



# CCS NIAM

## PGDM(ABM)

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NIAM organized an International Training Programme on “Value Chain and Innovations in Agricultural Marketing” from 1st to 15th October 2018 under the Feed the Future: India Triangular Training Programme. We welcomed 30 participants from Kenya, Malawi, Mongolia, Mozambique, Myanmar, Nepal and Uganda to avail the benefits of programme. Classroom sessions were delivered by NIAM Faculty and experts from eminent institutions like National Commodity and Derivatives Exchange Ltd. (NCDEX), National Centre for Cold-chain Development (NCCD), National Institute of Agriculture Policy (NIAP), KPMG, Morarka Foundation, Agricultural Universities. In addition, Field visits were also organized to various places like Muhana, Wholesale Market of Jaipur, Rajasthan Olive Cultivation Limited, Barefoot college to understand the value chain and innovation in Agricultural Marketing.

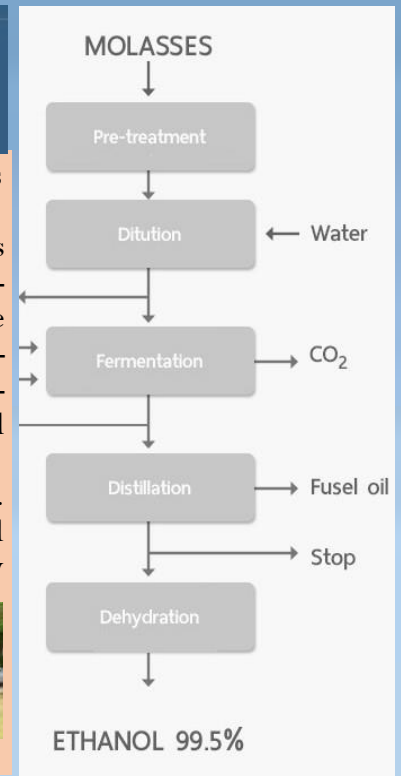
## Production of Ethanol directly from B-molasses or Sugarcane Juice

India, the second largest producer of sugar in the world, but the sugar mills remain burdened with losses due to a heavy supply glut in the market.

Government of India, through The sugarcane control order of 1966 has allowed the conversion of sugarcane juice or B-molasses directly into ethanol, a major biofuel. This will help the sugar mills to handle the excessive cane supply which would otherwise create surplus sugar leading to low sugar prices and heavy loss to the sugar mills. Before this, the mills were allowed to produce ethanol from C-molasses, left after the complete removal of sucrose during the production of sugar.

Ethanol is in major demand by the oil industries for blending it with petrol. Moreover, OMCs procure ethanol from sugar mills. The price of ethanol produced from C-molasses is Rs 43.70 per liter whereas the one produced by B-molasses has a price of Rs 47.49 per liter. Thus, there will be an increase in the ethanol availability and the sugar mills would be able to recover their losses.

Akansha Shivastav  
PGDM(ABM)2018-20



## NATIONAL UNITY DAY

National Unity Run was organized at CCS NIAM campus on 31st October in order to pay tribute to iron man of our country Late Shri Sardar Vallabhbhai Patel. A cross country run was organized at NIAM and all faculty, staff and students of PGDM ABM participated to foster and reinforce the dedication to preserve and strengthen unity, integrity and security of nation.

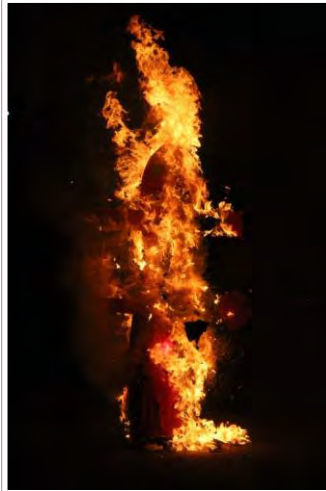


NATIONAL DAY OF  
*Unity*



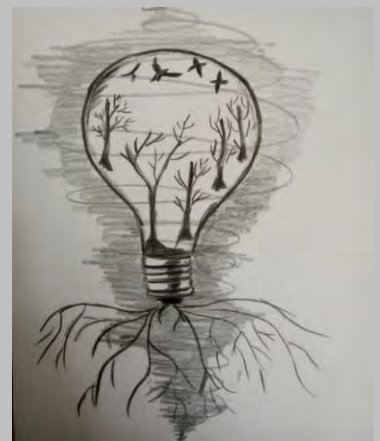
## GALORE OF LIGHT

We believe festivals are more than just events. They give us a chance to share the joy and tradition as well. This year we got the opportunity to celebrate Diwali in our campus. This is one of the festivals which is celebrated in almost all religions of our country. The exuberant celebration doubled because of the diverse cultures involved. The revered Goddess Lakshmi was worshipped to bring prosperity into our lives. The campus shimmered in the light of earthen lamps on this moonless night which depicts the triumph of good over the evil. The festivity flew in the air with such high-spirit that it lit up everyone's mind with glee.



## PENCIL ART

By: Gayatri Chahal  
PGDM(ABM)2018-20



## India's massive milk glut to hit international prices

India is the largest producer of milk valued at 165.4 MMT in FY17, and its value is more than that of rice and wheat combined. So, it is India's biggest agri-produce and it is largely grown by small and landless agri-households, employing more than 70% women. The country's milk production has grown at a compound annual rate of 4.9% over the last decade and is expected to reach a record 180 MMT this fiscal year. But, the Indian Dairy Market, especially the Skimmed Milk Powder Market might have reached a saturation point. With around 400,000 tonnes of SMP in reserves in various private dairies, the milk prices have been falling continuously. Due to this reason, the recent farmer protests in the states of Maharashtra and Gujarat took place. Raw milk prices have fallen by 20-25% in the last 18 months. India has not had a huge impact on the dried milk export market, but with the government subsidies and support, that gap is going to get narrowed. The biggest exporters New Zealand and the United States have shown huge concerns as prices have already slumped down to \$1550/tonnes and the road to recovery is not easy.

Prashant Khamesra  
PGDM (ABM) 2018-20



## Dandiya Night



The dance floor was moist, the lights were gleaming spreading luminescence around, the picturesque NIAM campus was adorned, the sound was reverberating. The occasion was Dandiya Night '18. Dandiya dance, traditionally originated from tiny tribal pockets of Gujarat, has now percolated to every corner of the world. The dance holds a religious importance in Hindu religion and is performed after aarti, Performed in the honour of goddess Durga. In a trance, as they say, the world goes the moment a foot matches the rhythm of another. The idea of the event was evidently presented and absorbed through the night as the cultural premise was retained through the music and dandiya and the bliss attained through the pertinent participation of one and all. People came out to participate with a feel to have themselves enjoy the evening with an absolute sense of freedom and ecstasy. Circles of sound and music, the sound of the wood striking another and the ornate beauty of the music blending with the lights made the event a great success.



## Implementation of Bio-fuel policy

Someone rightly said, “If we keep pulling death from the ground, we will reap death from the skies.” We have been pulling death from the ground in the form of fossil fuels since ages. The World is fighting for fuel. Our dependence on Fossil fuels is such that it’s hard to imagine life without petroleum, coal and their derivatives. But the harsh reality is- They are diminishing. The fossil fuel reserves are depleting at an alarming rate.

Bio-fuels such as bio-diesel and ethanol are gaining world-wide acceptance as a solution for problems of environmental degradation, energy security, restricting imports, rural employment and agricultural economy. Hence, our government has taken an initiative to switch to biofuels. A detailed policy has been framed and steps are being taken in this direction. There are around 400 species of trees bearing non-edible oil seeds for example Neem, Jojoba, Karanja, Mahua, Wild Apricot, Jatropha, Cheura, Kokum, Tung & Olive. The government has already proposed that plantation of such trees will be done on government/community waste-land so that agricultural land is not wasted. MSP would be ensured for farmers undertaking such plantations.

Import of biofuels would only be permitted to the extent necessary and will be decided by the National Bio-fuel Coordination Committee proposed under this Policy.

Recently, on 1<sup>st</sup> August 2018, Rajasthan became the first state to implement biofuel policy. Biofuels are the best alternative so far for fossil fuels. Hence, correct implementation and promotion of biofuel policy will play a vital role in shaping Indian economy

Ankita Singh  
PGDM (ABM) 2018-20



# Krishi Gyandeeep Lecture Series

*“Every Single thought in life is like a seed, it needs to be sprouted with actions. A dormant seed would never become a giant tree”*  
- Words by Din

With a motive of acquiring and disseminating most successful experiences in Agricultural Marketing to all the important stakeholders CCS NIAM has come up with another innovative idea i.e. Krishi Gyandeeep, the knowledge lecture series. The experts in a particular domain, which is related to Agricultural Marketing development will deliver lectures based on their experience. These lectures will be conveyed to the farmers as well as stakeholders in the form of short films in local languages through cost effective digital platforms like You tube, DD kisan etc.

It was our delight to have **Dr. Ashok Dalwai, IAS, Chairman of Committee for Doubling Farmers Income** as a speaker of the very first talk briefly describing the need of sustainable agriculture and shifting of strategy from ‘Production oriented’ to ‘Demand oriented’ approach. In and all, it turned out to be propitious experience for the students of PGDM ABM which in turn will help them contribute towards Doubling Farmers Income. NIAM is aiming to have eight such talks in the current academic year.



## KRISHI GYAN DEEP KNOWLEDGE SERIES LECTURE 2 ON AGRIPRENEURSHIP

Krishi Gyan Deep Knowledge Series lecture 2 was delivered on “Profitable & Sustainable Farming through Agripreneurship” by Prof. K Narayana Gowda- President, INSEE, Nagpur and Former Vice chancellor, University of Agricultural Sciences Bangalore, on 20 November, 2018. During the talk speaker emphasised on the importance of agripreneurship among rural youth for holistic development of Agricultural marketing and rural development.



## KRISHI GYANDEEP 3 ON CONTRACT FARMING

Prof. Sukhpal Singh from IIM Ahmedabad delivered a lecture on Contract farming as the 3rd Krishi Gyan Deep Knowledge Lecture Series at CCS NIAM, Jaipur. He explained the various models like bipartite, tripartite and quadripartite models of contract.

Find all the Krishi Gyandeeep Lecture Videos on our official Youtube Channel. Link is given below  
<https://www.youtube.com/channel/UCBUNmUTXJrVh9vWzCr7Wrqg>



## “Rythu Bandhu scheme “– Farmers fruit basket



Telangana’s ‘Rythu Bandhu’ scheme is to support farmers’ investment for two crops a year. The government is providing 5.83 million farmers Rs 4,000 per acre per season to support farm investment twice a year, for the Rabi and Kharif seasons for buying seed, fertilizers, and pesticides. The RBI has already released a 95 percent money budget for the scheme which is aimed at breaking the vicious cycle of rural indebtedness. Every farmer has issued a ‘Pattadar Dharani’ passbook, a replacement for all other farm ownership documents. Linked to Aadhaar, it eliminates the possibility of middlemen eating into farmers’ benefits. The Telangana CM has appealed to well-off farmers to voluntarily give up claim to the scheme. This scheme is vastly different from any loan waiver scheme wherein the farmers take loans from a lending institution and when unable to repay are bailed out by the government, as in Punjab and Haryana. But ‘Rythu Bandhu’ provides funds to farmers ahead of sowing so that they do not have to bother about input costs. However, the money goes to big landlords who may not need help, while “real cultivators” may be left out. Further to improve the scheme it's suggested to remove paddy and wheat from the investment support scheme and dealing with them under the procurement scheme, which will reduce the cost significantly. By doing so, the farmer may opt for crop diversification by allocating more area to cash crops.

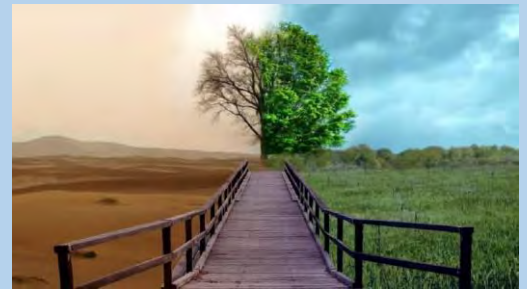
Nemalipuri Praveen Kumar  
PGDM(ABM) 2018-20



## Liquid Nano Clay

Water is a scarce resource which many of us take granted. Farmers in UAE, those who grow in oasis’ know how much water they have to buy in order to do farming almost thrice the normally required. Since droughts, intensive farming, erosion and deforestation they are converting arable land into deserts. Hence can we consider farming practice in UAE as the future of our farming?

According to the United Nations, by 2030 more than 135 million people could lose their homes and livelihood due to desertification. to fight this battle with desertification a Norway based company Desert Control has patented a very innovative technology which gives sand particles nanostructured clay coating. They called it Liquid Nano Clay (LNC), it can increase the yield from same soil more than three to four times with half the amount of water they used earlier. Cost of treatment per hectare is \$4800. According to Ole Morten co-founder Desert Control “in just seven hours the soil is totally transformed”. Companies motto also comes inline to its objective- It’s time to rejuvenate, the planet.



Vishal Suryavanshi  
PGDM(ABM) 2-18-20





# AAGMAN

‘The soul should always stand ajar, ready to welcome the ecstatic experience.’- Emily Dickinson. The new batch PGDM ABM 2018-20 is ready to take the yoke of NIAM’s legacy forward. With new energy, new enthusiasm, and the will to leave its mark in NIAM. The new faces were given a grand welcome by the senior PGDM ABM 2017-19 batch on 27<sup>th</sup> October 2018. The event was a splendid affair with electric dance and song performances by our dear seniors and amusing games. The event was awe-inspiring and the sprinkles of love, friendship and fun made it worth more cherishing for us.



# Christmas Carol 2018

'For God so loved the world, that He gave His only begotten son, that whosoever believed in Him should not perish but have eternal life'- John 3:16

The Christmas get together at NIAM witnessed gleam and glow of Christmas joys. All the students of PGDM ABM gathered in the celebrations. It was a galore of performances from the students of PGDM ABM, 2018-20 batch. All the committees gave awe-inspiring performances in dance and songs. The event also sparked with jingling Christmas Carols and Santa's cameos. There was also a message regarding the significance of Christmas. It was a joyful event with cheers of love and fun to cherish forever.



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