

VOICE 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, Scientists, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

Krishi Gyan Deep Lecture Series on e-NAM One Nation One Market by Shri P. K. Swain, Joint Secretary, GoI

Krishi Gyan Deep Lecture Series VI on e-NAM: One Nation One Market was delivered by Shri P.K. Swain, Joint Secretary, (Marketing) DACF&W, GoI on 22 March, 2019. In this lecture, he talked about e-National Agriculture Market (e-NAM) as a pan-India electronic trading portal for farm produce which creates a unified national market for agricultural commodities by integrating the existing Agriculture Produce Market Committee (APMC) markets. This portal provides a single window

service for all APMC related services and information, such as commodity arrivals and prices, provision for responding to the trade offers, buy and sell trade offers, among other services. He also discussed about various benefits of e-NAM in terms of creating transparency, providing assaying facility, strengthening value chain, benefiting traders and other stakeholders, fair price discovery mechanism for farmers.



On the occasion of Krishi Gyan Deep Knowledge series, Joint Secretary (Marketing) has appreciated PGDM Students creativity in the preparation of sensitization video on e-NAM and FPO and distributed Certificates for their participation in the research work on e-NAM



Krishi Gyan Deep Lecture Series on Linking FPOs to Markets by Shri Sudhir Kumar Goel, IAS (Retd.), Maharashtra

The fifth Krishi Gyan Deep Lecture was delivered by an eminent administrator and researcher Shri Sudheer Kumar Goel, IAS, (Retired Additional Chief Secretary, Govt. of Maharashtra) on “Linking Farmer Producer Organisations to Markets” at CCS NIAM Auditorium on 18th March, 2019. In this lecture, speaker talked about seamless engagement of FPOs in output marketing and service marketing. It was emphasised that FPOs were formed to produce bulk in order to get better negotiation power, better quality, low input cost and reduction in borrowing working capital. However, it is evident that majority of FPOs are aggregating produce and selling the same to nearby markets with

the same negotiation skill, with the same trader, hence not finding profitable. Therefore, the need of the hour is to find innovative ways to create better market linkage like agreements with housing societies, contracting with hotels, restaurants, hospitals, student hostels, army mess and many more to break the traditional system and jump a step ahead to meet the standards and requirements of the customers. During the talk, speaker advocated the role of Agri-startups in creation of New Market linkage for FPOs. As Startups and FPOs collectively can have a win win situation which will serve the very basic objective of profitability and sustainability of the ventures.



National Workshop on “E-commerce Strategy for Sustainable Agribusiness” at NITTE, Mangalore

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E-commerce is providing individuals and small and medium enterprises an unprecedented opportunities to gain access to domestic and international markets. But due to various challenges faced by small and medium enterprises, countries like India are not reaping the benefits. Keeping this in the view from the perspective of Agri-entrepreneur, a workshop was organized by CCS National Institute of Agricultural Marketing in collaboration with NITTE Mangaluru, (Deemed to be University) from 6-7 March, 2019 at NITTE Mangalore. The objective of the programme was to suggest strategic decisions in the field of e-commerce and agribusiness for achieving sustainable and holistic development of the stakeholders.



Second National Facilitator Development Programme –Extending NIAM Family

CCS National Institute of Agricultural Marketing has successfully completed National Facilitator Development Programme (NFDP) on 13th March, 2019. In the programme, 14 participants from various ICAR organizations, State Agricultural Universities and other Universities have participated under the leadership of Dr. Vikram Singh, DEAN-PGDM(ABM). The main objective of NFDP was to equip the participants with Managerial Skills and Technical knowledge in Agricultural Marketing, so that they can play key role in conduct of training programs for and on behalf of CCS NIAM. This was the second programme focused on



facilitator development in the field of Agricultural Marketing. Participants under this program were trained in technical and managerial issues of agricultural marketing including Schemes & Program (e-NAM, APMC Act, Contract Farming Act etc.), Agricultural Marketing and Pricing Mechanism, Agricultural Supply Chain Management and Logistics, Agricultural Marketing: Laws and Policies, Post-Harvest Management and Food Safety, Storage, Transportation and Packaging, Project Management and Logical Framework Approach (LFA), Systematic Approach to work in teams and soft skill issues .

Marketing of Medicinal & Aromatic Plants of North-Eastern States

A three days training program on “Marketing of Medicinal & Aromatic Plants of North Eastern States” was conducted in Lydia’s Hall, Angles Place, Churachandpur, Manipur from 11-13 March 2019 for the benefit of stakeholder of Manipur State. In the training program, total 32 participants have attended the program. The program was inaugurated by Additional Chief Secretary, Manipur State. Coordinator SFAC were also present in the program. Topics on Agriculture, Agricultural Marketing and Marketing of Medicinal & Aromatic plants were discussed in detail.



Training programme on “Risk Management & Modern Marketing System of Agri-commodities” at Hubli, Karnataka



Training programme on “Risk Management & Modern Marketing system of Agri-commodities” were successfully organized by CCS NIAM in collaboration with KSAMB (AMTC) at Hubli, Karnataka from 26 to 27 March, 2019. The objective of the programme was to discuss risk mitigation strategies in the field of Agricultural Marketing. In this programme, 32 officers from various Agriculture and allied department, Marketing boards had participated.

Public Private Partnership (PPPs) in Agriculture are generally found at the community level where the strengths of the public and private sectors complement each other in providing information and advisory services that address the needs of farmers for better Agricultural development. The public sector’s mandate of supporting farmers/ FPOs can be best achieved through harnessing the potential of the private sector to add local context in a commercial environment. In view of this a three days training on Public Private Partnership for Agricultural Development was organized by CCS NIAM in collaboration with Extension Education Institute, Jorhat, Assam from 18-20 March, 2019. In the programme, 26 participants from various Agriculture and allied department participated and benefited through technical sessions by distinguished speakers and experts.



Guest Lecture Delivered by Dr. B B Pattanayak, Chairman WDRA , GoI



Dr B B Pattanayak, Chairman, WDRA, GoI delivered a Guest Lecture on “Recent Development in Regulation of Agri-Warehousing” on 30th March, 2019. He explained need for development of Warehousing for Agri commodities, Benefits to stakeholders, framework of well developed negotiable warehouse receipt system, advantage of negotiable receipt over non negotiable receipt and regulations of warehouse business. Faculty of CCS NIAM, Agripreneurs of NIAM Agri Business Incubator and Students were enlightened by this lecture.

Training on “Marketing of Temperate Fruits: A Value Chain Perspective”

North-West hill region comprising of Himachal Pradesh, J&K, and Uttarakhand has very suitable agro-climatic and geographical conditions for the production of temperate fruits. Fruit farming is not only more remunerative as compared to field crops but also labour intensive and thus helping in the livelihood of the growing population. In view of this, two days training programme on “Marketing of Temperate fruits: A Value Chain Perspective” was organized in the Directorate of Extension Education, Dr Y S Parmar University of Horticulture and Forestry, Nauni, Solan, HP for benefiting region in terms of strengthening marketing. In this training, 29 participants from Department of Horticulture, Agriculture, Marketing Board, KVKs, and Farmers from FPOs participated. The objective of the programme was to strengthen marketing of temperate fruits through creating market facilities and to develop backward and forward linkages for sustainable development in the region. Various distinguished speakers had delivered lectures on value chain focused marketing of temperate fruits, agribusiness opportunities, post harvest handling, post harvest treatment for enhancing shelflife of fruits, processing and role of quality standards. In addition, a distinguished fruit grower of HP, Shri Ram Lal Chauhan who has received 7 national awards and many state level awards was invited to share his experience of fruit marketing and business.



Training on “New Dimensions in Agricultural Marketing” at Ranchi, Jharkhand

Agricultural Marketing is inferred to cover the services involved in moving an agricultural product from the farm to the fork. However, during the transition, various challenges are being faced by the farmers and other stakeholders like quality deterioration, post harvest losses, vagaries of monsoon, price fluctuation in the market and many more resulting high risk in Agriculture sector. In view of these challenges a Banner Programme on “New Dimensions in Agricultural Marketing” was organized by CCS National Institute of Agricultural Marketing, Jaipur in collaboration with SAMETI, Jharkhand from 28 Feb to 2 March 2019. Thirty participants from various Agricultural and Allied departments of Maharashtra, Andhra Pradesh, Karnataka, Tamilnadu, Madhya Pradesh, Uttar Pradesh and Jharkhand have participated in the programme. The objective of the programme was to disseminate the flagship schemes of Ministry of Agriculture & Farmer’s Welfare viz WDRA, e-NAM, RKVY, PMFBY, etc.



Awareness creation for RKVY Programme at NABI

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In order to create awareness about the RKVY RAFTAAR Project, Team had a Presentation on 13th of March 2019 in which Dr. Ramesh Mittal (Chairman of NABI), Mr. Manoj Agrawal (Chief Operating Officer- NABI) and Mr. Karthik Sekar (Consultant- NABI) sensitized participants on "RKVY RAFTAAR PROJECT". Eminent people from state agricultural universities, scientists from ICAR and faculties from state agricultural colleges attended the program. There were 14 people participated in the program.



The major points covered in the presentation are -

The Functions of Knowledge Partner (KP) in RKVY- RAFTAAR Project.
Support Provided by KP's to RABI (RAFTAAR- Agri - Business Incubators)
Programs organized by KP's (Agripreneurship Orientation Programme and Startup Business incubation Programme)
Supports provided by Knowledge Partners to Agripreneurs and Startups.

Extension of last Date: Startup Incubation Programme

NABI is organizing a Startup Business Incubation Programme for the agri startups to scale up their business. The last date has been extended from 15th March, 2019 to 15th April, 2019

Research Internship at CCS NIAM

Under CCS NIAM's Research Internship Programme, Ms. Angelin Keerthiga A, first intern from Tamil Nadu Agriculture University, Coimbatore has completed a research study on "Linking farmers to mid day meal-Agricultural Marketing Perspective". Major findings of the study are as follows-



- There is a pressing need to promote awareness among farmers about benefits of the direct linkage to mid day meal programme.
- Lack of adequate storage and processing facilities at local level is a major shortcoming. Therefore, sufficient storage and processing facilities must be established in appropriate conditions at grass root levels
- The existing PACS and FPOs must be made more efficient and linkage can be established between the local farmers and schools.

Ms Shruti Mishra from JNKVV, Jabalpur has completed a research study on "Linking farmers to hostels-Agricultural Marketing Perspective". Major findings of the study are as under-



- Promote cost-effective operations that link local procurement with healthy meal provision in hostels.
- Review supply of locally-available processed foods that could be incorporated within procurement systems for meals in hostels.
- Godown should be established at FPO level where farmers can store their produce and later supply to hostels as per their requirement on weekly or monthly basis.

Feedback from Reader

"Nice efforts by CCS NIAM"- **Dr. K.P. Wasnik, Additional Commissioner(Extension), DAC&FW,GOI**

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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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