Voices of CCS NIAM: Better Marketing by Every Farmer

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

Krishi Gyan Deep Lecture Series IX

Family Farmer: Future of Agricultural Marketing

9th Krishi Gyan Deep Lecture Series was delivered on 27th September, 2019 by Dr. G S Kaushal, former Director, Agriculture, Govt. of Madhya Pradesh on his much talked topic on “Family Doctor versus family Farmer”. During the talk, speaker suggested to adopt a family farmer from nearby village. Speaker connected this concept with human health. As for sustenance in daily life, one needs to take nourishing diet and food which can be availed from nearby local market without enquiring about the source of production. As a result, eatables having heavy metals, high pesticide or chemical residues etc. can be consumed which adversely affect human health. Therefore, speaker linked consumer to farmer, farming land and farming practices by the concept of family farmer.

Agricultural Marketing for ATMA Officials: Madhya Pradesh

CCS NIAM has conducted three days training program on “Agricultural Marketing for ATMA Officials” was conducted exclusively for ATMA officials in collaboration with CIAE, Bhopal from 11-13 September, 2019. The program was attended by 19 participants from various districts of Madhya Pradesh. The program was designed in such a manner that ATMA officials could be exposed about agricultural marketing activities parallel with the extension activities. During the programme, various market led activities were shared among ATMA officials so that it can reach to the ultimate farmers for the betterment of Indian Agriculture.
Market Led Extension: Programme in Haryana

Three days Training Program on “Market Led Extension” was conducted in collaboration with Haryana Agricultural Management and Extension Training Institute at Jind from 16-18 September, 2019. The program was attended by 21 officers from different department of Government of Haryana. The participants were exposed to various tools and techniques which aggravates agricultural marketing and enhance the capacity building of the officers working in the area of agricultural extension.

Entrepreneurship Development Programme for North Eastern States

CCS NIAM has organized seven training programmes in the field of entrepreneurship in collaboration with Institute of Entrepreneurship Development, UP at North-Eastern states of Assam, Mizoram and Sikkim. 175 tribal farmers have attended the training programme. The objective of the programme was to inculcate the entrepreneurial habits among the farmers. In the programme, live cases of successful entrepreneurs and various schemes supporting the theme were discussed.

Value Addition and Marketing Linkage for Sal leaf: Odisha

Skill development is a key to success in the transformation of Agriculture to Agribusiness. CCS NIAM has organized three days skill based trainings to the farmers on value addition and marketing linkage for sal leaf in association with Back to Village (B2V) at Mayurbhanj, Odisha. Farmers were keen to learn skill based learning and got hands on experience on utilization of sal leaf as a marketable produce. This skill based training would supplement their income basket and empower them in the society.

Capacity Building on Application of ICT in Marketing of fish and fish products : Tripura

CCS NIAM has organized a capacity building programme on application of ICT in Marketing of fish and fish products from 17–19 September 2019 at College of Fisheries, Lembucherra, Tripura. Mr. N. C Debbarma, Minister for Revenue and Fishery, Government of Tripura inaugurated training programme. Through the training, farmers were made aware about the use of information and benefits of digital marketing to achieve maximum profit from their farming enterprise.
To enhance the reach of NIAM Agri-Business Incubator (NABI), team of NIAM Incubator visited Institute of Rural Management, Jaipur on 30th September, 2019 to interact with the students of the Institute and encourage them towards agri-entrepreneurship under RKVY-RAFTAAR Project. Mr. Nitin Lahoti delivered a session on startup ecosystem and preparation related to development of a startup. A series of queries were addressed by the NABI team in regards to the presentation made and possible solutions were given accordingly.

NABI team visited National Rice Research Institute, Cuttack, Odisha, to provide handholding support to the partner institute in the RIC Meeting for the selection of the participants. And also arranged 10 days workshop for the partner institute for which NABI acts as the knowledge partner. Various mentoring sessions for the participants of Agri-business incubation programme were conducted during the visits.

A presentation and interaction session was organized at Vivekananda Institute of Technology, Jaipur on 05.09.2019. Mrs. Kavita Sharma and Mr. Akshay Singh Ranawat made power point presentation before the student and faculty of the institute and also took a question and answer session with the audience. The session was organized to increase the ecosystem reach of NIAM Agri-Business Incubator (NABI) and also to apprise the audience about the working of NABI in hand-holding of growing Agri-based ideas and technologies. Around 500 students attended the presentation session along with the faculty members of the University.

Mr. Abhishek Sharma, Mr. Nitin Lahoti and Mr. Rahul Sankhala, NABI Team members, visited Bassi Village, on 18.09.2019 to 19.09.2019, near Jaipur to interact with local farmers and villagers to inform and educate them about the RKVY-RAFTAAR scheme and benefits that can be earned through scheme in Agricultural field. The programme was attended by around 60 villagers. Certain queries were also raised by the villager regarding the execution of the scheme.
AGROVON– B Fest

“AGROVON” The national level annual B-fest hosted by NIAM on 7th and 8th of September 2019. Under the theme of “sow ideas, water hopes, reap miracles” NIAM brought different ideas from marketing, business idea to media and entertainment together. Each conclave was brought in association with industry leaders ranging from PI Industries to Dow Dupont, SeedWorks, ABCD Asia, Tanindo Seeds, I and B Seeds, Sulphur Mills Ltd. and Samunnati. Various competitions in the form of case competitions (ADVIK-Live Case and VIVECHAN), debate (MANTHAN), business plans (LAKSHA), article writing (SANKALAN), photography (PRATIBIMB) and video making (BLUE WORLD) were organised during the program. The program was inaugurated by Dr. P. Chandrashekra - Director General, Mr. Sandeep Tandon – Vice President Samunnati and Dr Ramesh Mittal – Director NIAM. 2056 students from eminent colleges and universities of national and international level participated in various events.

Industrial Visit by PGDM ABM Students

In order to have an interface with the Agri business companies in India and to know the current trends of the corporate world, Batch 2018-20 had been to industrial visit in the month of September, 2019. The ultimate aim of the Industrial visit is to get the insights of company, to built corporate relationship with the company and to know the company requirements. During the visit, the companies were invited to NIAM for final placements and Summer Internships. Students received good feedback from the companies and looking forward for a healthy relationship of academia and corporate.

Conference Alert: Last date of Abstract submission 15th Dec, 2019

International Conference on Market Led Extension Management
12-15th March, 2019
At CCS NIAM, Jaipur
For more detail visit http://ccsniam.gov.in/images/Final-Brochure-with-RForm.pdf

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

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