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 Marketing ultimately benefiting the farmers.

Krishi Gyan Deep Lecture Series on Digital Technology in Agricultural Development: Strategy for Doubling Farmers’ Income by 2022

10th Krishi Gyan Deep Lecture Series was delivered by Prof. Moni Madaswamy, Former Director General, NIC, GoI on 19th November, 2019 at CCS NIAM. Prof. talked about use of digital technology which integrates farmers and other stakeholders into one system within the agriculture value chain to improve food production and marketing. He said “uses of digital technology can be a game changer for efficient value chain, optimization of input and output, minimization of post harvest losses, effective logistics etc.” During the talk he emphasized on the potential of digital technology in economic, social and environmental benefits for all the farming community and suggested strategies of uses of digital technology for doubling farmers’ income by 2022. He also explained digital marketing as a pathway to prosperity for the sustainable growth in Agriculture.

CCS NIAM Banner Programme at ICAR-CIARI, Andaman & Nicobar Island

A Banner Program on “New Dimensions in Agricultural Marketing with Focus Sector – Marketing of Organic Produce” was organized by CCS NIAM in collaboration with ICAR – Central Island Agricultural Research Institute during 27-29 November, 2019 at Port Blair, Andaman Nicobar Island. The program was inaugurated by Director, ICAR – Central Island Agricultural Research Institute. The objective of the programme was to streamline the Agricultural Marketing practices of the Union Territory with central sector schemes and to expedite the marketing methods of Organic & Tribal produce with help of modern marketing techniques. 25 participants from Agriculture and allied departments including few FPO members have participated in the programme.
Training Programme on Contract Farming and Linkages of FPOs to Market organized by CCS NIAM

CCS NIAM had organized a Training programme on Contract Farming and Linkages of Farmers in FPOs / FPCs to Market in partnership with ICAR – Central Inland Fisheries Research Institute (CIFRI), Barrackpore, Kolkata from 28th Nov to 1st Dec 2019. The Training was inaugurated by the Chief Guest Shri Subrata Mandal, Chief General Manager, NABARD and attended by 39 trainees of various FPOs involved in different stages of culture-based fisheries activities in inland open waters along with integrated farming systems. The training programme is in tandem with the Model Contract Act 2018 of the GoI, encourages fishermen engaged in culture-based fisheries to have a better understanding of contract farming so that effective market linkages can be established. There were deliberations on efficient supply chain management in fisheries, contract farming models involving different agencies, experiences of contract farming in India, prospects of fisheries sector in e-NAM and e-trading, group exercises, field visit during the programme.

Training on Processing, Value Addition and Marketing of Nutricereals

CCS NIAM in partnership with ICAR-CIAE, Bhopal organized three days training on Processing, value addition and marketing of nutricereals from 4-6 Nov, 2019. The objective of the programme was to create awareness on importance of nutricereals, to experience the entrepreneurship and commodity trading related to nutricereals. During the programme total 12 sessions were conducted including a visit to perfura technologies and proteman. Basic details on nutricereals, their nutritional qualities, primary and secondary processing of nutricereals, equipment available for processing, approaches for marketing, feasibility of establishment of nutricereals processing Centre on technical and economical points of view, opportunities for nutricereals entrepreneurship, global marketing perspective and business models were discussed during the sessions by domain experts. The training was attended by 26 participants.

CCS NIAM-INSEE International Conference coordination Meeting

CCS NIAM is hosting an International conference on Market Led Extension Management in collaboration with International Society of Extension Education, Nagpur. In this context, 3rd Coordination Committee Meeting of International Conference on Market Led Extension Management was held on 29th November, 2019 at CCS NIAM, Jaipur. The meeting was chaired by Prof. K Narayana Gowda, INSEE President. During the meeting various issues were discussed for successful completion of International conference.
Investor’s Meet at CCS NIAM

An Investors meet for the participants of Agripreneurship Orientation Programme and Startup Agri Business Incubation Programme was organized by NIAM Agri-Business Incubator (NABI) on 04.11.2019. The aim of the meet was to provide financial support to the incubatees of NABI. Participants of Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme presented their business model to the investors. Mr. Ravi Reddy and Mr. Sridhar from Rural Economic and Educational Development Society (REEDS), Hyderabad have shown keen interest in new startups ventures. During the meet a MOU was also signed between NIAM and REEDS.

RKVY Selection and Monitoring Committee (RC) Meeting at CCS NIAM

The RKVY Selection and Monitoring Committee (RC) meeting was held at CCS NIAM under the Chairpersonship of Ms. Chhavi Jha, Joint Secretary, RKVY on 5th November, 2019. DG NIAM explained the selection, training and mentoring process to the chairperson. During the meeting twenty Startups and one Agripreneur incubatee were invited for presentation before the committee.

Field verification of Startup Agri-Business Incubatees

Officials of NIAM Agri-Business Incubator (NABI) visited locations of Startup Incubatees where all the activities and operations were analysed located to verification of the incubatees from 15th November to 5th December 2019. They visited the farms and operational places of the incubatees and verified their work progress.

Review Meeting of Rashtriya Krishi Vikash Yojana

NABI team participated in a 3 days review meeting at Pusa IARI Campus, New Delhi from 18-20 November, 2019. Dr. Ramesh Mittal and Mr. Manoj Agrawal participated in the meeting representing and presented the activities and highlights of NABI and the action plan of NABI for the upcoming years. The R-ABIs, SKN Agri-Business Incubator, NRRI Cuttack, IIT Kharagpur and Bihar Agricultural University also presented their progress during the meeting.

Participation in Smashup Event

NABI COO and Manager participated in “Smashup: an event” organized by ‘The Indus Entrepreneurs (TIE) Rajasthan’ from 5-6 Nov, 2019 at Jaipur to identify opportunities for the startups and entrepreneurs. NIAM Agri-Business Incubator was the outreach partner for the event.

NIAM Participation in AgroVision

NIAM Agri business Incubator has participated in Agro Vision at Nagpur from 22-25 November 2019. Dr. Ramesh Mittal and team NABI including incubatees participated in the exhibition and exhibited their products at the event. Incubatees received positive response from visitors.
Glimpse of State Agricultural University students visits at CCS NIAM

Visit of DG NIRD & PR, Hyderabad, GoI to CCS NIAM

Director General National Institute of Rural Development & Panchayati Raj Dr. W. R. Reddy visited CCS NIAM and had fruitful discussion with DG and NIAM faculty on agriculture and rural area development in India. Director General CCS NIAM briefed him about the programmes of CCS NIAM and its contribution in the field of Agricultural Marketing.

PGDM ABM students won DCB Bank competition

PGDM ABM students won DCB Bank – Top Recruit Season 6 National level event organized by DCB Bank Ltd. The event saw participation from around 3000 students from 200+ top B Schools. It has 4 rounds and Mr. Shishir and Mr Raman of PGDM ABM jointly won the competition and received cash prize of Rs. 50000/-

Conference Alert: Last date of Abstract submission extended to 30th April, 2020

International Conference on Market Led Extension Management

Dates extended to 24-27th September, 2020 at CCS NIAM, Jaipur

For more detail visit https://www.ccsniam.gov.in/images/RevisedFinalBrochure.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

Contact us

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