



# Chaudhary Charan Singh National Institute of Agricultural Marketing, Jaipur

(An autonomous organization under Ministry of Agriculture and Farmers Welfare)

July - Sept. 2022

Pages 12



## FARM TO FORK

A Quarterly Newsletter of CCS NIAM PGDM (ABM)

### Inside the Issue

#### Academics

Orientation program  
Student Articles

#### Co-curriculum

Achievements  
Ganesh Premier League  
Netritva Guest Lectures  
Samvidh Guest Lectures  
AGROVON

#### Cultural

Foundation Day  
Independence Day  
Krishna Janmashtmi  
Ganesh Utsav  
Teachers Day

“Agriculture has been the backbone of Indian Economy during tough times, similarly CCS NIAM, as an organization has always through its mandates of training, research, consultancy and education has been playing its role tirelessly in agricultural marketing. CCS NIAM is one of the best institutions in South East Asia for aspiring agricultural marketing students. CCS NIAM with its International and national faculty, and several facilitators has been guiding all stakeholders. I assure all CCS NIAM stakeholders that, the institution will uphold its values and continue to support them, in every step of their life.”

### Director's Message

As we begin a new phase of the year, I would like to take a moment to reflect on our recent achievements and express our excitement for the opportunities that lie ahead. Our institute has been thriving with vibrant research activities, expanding our research collaborations with national and international institutions. Our community outreach initiatives have been highly successful in engaging the public and establishing valuable connections with various organizations. Moving forward, we are committed to promoting diversity and equity and will continue to expand our research portfolio, engage with the community, and enhance our educational programs. Thank you for your contributions to our institute's success.



**Dr. Ramesh Mittal**  
Director,  
C.C.S NIAM, Jaipur



**Dr. Vijaya Lakshmi Nadendla,**  
Director General, CCS NIAM  
Joint Secretary (Marketing), MoA & FW,  
Government of India

## Orientation Program

On 3<sup>rd</sup> Aug, 2022, CCS NIAM welcomed its 22<sup>nd</sup> batch 2022-24. A group of 67 students, comprising of 49 boys and 18 girls, representing 38 universities made their way into this prestigious institute. Adding to the existing diversity of the institute, this batch also entails students from 17 different states. A welcome speech by Dr. S.R. Singh (Dy. Director, CCS NIAM) initiated the program by introduction of CCS NIAM and also explained the course curriculum to the students in detail with an introduction to subjects and faculties and ensured to equip

students with the best possible teaching resources, practical exposure, and training methods. Dr. Shuchi Mathur (Ass. Director, CCS NIAM) also welcomed students and conveyed what the students will learn from this 2-year course and acquainted them with the rules and regulations of the institute. Mrs. Saswati Mukherjee (Manager Marketing & Communication, NABI, CCS NIAM) gave a great emphasis on startups and how NIAM helps budding entrepreneurs with their expedition through NABI. All the students were highly enthusiastic to start the new journey.



### Samvidh-Alumni Lecture Series

#### Mr. Sandeep Tandon

Sr VP Product and Business  
Samunnati Financial Intermediation  
and Services Pvt. Ltd.

#### Topic: How to become a more effective Leader/Manager in the Corporate

Mr. Sandeep Tandon guided about how to become a successful manager in the corporate. According to him, a good leader should motivate and orient their followers as well as provide support for all team members. He suggested that, youngsters should have clear goals and aims.

## Foundation Day

It has been believed for long that for any great work to be done, it is important to have the right foundation. This year marked the 34th foundation day of Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM) on the 8th of August enlightening the institute's vision to create individuals through training, research, consulting, education, policy advocacy, and worldwide programs. The celebration began with the lighting of the lamp by Dr. Ramesh Mittal (Director CCS NIAM), Dr. Suchi Mathur (Assistant Director CCS NIAM), and all the respected dignitaries. Followed by the dance performance, drama and singing by the students. Foundation day rekindles our unique link in an energizing and joyous way.



## Smart Farming Is The Key To Sustainable Agriculture

Smart farming is an emerging concept that refers to managing farms using technologies like IoT, robotics, and drones to increase the quantity and quality of products while optimizing the human labour required for production. Smart farming reduces the ecological footprint of farming. Minimized or site-specific application of inputs, fertilizers, and pesticides, in precision agriculture systems will mitigate leaching problems and the emission of greenhouse gases.

Smart farming can make agriculture more sustainable, resulting in better profits for the farmer. Decreasing resource inputs will save the farmer money and labor which will reduce the cost of cultivation and an increase in the reliability of spatially explicit data will reduce the risks of crop failure. Site-specific weather forecasts, yield projections, and probability maps for diseases, pests, and disasters based on a dense network of weather and broadcasting, and climate data will optimally allow the cultivation of crops.

**Mr. Arun Kumar Malhotra**  
Batch- PGDM(ABM) 2022-24



## Ganesh Premier League

As a part of the Ganesh Chaturthi celebration, GPL marks an event to celebrate the spirit of sports among the students, adding more colors to the festive vibe. The event was conducted on the 2<sup>nd</sup> of September by AMIGOS- The Sports Committee. Four teams Ekdant, Dayawant, Gajanan, and Swaroop competed against each other. The event was filled with cheers from the audience, enjoying the healthy competition.

## Krishna Janmashtami

Festivals bring enthusiasm to everyone's life. Krishna Janmashtami, the festival of celebrating the birth of lord Krishna on the eighth (Ashtami) marks a day of the end of evilness. The festival was celebrated by the students of CCS NIAM with great zeal and warmth on the 19th of August at campus after two years of online celebration. Students creatively decorated the arena for setting up lord Krishna's idol. The event began with instilling of Lord Krishna's idol, welcoming him with grateful hearts. The students sang devotional songs. The devotional offering to lord Krishna was followed by the most exciting part of the festival, the Dahi Handi festivity which was enjoyed along with music and dance. The students felt the connection that festivals are known to bring and shared the bond and essence of NIAM.



*Samvidh*



**Mr. Giridhar Ranuva**

Head of Regional  
Commercial Excellence  
BASF South East Asia Pvt. Ltd.

### **Topic: Crop Protection Industry: An overview and trends due to resurgence**

Mr. Giridhar Ranuva lectured students about future opportunities in pesticide market. He said that a constant increase in direct investments have sparked research into agricultural technologies. The development of technology has led to both novel farming methods and advanced agricultural practises like farm robotics.

## How AI is Revolutionizing the Agricultural sector in the country?

Artificial Intelligence has become one of the most important technologies in every sector, including education, banking, robotics, agriculture, etc. The traditional methods that are used by the farmers are not sufficient to fulfil the need at the current stage. AI saves the agriculture sector from factors such as climate change, labour shortage, quality control, and food safety issues. AI has improved crop production and real-time monitoring, harvesting, processing, and marketing. Applications such as weather and price forecasting, crop monitoring, agricultural robotics, disease diagnosis, and precision farming are enabling better decision-making, effective cost savings, and reduced dependence on labour. But still, existing challenges are a lack of technical knowledge among farmers and the high price of such technologies. Although some large-scale researches are in progress and some applications are already in the market, creating predictive solutions to solve real challenges faced by farmers in farming is still in progress at an early stage.

**Mr. Himanshu Upadhyay**  
Batch- PGDM(ABM) 2022-24

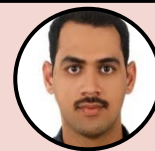


## Independence Day

This year, India celebrated its 76th year of independence with great enthusiasm and patriotism. Our country commemorated this magnificent year as Azadi Ka Amrit Mahotsav. At C.C.S National Institute of Agricultural Marketing Dr. Ramesh Mittal, Director of CCS NIAM, performed the flag hoisting ceremony. He addressed the students, appealed to their nationalistic spirit and encouraged them to take pride in being Indians and to carry out their duties responsibly. The celebration was attended by Dr. S R Singh (Deputy Director), Dr. Suchi Mathur (Asst. Director), faculty, staff, and all students. Followed by the flag hoisting ceremony, there was a quiz competition and cultural event that included patriotic music, dancing, poetry, and drama. Through their performances, students conveyed the message of unity and patriotism.



### Samvidh



#### Mr. Rahul Patil

Lead-Marketing & Product Management,  
Biostadt India Ltd.

#### Topic: Tips to successfully manage personal finance

Mr. Rahul Patil emphasized the significance of conserving money and offered extensive understanding of investments. Also, he described the various ways in which we can invest money to beat the inflation rate. With the aid of a SIP calculator, he demonstrated how compounding works and provided a clear investing note.

## Teachers Day

“If a country is to be corruption free and become a nation of beautiful minds, I strongly feel three key societal members can make a difference. They are the father, the mother, and the teacher” Remembering these words of Dr. APJ Abdul Kalam. CCS NIAM celebrated the occasion of Teacher’s Day by being thankful to teachers who bless their students with knowledge and wisdom. Students expressed their gratitude to their teachers for improving their lives morally and ethically by being the ideal mentor in their life.

Dr. Ramesh Mittal (Director, CCS NIAM), Dr. Suchi Mathur (Assistant Director CCS NIAM), Dr. S R Singh (Dy. Director, NIAM), and Dr. Raj Kumar Singh (Prof & HOD, SMS, Varanasi) were present on the occasion. The event made students experience the overwhelming warmth and affection of their professors.



### Samvidh



#### Mr. Atul Patil

Associate Director- Strategy and Commercial Excellence, CIPLA Ltd.

#### Topic: Opportunities for agribusiness professionals in other domains

Mr. Atul Patil discussed the challenges he met while transitioning from the Agri-input business to the very different pharmaceutical industry. Additionally, he discussed the leading pharmaceutical businesses, their subsectors, divisions, market capital, and strategies for preserving and increasing sales.

## Ganesh Utsav

**G**anesh Chaturthi marks the birthday of Ganesha, the lord of good fortune, wisdom, and prosperity. Devotees across the nation celebrated the festival with great devotion and joy starting on August 31st. Students of CCS National Institute of Agricultural Marketing, Jaipur, enchanted aartis and welcomed the lord of beginnings. The festival was celebrated for 5 days on campus. Students decorated the pandal for lord Ganesh and organized many events such as Bhajan Sandhya and Ganesh Premier League. The last day, Vitsarjan day, the day when Bappa went back to his place. All the students danced on Dhols and enjoyed it a lot. May Lord Ganesha bestow us with wisdom, prosperity, and the discriminating intelligence required to achieve excellence in life.



*Samvidh*

### Mr. Debaranjan Pujahari

Principle – Head of Agriculture Practice,  
Sattva Consulting Pvt. Ltd.

#### Topic: Career Opportunities in Consultancy Sector

Mr. Debaranjan Pujahari highlighted the opportunities in the consulting industry. He talked about consulting, the key skills required to become a consultant. He also mentioned growth prospects in consultancy sector. He emphasized on how should students prepare themselves for the sector. He also mentioned perks of working in consulting sector followed by question answer round.

## Achievements

Team Name	Batch	Position	Competition Name	Institute Name
Team Eagle	2022-24	Winners	Khøj: A Social Idea (Krishi Chanakya 2022)	MANAGE, Hyderabad
Team Phoenix	2022-24	Runner Up	Dattansh: Data Analytics (Krishi Chanakya 2022)	MANAGE, Hyderabad
Ms. Shalini T	2022-24	Runner Up	Campus Ambassador (Krishi Chanakya 2022)	MANAGE, Hyderabad
Team Marketing Maniac	2021-23	Runner Up	Ad-Junction (Sankalp 2022)	NAARM, Hyderabad
Team Whizholic	2022-24	Winners	Lakshya: B-Plan Competition (Agrovon 2022)	CCS NIAM, Jaipur
Mr. Prathamesh Mali	2022-24	Winner	Saksham: Best Manager Competition (Agrovon 2022)	CCS NIAM, Jaipur
Mr. Nagaraj Kolli	2022-24	Runner Up	Sankalan: Article Writing Competition (Agrovon 2022)	CCS NIAM, Jaipur
Ms. Roma Dutta	2022-24	Peoples' Choice Award	Pratibimb: The Photography Competition (Agrovon 2022)	CCS NIAM, Jaipur



# AGROVON

Sow ideas, Water hopes, Reap miracles



“AGROVON - the National Level B-Fest” was conducted physically after two years with more energy and enthusiasm on 7th and 8th September 2022 at NIAM and aired live on the YouTube channel “MEDIA-E-NIAM”. Students from reputed institutions like IIMs, IITs, DU, NITIE, MANAGE, and many more were shortlisted for on-campus competitive rounds with more than 6200 registrations.

The auspicious event was inaugurated by respected Dr Ramesh Mittal, Director, CCS NIAM; in the presence of eminent dignitaries Mr Vinod Kumar Singh, Ms Swati Bhilwaria, Mr P.S. Saini, Mr Mahesh Singh, and Mr Pratyush.

AGROVON provided a platform for students from top B schools around the country to put their learning into practical use, through various events such as VIVECHAN - The Case Study Challenge, LAKSHYA - B-Plan Competition, SAKSHAM - The Best Manager Competition, ADVIK - Live Case Study Competition, SANKALAN -Article Writing Competition, PRATIBIMB - Photography Competition and MARKETING QUENCHER’s QUIZ - The Quiz Competition, RANGMANCH- Talent Hunt Programme which was sponsored by Paradeep Phosphates Ltd, Adventz Group of Companies, Seedworks International Pvt Ltd, East-West Seed Pvt Ltd, Syngenta Foundation for Sustainable Agricul-

Sr. no.	EVENT NAME	WINNERS
1	LAKSHYA	TEAM WHIZHOLIC, CCS NIAM
2	VIVECHAN	TEAM 1 SUPER AWESOME DERABAD
3	SAKSHAM	PRATHAMESH MALI, CCS NIAM
4	PRATIBIMB	ROMA DUTTA, CCS NIAM (PEOPLE CHOICE)
5	MARKETING QUENCHERS QUIZ	MALLIKARJUN KAMANALLA
6	SANKALAN	VINIVARSHINI R G, BAIT
7	ADVIK	TEAM UNBEATABLE, NITIE



# AGROVON

Hopes, Reap miracles

ture, GAIN- Global Alliance for Improved Nutrition, Signet seeds, AMD – Indo-German Cooperation on Agricultural Market Development, and Schoolnet Indian Ltd respectively in association with media partner Krishi Jagran. NIAM again proved its mantle by continuing the rich tradition of nurturing young managers and showcasing their talents in presentation and analytical skills. Along with this, the cultural event “RANGMANCH” adds flavour and taste to the event through dance and music.

A theme song for AGROVON 2k22 was composed by the PGDM (ABM) Batch 2021–23, and it gained a lot of positive feedback on social media. A fest is not just about competing but learning from each other. Interactions and discussions were a part of the learning experience since participants were eager to take part in different events. The participants' passionate, innovative, problem-solving, and creative thinking for the event was astounding.

The administration and students' efforts made it possible for the event to be held successfully while upholding the legacy, giving participants a platform to showcase their talents and ideas while also learning from various industry leaders as the AGRVON theme "SOW IDEAS WATER HOPES REAP MIRACLES" states.

	RUNNERS-UP
AM JAIPUR	TEAM LEHER, SRCC DELHI
, MANAGE HY-	TEAM AURA, IIM CALCUTTA
NIAM JAIPUR	TANVI DHAKA, IIM AHMEDABAD
	ANJALI NAVALE, SAM NAGPUR (JURY AWARD)
, NAARM	MALLIKARJUN KAMANALLI, GLIM GURGAON
	NAGRAJ KOLI, C.C.S NIAM
, MUMBAI	TEAM IIM, IIM AHMEDABAD



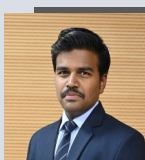
## One Nation One Fertilizer

On 24<sup>th</sup> August 2022, the Ministry of Chemical and Fertilisers, Government of India announced the scheme called “Pradhan Mantri Bharatiya Janurvarak Scheme”. Where all companies are ordered to sell their fertilizers under single brand name ‘Bharat’. According to this scheme bags containing Urea, DAP, NPK, and MOP are named ‘Bharat Urea’, ‘Bharat DAP’, ‘Bharat NPK’, and ‘Bharat MOP’ respectively. Along with the brand name, the logo of Pradhan Mantri Janurvarak Pariyojana (PMBJP) will be displayed utilizing 2/3<sup>rd</sup> space on the bag and only 1/3<sup>rd</sup> of space is allotted for the company to take care of their identity. The government’s reasons for the implementation of this scheme are to bring uniformity, stop the crisscross movement of fertilizers like urea, and reduce brand-wise demand for fertilizers. The major drawbacks of this scheme are that the fertilizer companies could be treated as contract manufacturers and importers for the government. This scheme may disincentivize companies from brand promotion.

### Bharat Urea - Options



**Mr. Rohit Meti**  
Batch– PGDM(ABM) 2022-24



## Agriculture 5.0

Farmers’ welfare and the interlinkages to energy sources and efficiency are attracted in the last few decades. The major drivers are urbanization, sustainability, the economic prosperity that is emerging in the market, population expansion, changing food habits and growing food demand. To gain insights into the attributes of Agriculture 5.0, research is going on. Current advancements in data management are making smart farming grow more exponentially as data have become the key element in modern agriculture to help the producers with critical decision-making. Valuable advantages appear with objective information acquired through sensors with the aim of maximizing productivity and sustainability. In the upcoming decades, drones, IoT, and Artificial intelligence will rule modern agriculture. The transformation driven by modern technologies will enable this primary sector to move to the next level of farm productivity and profitability. Beginning with farm mechanization and progressing to data-driven agriculture within the context of smart farming, the revolution is delivering practical solutions, and with these advanced technologies, younger generations can transform the agricultural industry.



**Miss. Shalini T.**  
Batch– PGDM(ABM) 2022-24



## The recent ban of Agri Commodities in India

Recently, the government made two major decisions this year regarding agricultural product exports. The first was made for wheat. High global retail food inflation and a decline in Russian and Ukrainian wheat exports helped India to position itself as a strategic global wheat supplier, which is why Prime Minister Shri. Narendra Modi announced that India can feed the world. However, things backfired when India was forced to impose a ban on wheat exports due to the country's domestic rise in retail food inflation and a projected decrease in production due to South Asian heat waves.

This month, India also banned the export of broken rice and imposed a duty of 20% on non-Basmati rice exports and other parboiled rice. Previously, the country's high domestic production and low local prices enabled it to export a large amount of rice to various countries, including to developing nations. However, the government-imposed restrictions due to a 5.6% decrease in the net sown area of rice. The new duties are expected to discourage buyers from looking forward to India and instead turn to competitors such as Thailand and Vietnam.

Taking both cases into account, we can conclude that the country is not in a position to trade off food security for higher profits. However, the country should also take the initiative to supply food grains to impoverished and developing countries.

**Mr. Athul Vijayan**  
Batch– PGDM(ABM) 2022-24





## Need of Crop Diversification in India

Agriculture is an important industry in India. There are various agro-climatic zones suitable for various crops. Crop diversification is beneficial to agricultural sustainability. Monocropping degrades soil health and causes biotic and abiotic stress. The green revolution, which took place in India to address food scarcity, has had a negative impact on our country's cropping pattern. The introduction of fertilizer-responsive and high-yielding rice and wheat varieties has resulted in the transformation of several states into mono-crop states. After achieving self-sufficiency in food grain production. A number of programmes were launched by the federal and state governments to diversify cropping patterns and ensure food security. It refers to the cultivation of a wide range of crops in a given area and gives farmers more options for growing a variety of crops to reduce risk in areas prone to drought or with specific soil issues. Crop diversification is critical in Indian agriculture to ensure nutritional security.



**Mr. Anil Banoth**  
Batch– PGDM(ABM) 2022-24

## Vertical Farming

Uncontrolled climate, weeds, high cost of input and high cost of labour are terms that are familiar to the traditional process of intensive cultivation in India. The food sufficiency of more than one billion people is massively dependent on majorly uncontrolled factors like the monsoon, soil, topography, etc. Moreover, ecological resources like water, microclimate, nutrients and minerals, etc., are wasted by overutilization i.e. their availability is high (at present) but inefficient. Urbanization has caused a loss in cultivable agricultural land and labour force. The pressure on traditional farming has resulted in the overuse of inorganic fertilizers causing multiple health issues. A one-stop solution to address this issue is Vertical Farming using vertically stacked layers and vertically inclined surfaces majorly through Hydroponics, Aeroponics and Aquaponics. Low water usage, enhanced efficiency, food security, and resistance to weather and environmental conservation are some of the major advantages. This technology aims to utilize every inch of land and space, no matter whether it is urban or rural for growing the maximum possible food for the people.



**Mr. Adarsh Negi**  
Batch– PGDM(ABM) 2022-24

## Pollution: A Curse on the Environment

Pollution taints the air and contaminates the water. The release of toxins into the biosphere caused by pollution renders the air unfit for breathing, degrades the water and soil quality, and results in the emission of compounds that may harm people, plants, and animals.

To satisfy the demands of an expanding population, agriculture has been enhanced through the use of a variety of fertilisers and pesticides. Industries have been established to generate a variety of chemicals, including ones that are harmful to all life forms. Air quality has declined because of rapid industrialization. The problem of air pollution is worsened by the extensive use of coal and other fossil fuels in industry and petroleum gasoline in automobiles. Dust, toxic gases, and other pollutants appear to be carelessly being tossed into our atmosphere.

Our outdated automobiles' poor performance is the main cause of



the intensification of air pollution in Indian cities. With the expansion of both our companies and our people, water contamination also rose. Since the beginning of the practice of disposing of sewage and industrial effluents in rivers, water contamination has grown at an alarming rate. The waterways, once revered, are now becoming foul-smelling and filthy. Unfortunately, three-fourths of our population is forced to drink contaminated water.

Along with humans, many aquatic life forms are endangered due to contaminated river water which is caused by the reckless discharge of sewage and industrial pollutants. The Mediterranean Sea is reportedly getting murkier. Tankers unload their cargo close to rivers or the ocean, while rivers and canals that dump sewage, detergents, and industrial waste into the ocean cause bottles, decaying rubbish, and oil slicks to wash up on beaches. Algal blooms that block up huge regions of water are caused by the concentration of phosphorus and nitrate used as inorganic fertilizers on farms in lakes and estuaries. This leads us to the conclusion that pollution is extremely harmful to our health and the health of other living organisms. Appropriate control measures are urgently required, and active participation is required to address this issue.



**Mr. Nikhil Kumar Singh**  
Batch - PGDM (ABM) 2022-24

## Topic: Pricing - The Most Misunderstood P Of Marketing

Mr. Anupam Katheriya started the session by giving an introduction of the different types of customer segments that exist in the rural market. Afterward, he expressed his fascinating views on various pricing strategies and measures that needed to be adopted for cost minimization by quoting and referencing relevant examples of the FMCG sector.

**Mr. Anupam Katheriya**  
Associate Vice President  
Marketing & Business Development,  
Emami Ltd.



## Topic: NITARA: An Overview and Its Technology Intervention In Dairy Farming

Mr. Anil Mishra began the lecture by outlining the difficult hurdles and unfathomable anguish that dairy farmers in India face. Following that, he briefed the students on the possible and practical solution provided by NITARA, a data-driven and AI-driven platform followed by fruitful question answer round which revolved around dairy farming and entrepreneurship.

**Mr. Anil Mishra**  
Co-Founder and CEO  
NITARA (GormalOne LLP)



## Topic: Taking Organic food from Farm to Plate

Students heard from Mr. Rajashekar Reddy Seelam, on the effects of conventional farming on a variety of natural resources, from biodiversity loss to low carbon content. In addition, he talked about the advantages of organic farming over conventional farming. Later, he told the pupils about Sresta's lofty goals and the enormous opportunities in the sector.

**Mr. Rajashekar Reddy**  
Founder & Managing Director  
Sresta Natural Bioproducts Ltd.



## Topic: Beverage industry in India

Mr. Vijay Rayanagoudar Sir kicks off the session with an overview of the beverage sector in the VUCA World. He discusses the various variables that disrupt the sector and the significance of reform to sustain the disruption. He discusses the problems and opportunities associated with new product introductions in several categories. Later in the session, he discusses the dynamic changes in the beverage business as well as the way forward in this subject.

**Mr. Vijay Rayanagoudar**  
National Sales Head  
(Non-Alcoholic Beverages)  
United Breweries Ltd.



## Topic: Seed Sector View

Mr. Vamsi Krishna provided insightful market information of the seed sector, supported by statistical data. He offered a succinct description of the company's operations worldwide. He emphasised the key market disruption events as well as the significance of digitising seed supply chains.

**Mr. Vamsi Krishna C**  
National Sales Manager  
HM Clause India Pvt. Ltd.



## Topic: Reshaping of Agriculture Industry ecosystem to enhance the farmer

Mr. Navdeep Mehta began the session by informing the students about his college days and quizzing them on important facts and figures about Indian agriculture. Then he talked about the impending Agri-tech start up explosion and other cutting-edge agricultural technologies. The future of Agri-tech start-ups and other agriculturally creative themes are then covered by him followed by question answer round.

**Mr. Navdeep Mehta**  
National Sales Head and AVP-  
Crop Protection  
Godrej Agrovet Ltd.



## Topic: Plantix - Reshaping Traditional Agriculture through AI

Mr. Ajit Kumar Mishra explained the value of artificial intelligence in the precise forecasting of diseases and pests that can affect agricultural crops. A constructive discussion on doubts and questions with all the attendees marked the end of the lecture. Later, he talked on Plantix's role in easing the B2B distribution of Agri-inputs to merchants.

**Mr. Ajit Kumar Mishra**  
Executive VP Category and  
Supply Chain  
Plantix



### Topic: Market-Driven Agriculture

Mr. Dushyant K. Tyagi began his lecture with importance of market integration and price realisation for farmers. He talked about the foundations of the ecology of the free market as well as the SWOT analysis of Indian agriculture. Insights on e-NAM, POP, e-FARMARKET, and I-Kisan were also included in the discussion.

**Mr. Dushyant K. Tyagi**  
CEO

Farmgate Technologies Pvt. Ltd.



### Topic: Indian Agriculture Industry-Drivers and Opportunities

Mr. Vinayak Raman Sharma discussed about the evolution of Indian agriculture from the twentieth century after giving a brief overview of the facts and figures relevant to the current state of Indian agriculture. He educated the students about the Agri-input industry, Agri-tech, and the seed industry.

**Mr. Vinayak Raman Sharma**

President and Business Head  
(Hybrid Rice, Pearl Millet,  
and Mustard)  
Seedworks International Pvt. Ltd.



### Topic: Best Practices in Procurement & Industry Prospects in a BANI World

Mr. Sandeep Balakrishnan imparted his knowledge of strategic aspects and procurement processes in various industries in this workshop. He also talked about the key qualities required to become industry ready as well as the dos and don'ts in the BANI world. The lecture followed by question answer round. Students asked questions related to procurement processes.

**Mr. Sandeep Balakrishnan**

Head of Procurement  
(India & Global)  
ID Fresh Foods Pvt. Ltd.



### Topic: Role of Shipping/Logistics in Agri-Business

Capt. N. Rengarajan began the session by outlining his experiences in starting Torq Commodities Pvt Ltd. He emphasised the significance of maritime sea routes and how much modern global trade depends on them. He also emphasized on what makes agro-logistics special and the challenges faced globally in the sector. A vibrant and engaging question-and-answer round followed this.

**Capt. N. Rengarajan**

Director  
Torq Commodities Pvt. Ltd.



### Topic: Role of Shipping/Logistics in Agri-Business

Capt. Dr. Tanweer Alam began discussion by providing an overview of Indian agriculture. Further he stressed on problems like, malnutrition and lack of nutritious food. Following that, he went over various animal and protein sources available in the country to meet the country's ever-increasing consumption demand. He discussed about the emerging prospects in nutrition industry.

**Dr. (Capt.) Tanweer Alam**

Director of Marketing  
Kemlin Industries South Asia Pvt.  
Ltd. & Kemlin Animal Nutrition &  
Health -South Asia



**Mr. Alok Singh**

Sr. Gen. Manager (Sales and  
Marketing)  
Tractors & Farm Equipment Ltd.  
(TAFE)



### Topic: Current Scenario of farm mechanization in India & its impact on food

Mr. Alok Singh began the presentation by discussing the of TAFE Ltd. Following that, he discussed the state of food production in India and explained impact of farm power on food production. He also explored the challenges of farm mechanization. Later in the discussion, he discussed various government interventions as well as the role of TAFE in farm mechanization in India.

### Topic: India's Position in global Agri exports: Trends and Opportunities

Mr. Gopinath Koneti started the discussion with Indian agri-exports, its importance and opportunities for India in the sector, where he briefed on some agro-commodities. He talked about the future of agriculture and the drivers of the same. He showed a video of an entrepreneur, Mr. Maktub Alam to illustrate that how important patience is, for entrepreneurs. This is followed by an engaging question and answer round.

**Mr. Gopinath Koneti**

Partner  
KPMG India



**Mr. Ashish Panday**

Lead - Community Partnership  
and Sustainability  
Corteva Agriscience Ltd.



### Topic: Corteva in Sustainable farming

Mr. Ashish Panday, began session with his introduction and life at Corteva, He glanced over the company's history and vision. Thereafter he briefed students about the 4 critical areas of sustainability i.e., Sustainable Innovation, Biodiversity, GHG emission, ID&E. After this, he explained the Corteva goal alignment with SDG's goal. He gave his insights on rice farming and Rice-value chain opportunities followed by a fruitful Q&A round.

## PM Pranam Scheme : The Game Changer in Agriculture

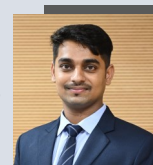
India is an agricultural country and near about 60% population is completely dependent on agriculture and the allied sectors. After the onset of the green revolution, the use of fertilizers in India has skyrocketed dramatically, thus increasing the prices. To protect the farmers from increasing cost of production Government of India (GoI) provides subsidies on fertilizers, but over the years the burden of subsidies has increased substantially, putting stress on the government's balance sheet. To tackle this issue GoI is planning to launch a new agricultural scheme PM PRANAM, which stands for Pradhan Mantri-Promotion of Alternative Nutritious and Agriculture Management, to reduce the use of chemical fertilizer, thus bringing down the subsidy burden. This scheme will launch under the ministry of chemicals and fertilizers.

Natural Farming Conclave which was held in July 2022, "Natural farming, chemical-free farming can give strength to the country's goal of becoming self-reliant," said PM Narendra Modi. If we look at the market of chemical fertilizer it was 1.62 lakh crore in 2021-22 and an estimated 2.25 lakh crore in 2022-23 which gives around

39% growth in the Market. The government is trying to promote sustainable agriculture so that there is a reduction in the use of chemical fertilizers. In the year 2020-21, the subsidy is used for about 1.27 lakh crore, and in the year 2021-22 the total subsidy touched 1.62 lakh crore.

PM PRANAM will ensure to reduce of chemical fertilizer and discourage the farmer to use chemical fertilizer this will help to reduce the expenditure on subsidies and from that amount, 70% amount will be used for technology, the adaption of new fertilizer, etc. and the remaining 30% will be used on encouraging Panchayat, FPO's, Self Help Group. This Scheme will help to grow agriculture in a very sustainable way, which will be looking towards the adaption of new technology, Artificial Intelligence, and sustainably increase productivity.

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