



Chaudhary Charan Singh

National Institute of Agricultural Marketing, Jaipur

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A Quarterly Newsletter of CCS NIAM PGDM (ABM)

FARM TO FORK

DG'S MESSAGE

I want to take a moment to look back on what we've achieved lately and share our excitement for what's coming next. Our institute has been buzzing with lively research activities, teaming up with national and international institutions to expand our collaborations. Our efforts to connect with the community have been a hit, creating meaningful relationships with various organizations. Moving forward, our commitment to embracing diversity and equality remains strong. We're focused on growing our research endeavors, getting the community more involved, and making our educational programs even better. Your support and contributions to our institute's success mean the world to us.

Shri Faiz Ahmed Kidwai, IAS

Additional Secretary (Marketing) Govt. of India, Ministry of Agriculture & Farmers Welfare and Director General, CCS NIAM



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CCS NIAM has consistently embraced and adapted to changes dedicated to advancing the welfare of our farming community. Through specialized training, research, consultancy, and educational programs in agricultural marketing, we've established ourselves as a premier institution in Southeast Asia for students aspiring to excel in this field. At CCS NIAM, we're privileged to have a diverse team of distinguished facilitators, including both national and international faculty of high repute. They play a crucial role in guiding and supporting all stakeholders associated with us. As we step into the year 2024, I want to reassure all stakeholders of CCS NIAM that our institute will continue to serve as a beacon, illuminating every path towards a brighter and more promising future for all.

Our Exclusive NEWSLETTER of CCS NIAM

Navaratri

Navratri is a festival in which people joyously worship Goddess Durga. Indians celebrate this festival with a lot of joy and enthusiasm. Further, the meaning of 'Nav' is nine and 'Ratri' refers to night. Thus, the festival derives its name as we celebrate it for nine nights. Students in NIAM celebrated this holy festival with utmost joy and enthusiasm. To mark the celebration of the nine days all the students came together wearing one common colour to mark the day of the goddess. The apex was the ninth day, alive with rhythmic Dandiya celebrations. Students, adorned in a spectrum of colors, danced in harmony, amplifying the festive spirit and ensuring an unforgettable celebration.



Diwali

Diwali, also known as Deepavali, is one of the most important festivals in India. It's the Festival of Lights, and people celebrate it with immense joy and enthusiasm. This year at NIAM, students celebrated this festival with great joy and boundless enthusiasm on the 12th of November. The celebration unfolded with the timeless traditions of Laxmi Pooja and the melodious chanting of mantras, a collective invocation of blessings from the Goddess of wealth and happiness. The entire campus glowed with the luminosity of colorful lights and rangolis, infusing the atmosphere with an aura of sheer delight and positivity.



Glimpses of Navaratri and Diwali Celebration

Student Achievement

Team Name	Batch	Position	Competition Name	Organizer
Mr. Akhil G	2023-25	Winner	Focus War - Photography Competition	Jaipuria Institute of Management, Jaipur

Friendship Day

Once famously said by Albert Camus- "Don't walk behind me; I may not lead. Don't walk in front of me; I may not follow. Just walk beside me and be my friend." At CCS NIAM, the spirit of friendship isn't merely celebrated, it's nurtured. Senior students from the 2022-2024 batch is paired with their 2023-2025 counterparts, embarking on a journey of guiding and forging life-long bonds. These mentors become anchors, confidantes, and most importantly, friends, navigating their mentees through the exciting, yet sometimes daunting, landscape of NIAM life.

This tradition holds immense significance for NIAM students, and Friendship Day explodes with their enthusiastic expressions of gratitude. The air buzzes with laughter as juniors unleash their creativity through spirited games, mesmerizing dances, and heartfelt songs, culminating in a joyous cake-cutting ceremony. In essence, Friendship Day at NIAM is more than just a calendar event; it's a vibrant tapestry woven with love, trust, and the understanding that sometimes, the most valuable lessons are learned not from textbooks, but from the hands of true friends.



Glimpses of Friendship day celebration

Spandan

Sports are an important part of just about every society and country involving everyone, whether they are playing or watching. It was December 28, 2023, when SPANDAN, the most awaited annual sports bonanza in NIAM, started with an unprecedented burst of energy and enthusiasm. The campus turned into a hive of excitement, reverberating with the love for sports that connects all the students. Barak sports facility served as the center of action where athletes made remarkable displays of their skills in Badminton, Basketball, Volleyball, Carrom, Chess, Table Tennis, and the thrilling addition of Futsal. Throughout the week, SPANDAN became a celebration of competition sharing a commitment to

excellence. The atmosphere was electric with heightened enthusiasm palpably felt across the campus. Participants engaged in spirited competitions that tested their limits while inspiring onlookers to achieve greatness. The event was not only concerned about winners and losers but it embodied the true meaning of sportsmanship. Every participant approached SPANDAN with positivity which contributed to its success thereby making it an unforgettable festivity for all involved persons. Going beyond trophies and records; SPANDAN highlighted how sport can bring people together and foster unity while motivating individuals to achieve the very best in life.





At NIAM, Christmas wasn't just tinsel and tunes, it was a tapestry woven with love, laughter, and the magic of human connection. Carols danced in the air, echoing the joy in every heart. Twinkling lights mirrored the sparkle in everyone's eyes as they twirled and swayed to joyous melodies. Games and laughter crackled like warm logs in the fireplace, drawing us closer to the spirit of the season. It was a night where hearts overflowed with the warmth of togetherness, reminding us that

"The best way to spread Christmas cheer is singing loud for all to hear." - Will Ferrell in



NETRITVA GUEST LECTURE SERIES



Mr. Shailesh Kumar
General Manager Procurement
Britannia

Mr. Shailesh Kumar provided us the knowledge of the procurement technique in the FMCG sector. The speaker commanded the various strategies for the procurement purchase by verifying variables like cost, quality, and service and learned things about budgeting, and outsourcing techniques. In the conclusion, the guest speaker concludes that timely action decisions play a vital role in the procurement field.



Mr. Amit Maheshwari
Head– Business Development
(SAARC Nations)
Netafim

Mr. Amit Maheshwari, Head-Business Development (SAARC NATIONS)- Netafim Irrigation Private Ltd., for Netritva- Lecture Series on 29th November 2023. It was an intuitive session with our esteemed delegate who shared his brilliant insights on the topic, “Landing your first job in the Agriculture industry”.



Mr. Manoj Kumar Singh
Full Page and Institutional sale lead
Savannah Seeds Pvt Ltd.

The lecture was started by shedding light on data about the current world and Indian scenario of crops focusing majorly on rice cultivation patterns. Followed by a discussion on the Indian rice market segment and its value. Then the speaker connected it to the legacy of Savannah RiceTec mission and its value to innovate by developing technology, systems, and knowledge that yield prosperity.

COP28: A Turning Point for Climate Action

COP28 in Dubai marked a pivotal moment in the fight against climate change, with agriculture and renewable energy taking center stage. COP28 recognized agriculture's dual role in climate change – both a contributor and victim. Over 150 countries signed a declaration for sustainable practices, resilient food systems, and supporting vulnerable groups. \$890 million pledged for agricultural innovation and the FAO launched a roadmap to eradicate hunger within the 1.5°C limit. Support for smallholder farmers, women, and indigenous communities to adapt to climate change. Global pledge to triple renewable energy targets by 2030 and doubles energy efficiency efforts. Fossil fuel phase-out is implied through a focus on renewables and deep emissions cuts. Technological advancements and market mechanisms are emphasized to accelerate the transition. Overall, COP28 marked a significant shift towards a climate-conscious future. Agriculture received much-needed attention, while renewable energy emerged as the clear path forward. Increased funding, ambitious targets, and a focus on innovation offer hope for a more sustainable world.



Sachin Kag
Batch– PGDM(ABM)2023-25

Big Data analysis in Agriculture

In the past, agriculture has always been seen as an intuitive space in which wisdom is passed from one generation to the next. Yet the problems we face today are depleted farmland, changing climate, and so on. The UN estimates that the world's population will hit 9.8 billion in 2050, an increase of 2.2 billion from now. This means we must increase crop production still further to feed people in ever-larger numbers. Forced by rising demand for food and the threat of climate change, policymakers and industry elites are turning to technology forces such as IoT, big data, analytics, and cloud computing, to seek assistance. In the first stage of data collection, IoT devices come into play. Sensors installed in tractors and trucks, as well as into fields, the soil underfoot and plants themselves help collect real-time data directly from ground zero. Two, analysts combine the data

collected in large quantities with cloud-based information such as weather data and pricing models to determine patterns. Lastly, these patterns and insights help constitute the solution. They can be used to identify current shortcomings, such as poor work organization or soil quality problems. They can even construct a predictive model that will warn of potential trouble before it materializes. Its market size is forecast to grow from USD 585 million in 2018, to USD 1236 million at a Compound Annual Growth Rate of 16.5%.



Shibam Roy

Batch– PGDM(ABM)2023-25

India Shines at G-20: Showcasing Leadership and Innovation on the Global Stage

The G-20 or Group of Twenty is the premium international forum for economic cooperation. It has a significant impact on the development and reinforcement of global architecture and governance regarding to all significant international economic concerns. Founded after the 1999 Asian financial crisis, comprising 19 countries and the European Union represent more than 85% of global GDP, 75% of international trade and 60% of the world's population. India presided over the current 18th edition of the summit on the theme 'Vasudhaiva Kutumbakam'. Around 25,000 people from 125 different nationalities including big leaders around the world participated in the 200+ events across various cities and union territories. Apart from the member countries, 9 other nations such as UAE, Singapore, Bangladesh, and Mauritius were also invited as guests which has strengthened our bonds in terms of trade and technological exchange. Added to 112 outcomes mentioned in the Delhi Declaration, the inclusion of the African Union as a new member under India's presidency has backed the trust of 55 African nations with abundant investment opportunities. It is known for its treasure of untapped natural resources, agricultural land It is believed to be a powerful foundation for the upcoming projects of

around \$150 trillion that India has planned in different African nations. Proposal of a global alliance to thrive digital public infrastructure through technology sharing to build a better and integrated system, emphasizing the collective action to achieve 2030 SDG goals, setting up of Global biofuel alliance, the importance of private partnership, recognizing the importance of developing and commercializing the technologies to avoid, reduce and remove greenhouse gases, protecting and conserving marine ecosystem, actions to eliminate child labor, consolidated plans for holistic adoption of artificial intelligence and cryptocurrencies, talks on the establishment of startup-20 Engagement group and its continuation for the upliftment of MSMEs, setting up a transparent multilateral trading system and commitment to enhance environmentally sound waste management are among the major issues which attracted total consensus from the group. Conducting healthy and sound meetings in the geo-politically sensitive Kashmir and Arunachal Pradesh has displayed a strong message to the neighboring countries and India's ability to effectively handle such critical



Sindhu M D

Batch– PGDM(ABM)2023-25

The Role of Blockchain Technology in Commodity trading

Blockchain technology has emerged as a game-changer in commodity trading, captivating industries with its promise of security and transparency. Picture this: by tokenizing commodities, we're not just making trading more efficient, but we're opening doors for smaller players, breaking down barriers, and infusing non-mainstream markets with newfound liquidity. Transparency becomes the hero here, as blockchain traces the journey of commodities, from origin to quality, reducing the risk of fraud and building trust between buyers and sellers. Smart contracts step into the scene, automating the nitty-gritty of contracts, slashing time and costs, and bidding farewell to intermediaries. Risk management becomes a breeze as blockchain's decentralized nature combats fraud, counterfeiting, and errors in trade finance. Yet, as with any hero, our blockchain encounters challenges. The cost of its

implementation can be a steep hill for smaller market players to climb. Privacy concerns arise as the transparent nature of blockchain clashes with the desire for confidential transactions. Liability becomes a puzzle to solve in the decentralized world of blockchain]. In the real world, we see blockchain making waves. From UAE's S&P Global Platts ensuring transparency in oil terminal stock levels to major energy players backing projects like Vakt and One Office for cost effective post-trade processing, blockchain is proving its mettle. The Singapore Diamond Investment Exchange has even launched the world's first diamond exchange, adding an extra layer of security through blockchain authentication.



Shoyab Shaikh

Batch- PGDM(ABM)2023-25

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