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, Scientists, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

Standing committee on Academics for Farmer Centric Programmes

4th meeting on Standing committee on Academics of CCS NIAM was held successfully on 20th May, 2019. The meeting was chaired by Dr. P Chandra Shekara, Director General CCS NIAM and attended by Dr. Saral Kumar Velayudan, Professor IIM Kozhicode, Dr. Amar KJR Nayak, Professor XIMB Bhubaneswar, Dr. Naliniprava Tripathi, Professor IIM Shilong and faculty member of CCS NIAM. Director General expressed his gratitude to all the members for their participation and commitment for development of CCS NIAM. Director General of CCS NIAM made a detailed presentation of activities carried out during 2018-19 and academic activities proposed for 2019-20. Members appreciated introduction of several innovative academic activities during 2018-19 at CCS NIAM such as Krishi Gyan Deep Knowledge Lecture Series, Research Internship Programme, Facilitator Development Programme and programme focused on North Eastern states.

Meeting of Standing Committee on Academics of CCS NIAM

Members of Standing Committee appreciated the partnership approach adopted by CCS NIAM for reaching large number of stakeholders through partner organizations and facilitators. They also expressed full support for strengthening quality based, farmer centric programmes.
NIAM as an Institution partner of Confederation of Indian Industry has organized an Innovative Farmers Meet in Abhor, Punjab on 28th May, 2019. Mr. Nitin Lahoti, Manager Innovation participated in the programme and deliver a session on “Importance of Agricultural Marketing and Emerging trends in Agri Business Incubation”.

Outreach Programme at NABI

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Hands on Training at NABI (NIAM Agri-Business Incubator)

In order to gain hands on exposure, NABI has organized a field visit for its first batch of agripreneurship orientation programme from 11th to 21st May 2019. During the visit participants were exposed to various agri-industries and companies to gain business insights and business operations. The aim of the visit was to provide better understanding of technical and managerial skills.

NABI at Atal Incubation Centre

A visit to Atal Incubation Centre at Banasthali Vidyapeeth was organized by NABI-NIAM for participants of first agripreneurship orientation programme. During the programme, Mr. Abhishek Pareek, COO-Atal Incubation Centre-Banasthali Vidyapeeth delivered a session on “startup ecosystem in India”. He explained the importance of startups and how to take up startup as a career opportunity. Another session was delivered by Dr. D. V. Singh Senior Scientist and Head Krishi Vigyan Kendra Banasthali. He clarified the practical difficulties faced by the agripreneurs with his vast experience in the agricultural sector. The agripreneurs were exposed to organic farming, Vermicompost, drip irrigation technology, horticulture and food processing through a visit to Krishi Vigyan Kendra Banasthali.

Agripreneurs Participation in International conference

Mr. Nikhil Bhende, participant of Agripreneurship Orientation Programme at NABI, has presented a paper on Multilayer seeding machines for seeding and fertilizing in the international conference conducted by MNIT and the paper is been published in the journal.
Webinar at CCS NIAM

NIAM Agri-Business Incubator (NABI), CCS NIAM, Jaipur has organized a Webinar for the Nodal Officers/ Project In-charge as assigned under respective R-ABIs. The Webinar was chaired by the Director, NIAM & Chairman NABI (Dr. Ramesh Mittal). Aim of the webinar was to facilitate R-ABIs in smooth implementation and execution of RKVY-RAFTAAR Scheme. NIAM Agri-Business Incubator (NABI) is providing handholding and incubation support to RKVY-RAFTAAR Agri-Business Incubators (R-ABIs) situated in four states in the country namely National Rice Research Institute, Cuttack, Odisha; Sri Karan Narendra Agriculture University, Jobner, Rajasthan; Indian Institute of Technology Kharagpur, West Bengal and Bihar Agriculture University, Sabor, Bhaglpur, Bihar.

Valedictory of first Agripreneurship Orientation Programme

On 29th May 2019, the Valedictory Ceremony of first Agripreneurship Orientation Programme was organized. Dr. P. Chandra Shekara, Director General, CCS NIAM was the Chief Guest for the programme. The programme highlighted the two months journey of the agripreneurs through a short movie followed by the sharing of the experience by the agripreneurs. The key note address was given by the chief Guest and special address was given by Dr. Ramesh Mittal Chairman, NABI. Total 17 participants from seven states have participated in the programme. The programme ended with vote of thanks by Mr.Manoj Agrawal COO NABI. At the end of the programme an exhibition was also arranged for the agripreneurs to display their innovative products.

Faculty visit to Agribusiness Companies

In order to ensure monitoring of PG students progress during Summer Internship Project, faculty members of CCS NIAM visited various companies to review students performance and learning. During the visit, healthy discussion took place regarding placement of students, collaboration with NIAM and guest lecture opportunities. Faculty have collected the feedback of interns, their performance and suggestions from company officials to bridge the gap between academic and industry.
Admissions at PGDM (ABM) CCS NIAM

Process of Admission of PGDM (ABM) batch 2019-21 was successfully completed. Out of several applications, 325 candidates were invited for Group Discussion and Personal Interview. Final selections were made based on their academic performance at UG level, CAT or CMAT Score and their performance during Group Discussion and Personal Interview. Merit list of students has been placed in the website.

Research Internship at CCS NIAM

A Research Internship project has been completed by Ms. Bhavya, A. P. a Ph. D scholar of University of Agricultural Sciences, Bengaluru, Karnataka under the guidance of Dr. S. R. Singh, Dy. Director CCS NIAM on the project titled “Linking Farmers to Function Hall: An Agricultural Marketing Perspective.” The study was conducted in Arsikere taluk, Hassan district, Karnataka state. The result of the study reveals that if farmers are linked directly with the function hall, there marginal cost can be saved and also there is an opportunity to increase the producer’s share in consumer rupee. It is also recommended that the government should encourage both the parties involved viz. caterers and the farmers by creating facilities to strengthen the direct linkage.

Feedback from Reader

I have received two issues of the voice of NIAM Feb and March 2019. These issues are very informative and give fair ideas about the activities in NIAM. NIAM is a very vibrant institute and played a very pivotal role in Agricultural Marketing. I appreciate the hard work of the Editorial team- Dr. K.P. Wasnik, Additional Commissioner (Extension), DAC&F, GoI