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On 25th March 2018, CCS NIAM organised an Award Ceremony for the PGDM (ABM) & had the immense pleasure of hosting Hon'ble Secretary (Agriculture Cooperation & Farmers Welfare) Shri S.K. Pattanayak, Chief Guest, Shri P. K. Swain, Joint Secretary, Marketing.

## Chaudhary Charan Singh



# NATIONAL INSTITUTE OF AGRICULTURAL MARKETING

## Academic Excellence Awards - March 2018

## PGDM (ABM)

- ⌘ Topper for academic year 2017-18 from PGDM (ABM) batch 2016-18 — Dr. Swati Karki
- ⌘ Third overall topper of 2016-18, PGDM (ABM) batch 2016-18 — Ms. Megha Basera
- ⌘ Second overall topper of 2016-18, PGDM (ABM) batch 2016-18 — Mr. Vinod Pandey
- ⌘ Overall topper of 2016-18, PGDM (ABM) batch 2016-18 — Dr. Swati Karki
- ⌘ Topper for academic year 2017-18 from PGDM (ABM) batch 2017-19 — Ms. Shailja Talwar



Review workshop for PGDM [ABM] at CCS NIAM on June 14-15, 2018

Students field survey's during Summer Internship Programme

Agriculture and food sector is changing rapidly due to increase of global food demand, to feed the growing population and partly due to shifts in consumer preferences. To remain updated with the changes & demands of agribusiness & food sector, PGDM (ABM) organized two day workshop at NIAM on 14<sup>th</sup>- 15<sup>th</sup>, June, 2018 to review & revise the existing course contents. The workshop was inaugurated by **Dr. P Chandra Shekhara**, Director General, CCS NIAM on 14th June, 2018. **Dr. Amar K JR Nayak**, Professor, Xavier Institute of Management, Bhubaneswar, **Dr. Naliniprava Tripathy**, Professor, IIM Shillong, **Dr B K Tulasimala**, Professor, University of Mysore & **Dr. G S Dangayach**, Professor, MNIT, Jaipur were the external experts who participated & contributed significantly along with NIAM & PGDM (ABM) faculty to the exercise of review & revision of the existing courses content. The workshop had discussions on proposed changes /revision on existing PGDM (ABM) courses, introducing new courses, suggested references & placement of the courses trimester wise.



### Review Team

**Second Row (Left to Right) - Mr. Satyendra Kumar, Dr. Satish Chandra Pant**

**First Row (Left to Right) - Dr. Mansi Mathur, Dr. Nalinipraya Tripathy, Dr. Shuchi Mathur, Dr. B K Tulsimala, Dr. P Chandra Shekara, Dr. Vikram Singh, Dr. Amar K J R Nayak, Dr. G S Dangayach, Dr. Ramesh Mittal**

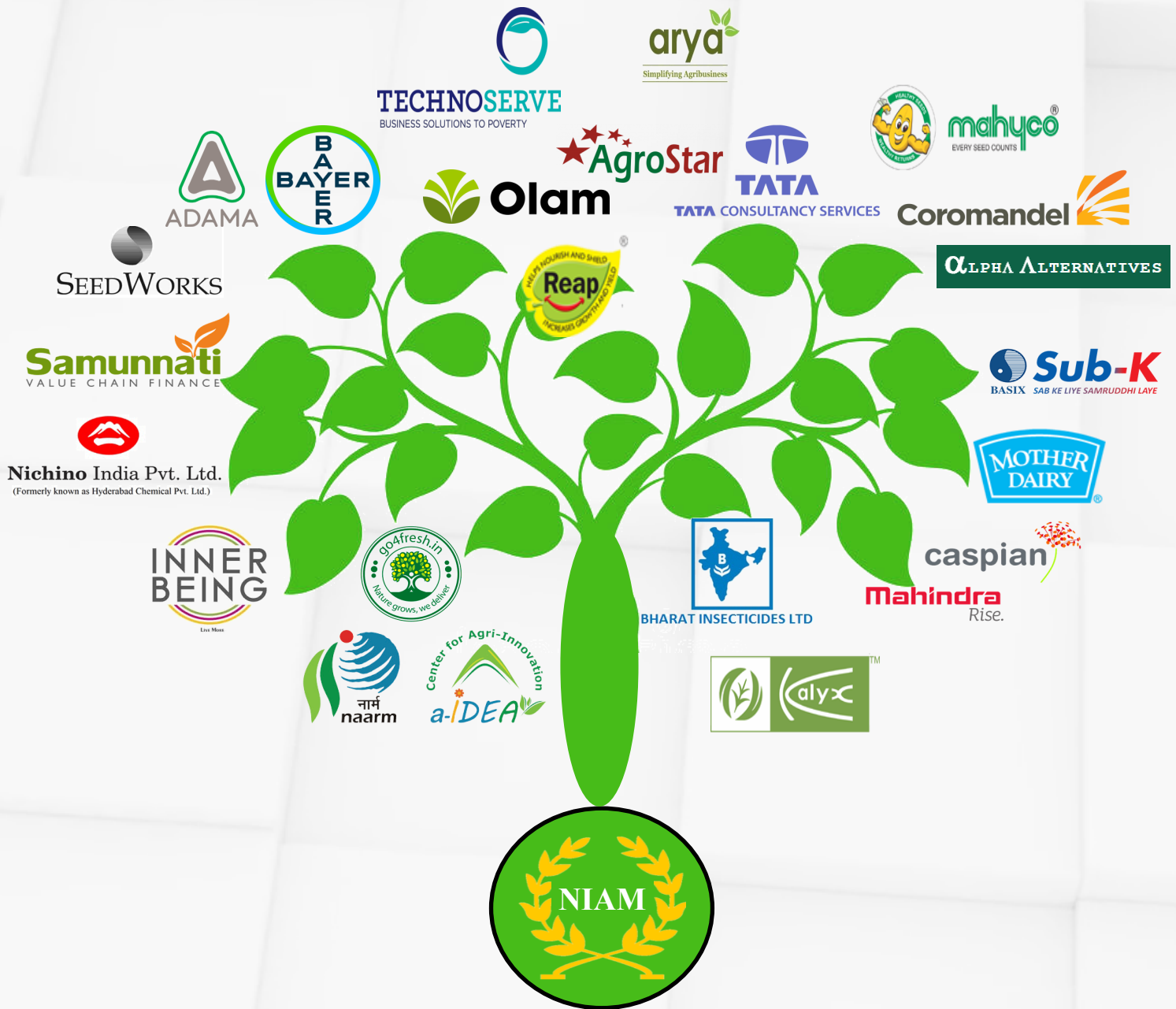
### Agri Start-Ups

India is emerging as world's fastest growing start-up ecosystem with more than 10,000 start-ups. It holds 3<sup>rd</sup> position in world in terms of number of start-ups, with Agriculture standing at 3<sup>rd</sup> place with 757 start-ups only after IT & Healthcare. Agri start-ups are providing complete solutions to farmers right from field preparation to production & marketing, **Dr P. N. Rao**, Founder of **Gen Agri-tech** has developed natural wildlife repellents which has no adverse impact on ecosystem. The marketing of the product had a real legal challenge because there was no legal provision for getting licence for an animal repellent. Now they are working in collaboration with Coromandel & ITC to make their reach to the consumers. Several start-ups have emerged which help farmers in crop management like **CROPIN & STAMPIT** through ICT/IOT (Information and communication technology / Internet of Things) which work on automation of farm management. **Consumer acceptance** of healthy food is a real problem. Often, they prefer taste over health. This problem is being addressed by **Inner Being wellness** which is trying to present millets in a new and attractive form. Start-up incubator & accelerator programmes have also given high hopes to the start-ups. **a-IDEA**, is the Technology Business Incubator of NAARM. **Mr. Vijay Nadiminti**, COO an alumni of NIAM, has played an important role to bring it so far. Starting from the accelerator programme in 2015, a-IDEA has successfully organised first incubation & 2<sup>nd</sup> accelerator programme, AGRI UDAAN. Start-ups are provided with mentorship, infrastructure, networking and finance during the incubation programme.



**Ms. Mamta Joshi**

# Summer Internship Companies Batch 2017-19



## Sector Wise Placement Statistics



What seemed like a mammoth task in the beginning turned out to be the most intense and enriching two months of my life. As an intern at **Samunnati Financial Intermediation and Services**, my project was to understand the value chains and credit gap analysis of selected commodities in 6 districts of rural Uttar Pradesh. Interacting with different background people ranging from farmers, traders, industrialists, government officials etc. helped me understand the ground realities of the situation and varied perspective at different levels. Also, working at the head office and branch offices for a short time gave me a much-needed insight into corporate lifestyle and conduct.



**Ms. Aayushi Soni**



**WAKE UP WITH DETERMINATION. GO TO BED WITH SATISFACTION.**



The expert in anything was once a beginner.

**Bharat Insecticides Limited** gave me a great opportunity to have my first field experience under the mentorship of Mr. Vinod Kumar, Product Manager, Insecticides, who was not only a supportive guide but also a great source of inspiration throughout the internship program. I acquired knowledge of various competitor companies, their products and the various marketing strategies adopted by them. Further learning includes understanding the perspective of stakeholders viz. farmers, dealers, pesticide brands and various schemes offered. Besides this, there was an opportunity to explore 5 states exposing me to diverse culture and varied agriculture practices and patterns. It was great experience working with Bharat group and their work culture.



**Mr. Mridul Upreti**



Summer internship with **BASIX Sub-K** provided an experience from pen to practice. Working with a Finance firm, I gained the basic knowledge of the Banking and Finance sector. It gave me a better understanding of my skills, both off & on paper, by working in urban and rural sector. Two months of dedication and hard work helped me gain hands-on experience on the various activities which up till now I read in books only, I realized the saying that “You never forget things when learn them by doing”. Though everything was new to me, but with the help of my mentor and other colleagues learning was fun and it taught me what teamwork actually meant and how to fit yourself in any situation.



**Mr. Sumit Tripathi**



It was a great opportunity to work as an Intern in the Vegetable Seed Business Unit of **Mahyco Pvt. Ltd, Odisha** on a project titled “Categorization of markets of Odisha and developing the marketing strategies for each category based on (a) Business potential with respect to the existing products of both ‘Mahyco’ and ‘Sungro’ brand. (b) Level of farmer awareness and adoption acumen”. The objective of the study was to understand the vegetable seed market scenario as well as the position of Mahyco in Odisha. The study was conducted in 11 districts of Odisha and 20 products of both Mahyco & Sungro were considered. Through interaction with seed distributors, retailers & farmers , I understood the supply chain of the seed market along with marketing strategy and pro-active promotional activities of the company.



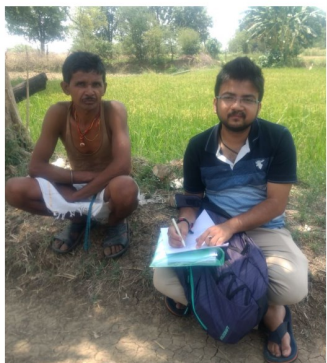
**Mr. Himadri Prasad**

Amidst summers, it was my fortuity that I got a chance to work with **Technoserve, India**. It gives business solutions to rural people and working in rural areas of Bihar gave me an opportunity to understand the core of Indian agriculture at grassroot level. My Summer Internship Project entitled “Value chain analysis of Maize”, where I worked with India’s largest women driven farmer producer company, Aranyak Agri Producer Company Limited. This project has provided me overall learning experience about various aspects of value chain in rural India which includes community development, understanding of procurement process, supply chain and market linkages, essential for farmer’s income appraisal. This project has not only helped me to understand nitty-gritty of agricultural practices followed in Bihar but also gave me an opportunity to explore rich cultural and social heritage of beautiful state of Bihar.



**Mr. Chirag Bhatia**





IT'S NOT ABOUT PERFECT. IT'S ABOUT EFFORT. AND WHEN YOU BRING THAT EFFORT EVERY SINGLE DAY, THAT'S WHERE TRANSFORMATION HAPPENS. THAT'S HOW CHANGE OCCURS.

JILLIAN MICHAELS



It was an amazing experience for me to get my first field exposure in agribusiness marketing with a supporting and motivating superior at **Bayer Crop Science**. The internship was mentored by Mr. Krishan Kumar, Product Manager, Mustard, who was only highly experienced and knowledgeable. I learned to deal with a variety of behavioural aspects of Farmers i.e. Target consumers, Dealers and Company Personnel. Besides this, insights about the mindset of the farmers for growing various crops in their fields and the various factors considered by them for growing a crop. In this process the customer purchase behaviour was highly revealing. The internship with Bayer was the best platform to test the practical applicability of theoretical knowledge of classroom.



Ms Chetna Kandpal

**WORK HARD & BE PROUD OF WHAT YOU ACHIEVE**



Summer Internship is the most fruitful field exposure for the Agri-Business Management students. As an intern with **Mahyco Seeds** in Maharashtra my project was to “Study promotional activities for the launch of Mahyco new cotton hybrid Jungee and Upaj in Khandesh and Vidarbha region of Maharashtra.” For collection of primary data I visited farmers, dealer’s, distributors and company employee’s and learned from them about seed market, specifically cotton seeds. During my project I contacted nearly 400 farmers, to understand the opportunities that can be created in market from their perspective, farmers demand from input industries and how industry can reach to farmers in better way.



Mr Rishab Mangalore



I completed internship at **a-IDEA** i.e Association for Innovation Development of Entrepreneurship in Agriculture. The Technology Business Incubator of NAARM assigned the project entitled “Scope and Effectiveness of Food and Agribusiness Accelerators in Scaling Up Start-up's” and “Prioritization for Investment in Start-up's in Thematic Areas of Agriculture Value Chain.” During this I was able to mark and understand a clear distinction of Start-up ecosystems, Start-up world terminologies, Incubators and Accelerators, start-up trends, global innovation trends etc. Second part of project was to consolidate the data of 16 crops to understand the scope of innovations across crop value chains. These projects have been of immense value for me at entry level of my career & I am sure these learning will have a far reaching impact on my individual career development and widen skill set & learning horizons.



 **Mr. Sajag Ved**



Summer internship at **Mother Dairy** gave me a lot of insight about the mango crop in the Malda district of West Bengal. I had a great experience and exposure by working in field conditions revealing the depth of challenges faced by the growers. Interaction with various stakeholders ranging from farmers to government officials not only embraced by knowledge but also improved the art of conversing. It was observed that the networking plays a crucial role, spreading the organisation branches to the gross root level and updating as and when required is of major concern for all the players in the market.



 **Mr. Akhilesh Kumar**

It was a dream come true to work with **Bayer Crop-Science** under the guidance of Mr. Krishan Kumar, Product Manager, Mustard. Summer internship gave an insight of the real field scenario and how it goes at grass root levels and the immense energy in me never let me back in continuing my journey in exploring the APMC's of Jaipur, Alwar, Bharathpur, Dausa etc. During internship, I was able to connect between literature and real field scenario, understanding the mindset of farmers, organisation and other stakeholders followed by analysis to develop strategies in meeting the demands of the customer. Lastly, it was of great fun encapsulating knowledge and experience at ground level.



 **Ms. Niharika Gogiyar**





During Summer Internship Projects (SIP) the faculty visited selected SIP areas of projects undertaken by the students so as to have an insight of the present working status by interacting with company mentors & offered their advice for improvement and fruitful drafting of the programme.



**On site mentoring of SIP's by faculty of CCS NIAM**

Faculty Name	Location	Organisation
Dr. P Chandra Shekara	Jaipur	Bayer, Inner Being Wellness, Sub-K
Dr. Vikram Singh	Hyderabad	a-IDEA (NAARM), Coromandel, Caspian
Dr. Ramesh Mittal	Kanpur	Mahindra, Seed Works, Arya Collateral
Dr. Shuchi Mathur	Mumbai	Alpha Alternatives, Mahindra Agri Solutions, Go4Fresh
Dr. Mansi Mathur	Ahmedabad	TCS, Kalyx Warehousing
Mr. Satyendra Kumar	Bangalore	Coromandel , Mahyco, TCS

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