VOICE of CCS NIAM  
Better Marketing by Every Farmer

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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 partner on all issues related to Agricultural Marketing ultimately benefiting the farmers.

On Cooperative Marketing System

"Cooperatives marketing system in agriculture emphasize on excellent quality management, technologies upgradation, cost minimization measures, professionalization with strong financing resources for viability and sustainability of farmers."

On Marketing Reforms

"A market is a place, where a produce is transacted and price per unit is determined, resulting in the total value that a farmer-producer fetches. Since value returns impinge upon a farmer’s income, agricultural markets and marketing efficiency become critical. In the light of the Government's vision to double farmers’ income by 2022, it entails an urgent need to revisit the existing market structure of the country and bring in a more competitive marketing environment."

On Electronic National Agriculture Market (e-NAM)

"The Electronic National Agricultural Marketing (e-NAM) will also facilitate the emergence of integrated value chains in major agricultural commodities across the country and help to promote scientific storage and movement of agri-commodities."

On CCS NIAM Strengthening Agricultural Marketing

NIAM has been focusing on marketing needs of the country and the institution is setting market driven agenda to generate concepts, programmes and pathways for profitable marketing by reaching to millions of farmers in India. The Institution has an important responsibility in policy and operationalization national programmes like E NAM, upgrading 22,000 rural markets, utilizing ICT for outreach, developing skills for warehouses and management of Agri infrastructure and other schemes of Ministry of Agriculture and farmer's welfare. It an opportune time for expansion and reach out through the network of Agriculture Institutions, professionals and build inter-institutional linkages. Effective exchange of knowledge and information will be reinforced by collaborative interaction, cross learning by inviting experts to NIAM both from private and public entities. CCS NIAM forges ahead with focused programmes, collaboration, innovations and exchange of ideas only to benefit the "last Mile farmers."

Chaudhary Charan Singh  
National Institute of Agricultural Marketing  
A Government of India autonomous organization under Ministry of Agriculture and Farmers Welfare
On devising alternative Marketing Channels

Government policies and interventions in India are the driving force to bring inclusivity of small and marginal farmers in main forum of agriculture processing and agribusiness. In India, out of 121 million agricultural holdings, 99 million are with small and marginal farmers the challenge is to link small and marginal farmers to markets.

The recent focus of Govt Policies has been towards Doubling Farmers Income which focuses on interventions that will transform the way the existing production can realize the maximum value for farmers. To enable this farmers access to markets by giving choice and range of markets to sell needs to be expanded. This effort has to go hand in hand by devising alternate channels for greater selling choice and to increase selling volume,

CCS NIAM is working with States and outreaching to grass root level with capacity building programmes so that the benefits of the schemes percolate to the small producers.

On Agripreneurship Development

Agri entrepreneurship is transforming agribusiness in India. It is bringing opportunities in sectors entrepreneurial intervention are food processing and packaging, preservation of seasonal fruits and vegetables, seed processing, floriculture, custom hiring mechanism. With a new impetus on startups the agri sector is infused with technological innovations and is bringing change for the benefit of farmers and consumers.

With systematic interventions in organizing management development programmes for officers of Rubber Board, CCS NIAM has inculcated Entrepreneurship through product development and value addition. With the growing needs for such programmes, NIAM is reaching out to other sectors for unleashing entrepreneurship and innovations.

On Skilling in Agriculture

Indian economy is an agrarian economy and plays an important role in providing livelihood for more than 65% population of the country. Technology interventions can play an important role in increasing the production of agricultural crops. Today’s knowledge-driven economy demands that workers have advanced and specialized skills in agriculture and agricultural marketing otherwise desired results cannot be achieved. Skills and knowledge are the driving factor helps in increasing the confidence of workforce push them to handle the task efficiently. To meet the increasing demands of skilled and trained manpower in the country not only in agriculture but also in the other sectors, Government of India has set up a new ministry called as Ministry of Skill Development and Entrepreneurship. There are lot of opportunities for skilling for agriculture, horticulture, agribusiness and export, dairy sector, food processing, backyard poultry and others. During this year CCS NIAM has conducted two training programs on skill development for the job role of “Warehouse Workers” and “Supply Chain Field Assistant”.

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On Farmer Producer Organization

The concept behind farmer producer organization is farmers can form groups and register themselves under the Indian Companies Act. Since small farmers often find it difficult to access markets on their own, aggregating farmers into farmer producer organization will help and enable them to get improved market access and better bargaining capacity.

The FPOs are focusing on socio economic development of farmers through productivity improvement, cost reduction, efficient aggregation, processing for value addition, better by-product utilization and efficient marketing of the produce. FPO also aims in providing a fair, steady and reasonable income to farmers by organizing the unorganized crop production through farmer collectives. True empowerment happens only when farmers are involved in all stages of value addition supply chain, such as, production, aggregation, processing, marketing, distribution and sales.

CCS NIAM is working with Farmer Producer Organizations at grass root level and organizing various capacity building programs to strengthen FPOs and helps in building better ecosystem.

On Agribusiness Management Education

Agriculture in India has moved from being a way of life and subsistence to a business enterprise. The agricultural eco-system is undergoing a change from national to global, state control give way to free market economy, production systems are led by markets, consolidation and aggregation of farm produce is seen as a point of advantage for farmers, outdated extension practices are being replaced by internet and technology based media, value chain realization is in major focus as compared to production and productivity, know-how and tech-how benefits are leveraged through multiple stakeholders, public-private partnership are forged and precision farming & innovation for production and marketing are supported by policy framework.

Given this visible change from agriculture to agribusiness and making this paradigm shift a reality, it is critical that the trained manpower is pushed in the agricultural eco-system. To realize this intent agribusiness management education is introduced in many State Agricultural Universities and other public and private educational institutions. Such trained manpower is distinguished with their techno-managerial competence.

CCS NIAM, Jaipur has taken upon itself the mandate of training young minds as agribusiness managers through its two year’s Post Graduate Diploma in Management (Agribusiness Management) which is approved by AICTE. More than Seven hundred trained professionals passed out from CCS NIAM professionals are currently serving the Indian Agribusiness and Food Industry.
On offline support to online transaction

The electronic trading portal for national agricultural market is an attempt to use modern technology for transforming the system of agricultural marketing. The key stakeholders of NAM are mandis, farmers, traders, buyers, processors & Exporters. The online National Agricultural Market can become a game changer only if it sorts out some critical offline challenges. The success of e-NAM in improving competitiveness and integrating pan-India markets will require assaying facilities created at various markets levels. The infrastructure available for NAM at local markets varies from state to state. Reasons for slow progress of e-NAM can be attributed to that State agricultural departments are finding it difficult to convince all stakeholders — farmers, traders and commission agents — to move to the online platform. While traders fear the taxman, farmers fear lower prices if the produce is assayed. Also lack of technical expertise at the State Agricultural Departments has also delayed the setting up of grading/assaying facilities.

On food security

The ever increasing population growth that reached at 7 billion milestones in 2011 creates a massive strain on the global food supply. Emerging markets contributes a major share out of this growth. Agricultural supply chain is a complex entity that serves various functions. It includes institutional arrangements that link producers, processors, marketers, distributors and consumers. It is most powerful competitive tool in today’s globalized business economy. For agricultural products, development of successful supply chain projects reduces not only the transactional cost but also the institutional barriers that decouple individual links in traditional distribution channels. It allows participants to capture substantial value addition as leverage point for economic growth and poverty alleviation as Food Security is now a fundamental right of people. Factors ranging from food wastage owing to inadequate storage and transportation infrastructure, volatility in commodity and food prices due to imbalances in demand and supply contribute to food insecurity. We believe the challenge of food security can be addressed by fostering partnerships between public and private sectors, encouraging agri infrastructure and building efficient agri supply chain.

On ICT for Farm to Fork Solution

Digital technology is a major driver of development of agriculture and agri business. The capabilities of local entrepreneurs, start-ups and businesses to provide services such as technical assistance and finance are growing significantly due to greater access to mobile and internet technology. As such digital solutions are likely to make a huge contribution to addressing local concerns, connecting people in remote areas and to reaching greater numbers of people than more traditional development initiatives. The Indian agribusiness sector stands to greatly benefit from the numerous innovative digital technologies across farm, post farm, processing, market and logistics that have emerged in the recent past. A range of service providers on the Farming-as-a-service (FaaS) model are leveraging digital technology to provide innovative farm-to-fork solutions to farmers and agri businesses. Drones and other such monitoring technologies are being developed with the objective of creating an integrated hyper local farm data collection and crop analytics platform to increased pre-harvest efficacy.
Activities @ NIAM

- Topper's Award for Batch (2016-18)
  Dr. Swati Karki

- Topper's Award for 1st year Batch (2017-19)
  Ms. Shailja Talwar

- Best Bahumukhi Pratibha Award for Batch (2016-18)
  Himanshu Kothari

- 2nd Best Bahumukhi Pratibha Award for Batch (2016-18)
  Amaresh Gouda

- Kisan Kalyan Karyashala Organized at CCS NIAM on 2 May 2018

- Director General Discussion with CEOs of FPOs from Uttarakhand
CCS NIAM Value
yours feedback and ideas on reforming Agricultural Marketing

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