An International Conference on Doubling the Farmers’ Income of SAARC Countries was organized jointly by Government of Nepal and International Society of Extension Education (INSEE) during 20th to 23rd September, 2018 at Kathmandu, Nepal. Around 300 delegates from five countries participated in the conference. The conference was inaugurated by Honourable Prime Minister of Nepal Shri K P Sharma Oli. 83 Selected research papers in 10 Sessions were presented by International delegates. Dr. P Chandra Shekara, DG, NIAM presented paper on “Agripreneurship Development: Indian Experiences and Learnings”. “Award of Excellence” was conferred to Dr. P Chandra Shekara, DG, NIAM during International Conference at Kathmandu, Nepal considering his professional contribution to the field of Agriculture Development.

Indian Foreign Service Officers Visit CCS NIAM

Nine Officers (IFS) of Ministry of External Affairs visited CCS NIAM to know about Agricultural Marketing in India during their mid career training programme under supervision of HCM Rajasthan State Institute of Public Administration. The officers represented Indian missions in Iraq, Australia, Bratislava, Mauritius, Ukraine and Zanzibar. During the visit officers were exposed to CCS NIAM, its activities and importance in the field of Agricultural Marketing in India. IFS Officers expressed that there is a huge scope for reaching out to the developing countries for collaborating for capacity building, student exchange, joint programmes in the area of Agricultural Marketing. There was a special focus on opportunities for ABM Students for exposure visit, placements and exchange programmes.
Shankara Group of Institutions organized International Conference on “Contribution of Technical Education in Entrepreneurship, Agriculture and Professional Ethics & Human Value” on 4th & 5th September, 2018 at their Kukas campus, Jaipur. Dr. P. Chandra Shekha, Director General, CCS NIAM was invited as special Guest of Honour for the conference. In his speech he emphasized on the fact that traditionally, agriculture was seen as a low-tech activity with limited scope dominated by numerous small and marginal farmers. The focus was on subsistence farming and generation of livelihood. However, with the advent of economic liberalization, agriculture evolved from being subsistence to commercial. CCS NIAM as a Knowledge Partner with Shankara Group of Institutions organized session on Agripreneurship on 4th September, 18. The session was coordinated by Dr. Ramesh Mittal (Director) & Dr. Mansi Mathur (Associate Professor). As a partner institution, NIAM invited Agripreneurs to share their experiences in Agri-preneurship development & workout the recommendations for further implementation. The panel member emphasized on role of technical institutions to inculcate entrepreneurship in agriculture.

CCS NIAM Banner Programme on New Dimensions in Agricultural Marketing focus crop – Apple was organized in Sher-e-Kashmir University of Agricultural Science and Technology, Kashmir from 18th to 20th September, 2018. The programme was on flagship schemes of Government of India and the focus was on Apple crop. More than 60 participants from various agricultural and allied department of J&K participated and attended 12 session including a panel discussion during the programme.

AGROVON: B FEST

Agrovon - the B-Fest to revolutionize Agribusiness was organized with youthful fervor during 7th and 8th September 2018 at CCS NIAM. Fifty students from reputed institutions like IIM-A, IIM-B, IIM-I, SIBM, MANAGE, CABM, BHU, WE SCHOOL etc., were shortlisted for on campus round among 1500 Registrations.

AGROVON provides a platform to students from top B-schools to put their learning to practical use, through various events such as VIVECHAN (a case study competition), LAKSHYA (B Plan competition), VIPANAN (product marketing), ADVIK (live case study), MANTHAN (a debate competition). NIAM has a rich Heritage of nurturing young talents showcasing their talents in photography, dance and music which adds flavor and taste of life and makes it worth living. The competitions were judged by eminent industry leaders and professors from Advanta seeds, Willowood Crop Sciences Pvt Ltd etc.
WDRA Regulation and Accreditation for Warehouse Executives

CCS NIAM had organized 5 days training programme for managers and executives of accredited warehouse of Rajasthan from 25th to 29th September, 2018 at CCS NIAM. It was sponsored by Warehouse Development & Regulation Authority (WDRA). It was designed to help participants to understand issues and challenges of Warehouse Management and to enable them to evolve an effective and implementable strategy. Twenty (20) Warehouse Executives from Central Warehouse Corporation and other WDRA Accredited private warehouses from Rajasthan had participated in the programme.

Training on New Dimensions in Agricultural Marketing

A five days training on New Dimension in Agriculture Marketing was organized from 10th to 14th September, 2018 at CCS NIAM, Jaipur with a vision to sensitize market functionaries regarding new emerging trends in the domain of Agricultural Marketing. 24 officers from Agriculture and allied departments of Uttar Pradesh had participated in the programme. The focus area of the programme was to sensitize the participants about the various aspects of Agricultural Marketing viz. integration with online platform i.e. eNAM, Doubling Farmers’ Income, Agripreneurship, capacity building, FPOs, skill development initiatives etc.

Training for CEO’s of FPO’s of Punjab and Haryana

Three months certificate course for the CEOs of Farmer Producer Organizations was started from 24th September, 2018 for Punjab and Haryana state FPOs at CCS NIAM. The objective behind the certificate course was to strengthen the organization in terms of preproduction, production and specifically post production best practices so they can get fair remuneration against their produce. During the Programme, participants were exposed to various best practices of Agricultural Marketing in aggregation, marketing, distribution and sales.

Sensitization On Benefits of Warehouse and NWR in Haryana and Rajasthan

Two farmers awareness programmes were conducted in Haryana and Rajasthan during the month of September 2018. The objective of the training was to sensitize farmers towards salient features of the Warehousing (Development & Regulation) Act, 2007. Benefits of scientific storage for minimisation of post harvest loss, Benefits of Negotiable Warehouse Receipts/Pledge loan so that they can get easy access to credit against their produce, farm level storage practices and benefits in favour of farmers benefits.
CCS NIAM Value yours feedback and ideas on reforming Agricultural Marketing

Glimpse of AGROVON

Towards Agriculture Commodity Trading

One day Awareness cum training programme was organized on Agriculture Commodity Trading on 17th September, 2018 at KUMS Kukarkheda Rajasthan to sensitize the market functionaries and FPOs regarding Agriculture Commodity Market, Agri Commodity Exchange and Commodity listed in exchange. 32 Participants participated in the programme. NIAM faculty Dr Mansi Mathur with NCDEX organized the programme and practical demo was conducted to make participants familiar with the technical issues.

Industrial Visit by PGDM-ABM Students

PGDM ABM students of 2017-19 batch of CCS NIAM completed Industrial visits during the month of September, 2018. The students in batches covered visits of 360 Agribusiness companies across the country. It was an exercise to established good rapport with Agribusiness Companies, sensitize industry about NIAM, PGDM-ABM programme and to expose students to current Agribusiness strategies.

Feedback of Readers

• Very good platform in the form of bulletin to link different stakeholders for agricultural development. I will keep sharing my views to this forum—Dr. Vikas Kumar, Scientist-IGFRI, Jhansi

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—