

Chaudhary Charan Singh

NATIONAL INSTITUTE OF AGRICULTURAL MARKETING

AN AUTONOMOUS ORGANISATION UNDER MINISTRY OF AGRICULTURE AND MINISTRY OF FARMER WELFARE



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FARM TO FORK

A Quarterly Newsletter of CCS NIAM PGDM (ABM)*April 2022– June 2022***DG'S MESSAGE**

Our nation witnessed many drastic changes in its agricultural ecosystem in 2021 and CCS NIAM as an organization has always embraced these changes and worked relentlessly for the welfare of our farming community through specialized training, research, consultancy and education in agricultural marketing. It is one of the best institutions in South East Asia for aspiring students in the field of agricultural marketing. CCS NIAM has several facilitators that include international and national faculty of repute for guiding all the stakeholders.

I assure all the stakeholders of CCS NIAM that with commencement of the year 2022, this institute will continue being a guiding light for every step they take for a brighter future.

Dr. Vijaya Lakshmi Nadendla,
Director General, CCS NIAM



Joint Secretary (Marketing), MoA & FW, GOI

Student's learning from SIP

The internship at Vegrow gave me hands-on experience in procurement and supply chain management of fresh F&V. I am grateful to the entire VEGROW team for giving me exposure to real-time business making which imparted and groomed the skills of Networking, Negotiation, tackling ground-level problems and taking the ownership. Building large volumes, supply price trends, and various sourcing dynamics in Gujarat, Karnataka and Andhra Pradesh were the key takeaways. Objectivity in quality and perishability are the major problems while efficient planning, and working on ETA are the key to solving these in SCM.

Rakshith R
Chifu Agritech Pvt. Ltd.
PGDM (ABM)
Batch : 2021-23



My internship with Innoterra India Pvt. Ltd. was amazing with great learnings and experiences in Procurement, Logistics & Transportation. I worked as 'Farmer relationship manager' and played a liaison role between the operation and planning team to ensure procurement of Alphonso Mangoes in the Ratnagiri & Devgad region. With teamwork, we successfully procured 500+ tonnes of mangoes directly from farmers. And gained hands-on experience in the procurement field dealing with many stakeholders, where I improved myself as a good negotiator, strategic planner, and purchaser. In addition, I worked with the Tech business unit to establish farm-to-fork traceability for the "Ekyaam" brand of Alphonso mango.

Kuldeep
Innoterra India Pvt. Ltd.
PGDM (ABM)
Batch : 2021-23



The journey of SIP was an extraordinary one which led to unprecedented learning curve in the commodity industry and provided me with understanding about the distribution channel of the nut butters which remarkably cover seven seas to ultimately fit in a jar which we all relish. Working as an intern gave me an understanding as to how new markets are explored along with making in roads in already existing markets. The project enabled me to expand my limits along with imbining me with great knowledge which will lead to further guide me throughout my professional journey.

My Internship with Adani Wilmar Limited is a matter of great honor and privilege for me. I wouldn't have grown and learned as much as I have in these past 2 months without mentoring from AWL. The project is based on the Sunflower and Soya oil market in A.P & Telangana which gave me first-hand experience in understanding Dealers, Retailers & Consumer behaviour and various factors affecting the Oil industry.

Interacting with different kinds of people and understanding their perceptions about the market is indeed great learning. Finally, the Internship gave me deeper insights into the FMCG sector and helped me in boosting my analytical skills.

Joseph
Adani Wilmar Ltd.
PGDM (ABM)
Batch : 2021-23



Rituraj
ETG India
PGDM (ABM)
Batch : 2021-23



The summer internship at Anmol Feeds Pvt. Ltd. was a truly remarkable journey that gave me a plethora of knowledge & valuable experiences. My internship at Marketing department involved a project related to targeting e-commerce sales in livestock feed sector. I got the opportunity to interact with farmers, retailers & dealers from different states which helped me to build deeper insights & understanding of the market scenario of livestock feed sector at grassroot level & identify the factors influencing farmers' perception & e-commerce purchasing patterns. Listening the customers' feedback, I recognized the areas that needed to be improved and suggested the strategies for efficient lead conversion through e-commerce. I was able to obtain practical expertise with sales methods through direct dealing & social media marketing.

Sankha Subhra Maity
Anmol Feeds Pvt. Ltd.
PGDM (ABM)
Batch : 2021-23



Working with HM Clause India Pvt. Ltd. was a journey of imbibing knowledge and gaining experience. I acquired knowledge in efficiently planning and executing the transportation and storage of goods from the point of origin to the point of consumption for logistics optimization. The gap analysis of state-wise products that needed improvement was done through research based on which a state-wise annexure was proposed that could add significant value to the organization. This process helped me gain valuable insights about varietal registration.

A healthy work atmosphere coupled with continuous positive feedback and support from the mentor and the entire team helped me to grow to a corporate-ready professional with a better grasp of the entire agri-logistics system. I am highly grateful for this opportunity.

Ishita Sethi
HM Clause India Pvt. Ltd.
PGDM (ABM)
Batch : 2021-23



The Internship with Ernst and Young Global Consulting Services, with vision to build a better working world was great learning journey with wonderful knowledge in agricultural consultancy. Being accompanied by great experienced people as mentors and guides is bliss. The project exposed me to various aspects of business development. It involved various projects under Ministry of Agriculture and Farmers Welfare and Ministry of Food Processing Industries which included preparation of Detailed Project Report and Evaluation of schemes on the basis of Secondary data available in public domain on the basis of RCEESI+E framework. I extend my sincere gratitude to my mentors Mr. Kaushik Sen and Ms. Vatsala Aggarwal. Thank you, Ernst and Young Global Consulting Services, for giving me this opportunity.

Prasad Patil
Ernst & Young LLP
PGDM (ABM)
Batch : 2021-23



During my tenure with Sresta Natural Bioproducts Ltd. as a Summer Intern, I learned how to select an optimal area, meeting all the objectives, to move forward with my project, which involves the assessment of the potential regions for procurement of Organic Rajma. I also organized farmer meetings in various villages to enlighten farmers about the organic certification process. Convincing the farmers to register with the company to procure their produce sharpened my negotiation skills.

Vutla Pavan Sahith
Sresta Natural Bioproducts Ltd
PGDM (ABM)
Batch : 2021-23



Noveltech Feeds presented me with a plethora of opportunities; from Sales and Marketing to Production and Operations, and in the process allowed me to be a part of the Product Launching Team. This exposure not only enriched my self-confidence but also provided me with deeper insight into Sales and Marketing. It further honed my existing knowledge of Supply Chain Management and Operations which made me a crucial part of the growth of Noveltech Feeds. I gained first-hand experience by interacting with the farmers at work. It further enabled me to see the customer's difficulties and company's strategic approach in understanding the same while launching a new product. One could experience a home away from home at Noveltech where people are valued and cared for and the business has human grounds

Deepak Singh Meena
Noveltech Feeds Pvt. Ltd.
PGDM (ABM)
Batch : 2021-23



The SIP journey not only give exposure and networking but also leads to a new learning phase of understanding the needs and problems of farmers and how as a management students we can work on it so that agriculture sector will flourish along with it's stakeholders. Working on a Star product, enriched my knowledge about insecticides and enabled me to apply my learning throughout the internship phase. I extend my heartiest gratitude to my Buddy and Mentor for the constant support and encouragement throughout the project.

Manupriya
UPL Ltd.
PGDM (ABM)
Batch : 2021-23



My internship at the Agriculture Skill Council of India helped me gain valuable insights into how an organization works. From conducting comprehensive competitor analysis research to designing an effective communication plan, my knowledge of business and organization was transformed into a series of practical techniques and skills that I can now implement in real-life business scenarios. Working in a professional environment is the best way to learn how to navigate the working world through real-life, hands-on experience. Asking for and receiving professional feedback is very important. It is essential to take note of both the positive and negative points for the future, so you can grow and excel in your career. My internship taught me to make my own decisions and to do things on my own. Being able to work independently with little guidance is very important in the working world.

Rashi Khimta
Agriculture Skill Council of India
PGDM (ABM)
Batch : 2021-23



It was a great Learning Experience at Shriram Farm Solutions (A Division of DCM Shriram Ltd.) and I would like to thank them for providing me with this opportunity. The project assigned to me gave me an in-depth understanding of the Agri-input market of Punjab and Uttar Pradesh. I got a chance to interact with experts and stakeholders to understand the various aspects of Branding and Communication in the Agri-input industry.

I express my heartfelt thanks to my Mentor, Ms. Pooja Mahndiratta (Marketing Manager) and Tutor, Mr. Anshul Kothari (Brand Manager) for their valuable suggestions and guidance during the project.

Aman Jain
DCM Shriram Ltd.
PGDM (ABM)
Batch : 2021-23



Mentor reviews

Nishanth A R, Rahul Prasad, and Sadhu Jogarao did their summer internship with ADAMA India Pvt. Ltd. Throughout the internship period, they exhibited sincere dedication to the work. They were highly skilled in Excel, Tableau, and Microsoft Powerpoint. Working in three different portfolios namely Herbicide, Insecticide, and Biologicals, they have done market research exceptionally well to deliver the required outcomes. All three interns have won awards for their proficient performances.

Adama India Pvt. Ltd.

Mr. Ashok Mudada

Manager - Business Intelligence



SWAL Corporation Ltd.

Riyanka Chikhale

National Crop Manager



First of all on behalf of SWAL Corporation Ltd. I would like to congratulate Kuntal Dash on the successful completion of his internship. Kuntal is a quick learner and proactive in his work. Appreciate his resilience, positivity, ability to understand the problem areas and creative thinking. Kudos to him for his excellent work and all the best for his future endeavours.

On behalf of HM.CLAUSE India, I would to thank you NIAM for facilitating budding managers to Agri industry for various projects. Here I take opportunity to highlight Shanya singh worked as an sales intern with HM.CLAUSE, she did fabulous job during her 3 months of tenure in terms of dealing with multiple stake holders like Farmers, customers, business people and other stake holders. She is a quick learner, has well adoptive culture. She surpassed all expectations and really ran with everything we handed to her.

H.M Clause India Pvt. Ltd.

Kummari Saibaba

B2B & Projects Manager



Technoserve India Foundation

Sanket Mishra

Senior Associate



The contribution of Abhishek Narang, Narayan Reddy, Prithwiraj Majumder and Shameer Ahmed as interns in TNS India Foundation is outstanding. They are good with their interpersonal skills and quick in analysing situations. To be precise they have included so many new techniques to fasten the project. Their core agri based knowledge has added so much value to the project and we are extremely happy working with such enthusiastic and self motivated interns.

Vijay has helped us in taking key strategic decisions for growth through the project given. He grasped the project so well and came up with great analysis on the market insights and presented it so well. We wish him luck and success.

Mangal Murti seeds Pvt. Ltd.

Gokul S

Business Head– Sales & Marketing



Golden Agri Resources India Pvt Ltd.

Shampa Gan Chowdhury

Head of HR, India



I found both Supriya and Suraj to be a quick learner. They were given a project on "Ethanol Project in India and its Program". They took a lot of initiative and were extremely thorough with their work. They took the effort to get into the details. Their organization skills are worth mentioning, the way they organised themselves and step by step covered all the Topics diligently is commendable. At each step they took feedback about their progress and closed any gaps that were identified. At the end they have submitted a project, which will be used by SIDPL for future reference.

Education Leadership Award 2022

The 11th edition of the World Education Congress Awards was organized at Jaipur. CCS National Institute of Agricultural Marketing (NIAM) was awarded with an Education Leadership Award in the field of Agricultural Marketing and for the promotion of Agripreneurship & Agribusiness in the country. The award was received by Dr. Ramesh Mittal, Director, C.C.S NIAM.



International Yoga Day

C.C.S. NIAM celebrated international yoga day on 21st June, 2022. The theme of this year's Yoga Day was "Yoga for Humanity," wherein faculties and staff took part while emphasizing overall wellbeing. Yoga not only aims to strengthen the mind and body, but it also helps maintain complete harmony between the two. Since its establishment in 2015, International Yoga Day has become a global festival. The date for the celebration was chosen by Prime Minister Shri Narendra Modi since it is the longest day of the year in the Northern Hemisphere and has significant meaning in many cultures.


अन्तर्राष्ट्रीय योग दिवस
21 जून, 2022

सीसीएस राष्ट्रीय कृषि विपणन संस्थान,
कोटा रोड, बम्बाला, जयपुर



FARM TO FORK IS AN INITIATIVE OF PGDM (ABM), CCS NIAM

<https://www.ccsniam.gov.in/>

Alumni Chapter Meet

“Some memories are unforgettable, remaining ever vivid and heart-warming”

NIAM is a place so delightful that it still connects every heart even after several years and the “Alumni Chapter Meets” conducted across India are testimonies to that.

The contribution of Alumni to the success of NIAM is quite apparent. The Alumni are our backbone and their immense dedication and support towards the students have made this institution what it is today. We at NIAM make it sure to celebrate our alumni and have a gala time with them.

Batch 2021-23 organized 4 successful “Alumni Chapter Meets” in cities, viz. Delhi, Mumbai,

Hyderabad, Bangalore. It was a great opportunity for the students to meet up with our esteemed alumni over dinner. It was not only a platform for the students to get industry insights and wisdom from our Alumni but also a place where our Alumni got updates about the activities going on in NIAM. A tinge of fun was also added to the events by performances like stand-up comedy, shayari and singing.

We eagerly look forward to many such interactions with our alumni in future as “We are each other’s harvest, we are each other’s business, we are each other’s magnitude and bond”.



Bangalore Meet



Mumbai Meet



Delhi Meet



Hyderabad Meet

Green Hydrogen– A lane towards a low carbon economy



Hydrogen for long has been the "Fuel of the Future", but with increasing concerns about global warming and a paradigm shift towards decarbonization and a low emission economy, green hydrogen is the way out. The government and businesses around the world are focusing on increasing the momentum of growth in hydrogen technology, mainly driven by the growing need to significantly reduce emissions from their systems.

India can jump on the bandwagon to capture a large part of this market by leveraging the competitiveness of green hydrogen, a large domestic market and low-cost labour. The industry is the leading consumer of hydrogen, mainly driven by ammonia production and refineries. India currently imports 85% of its oil, 50% of its natural gas and 30% of its coal, which makes India vulnerable to the international market's frequent price fluctuations.

Domestic production of hydrogen from renewable electricity can significantly reduce energy imports while supporting the domestic energy industry and creating a low carbon economy.

Khushboo Dohare
PGDM (ABM)
Batch : 2021-23



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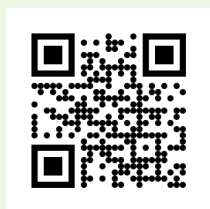
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FARMAURA– Spheres of Knowledge



Upcoming Events

- Welcoming Batch 2022-24
- Agrovon 2022
- Ganesh Premier League



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Batch 2021-23

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