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.

Expert Talk on “Recent Development in Regulation of Agri-Warehousing”

Dr. B B Pattanayak, Chairman, WDRA delivered a Guest Lecture on “Recent Development in Regulation of Agri-Warehousing in India”. He discussed the status of storage and warehousing, its challenges and role of WDRA to facilitate the scientific storage practices among stakeholders for minimization of post harvest losses and wastages. He also emphasized the benefit of pledge loan through Negotiable Warehouse Receipt (NWR) for to facilitate credit support. NWR has a capacity to provide easy access to credit against farmers’ produce. Further more, recent development in Agri-warehousing such as link with future trading, assaying facility for quality assurance, price stabilization, Warehousing (Development and Regulation) Registration of Warehouses Rules, 2017, Electronic NWR etc. were discussed during the session.

Study cum Interface Meeting with South African Delegation

A two days Study cum Interface meeting with delegates from South Africa was held at CCS NIAM on 23rd April, 2019. The delegation was headed by Mr. Mkhululi Mankazana, Deputy Director General, Economic Development Trade and Marketing, South Africa. Director General CCS NIAM chaired the meeting. The discussion focused on the areas for collaboration between CCS National Institute of Agricultural Marketing (NIAM) and National Agricultural Marketing Council, South Africa (NAMC). Faculty member of CCS NIAM, Executives of RKVY, CEO of NAMC and Asst. Director, International Relations, South Africa were present during the discussion. Various potential areas such as Institutional mechanism for cooperation, compilation of good practices in Agricultural Marketing and policies, Networking of FPOs, Study cum exposure visit of FPC Representatives, virtual mentorship of Agri-Startups etc. were discussed in detail. During their visit to CCS NIAM an exposure visit was also organized at eNAM APMC Market (Mandavari Mandi) to show them successful implementation of electronic National Agriculture Market in India. Both the teams together worked out areas of common interest at the end of the visit.
Visit of South African Delegation to eNAM Market-Mandawari, Rajasthan

South African delegation visited eNAM Market (Mandawari Mandi) on its second day of programme. The visit was organised by NIAM faculty and eNAM State coordinator, Rajasthan. During the visit delegation was exposed to the operations in the eNAM Market such as e-Auction, Assaying of produce, online bid etc. A live demo was shown to make them understand the real time process, auction and bidding. Several issues related to the functioning of eNAM platform, payment, weightment, assaying, online bid, transparency etc. were explored by NIAM Faculty, Secretary Mandi and eNAM Coordinator on the spot.

Agripreneurship Orientation Program

Under RKVY-RAFTAAR first “Agripreneurship Orientation Program” was inaugurated at CCS NIAM by Dr. P. Chandra Shekara, Director General CCS NIAM. All the NIAM faculty, Staff, Team members of NABI and 17 selected Agripreneurs were present during the programme. Agripreneurs were selected from different states after a rigorous screening. The aim of the programme is to build capacity in terms of business orientation, entrepreneurship development, managerial skills, decision making, generation of business ideas etc. in the process of nurturing Agri Entrepreneurs.

Webinar for RKVY-RAFTAAR Agri-Business Incubators (R-ABIs)

A Webinar on “Implementation of RKVY Scheme” was organized by NIAM Agri-Business Incubator (NABI) for Nodal Officers/ Project Incharge of respective R-ABIs (RAFTAAR Agri Business Incubators). The Webinar was chaired by Dr. P. Chandra Shekara, Director General CCS NIAM along with Dr. Ramesh Mittal, Director CCS NIAM & Chairman NABI. The aim of the webinar was to facilitate R-ABIs in smooth implementation and execution of RKVY-RAFTAAR Scheme. NABI is providing handholding and incubation support to RKVY-RAFTAAR Agri-Business Incubators (R-ABIs) of four states 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, Bhagalpur, Bihar.

Visit to Startup-Oasis

During the Agripreneurship Orientataion Programme a visit was organized at Startup Oasis where Mr. Chintan Bakshi, CEO of Startup Oasis briefed the functions and working style of startup Oasis and he also emphasized on the role of incubation centres in startup ecosystem. During the visit team met with Mr. Rajkumar, Co founder of “Katori Fresh” who has shared his experience with the Agripreneurs. Mr Rohit Bajaj Founder of “Tractor and Kissan” briefed the difficulties and the hardships ,a entrepreneur has to undergo while taking up startup as a career opportunity.
Journey Started at NABI-Product launch

An Agripreneur, Mr. Mohit Kumar Jakhar who has joined NABI-NIAM as an incubatee in the Agripreneurship Orientation Programme has launched Millet Cookies in two varieties. It was facilitated by NABI Team. Millet Cookies are kept in a Retail Supermarket “Smart Wife” in Jaipur and getting overwhelming response.

Research Internship at CCS NIAM on Direct Marketing

A research study on “Linking farmers with university hostel mess-Agricultural Marketing Perspective” was carried out by Mr. Deepanshu Goswami student of IABM, Bikaner under the mentorship of Dr. Hema Yadav, Director CCS NIAM. Linking farmers with university hostel is one of the area which can have a potential to link farmers to 29427000 students of 903 universities for creation of an alternate market. Major findings which may support the concept are as under-
1. As APLM act 2017 is a major agriculture reform has provisions for the farmers to sell directly to the consumers, therefore, market linkage between farmer and university hostels can create an alternative market to achieve profitability among farmers.
2. Direct linkage will not only be included for the purpose to have profit but also provide local and safe food consumption for the students of hostel.
3. This linkage should have the potential to lead to a win-win situation for both the buyer and supplier.
4. Though, better linkages are possible only with professionalism and business orientation, hence with the intervention of FPOs (Farmer Producer organization), it can be created between farmers and University Hostels.

Admissions at PGDM (ABM) CCS NIAM

CCS NIAM has a 2 year AICTE approved Post Graduate Diploma in Management (Agri Business Management). The programme is catering the need of a niche segment i.e. Agribusiness companies including input, output and processing sector. For academic Year 2019-20, PGDM (ABM) has received good number of applications from various part of the country for 60 Seats. Candidates are shortlisted based on CAT/CMAT score in the first phase and in the next phase they are going through Group Discussion and Personal Interviews for final selection which is in progress.

Students of CCS NIAM at Summer Internship

59 Students of PGDM ABM Batch 2018-20 are placed in various companies for their summer internship programme. They are reaching to farmers, traders, Markets and other stakeholders to fulfill the research objectives assigned to them by respective organizations. They are getting exposed to real Agribusiness and Agri Marketing challenges, opportunities and business environment. The internship provide them an insight and real life exposure on various aspect of Agribusiness and Agricultural Marketing in the field.
Summary of Progress of Academic Programmes of 2018-19

During the Year 2018-19 total 187 training and consultancy programmes were executed by CCS NIAM and covered 9061 stakeholders including Officials of Public and Private sector, NGOs, Agripreneurs, Farmer Producer Organization, Mandi Officials and Farmers. So far, 14,883 stakeholders have been trained by CCS NIAM as on 31.03.2019.

In Research, Kisan Business School—an action research initiative was started during 2018-19 and 5 such schools were initiated across the India namely Paddy Business School, Fishery Business School, Wheat Business School, Dairy Business School and Maize Business School. These researches are in progress.

Participation of CCS NIAM family in Asian Productivity Council Programme

Dr. Ramesh Mittal, Director CCS NIAM Participated in Asian Productivity Organization’s programme titled “Multi country Observational Study Mission on Sustainable Food Value Chains” during 22-25 April, 2019 at Tokyo, Japan. The objective of the study mission was to promote the adoption of best practices for the development of sustainable food value chains (FVCs) in member countries. Dr Mittal has presented a Country paper titled "Food Value Chains in India: an assessment for sustainability" followed by a case study on “Sustainable Value Chain of Pineapple – A Study of Assam & Tripura state of India.

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&FW, GoI.

Invitation of Articles

CCS NIAM welcomes articles representing original research, analytical papers, papers covering new developments and concepts in the field of Agricultural Marketing, Agribusiness and other relevant areas from across the globe for publication in CCS NIAM Journal. For further details visit - http://ccsniam.gov.in/images/pdfs/DG-Invitation-for-Journal.pdf

Contact us

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