

LEGACY CONTINUED..

100%

PLACEMENTS



NIAM'S FRATERNITY

- ◆ (MCL)

INSIDE THE ISSUE

- ◆ Award Ceremony 2017-18
- ◆ Jamborees at NIAM
- ◆ Campus Buzz
- ◆ Capacity Building Programmes
- ◆ Final & Summer Placements
- ◆ New Initiatives



On 25th March 2018, CCS NIAM organized an Award Ceremony for the PGDM (ABM) students to celebrate and applaud their exceptional performances in academics as well as extra-curricular activities.



On this occasion, NIAM had the immense pleasure of hosting Hon'ble Secretary (Department of Agriculture Cooperation & Farmers Welfare) Dr. S.K. Pattanayak, as Chief Guest & Shri. P.K.Swain, Joint Secretary (Marketing) as guest of honour. Other distinguished guests, including Shri Anurag Bhatnagar and Smt. Irina Garg, Former Di-rector Generals, CCS NIAM also graced the occasion.

The award ceremony comprised a glimpse of PGDM (ABM) student activities through a video clip made by Media-e-NIAM, also presentations of students (Batch 2016-18) was made on work done on Summer Internship Project (SIP)

The awards were given away in two categories:

- ◆ Academic Excellence Awards
- ◆ Bahumukhi Pratibha Scholar Awards



Felicitation of Chief Guest **Dr. S.K.Pattnayak**, Secretary (Department of Agriculture Cooperation & Farmers Welfare)



Awards Ceremony

The ceremony began with distribution of course completion certificate to all 46 students of PGDM (ABM) Batch 2016-18, followed by Academic Excellence awards which comprised of 5 categories :-

Topper's Award for Batch 2016 – 18: Dr. Swati Karki

1st Runner up Award for Batch 2016 – 18: Mr. Vinod Pandey

2nd Runner up Award for the Batch 2016 – 18: Ms. Megha Basera

Topper's Award for IInd year Batch 2016 – 18: Dr. Swati Karki

Topper's Award for Ist year Batch 2017 – 19: Ms. Shailja Talwar



Bahumukhi Pratibha Scholar Awards were given on the basis of all-round performance exhibited by the students during two years of PGDM (ABM) program. Two awards were distributed in Bahumukhi Pratibha Scholar Category, the 2nd best Bahumukhi Pratibha Award for Batch 2016 –18 was bagged by **Mr. Amaresh Gowda S**, and the Best Bahumukhi Pratibha Award was given to **Mr. Himanshu Kothari** of Batch 2016-18.



Post Award Ceremony, Chief Guest Dr S.K. Pattanayak, Secretary, Department of Agriculture Cooperation and Farmers Welfare), addressed the gathering with his motivational words for PGDM (ABM) students. He briefly explained about the present arena where Indian agriculture is stepping into aiding the full fledged support of the Government schemes, policies and initiatives. Further, the marketing of agricultural produce through new initiatives like e-NAM through AP-IC's and its importance was also highlighted .

Shri. P.K Swain, Joint Secretary (Marketing) acknowledged the hard work of all the NIAM faculties & students who made the Award Ceremony a success & congratulated the winners for their success. He motivated the students to believe in the motto "STRIVE FOR EXCELLENCE". He also encouraged students to equip themselves with new skills & develop capacities to meet the challenges of fast changing world.



Cultural events are the heart of any function, their importance lies in reminding us the varied culture and heritage of our country. Being an educational institution the event started with reciting of Saraswati vandana. the goddess of knowledge, music. art and wisdom .It was followed by showcasing the glimpse of the Award Ceremony by Dr. Vikram Singh, Dean, PGDM (ABM). The event started with a dance performance dedicated to lord Krishna, the deity is worshipped as the eighth incarnation of the Hindu God Vishnu . National Institute of Agricultural Marketing stands on the soil of Rajasthan, therefore, showcasing the rich cultural heritage of the state was a Rajasthani dance performance. Highly cultivated classical music and dance with its own distinct style is a part of cultural tradition of Rajasthan. The performances were a mix of taste of Gujrat, Punjab and Maharashtra. Music and skit performances by the students were captivating.



Photography By

Mr. Ruturaj Kolpe (PGDM (ABM) 2017-19)

Follow: www.instagram.com/ruturajkolpe



THE CHROMATIC SHINDIG

Holi is celebrated every year to mark the beginning of Spring. We at NIAM also experienced the joy and colors of this festival on 02 March, 2018. The students and staff members came together with feelings of delight and excitement and colored each other in jovial shades. The atmosphere resonated with the music and beats of the festival and everyone enjoyed the taste of special Holi dessert, Gujia.



REPUBLIC DAY CELEBRATIONS

India celebrates Republic Day every year on 26th January to mark the inception of its Constitution. We at CCS NIAM also celebrated Republic Day with high spirits and enthusiasm. The celebrations began with flag hoisting by Dr. Vikram Singh, (Dean), PGDM (ABM) followed by National Anthem sung by the gathering. Later he addressed the students, faculties & other staff members with his inspiring words and the celebrations came to end after distribution of



GUEST LECTURE BY DR. MANDI PRASAD

Dr. Prasad Teegalapally is a professor of student start-ups at National Institute of Industrial Engineering (NITIE), Mumbai. In his lecture he emphasized on importance of partnership in any kind of business. He further explained about three parts involved in Entrepreneurship. Firstly he begins with lean startup, secondly how to do lean startup as a part of Agribusiness, and thirdly as to how it can be embedded in regular academic programme. To get a clear picture he suggested to read “The Lean Startup” by “Eric Ries”. In agribusiness, he stressed upon points such as don't postpone work, don't waste time, START TINY START SMALL.



GUEST LECTURE BY INTERNATIONAL INSTITUTE OF IMPORT & EXPORT MANAGEMENT, JAI-



The guest lecture was delivered by faculties of the International Institute of Import & Export Management, Jaipur to promote the idea of entrepreneurship in exports & imports areas for the students of PGDM(ABM).

Carbon Farming: An Ecological Approach

The green matter of plants, Chlorophyll aiding the most complicated process i.e. photosynthesis commingling the resources to yield carbohydrates (CHO's). Carbon a non-metallic chemical compound entailing all the known life of earth as well becomes an important aspect of agricultural production where it is transformed into food, fodder, fuel, flora & fauna. Soil Organic Carbon (SOC) forms the basis of judging the soil fertility and is a part of the natural carbon cycle. And surprisingly soil holds twice the amount of carbon that is found in plants and atmosphere. Carbon farming arose from the same criteria of withholding carbon in vegetation or soil and reducing the emission of greenhouse gasses. Inhuman activities triggered emission of intoxicants and agriculture is the one with such potential to transform emittance and seize CO₂ in the soil. It simply ranges from land management practices to whole integrated farm plan to pileup carbon accumulation in soil and vegetation. Practices included: Grazing management, Organic Farming, Soil Inoculants, Perma-culture, Agroforestry, Landsman-ship, Pyrolysis of biomass (Biochar), Low methane animal genetics etc. Tackling global warming, soil fertility and rehabilitating biodiversity are its booming factors.

Md. Shahrukh Qureshi



Training Programme on WDRA

Two five days training programs were organized on "Warehouse Management" from January 29th to February 2nd, 2018 and 5th to March, 9th, 2018 at CCS NIAM. The objective of the programs was to understand the issues and challenges of Warehouse Management and to enable them to evolve an effective and implementable strategy. The programs were attended by Warehouse Executives from the states of Rajasthan, Haryana, Gujarat, Maharashtra & Madhya Pradesh. These programmes were organised by Dr. Shuchi Mathur and Mr.



WDRA Farmers Awareness Programs

Dr. Mansi Mathur, Dr. Satish Pant & Mr. Sathyendra Kumar conducted one day Farmers Awareness Programs in 9 districts of Rajasthan during January to March, 2018 for Warehousing Development and Regulatory Authority (WDRA). The objectives of the programs was to make the farmers, traders & dal mill owners aware about Warehousing Development & Regulation Act, 2007, benefits of Negotiable warehouse receipts & to encourage them to store their agricultural produce in the WDRA registered warehouses. The program received good response from farmers and then interaction with the resource persons gave them a platform to give suggestions & resolve issues relating to warehousing.



100 % FINAL & SUMMER PLACEMENTS (2017-18)



STUDENT'S REVIEWS

It's competitive world out there, and more educated you are, better are your chances for the a good job. That's why getting a Master's of Business Administration was so important to me. I joined NIAM which specializes in Agricultural Marketing and therefore it gave me an extra edge over others. I have acquired skills of analytical thinking, stress management, creativity and public speaking which helped me through my summer internship where I was associated with consultancy services. Knowledge that I gained benefitted me in bringing out new ideas during my live projects and I've learned a lot from the survey and farmer meetings. Thanks to NIAM, for such skilful teaching and training methods aiding me in securing a good job and a promising career.



Ms. Shikha Rai, [PGDM (ABM) Batch 2016-18]

NIAM provided me a platform to develop a suite of highly valued skills like time management and holistic thinking. During the programme results were consistent and I've acquired skills like effective communication, problem solving, strategic analysis and pressure handling, providing me a strong base during summer internship where I was exposed to professional life of corporate world. My three months of summer internship benefitted me with a number of opportunities to conduct market research, data analysis & power presentations, these opportunities added lot of value to my work. Now at the end of programme with profound knowledge and experience in agricultural sector given to me by NIAM and business world, I would be ready to face the Corporate world with Confidence, Ease and Professionalism.



Mr. P. Pavan Kumar, [PGDM (ABM) Batch 2016-18]

I commenced my journey of NIAM with new dreams, hopes and aspirations to see myself evolve into a better person. Now this journey is about to end and I wonder how remarkably I have accomplished my aspirations. NIAM helped a lot in shaping me in a way that I am today. It paved a way in honing my skills and made me ready to face the challenges of the Agribusiness Industry and to redefine them through my knowledge and learning's...

Ms. Megha Basera, [PGDM (ABM) Batch 2016-18]



NIAM, a place of learning where you get the ample of exposure to explore yourself and to draw out the best version of yourself. NIAM has helped me to evolve as an individual with good communication skills with better knowledge of agriculture market, hands-on experience of working with market research tools and has made me more confident for taking my first task of the corporate world.

Ms. Divya Bisht, [PGDM (ABM) Batch 2017-19]



Through a blend of theoretical and practical knowledge, NIAM made me efficient enough to enter into the corporate world with full enthusiasm and dedication. Being a summer intern at Bharat Insecticide Limited, I will get an opportunity to prove my efficiency in the field of agricultural marketing. Internships offer real-life work experience in a prospective career field and the summer internship program will help me to explore and gain much knowledge about the corporate world.



Mr. Mridul Upreti, [PGDM (ABM) Batch 2017-19]

NIAM provided me with all round personality development and equipped me with soft skills. The skill sets acquired at NIAM helped me in getting selected as a summer intern at Seed works International Pvt Ltd, Hyderabad. It made me ready and capable to grab the opportunities of corporate world.

Ms. Sana Parvin, [PGDM (ABM) Batch 2017-19]



Skills, confidence and positive attitude, that's what we all are inculcated with at NIAM. Life here is about acquiring knowledge, understanding human relations with diversifying cultures. It gave me a platform to prove myself and learn new things. The list of experiences and learning's are never ending.

Ms. Apoorva Sharma, [PGDM (ABM) Batch 2016-18]



Being an agricultural graduate, I had the dream of serving the farmers by raising their living standard. National Institute of Agricultural Marketing provided me the opportunity for the same. The first step towards fulfilling my dream is what summer internship is all about. Through a rigorous selection process, I was selected as a summer intern at Bayer Crop Science Ltd. As it is an agri-input company, it will help me to learn how to coordinate the farmers' needs and requirement with company's return. It will also provide me the first platform where I can get to know the practical implications of agricultural marketing

Ms. Chetna Kandpal, [PGDM (ABM) Batch 2017-19]





MANAGERS CRICKET LEAGUE

Manager’s Cricket League (MCL) took its birth on 25th January and continued till 28th of the month at CCS NIAM. MCL, is an intra college cricket tournament which aims to encourage students to participate in co-curricular activities along with academics. The stage was set in such a way that each and every individual gets completely involved without losing the bits of the game and also to make it more realistic , auctioning was carried out for individual players. In total there we 6 teams each with 7 players including owners & co-owners, who had the right to bid with a virtual currency of 100 Crore rupees .The details of each player were shared with the leader and co-leader in advance. The teams were, The Dark Knights, Horcrux, White walkers, Mritunjaya, Royal Strikers & Panchvaktra. A pre-fixed base price for each player was set to 2 Crore rupees and it was mandatory for

each team to purchase at least 5 players. This tournament was not just limited to the skills of the game but also how smartly teams were chosen during the process of auctioning. The finals of MCL was conducted on 28th January, 2018 with a match between Royal Strikers V/S Panchvaktra .The team Panchvaktra was the winner of MCL Season-I.



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