

VOICE of CCS NIAM

Better Marketing by Every Farmer



December 2020

E - Bulletin

Volume 3, Number 12

About E-Bulletin : Voice of CCS NIAM is a time and cost efficient outreach tool of NIAM on e-platform to connect all its stakeholders namely Policy Makers, Administrators, Academicians, Scientist, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

Plantation in NIAM campus by Sh. P.K. Swain

Sh. P.K. Swain, DG, NIAM & J.S. (Marketing) MoA & FW, GoI, planted a few saplings in the expansive grounds of C.C.S NIAM on December 26th, 2020. Sh. P.K. Swain commemorated the event by highlighting the various activities headed by NIAM to facilitate the marketing of agricultural produce in India. He also briefed about academics and how NIAM is actively involved in the rigorous training of the future agricultural marketing graduates so that they can bring a change to the dismal marketing scenario of India and provide the farmers with solutions to improve it. The event was also broadcasted on the Doordarshan Rajasthan channel.



Team Pioneer, consisting of Mr Deepak Sharma, Ms Divya Mishra, Ms Tarika Sharma from C.C.S NIAM, was one of the 12 teams selected in the national level case study competition organized by Nestlé. The programme was aired live on CNN News on 5th December and it was attended by esteemed jury members and Nestlé.

Advanced Seeds: Transforming Agriculture

A Webinar organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on Innovative Lab to Land Technologies for Indian Agriculture was presided over by Mr. Jagan Babanrao Bhalerao, Senior Scientist and Head of Ellora Natural Seeds Pvt. Ltd. on 8th December, 2020 at 11 a.m. Discussions were held on advanced seed germination technology which involved the availability of good quality seeds and the various scientific and technological interventions related to advancements in production of good seeds and seed germination that could be incorporated in the farming scenario.

Digitisation in Agriculture - Changing the Future

A Webinar organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on Post Harvest Technology Solutions was presided over by Dr. Srishti Batra, Co-founder of Qzense Labs Pvt. Ltd., on 1st December, 2020 at 11 a.m. A detailed discussion took place on the need for digitising fresh food quality and the importance of digitization in food production, with eco-friendly approaches. The need and methods of incorporating relevant technologies were discussed which included innovators, entrepreneurs, researchers from Academic & Research Institutions who exhibited their technology to increase their outreach of digitisation of Fresh Food quality.

Team Pioneer – Semi-finalists in Nestlé Maggi Desh Ke Liye 2 Minute - The Agri Challenge

Agrochemicals: Cultivating ideas and innovations

A Webinar organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on addressing Diverse Requirements of Agriculture through Innovations was presided over by Dr. Prafull Gadge, Director of Biome Technologies on 10th December, 2020 at 11 a.m. Detailed discussions pertained to Challenges and Opportunities in Agrochemicals where deliberations took place on the extensive use of Agrochemicals in modern farming to enhance crop yield, increase plant growth, neutralize the soil, and protect crops against pests. The recent challenges in these sectors including herbicides, insecticides, fungicides, and seed treatment chemicals were addressed to harness the untapped potential in this sector.

Sustainable Aquaculture: Fish Farming at its best

A Webinar organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on Pond Specific Solutions at Farmer Doorstep was presided over by Mr. Shaikh Akbar Ali, Founder and Aquaculture Expert of IFSA (Information and Inputs for Sustainable Aquaculture) on 3rd December, 2020 at 11 a.m. A detailed discussion took place regarding the importance of Pond Health to achieve a balanced ecosystem and the conditions that would help sustain a profitable aquaculture. The discussions pertained to bringing in a higher revenue generation for the farmers and the other stakeholders.



WEBINAR AGENDA
PRESENTATIONS ON AGRICULTURAL TECHNOLOGIES

WEBINAR THEMES
POND SPECIFIC SOLUTIONS AT FARMER DOORSTEP

WEBINAR DATE: 03.12.2020
WEBINAR TIME: 11 AM to 12 NOON - (IST Indian Standard Time)

PROFESSOR: Shaikh Akbar Ali
DESIGNATION & COMPANY: Founder & Aquaculture Expert, IFSA
TOPIC OF DISCUSSION: POND HEALTH & PRODUCTION AND INPUTS FOR SUSTAINABLE AQUACULTURE

CLICK THIS LINK TO JOIN THE WEBINAR
<https://ccsmn.in/online-webinar/9497471Dm3b4d455051f6b55d52809d4f>
Meeting Number: 166 958 0878 & Meeting Password: 12345

Dear Kisanmitr,
We are pleased to invite you to the 40th episode of the web series of presentations on Agriculture Technologies by technology developers across the Indian Research Institutes and their incubated start-ups. These have been generated under an umbrella by the office of the Principal Scientific Advisor. The presentations are being made on a demand from the members (industry and incubated) to evaluate the technologies, and for the supply-side members to increase their outreach and learn from their peers. We welcome you to include your network as members freely and be a part of this movement known as "KISANMITR".

For more information, please call us at:
TOLL FREE NUMBER: 1800 258 2010

Thank you and Regards,
Team KISANMITR

Digitising Healthcare: Revolutionising Livestock - A new perspective

A Webinar organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on Delivering Health Care Services via Remote Technologies was presided over by Mr. Nitish Gaurav, Founder and Managing Director of GenFlow AI, on 15th December, 2020 at 11 a.m. A detailed discussion took place on Digitizing Livestock Health Care. Digital advancements have become the latest buzzword in livestock farming and the traditional health and welfare strategies used by farmers are getting a digital makeover. Technological interventions are providing 'smart' solutions thereby enabling farmers to enhance their operations across the livestock health and welfare.



WEBINAR AGENDA
PRESENTATIONS ON AGRICULTURE TECHNOLOGIES

WEBINAR THEMES
DELIVERING HEALTH CARE SERVICES VIA REMOTE TECHNOLOGIES

WEBINAR DATE: 15.12.2020
WEBINAR TIME: 11 AM to 12:00 Noon IST

PROFESSOR: Nitish Gaurav
DESIGNATION & COMPANY: Founder & Managing Director, GenFlow AI
TOPIC OF DISCUSSION: DIGITIZING LIVESTOCK HEALTH CARE

CLICK THIS LINK TO JOIN THE WEBINAR
<https://ccsmn.in/online-webinar/9497471Dm3b4d455051f6b55d52809d4f>
Meeting Number: 166 958 0878 & Meeting Password: 12345

Dear Kisanmitr,
We are pleased to invite you to a series of presentations on Agriculture Technologies by technology developers across the Indian Research Institutes and their incubated start-ups. These have been generated under an umbrella by the office of the Principal Scientific Advisor. The presentations are being made on a demand from the members (industry and incubated) to evaluate the technologies, and for the supply-side members to increase their outreach and learn from their peers. We welcome you to include your network as members freely and be a part of this movement known as "KISANMITR".

For more information, please call us at:
TOLL FREE NUMBER: 1800 258 2010

Thank you and Regards,
Team KISANMITR

Training of PPP Centre on Innovation and IPR

"To create success, one must challenge the present" – Roberto Goizueta (Ex-CEO of Coca-Cola)

C.C.S. NIAM, Jaipur, organized a training programme of Public-Private Partnership centre on Innovation and IPR on 23rd December 2020. The training consisted of two sessions by Mr Akshay Singh Ranawat on "Introduction to IPR" and Mr Nayan Rawal, on "Innovation and IPR" and was attended by management students from Vivekananda Global University, Jaipur. Intellectual Properties Rights are exclusive rights given to humans over their creations. IP should be factored by organization in their business strategy as a majority of the market value is derived from the intangible assets. In today's knowledge economy, a strong IPR system can help economies on the path of growth and prosperity.

Agri tech: The future

A Webinar themed "Agritech" organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing, Jaipur on 17th December, 2020 at 11 a.m. has prominent speaker from Vgrow Neos LLP, CCU-GCEC Incubation Centre, Mrs. Richa Gadia, Mr. Parash Gupta and Mr. Tushar Saini. A detailed discussion took place on importance and need of Agri tech in the present agriculture ecosystem primarily focussed on application of Blockchain and QR Code in Agriculture produce. It's a golden opportunity with smart farming innovation and sustainable solution.



WEBINAR AGENDA
PRESENTATIONS ON AGRICULTURE TECHNOLOGIES

WEBINAR THEMES
AGRI TECH

WEBINAR DATE: 17.12.2020
WEBINAR TIME: 11 AM to 12:00 Noon IST

PROFESSOR: Richa Gadia, Parash Gupta, Tushar Saini
DESIGNATION & COMPANY: Vgrow Neos LLP, CCU-GCEC Incubation Centre
TOPIC OF DISCUSSION: AGRITECH

CLICK THIS LINK TO JOIN THE WEBINAR
<https://ccsmn.in/online-webinar/9497471Dm3b4d455051f6b55d52809d4f>
Meeting Number: 166 958 0878 & Meeting Password: 12345

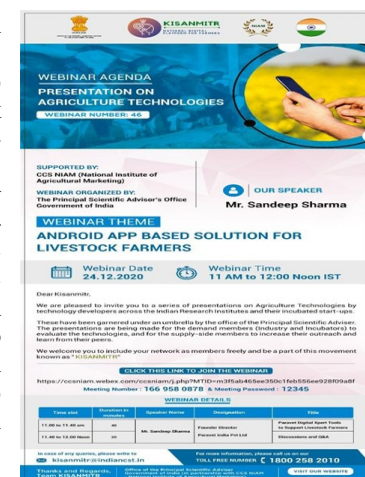
Dear Kisanmitr,
We are pleased to invite you to a series of presentations on Agriculture Technologies by technology developers across the Indian Research Institutes and their incubated start-ups. These have been generated under an umbrella by the office of the Principal Scientific Advisor. The presentations are being made on a demand from the members (industry and incubated) to evaluate the technologies, and for the supply-side members to increase their outreach and learn from their peers. We welcome you to include your network as members freely and be a part of this movement known as "KISANMITR".

For more information, please call us at:
TOLL FREE NUMBER: 1800 258 2010

Thank you and Regards,
Team KISANMITR

Revolutionising Livestock: Paravet Digital Xpert Tools

Mr Sandeep Sharma, Founder and Director of Paravet India Pvt. Ltd. led the webinar on Android App Based Solution for Livestock Farmers organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on 24th December, 2020 at 11 a.m. A detailed discussion took place on Paravet Digital Xpert Tools to Support Livestock Farmers and how it can help the domain to reach the full potential which seems very high.



WEBINAR AGENDA
PRESENTATIONS ON AGRICULTURE TECHNOLOGIES

WEBINAR THEMES
ANDROID APP BASED SOLUTION FOR LIVESTOCK FARMERS

WEBINAR DATE: 24.12.2020
WEBINAR TIME: 11 AM to 12:00 Noon IST

PROFESSOR: Sandeep Sharma
DESIGNATION & COMPANY: Founder & Director, Paravet India Pvt. Ltd.
TOPIC OF DISCUSSION: ANDROID APP BASED SOLUTION FOR LIVESTOCK FARMERS

CLICK THIS LINK TO JOIN THE WEBINAR
<https://ccsmn.in/online-webinar/9497471Dm3b4d455051f6b55d52809d4f>
Meeting Number: 166 958 0878 & Meeting Password: 12345

Dear Kisanmitr,
We are pleased to invite you to a series of presentations on Agriculture Technologies by technology developers across the Indian Research Institutes and their incubated start-ups. These have been generated under an umbrella by the office of the Principal Scientific Advisor. The presentations are being made on a demand from the members (industry and incubated) to evaluate the technologies, and for the supply-side members to increase their outreach and learn from their peers. We welcome you to include your network as members freely and be a part of this movement known as "KISANMITR".

For more information, please call us at:
TOLL FREE NUMBER: 1800 258 2010

Thank you and Regards,
Team KISANMITR

Efficient Management Of Dairy Farms

Mr. Gaurav Sharma, Founder and Director of Better Milk Pvt. Ltd led the webinar on Dairy Management System organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on 31st December, 2020 at 11 a.m. A detailed discussion took place on efficient management of dairy farms. Elaborated a practical, farm orientated, globally achievable methods to good dairy farming practices for dairy farmers, covering key aspects of dairy farm management and safety measures.



WEBINAR AGENDA
PRESENTATIONS ON AGRICULTURE TECHNOLOGIES

WEBINAR THEMES
DAIRY MANAGEMENT SYSTEM

WEBINAR DATE: 31.12.2020
WEBINAR TIME: 11 AM to 12:00 Noon IST

PROFESSOR: Gaurav Sharma
DESIGNATION & COMPANY: Founder & Director, Better Milk Pvt. Ltd.
TOPIC OF DISCUSSION: DAIRY MANAGEMENT SYSTEM

CLICK THIS LINK TO JOIN THE WEBINAR
<https://ccsmn.in/online-webinar/9497471Dm3b4d455051f6b55d52809d4f>
Meeting Number: 166 958 0878 & Meeting Password: 12345

Dear Kisanmitr,
We are pleased to invite you to a series of presentations on Agriculture Technologies by technology developers across the Indian Research Institutes and their incubated start-ups. These have been generated under an umbrella by the office of the Principal Scientific Advisor. The presentations are being made on a demand from the members (industry and incubated) to evaluate the technologies, and for the supply-side members to increase their outreach and learn from their peers. We welcome you to include your network as members freely and be a part of this movement known as "KISANMITR".

For more information, please call us at:
TOLL FREE NUMBER: 1800 258 2010

Thank you and Regards,
Team KISANMITR

Innovation-Powered Startups



जयपुर। राष्ट्रीय कृषि विपणन संस्थान की ओर से स्टार्टअप्स को 2 माह की ट्रेनिंग दी गई। इसके सीआईसी कमेटी की मॉनिटिंग का ऑनलाइन आयोजन किया। इसमें 34 प्रतिभागियों ने प्रेजेंटेशन दिया। इसमें स्टार्टअप्स ने एआई के साथ ताजा खाद्य आपूर्ति को बेहतर मुखला बदलना, फाम लेवर, एरिका लीफ प्लेट्स का निर्माण, बोरवेल मॉनिटरिंग के लिए मोबाइल एप, अनुकूलित कृषि सलाहकार के लिए आईओटी डिवाइस के आइडियाज पेश किए। इस दौरान आरखेजीवाई टीम ने 6 माह के न्यूज लेटर का प्रकाशन भी जारी किया। इस दौरान संस्थान के महानिदेशक एवं कृषि मंत्रालय के सचिव सचिव पीके स्वैन, निदेशक डॉ. रमेश मित्तल, कार्यकारी अधिकारी मनोज अग्रवाल, फिक्की के प्रधान अतुल शर्मा, पंत कृषि भवन के उप निदेशक केसर सिंह, सरी के उप निदेशक रणवीर सिंह, डीएससी एंड एफडब्ल्यू के निदेशक आनंद कृष्णन और आरखेजीवाई के उपाध्यक्ष रवि माधुर मौजूद रहे।

NABI Patrika



A Half-yearly Newsletter called NABI Patrika was released by the Honourable Joint Secretary & Director General of NIAM, Sh. P.K. Swain on 25th December 2020.

Agripreneurship Orientation Programme



& Director General of NIAM, Sh. P.K. Swain on 25th December 2020.

Modern Retail Overview

Mr. Avinash Tripathi, Vice President, Concept Head-Premium Grocery of Reliance Retail interacted with the students of NIAM through a guest lecture that was held on 11th De-



The start-up presentation was held in front of the Incubation Committee (CIC) of the Centre of Excellence on 25th December 2020. Some of the creative ideas

discussed before the committee were innovations such as Areca leaf plates, Borewell Monitoring Android app, IoT device use which are aimed at bridging the gaps in the current agricultural structure of the country.

Foldable Bulk Grain Storage System

A Webinar organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on New Generation Bulk Agriculture and Horticulture Products Storage Technology was presided over by Mr. Ravindra Dekate, director, BMH Transmotion India Private Limited. 22nd December, 2020 at 11 a.m. A detailed discussion took place on Foldable Bulk Grain Storage Technology, an innovation in bulk material handling & mineral processing. It is built to store bulk grains at a desired location, with taking up less space and as quick as possible reducing the problems with traditional silos and other storage.

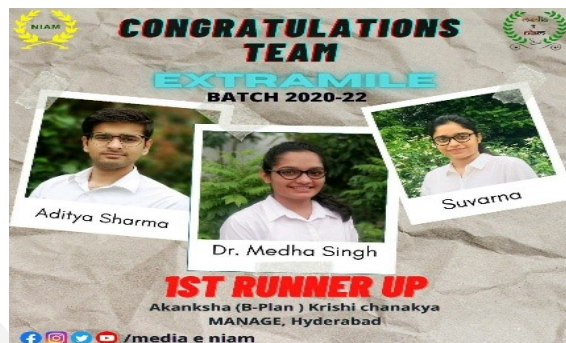


Innovative and Healthy Millet Products : Offering nutritional security

Mr. Mohit Kumar Jakhar, Director of Swasth Pariwar Biotech Hisar, Haryana demonstrated Millet Based Technology in the webinar organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on 29th December, 2020 at 11 a.m. A detailed discussion took place on Innovative Millet and Healthy Nutrition Products. The importance of nutrition as a foundation for healthy development is underestimated. Now-a-days people are very conscious about their healthy living practices to overcome metabolic disorders and life style diseases. This will go a long way in millet promotion in the country, given its potential for offering nutritional security.



Team Extramile – 1st Runner-Up in B-Plan competition of MANAGE, Hyderabad



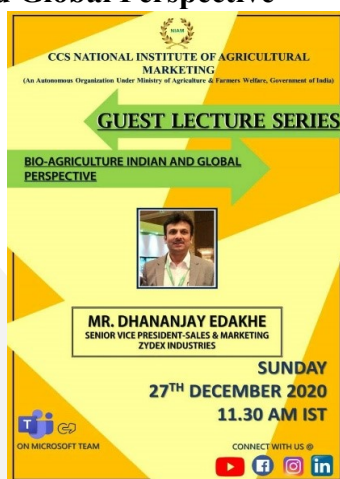
Team Extramile, comprising of Mr Aditya Sharma, Dr Medha Singh, and Ms Suvarna, from C.C.S NIAM, was one of the 10 teams selected for the

final round in the Akanksha (B-Plan) competition of Krishi Chanakya, organized by MANAGE, Hyderabad. Our team wowed the esteemed jury members, Mr Akhil Srivastava (AB InBev) and Mr Swapnil Patange (Arya Collateral), with their innovative B-Plan idea, and bagged the second prize.

Bio-Agriculture – Indian and Global Perspective

The ultimate goal of farming is not the growing of crops, but the cultivation and perception of a human being – Masanobu Fukuoka

Mr Dhananjay Edakhe, Senior Vice President, Sales and Marketing, ZYDEX Industries, gave a guest lecture on Bio-Agriculture. Bio-Agriculture aims at attaining a balance between the physical, chemical nutrients and biological facets of the soil aided by improved organic carbon content, which allows for a more holistic control over the growing environment of plants. Mr Edakhe also briefed about the paramount challenges that impact Agriculture and the way forward to overcome them.



E-BULLETIN CIRCULATION

Mr. Mayur Verma
Dr. Yogesh Sharma

VOICE OF NIAM COMMITTEE

Ms. Akanksha	Ms. Amrutha Janardhanan
Mr. Rahul Haridas Pawar	Mr. Subham Paul
Mr. Nilay Kumar	Ms. Rhea Ditto Panakkal

Case Study Challenge for PG Group



A case study challenge was organized by C.C.S NIAM for the PGDM (ABM) batch of 2020-21. The event was attended by a host of esteemed jury from NIAM and corporates. A total of four teams participated in the challenge. This event helped the students sharpen their analytical skills to understand the case study and come up with relevant solutions. It also provided them with a platform to improve their presentation skills, as no case study solution is complete without a powerful presentation to assist it.

Agriculture – The Past, Present, and Future

Mr Sameer Tandon, Regional Director India UPL LTD., took us through a journey of the past, present, and future trends in Agriculture and how UPL LTD. is successfully identifying and implementing the opportunities to strengthen the Agri-input sector of India. Agriculture in the past introduced the Green Revolution in India, but the benefits of this revolution have slowly been on the decline, which is why present agriculture is focused on an integrated approach that discourages the blatant overutilization of the natural resources. Sustainable Agriculture with a good agricultural support system, along with the inclusion of technology to increase efficiency, will be the answer to solve the growing agricultural challenges plaguing India.



CHAIR PERSON

Shri. P. K. Swain
Director General - C.C.S NIAM & J.S. (Marketing) MoA & FW, GOI

EDITOR IN CHIEF

Dr. S.R.Singh,
Deputy Director

EXECUTIVE EDITOR

Dr. Shuchi Mathur,
Assistant Director

Contact us :

CCS National Institute of Agricultural Marketing

(An Autonomous Organization of Ministry of Agriculture and Farmers' Welfare, Govt. of India)

Bambala, Kota Road, Jaipur-302033, Rajasthan

Ph. 0141-2770027, Fax: 0141-2771938, 2770027

Email: dgccsniam@gmail.com Web: www.ccsniam.gov.in