



**Chaudhary Charan Singh**

**National Institute of Agricultural Marketing**

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CCS NIAM, PGDM (ABM)

# FARM TO FORK

## DG's Message

CCS NIAM has successfully completed 130 Webinars, Online Training Programs covering 10,500 stakeholders of Agricultural Marketing with cost and time efficiency. In PGDM-ABM, Industry interaction is enhanced, student seminars are in full swing, Alumni contact has been intensified and E-publications are coming out regularly. CCS NIAM continues to provide Policy Advocacy and contribute in outreach programs initiated by Ministry of Agriculture and Farmers Welfare, GoI. All the benefits goes to PGDM-ABM Students of CCS NIAM as they are active partners in growth story. CCS NIAM make all efforts for preparing best.



**Dr. P. K. Swain**  
Director General, CCS NIAM  
Additional Secretary, Ministry of Agriculture  
and Farmer's Welfare, GoI

## Inside the issue

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# Students' learnings from SIP



Towards the New Beginnings...



Farmer Onboarding



Market Visit and Procurement

Internship with TRUAGRICO Pvt. Ltd. happens to be a great learning experience for me. The project gave me in depth understanding of the agricultural marketing system of state Kerala and Bihar (where APMC act is absent). Got to know the Kerala model of e-NAM and functioning of these agricultural markets. Performed a study on the scope of integrating agricultural markets of Bihar over e-NAM.

I owe my deep sense of gratitude to Mr. Enamul Haque (Director, TRUAGRICO Private Ltd), for giving me opportunity as well as for the timely help, critical scrutiny of the manuscript and valuable guidance for the successful completion of my Project work.

**Mr. Pratik Borhade**  
**Truagrigo Pvt. Ltd.**  
**PGDM (ABM) Batch 2020-22**



It was a great learning experience at Adama India Private Limited. The internship helped me to gain practical experience. The project consisted of market research in the Agri-input domain. It gave me a deep understanding of working in the Agrochemical industry and enhance my communication skills by connecting to different stakeholders. I was able to know the issues faced by the stakeholders and also about the supply chain in this domain. I would like to thank my mentors for being in touch and constantly supporting me throughout the project.

**Mr. Rakshit Katiyar**  
**Adama India Pvt. Ltd.**  
**PGDM (ABM) Batch 2020-22**



Acknowledging the pain points of the farmers



## Students' learnings from SIP

My internship at Pan Seeds Private Limited involved the project related to brand awareness and product promotion of Pan paddy and tomato seed varieties. During my internship, I did secondary research on Paddy & Tomato varieties cultivated and competitors in the market followed by secondary research. The project combined Quantitative analysis of survey and Qualitative analysis of the interview done with the farmers, retailers and the dealers. I also studied the Grower buying perception depending on various parameters. I would like to the Pan Seeds team for constant support and for providing me their fruitful opportunity.

**Mr. Tejas Pimpale**  
**Pan Seeds Pvt. Ltd.**  
**PGDM (ABM) Batch 2020-22**



Understanding Dealer's perspective



Data collection from institutions

The Bajaj Foundation, which beliefs in adding value to every individual by being open, honest, and caring communication has made to get the best out of me. My project was to develop a training module for marketing naturally farmed grains and dairy products for the FPC, right from the farm door to the fork of the consumer. It helped me to understand the role of various stakeholders in the supply chain and the importance of value addition. I express my gratitude to my mentor Mrs. Rakhi Somkuwar for mentoring me and helping me to build strong character and integrity.

**Mr. Vinaya Kumar**  
**Jamanlal Bajaj Foundation**  
**PGDM (ABM) Batch 2020-22**



Farmgate procurement

The summer internship in Coromandel International Limited with a motive to grow more has been a great journey with incredible knowledge gained in agro chemical business. Being accompanied with great experienced people as mentor and guide is a bliss. Contacting farmers, dealers & competitor company personals acknowledged me with various avenues in enriching my overall skill development. This experience made me to think out of the box and find business ready solutions and I am thankful to the whole team for extending their constant support throughout my project.

**Ms. Uppu Siri Chandnana**  
**Coromandel International Ltd.**  
**PGDM (ABM) Batch 2020-22**



## Students' learnings from SIP

I had a great learning experience during my Internship at NCDEX Ltd. the only leading Agriculture commodity Exchange. The project exposed me to various aspects of business development. It involved qualitative analysis of perception of retail investors about Agri derivatives and factors hindering them from diversifying their portfolio into the Agri derivatives to minimise the risk. I would like to express my sincere gratitude to my mentor Mr. Amit Upadhyay and the entire team for constant support and guidance. And I am highly grateful for the opportunity.

**Mr. Chintamani Desai**  
National Commodity and Derivatives  
Exchange Ltd.  
PGDM (ABM) Batch 2020-22



It was a great journey with incredible knowledge gained in the Agro chemical business during my internship in UPL Limited . Being accompanied by great experienced people as mentors and guides is bliss. Meeting farmers & company personals directly acknowledged me with various insights that helped in overall skill development. This experience added perseverance & 360-degree analysis approach for solving problems. I am thankful to the whole team for extending their constant support throughout my project.

**Mr. Bodapati Kiran Kumar**  
UPL Ltd.  
PGDM (ABM) Batch 2020-22



I'm extremely grateful to complete my 2 months Internship at Ergos Business Solutions Pvt Ltd which gave me a wonderful experience; I worked on the ground mapping to replicate the grain bank model through primary and secondary sources. This helped me to develop negotiation skills and to explore different marketing strategies that enriched my knowledge along with this I get to know about the perception behavior of farmers regarding storing grain bags in the warehouse. Thanks to the entire Ergos team for this opportunity and my mentor Ms. Priya Shrivastava for the constant support and guidance throughout the project.

**Ms. Kavita Chaudhary**  
Ergos Business Solutions Pvt. Ltd.  
PGDM (ABM) Batch 2020-22



My internship at Samunnati Financial Intermediation and Services Pvt. Ltd. has given me valuable learning, which has prepared me for my professional career. My two projects dealing in different areas have given a clear picture of the entire working in Samunnati. My project gave me a deeper understanding of the actual working in the agriculture value chain. I extend my sincere gratitude to my mentors Ms. Aswin S and Mr. Nitin Vermontta. Thank you Samunnati for giving me this opportunity.

**Ms. Amirthavarshini A.**  
Samunnati Financial Intermediation  
and Services Pvt. Ltd.  
PGDM (ABM) Batch 2020-22



Getting acquainted with the farmers. Be it day or night, we are ready...

## SIP Mentor's Feedback

**Jitu Kumari** is an excellent team player. She is a good listener, enthusiastic, problem-solving, showing early traits of good managerial and leadership skills. Giving 100 per cent to the assigned task indicates her level of commitment.

Jitu showed keen interest in delivering the as per the requirement of the project and has made some interesting actionable suggestions. Her keenness to learn and quickly understand the changing context of an assignment indicates her adaptability.

**Medha Singh** is an excellent team player. She is technically very sound and has a passion for delivering excellence. As a project guide, I could always rely on assigning tasks to her related to the areas of her internship project.

Medha can play an important role in creating a difference for whichever organization she joins as she is always keen to learn new things which might be useful in delivering the task she will be assigned.



**Mr. Enamul Haque**  
Director,  
TRUAGRICO

**Talent is like a seed and as a seed needs perseverance, patience and nurtured to develop and bear fruits for the future, likewise talent.**

We are very happy to announce that 7 Agribusiness Management (ABM) students from CCS-NIAM have successfully completed their Summer Internship Programme (SIP) in the Sales and Marketing department from 2<sup>nd</sup> May, 2021 to 2<sup>nd</sup> July 2021. The management internship programme has been lucrative in terms of practical knowledge to the interns as well as a great mentoring platform for the HODs and departmental managers. For the internship programme the students were given certain online projects and allocated for various locations where they had to focus the customers of that region. Throughout the 2 months tenure, they had taken up challenges and

overcame it with innovative ideas and solutions.

We are very contented with the performance and presentations given by the interns from CCS-NIAM and wish all of them a lot of success on their career path.



**Sagarika Mallick and Pratyusha Basu**  
HR Dept.  
Pan Seeds Pvt Ltd.

**Anjan** has been committed, consistent & highly motivated student who had exhibited high intelligence, strong analytical skills & have shared useful insights to Savannah for West Bengal business. I have started visualizing seeds of success in Anjan's future & extend my best wishes to him.

**Ravinder Kukreti**  
Product Manager Savannah Seeds Private Limited



**W**e believe that along with academics, students should get exposure of the actual market scenario. Our students have undergone summer internship from companies from various sectors. So in this edition, we express our gratitude to all the respective mentors who have guided our students, moulded them to be corporate ready. We are sincerely thankful to you for associating with us and we look for future endeavours

## SIP Mentor's Feedback

First of all, I, on behalf of Ergos Management, appreciate the efforts of CCS NIAM, Jaipur in facilitating and coordinating internship programs for their students.

ERGOS is happy to announce that five of their students - **Begari Manisha, Diksha Kothiyal, Kavita Chaudhary, Ritu Phogat and Suvarna** completed "Summer Internship 2021" successfully.

All of them were proactive and performed with all the zeal during their internship. To highlight their strengths; I would definitely like to mention that Begari Manisha built her expertise in customer support while Diksha Kothiyal & Kavita Chaudhary did remarkably well in customer surveys and research that was reflected in excellent reports submitted by them. While Ritu & Suvarna are amazing at customer service, Survana also has fairly good writing skills.

I feel the students left with a clearer understanding and appreciation of what we do at Ergos. They gained a lot of insight about our business model and I am sure this would help them in evaluating their future career goals.

Thank you NIAM and we look forward to a continuous mutual association.



**Ms. Priya Shrivastava**  
Senior Executive

**Ergos Business Solutions Pvt. Ltd.**

### Company Understanding:

**Shambhuraje Chavan** has apt understanding of how a company works is good at plan execution. He has good understanding on business planning especially in Supply Chain Management in terms of optimization of resources like labor, transport, consumables, etc.

He has excellent people management skills with reference to various stake holders like farmers, labor, service providers, vendors, and logistic service providers.

He showcased composure under crisis especially at farm level in terms of communication, convincing capabilities for group of mob farmers.

### Dedication and Commitment:

He also showed good communication and dedication throughout the internship and the energy levels never went down despite stretched working hours in few cases.



**Mr. Nandkishor Wangikar**  
Assistant Manager (Supply)  
Chifu Agritech Pvt. Ltd. (Vegrow)

**Arghadeep Ray** was a quick learner, proactive and diligent in his work. The team had taken up a new initiative and Arghadeep was helpful in every aspect to give it a headstart. I congratulate him and hope that he will keep up the good work in the future as well.



**Mrs. Nupur Agarwal**  
AVP - Business at Samunnati Financial  
Intermediation & Services Private Limited

**Both Hrishikesh and Samer** did a fabulous job, both these projects were very amorphous in nature and needed lots of ingenuity and initiative. Kudos to both of them for their excellent work.

We wish them the very best for their future.



**Mr. Sudhanshu Srivastava**  
Product Manager  
Bharat Certis Agriscience Ltd

## International Yoga Day

On the occasion of International Yoga Day, CCS NIAM conducted an online session of practicing Yogasanas on 21st June, 2021. The instructor of the session was Mrs. Neeta Jain. Along with her, Dr. S. R. Singh (Deputy Director, CCS NIAM), Dr. Shuchi Mathur (Asst. Director, CCS NIAM), and Dr. Satish Chandra Pant (Asst. Prof., CCS NIAM). The session was started on 7:30 am. Students from 2nd year also attended the session and practiced Yogasanas. The motto of this event was to create the awareness about the Yoga, which is derived from Ancient India. As practicing yogasanas daily helps in developing the immunity of an individual, it may also help to fight back with the Covid-19 pandemic.



## Students' Pen

### When Rocks absorb CO<sub>2</sub>

In recent times, the proportion of carbon dioxide (CO<sub>2</sub>) gas in atmosphere has increased due to various anthropogenic activities. This has resulted natural ecosystem to lose its ability to absorb this greenhouse gas. To regulate such climate changes, the Paris agreement was negotiated by 196 countries at the 2015 United Nations Climate Change Conference near Paris, France.

There are various steps taken by both public and private sectors all around the world to mitigate the upcoming crisis which would be caused due to high level of CO<sub>2</sub> gas in atmosphere. One such measure taken to regulate the issue is “**Mineral Carbonation**”. In a nutshell, this technique includes collection of air through fans in the collector where separation of CO<sub>2</sub> is carried out at 100<sup>0</sup>C. The separated CO<sub>2</sub> when dissolved in water forms carbonic acid. This carbonic acid is then transferred to about 1km deep down the earth crust to basaltic rocks where a reaction occurs to form carbonates. The carbon dioxide is thus removed from the air and returned to earth, permanently and safely. Climeworks, a Swiss company is engaged in these operations in Iceland. So, we may have a ray of hope to mitigate the risks of upcoming climatic disasters which are been predicted.

**Mr. Hrishikesh Vijay Lanjekar**  
PGDM (ABM)  
Batch 2020-22



### Digital Lending

The MSME sector contributes almost 38% of GDP but has been a very credit starved segment. Banks has traditionally shied away from giving credit to these two segments despite provision of Priority sector lending. The lending work of these financial institution in this segment is well taken care of by newly started fintech companies. The business lending start-ups has witnessed the CAGR of 72% in credit inflow in business lending and a share of 54% in MSME lending. The two products that are expected to lead growth in lending sector are A) Consumer loans & credit cards and B) Business loans for SMB.

The common challenge in these kinds of products is lack of reliable credit data. That's where the digital fintech companies has come up with solutions. The digital lending companies or fintech companies are developing models using AI and ML technology to develop alternative models that computes credit score of individuals using the developed algorithms. The business models in digital lending can be summarised as Lead generator - Online lenders - Credit data models - End-to-end platform. As per BCG Indian fintech companies have 30% share in acquisition of new customer. The idea in focus is creation of contactless infrastructure where loan inquiries are captured from organic, social third-party channels using out of box connectors, with the focus be on automating the whole process of lending.

**Mr. Nilay Kumar**  
PGDM (ABM)  
Batch 2020-22



## What's going on all around!

### COVID second wave can hit energy demand in April-June quarter

Indian Ratings and Research (Ind-Ra) said the lockdowns on account of an increase in COVID-19 cases in various states could impact energy demand growth recovery in Q1 FY22 (April-June 2022), although all-India energy demand is expected to be higher on a year-on-year basis due to the low base effect as the country was under a stricter lockdown during the same period in 2020.



### India's plastics exports grew 60% in June 2021

India's plastics export increased by a 55% to \$3,417 million (cumulative value) in April-to-June 2021 as compared to \$2,211 million in April-June 2020, as per The Plastics Export Promotion Council (PLEXCONCIL). India exported plastics worth \$1,301 million (up 60.4%) in June 2021 vis-à-vis \$811 million in June 2020. Despite the pandemic, India's cumulative exports of plastics were nearly \$10 billion in FY21.

### APEDA signs MoU with ICAR-IIMR to boost millet exports

Agricultural and Processed Food Products Export Development Authority (APEDA) has inked a MoU with ICAR - Indian Institute of Millet Research with the objective to build the export-centric ecosystem with the requisite supply chain linkages, technological repository, clinical studies, awareness creation, policy changes, and pipeline of entrepreneurs. In addition, there is a bumper shipment in ragi of about 18,682 tonnes, with almost double value.

## Upcoming events

**NIAM welcome PGDM  
(ABM) Batch 2021-23  
3rd Convocation Ceremony  
&  
AGROVON 2k21**



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Batch 2020-22

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