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CHOUDHARY CHARAN SINGH

**NATIONAL INSTITUTE OF AGRICULTURAL MARKETING
PGDM (ABM)**

Artificial Intelligence : The Next Big Thing In Agriculture



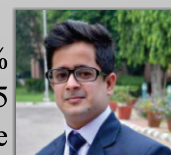
Supply chain efficiency is a very crucial factor for a business. Inventory management, picking, packing, and shipping are all time and resource intensive processes and have a great impact on the business. The problem, therefore, is complex and time consuming. In such a case AI can be an efficient option.

Artificial Intelligence (AI) is the ability of the machine to simulate human intelligence. It involves Data Analytics and Machine Learning.

SCM World 2016 "Future of Supply Chain" found that the importance of AI has grown rapidly with 47% of supply chain leaders believing technology is disruptive to global supply chain management strategies. Market research from IDC predicts that by 2020, 50% of mature supply chains will use AI and advanced analytics for planning and to eliminate sole reliance on short term demand forecast.

The technology firm Sentient uses machine learning to deliver purchasing recommendations to e commerce shoppers based on image recognition. AI technology of TransVoyant is helping the companies to track the real time movement of shipments and calculates their estimated time of arrival, factoring the impact of weather conditions, port congestion, and natural disasters.

In a 2016 survey of 1,100 supply chain and manufacturing companies by Deloitte and MHI, only 17% of companies were using predictive analytics but that number is expected to jump to 79% over next 3 5 years. Thus, AI is going to impact supply chain tremendously, providing near perfect planning of the market and helping in shaping the market.



Mr. Shaishav Sharotri (PGDM (ABM) 2017-19)

CLIMATE CHANGE INFLUENCING FOOD PRODUCTION

21st century, India is projected to experience warming above global level. India also began to experience more seasonal variation in temperature with more warming in the winters than summers. Agriculture production is directly dependent on climate change and weather. As prolonged drought and extreme temperatures have taken their terrible toll on food crops in recent years. The agriculture sector is the most prone sector as it will have a direct bearing on the living of 1.2 billion people. The average temperature change is predicted to be 2.33°C 4.78°C with a doubling in CO₂ concentrations. All climate models predicted that there will be more extreme weather conditions, with more droughts, heavy rainfall, and storms in agricultural production regions, thereby imposing severe risks and potential to crop failure. Adaptation strategies need to be thought through to very practical levels of detail, and therefore close consultation and collaborative development with farmers will be essential to achieving successful and balanced outcomes.



 **Mr. Rupesh Chaudhari (PGDM (ABM) 2017-19)**

*Students of PGDM (ABM) Initiated A Blog "FARMAURA".
Visit : <http://www.farmaura.com>*

AGRICULTURAL SUPPLY CHAIN

The ever increasing population growth that reached at 7 billion milestones in 2011 creates a massive strain on the global food supply. Emerging markets contributes a major share out of this growth. Agricultural supply chain is a complex entity that serves various functions. It includes institutional arrangements that link producers, processors, marketers, distributors and consumers. It is most powerful competitive tool in today's globalized business economy. For agricultural products, development of successful supply chain projects reduces not only the transactional cost but also the institutional barriers that decouple individual links in traditional distribution channels. It allows participants to capture substantial value addition as leverage point for economic growth and poverty alleviation as Food Security is now a fundamental right of people. Factors ranging from food wastage owing to inadequate storage and transportation infrastructure, volatility in commodity and food prices due to imbalances in demand and supply contribute to food insecurity. We believe the challenge of food security can be addressed by fostering partnerships between public and private sectors, encouraging agri infrastructure and building efficient agri supply chain.



 **Dr. S.C Pant (Asst. Professor PGDM (ABM))**

OUR FOCUS AREAS

In tune with its mandate, the Institute has organized a number of training programmes on functional areas of agricultural marketing. The focus areas of the Institute are emerging issues in agricultural marketing which is addressed through training, research, consultancy, policy advise, and education .

NatuEco FARMING

NatuEco Farming is a science that is all about harvesting the sunlight using farming as a medium to do that. The focus is on energy conservation and energy generation rather than on mere farm output by weight. It follows the principles of eco system networking of nature. It offers an alternative to the commercial and heavily chemical techniques of modern farming. Instead, the emphasis is on the simple harvest of sunlight through the critical application of scientific examination, experiments, and methods that are rooted in the neighborhood resources. It emphasizes 'Neighborhood Resource Enrichment' by 'Additive Regeneration' rather than through dependence on external, commercial inputs. The three relevant aspects of NatuEco Farming are: Soil, Roots, Canopy. Objective is to live with joy, ease, and grace. It is not about producing more for selling to others. It is about living a rich life. In the end we can say that this farming has a new vision of infinite resource potentials in nature and sunlight and promises plenty for all through harvesting all these resources by increasing the human activity.



 **Ms. Sana Parveen (PGDM (ABM) 2017-19)**

COMPETITION	PARTICIPANTS	POSITION
AD-MANIA ADVERTISEMENT VIDEO MAKING COMPETITION, NAARM (HYDERABAD)	AAYUSHI, SWAPNIL PUNGALE	WINNER
FLASHGUN PHOTOGRAPHY COMPETITION, NAARM (HYDERABAD)	RUTURAJ KOLPE	WINNER
PARLIAMENTARY DEBATE, MANAGE (HYDERABAD)	CHIRAG BHATIA, VIMESHWAR SINGH	WINNERS
INTER BSCHOOL SPORTS MEET TABLE TENNIS	PANKAJ PIMOLI, SWAPNIL PUNGALE, DIPTI VASTA	WINNER
PICTURESQUE PHOTOGRAPHY IIFM (BHOPAL) & PHOTOGRAPHER, IIM INDORE	SHUBHAM KONDAL	WINNER
MARKETING KSHETRA PRODUCT MARKETING	SHAILJA TALWAR, MD. SHAHRUKH QURESHI	RUNNER-UP
5 th EIMA AGRI MACH 2017, GAME CHANGER IN INDIAN AGRICULTURE, FICCI, NEW DELHI	VIMESHWAR SINGH, SWAPNIAL PUNGALE, HIMADARI PRASAD MOHAPATRA, APOORVA SHARMA, ANJALI MANRAL	3rd POSITION



BIODEGRADABLE POLYMERS IN FOOD PACKAGING

Packaging is one of the fastest growing industries In developing country like India, it grew at a CAGR of 16% in the last five years The Indian packaging industry constitutes 4% of the global packaging industry. Plastics make up about 20% by volume waste per year. However, amongst all the substitutes available, 'Plastic Packaging' is the fastest emerging trend in the packaging industry. Apart from playing an increasing role in packaging consumer products plastics also take up a growing percentage of municipal solid waste. They are considered to be a major threat to environment and public health. Improper disposal of plastics clog the water bodies, release of poisonous chemicals thereby harming the human health and the entire ecosystem. Alternative of plastic is biodegradable polymers. **Biodegradable polymers** are a specific type of polymer that breaks down after its intended purpose to result in natural by products such as gases (CO₂, N₂), water, biomass, and inorganic salts. Examples of biodegradable polymers Polyhydroxy butyrate (PHB), Poly Hydroxybutyrate co b Hydroxy valerate (PHBV), Polyglycolic acid (PGA), etc. Biodegradable polymers have many benefits over plastic like Producing conventional plastics consumes 65% more energy than producing bioplastic. There is no health issue by using biodegradable polymers. And the compost of this can be used as productive purpose. So there is great opportunity for using biodegradable polymers. The Government has notified the Plastic Waste Management Rules, 2016. In this minimum thickness of plastic carry bags has been increased from 40 microns to 50 microns. Best alternative in this situation is biodegradable polymers. Recently biodegradable polymers are using in packing and medical industry.



Mr. Nitesh Kumar (PGDM (ABM) 2017-19)



BUILDING STORIES AND MEMORIES EVERYDAY



*Students of PGDM (ABM) Initiated “MEDIA E NIAM” to showcase their Talent.
Follow Us :<https://www.youtube.com/mediaeniam>*

Agricultural Credit In India (2016-17)

Agricultural credit flow has increased consistently over the years and it reached Rs.877, 527 Cr against the target of Rs.850, 000 Cr during 2015 16. Target for the year 2016 17 had been fixed at Rs.9 lakh Cr, as per the provisional data the agricultural credit flow stood at Rs 9.60 lakh Cr. Few of the policy initiatives taken by Government for increasing credit flow are as follows:

Kisan Credit Card (1998 99): The scheme was introduced for Marginal farmers, share croppers, tenant farmers etc to meet the short term credit requirements for agriculture and allied activities.

Interest Subvention Scheme(2006 07): 2% p.a is provided to Public Sector, Private Sector, Cooperative and Regional Rural Banks on their own funds which are used for short term crop loans up to Rs.3.00 lakh per farmer provided the lending institutions makes available short term credit at 7% p.a to farmers.

Joint Liability Group (JLG): It is an informal group comprising of 4 to 10 individual's mainly small & marginal farmers coming together for the purpose of availing bank loan on individual basis or through group mechanism against mutual guarantee.

Investment in Debentures of State Cooperative Agriculture & Rural Development Banks (SCARDB)/State Cooperative Land Development Banks (SCLDB): The debentures are floated to raise resources for long term lending to cultivators and are subscribed by concerned State Governments & Government of India. The funds raised are used for minor irrigation, horticulture, farm mechanization, land development, wasteland, rural housing etc. The funds invested by Government has increased from 12.30 crore in 2015 16 to 25 crore in 2016 17.



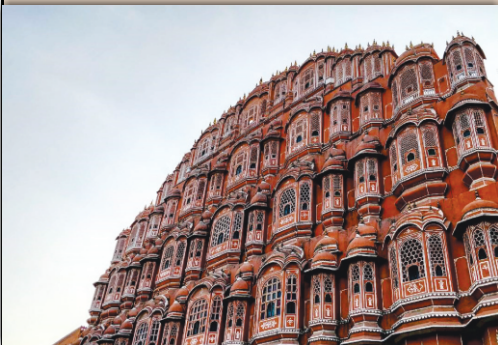
Dr. Mansi Mathur (Associate Professor PGDM (ABM))



THE CITY TOUR :: VISIT TO THE PINKCITY "JAIPUR"



On 23rd September 2017, PGDM(ABM) batch 2017 was all set to take on the Paris of India – Jaipur! accompanied by the faculty members. Swinging on the songs of antakshari, in no time we reached our first destination, the zoo! Nahargarh Zoological Park where students were greeted by the roar of the white tiger followed by many other animals.



Then students headed towards Jal Mahal, Jaigarh Fort, The City Palace, Hawa Mahal & Galta Ji. It is rightfully said that a journey with amazing people is always amazing and this one did leave a memory on everyone's mind.

THE BEAUTIFUL CAMPUS



Atithiyam 2017

Atithiyam 2K17 was organised on 28th October 2017 formally welcoming the fresher batch PGDM(ABM) 2017-19. The venue was packed with smiling new and old faces as everyone interacted and mingled with each other. The event commenced with cake cutting and was filled with dance performances and singing organised by the senior batch. There was music in the air and laughter reverberated through the venue as many fun games were played to the heart's fill. It was a memorable event and made the freshers feel welcomed and appreciated. The evening was concluded by lighting sky lanterns where everyone came together, marking the start of a new journey for the freshers'.



FPO's in TEA

The state of Tripura occupies fifth position in the tea production after Assam, West Bengal, Tamil Nadu and Kerala. Tea production in the state is contributed by small growers, with holdings of one hectare and less. Many of such tea gardens are located on Indo-Bangladesh border and any unrest here also affects the tea production. Other factors such as lack of capital, availability of electricity, labour problems and poor labour payments, inadequate road/rail network, high bracket tax, in appropriate logistics and transport subsidy etc. also have plagued this industry. All these have altogether put the tea industry in a hopeless situation, resulting in low production of tea leaves and tea. A considerable number of tea gardens have gone sick due to lack of infrastructure, modernization and efficient management. The problem of storing premium quality tea has always been there. Due to delay in transportation and lack of storage facilities, the processed tea gains moisture from the atmosphere and deteriorates in quality. Tea labourers are paid the lowest wages in comparison to any other labourer. During the peak season, tea gardens employ temporary workers at wages much lower than the actual minimum wage. Most of them act as daily waged manual workers. The other problems of tea growers as listed, are uncertainty in continuing of land contracts, sustaining production, leaves processing and marketing and the quality of tea leaves etc. In order to address these issues CCS NIAM has organised a capacity building program by organisation the tea growers into groups and motivating them into farmer producer organisation (FPO) so that growers can aggregate their produce and market through FPO's, this intervention has resulted in higher price realisation for tea growers.



Dr. Shuchi Mathur (Asst. Director PGDM (ABM))

Capacity Building for e NAM

National Agricultural Market (e-NAM) is envisaged as a pan-India electronic trading portal which seeks to network the existing APMC & other market yards to create a unified national market for agricultural commodities. To create awareness about the concept of e-NAM, CCS NIAM conducted Training –cum- Awareness program on National Agricultural Market with the support of the Directorate of Agricultural Marketing, Government of Rajasthan for traders/other stakeholders for different districts of Rajasthan state. Traders/ Commission Agents were observed to have a mix response for the e-NAM scheme.

FARMAURA : THE SPHERES OF KNOWLEDGE



We at FarmAura, believe to act as the connecting dots of the modern agriculture face on a single plane. It is an initiative by students whereby they take up a trending topic in agriculture and discuss the multi-dimensional aspects of the topic. Detailed insights on the topic are summed up and uploaded at FarmAura (www.farmaura.com) where everyone will be able to access the latest initiatives taken around the globe. It is also helping the students to learn the basics of Digital Marketing and Search Engine Optimisation. We aspire to see the progress of farmers of our country. Along with us, together we will embark on a journey to see the world feeder, "our very own farmer" grow to the heights of prosperity!

INDUSTRIAL VISIT

The Corporate Interface was a relationship building exercise between organizations and the students who visited various organizations all over India. The interaction was mainly about briefing the institute, and its work in offering specialized training, research, education and consultancy in the field of Agricultural along with this, also to explain where NIAM stands among other Agribusiness Management colleges. Students were able to witness and learn various updates happening in the industry from marketing perspective. The targeted companies which are majorly into Agri inputs, Commodity, Banking and Microfinance, Food Processing, Retail, Rural development, Logistics and Consultancy. Apart from these sectors, many of the startups were also targeted. Overall it was a very good learning experience for the students to know about the new sectors in which they can they fit in and also to know about the qualities which the companies are looking for from an ABM graduate.

ACTIVITIES AT NIAM

SWACHHTA PAKHWADA

[September 1– September 15, 2017]



The celebration started with Clean Campus Day. Many on campus & off campus activities were conducted during the time period namely Green Campus Day, Essay Writing, "Nukkad Natak", Mandi Visit etc. The event was concluded with prize distribution ceremony by Dr. Vikram Singh (Dean). He made the students aware about the importance of cleanliness & healthy environment. Dr. Shuchi Mathur, (Assistant Director) appreciated the artistic capabilities of the students in designing the Nukkad Natak & other activities during the celebration.

एक कदम स्वच्छता की ओर
हमने भी ठाना है, गन्दगी को मिटाना है



SWACHHTA HI SEVA CAMPAIGN

[September 15-October 2, 2017]

Smt. Irina Garg (Director General) inaugurated the event with plantation of Sitafal (Custard Apple) plant & highlighted the importance of plants for a better ecosystem. On this occasion total 45 plants of different varieties were planted by faculties of NIAM & students. Other activities like Inspection of Office, Sensitization program on Swachhta, Shram Dan at Muhana Mandi & NIAM etc. were also undertaken under the campaign.

E-Agri marketing System in Karnataka

In the year 2013, the Government of

Karnataka appointed Agricultural Marketing Reform Committee to develop a comprehensive roadmap for reforms along with identification of necessary interventions in the Agricultural Marketing Sector. Accordingly, the Government of Karnataka incorporated a company under Public Private Partnership (PPP) namely **Rashtriya e-Market Services Private Limited in January 2014**. It has been conceived to blend public interest with the initiative of a private enterprise for establishing, operating, managing a specialized electronic trading platform called Unified Market Platform (UMP) for auctioning of farmer's produce to implement the ambitious reform agenda envisaged in Karnataka state. The New market structure was piloted in 3 markets in February 2014. It has been extended to all 157 major markets now. The total volume of Agricultural commodities transacted on these markets are 298 million quintals valued at ₹.716 billion from 4.2 million farmers. This facilitates market stake holders to generate e permits "Anytime Anywhere" from the UMP for transporting Agricultural commodities they have bought from the Markets. Today other states also have evinced keen interest in replicating the Karnataka model in their state.



Mr. Sathyendra (Asst. Professor PGDM (ABM))



Start-up Oasis [September 26, 2017]

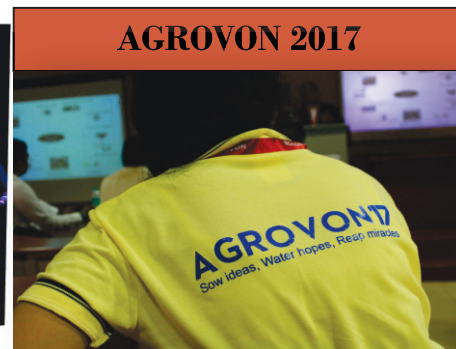
A half day Entrepreneurship Awareness Program was conducted by Startup Oasis, which is a Jaipur based incubation center (Joint venture by CIIE IIMA & RIICO). They introduced the concept of Stupreneurs, which is a community based approach where mentors, business leaders & other professionals support & mentor student startups.

e-RaKAM

A detailed presentation on Central Rail Side Warehouse Co. Ltd (CRWC) & e RaKAM was made to students of NIAM on 30th Oct, 2017 by Mr. Sudhir Nair, Manager (CRWC). CRWC (Mini Ratna, Government of India Enterprise, under the Ministry of Consumer Affairs, Food & Public Distribution) in collaboration with MSTC (Mini Ratna, Public Sector Enterprise under Ministry of Steel) have developed an agriculture portal named e Rashtriya Kisan Agri Mandi (e RaKAM) jointly to cater the Agri Market exclusively. Mr. Nair gave an insight on the objectives of e RaKAM, services offered & its advantages. Few of the products which are already listed on e RaKAM portal are Ginger, Tea, Sugar, Moong dal etc.



AGROVON 2017



The 29 year legacy of South Asia's only Agriculture Marketing Institution CCS NIAM had another crown on its head by successfully initiating the Agriculture B Fest AGROVON. The B Fest saw an active participation of 15 institutes who were assessed by the leading corporates in the agriculture industry.

The B fest had 9 events, out of which 4 were main events and other 5 were add on events.

Marketing Kshetra the product marketing competition, Vivechan The Case Study Competition both of these events were sponsored by Syngenta; Lakshya The B Plan Competition, was assessed by the jury from Biostadt India Ltd; Manthan The Debate Competition was judged by the leading agro-chemical player UPL Ltd. Then there were 5 addon events; Pratibimb The Photography Competition, sponsored by ADAMA; Sankalan The Article Writing Competition; Srijan Best Out Of Waste Competition; Business Tambola & Rangmanch The Cultural Night. For the world to watch, it was a two day event. But for NIAM, it was a rejoicement and hard work of almost a month. The visible enjoyment & satisfaction by the participants, alumni of NIAM & jury members conveyed the message of a successful accomplishment by the institute! This is where we stand out, we at NIAM are a family, teamwork is not only taught here, it is inculcated in each and every student.



CHAIRPERSON

Dr. (Smt.) Irina Garg

Director General
(CCS NIAM)

EDITOR -IN-CHIEF

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SUPPORTED BY :

Dr. Shuchi Mathur

Dr. Mansi Mathur

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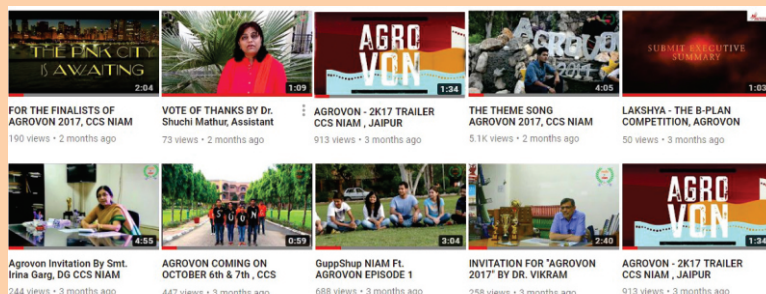
DESIGNED&PREPARED BY :

**NEWSLETTER
COMMITTEE**

PGDM (ABM)
(CCS NIAM)

MEDIA E NIAM

Today our life is full of mass media. Our day begins with a newspaper delivered to us with our morning cup of tea till the last news on television of the gist of the day. Media e NIAM started with a purpose to outsource the various happenings at NIAM. One of the recent initiatives of NIAM was AGROVON(B fest), where the media cell played a great role. With the help of this cell we were able to reach to various colleges, companies & alumni within a short span of time that eventually resulted in the successful completion of the event with positive remarks from the jury & participants. The cell took the initiative of "Gup Shup NIAM", where various other creative activities found space like songs, poetry that helps in bringing refreshment after all the studies & work. With this diligence we hope this cell would be a great success.



Youtube.com/
medieniam