in the author-date method, e.g., (singh, 2015).
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'.....'

is based on my/our original research work and the article has been seen and approved by all the authors. It is also certified that this article has not been submitted simultaneously to any other journal elsewhere for publication or has not been published in part or full under the same or other titles. The paper has not been rejected for publication in other journal.

It also certified that the co-authors agree with the order of authorship.

Signature of Author(s)

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