



FARM TO FORK

A QUARTERLY NEWSLETTER OF

CCS NIAM,

PGDM (ABM)

INSIDE THIS ISSUE

Academics

- Student Articles
- Case Study Competition
- INSEE Conference

Co-curricular

- Corporate Speaks
- Workshop on Interview Skills
- Tree plantation by DG
- Student Achievements

Cultural

- Mahila Kisan Diwas
- Virtual Diwali Celebration
- Christmas Special
- Shubharambh



Sh. P. K. Swain

Director General, CCS NIAM

DG'S MESSAGE

Dear Readers,

Wishing you all a safe new year!

The pandemic time has demonstrated that agriculture holds the key to our country's economic development and food security of the nation. CCS National Institute of Agricultural Marketing feels very privileged to be a part of this selfless task by helping the farmers and contributing for their welfare through the teaching and mentoring via webinars and online training programmes, etc. It is one of the best Institution in South East Asia for aspiring students in the field of agriculture marketing. NIAM has several facilitators which includes the international and national faculty of repute for guiding all the stakeholders.

I assure all the stakeholders of NIAM to work along with my team for the progress of farmers and the industry on whole and become a lighthouse at every step they take for a brighter future.

15th October is observed as National Women Farmer's Day. On this context, CCS NIAM organised an Online Training Program to bring the light on the paramount role of Women Farmers in Agriculture, especially Agricultural Marketing. Rapid Feminization was seen in the Agriculture sector with around 73% of rural women employed in this sector (Economic Survey 2017-18). Dr. S. R. Singh, Dy. Director, NIAM guided women farmers that how they can contribute to Agricultural Marketing. Mr. Manoj Agrawal, Chief Operating Officer, NABI explained the significance of Agri-Start-ups in Rural India and how NABI can leverage them by proper training. Dr. Shuchi

Mathur, Assistant Director, NIAM coordinated the entire webinar. She also threw light on the importance of Post-Harvest Techniques (PHT) and explained how custard apple pulp could be stored in cold storage and delivered in the market at right time. Among the Women Farmers, Mrs. Sarita Kanwar, CEO, Mahashakti FPO, Rajasthan gave her insights about running the entire business with the help of Female employees and the only Male Pick-up driver. The students of PGDM (ABM) also attended the Webinar. The Programme ended by igniting the spark among the Women Farmers to take up the driver seat in Agri-Business.

Mahila Kisan Diwas



Workshop on Interview Skills



A workshop for interview facing skills and a mock interview for the students was organized by CCS. NIAM. Once again in this unprecedented situation, workshop was organized in virtual mode, 'The New Normal'. This small workshop was carried under the guidance of Barkha Gupta, Cofounder at ABCDAsia & Associates. This helped students to learn more about the interview handling skills and gave a quick idea to tackle corporate interviews. Workshop session ended with an elaborate review, for the students, with diagnosis of specific areas to be worked upon. Reviews were given on the basis

of performance and other parameters included confidence level, knowledge and technicality level and also quick response ability.

Questions were specifically designed for the students, on different basis such as HR questions, technical questions and some abstract questions were also asked at the spot. Simulated corporate Mock interview with the skilled corporate personnel gave a demo to students to handle the pressure efficiently in different circumstances. Such workshops will prove to be helpful for the students for the upcoming placement and summer internship season and learning the corporate insights.

We believe that along with academics, students should get exposure of the actual market scenario. So we arrange a series of Guest lectures delivered by the corporate personnel and also by NIAM Alumni which help students get acquainted with their knowledge and insights. Hence, we express our gratitude for sparing their valuable time and would like to feature some of the prominent lectures in this Newsletter.

Data is the new oil

Looking back to the 18th century, oil was considered to be the most prominent industrial revolution subset which was used widely for production, once it was refined and filtered properly. Similarly, at present, in the 21st century, data is strongly referred to as the basis of the information revolution as it behaves as a raw material that must be carefully analysed, processed and collected in order to produce valuable information for its users.

In today's world, data within many entities, whether it is medical, information technology or any business, is used in an enormous way for taking important decisions.

In this tangled world, data mainly allows us to live our life more comfortably and orderly. Today, data is everything. Data is taking economy forward and will soon become a natural resource for people.

Data is a precious thing and will last longer than the systems themselves.

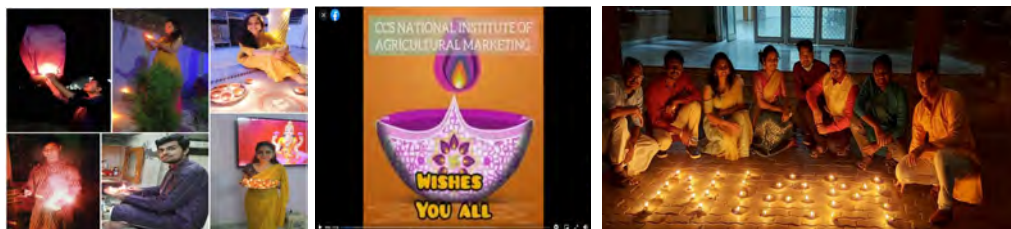


Ms. Akanksha
(Batch 2020-22)

This time... its virtual DIWALI

Diwali is a festival when the entire nation transcends into a land of myriad lamps. Celebrated on the thirteenth or fourteenth day in the dark half of Kartika Masa (October - November), it is a celebration of light despite being the darkest night of the darkest period. Due to the pandemic, this year it was an unusual Diwali. To keep the spirit of festivities, the cultural committee of NIAM organised virtual Diwali celebration. Beautifully dressed students were asked for their videos

and pictures while celebrating Diwali, lighting candles, making rangoli, worshipping Goddess Lakshmi. These pictures and videos were compiled. There were few students who could not go home and had to stay in the campus even celebrated Diwali by accompanying each other and sharing sweets. NIAM promoted Green Diwali and celebrated in a very safe and eco-friendly manner. Thus, even by being physically apart NIAM celebrated Diwali like a family.



Tree plantation by DG

Tree Plantation campaign took place in CCS NIAM under the guidance of Dr. P. K. Swain who is newly appointed DG, PGDM (ABM). The faculty including Dr. S. R. Singh, Dr. Hema Yadav as well as the students from 2nd year who were present in the campus contributed to this auspicious task of tree plantation in the lush green vast campus.



Mr. Raman Kumar Sehgal

Designation: Managing Director,
Misr Hytech Seed International, Egypt

Topic: Impact of Covid-19 on seed supply chain

Mr. Raman Kumar Sehgal addressed the session by discussing the importance of an efficient and sustainable seed supply system in India and subsequent challenges faced by seed industry during the COVID period. He had the advantage of being in the seed (essential commodity) sector and getting several relaxations in terms of restriction for interstate shipment movements. Continued focus on the development, deployment, and diffusion of climate-resilient and adaptable quality inputs even during the span of peak shortage of transport vehicles and local workforces was maintained. The session concluded with a healthy doubt/ query solving discussion with all the enthusiastic listeners.

INSEE Conference

An International e-Conference on “Market Led Extension Management: Focus on COVID-19” was hosted by NIAM from 17th & 18th October 2020. The Conference commenced with an Inaugural Session starting with an address by Dr. P Chandra Shekara. The conference witnessed the presence of various dignitaries like Dr. G.R. Chintala, Chairman, NABARD, Dr. R. R. Sinha, Founder, INSEE, Ex- Director of Extension Education, Dr. Suresh Babu, Dr. K. Narayana Gowda, Shri Yogesh Pawar, Dr. V.V. Sadamate, Sri. G.R. Soni, Dr. Sant Kumar Choundary, Chairman, Shankara Group of Institutions, Dr. Yogenendra Kumar Karki, Joint Secretary, Planning, Govt. of Nepal, Kathmandu, Nepal, Dr. Lalith Achyut, Dr. Sudhir Kumar Goel, Dr. T.N. Prakash, Dr. J.P. Sharma, Capt. Laxmikant Kalantri, Dr. Ravi Reddy, Dr.K.P. Vishwanath, Dr. PDKV, Akola, Maharashtra, Dr. N. Balasubramani, Sri. G. Rajkiran Rai, Dr. G. Trivedi, and Dr. G. Rajguru. Six technical sessions spread over two days, succeeded the inauguration on relevant themes like Market Led Extension Management – Approaches, Market Led Extension Models and Experiences, Market Led Extension Management – Policy Reforms, Emerging Agricultural Marketing Strategies, Agricultural Marketing in COVID period and Innovations in Agricultural Marketing Management involving presentations from 69 participants from different countries, with recommendations like reorientation of extension service providers, demand forecasting of commodities, advancement in the extension services, strengthening the market led extension of allied sectors, information dissemination about the reforms,

market integration of farmers, value chain analysis of selected commodities and high value crops, location specific value chain analysis of perishables, increase use of internet and print and electronic media during COVID period, role of feedback system and analysis of the marketing constraints. This was followed by a valedictory session which was addressed by eminent speakers like Dr. Ashok Dalwai, Dr. A.K. Singh, Dr. S Rajendra Prasad, Dr. R.R Sinha, Dr. K Narayana Gowda followed by a vote of thanks by Dr. Hema Yadav-Director (PGDM-ABM). The students gained valuable insights from the renowned industry personnel enriching their knowledge.



Mr. Hemendra Mathur

Designation: Chair man, Task Force on Agritech Startups, FICCI
Topic: Horizons of Agritech Start-up Sector

Mr. Hemendra Mathur initiated the lecture by deeply looking into various challenges faced by Indian agriculture like increased fragmented land holdings, less availability of quality inputs, low mechanization adoption rate, distorted access to credit, etc. He focused on the role of the Agri-tech sector to make agricultural practices more lively and sustainable in all aspects like farmer’s access to diverse information and post-harvest operations and supply chain management. Later, the discussion revolved around what the sector seeks in upcoming youth to put effort into In-house tech adoption with a rational intellectual approach. It was an interactive session accompanied by living practical corporate examples making it more engaging for the keen listeners.



Mr. Suchitrasen Nayak

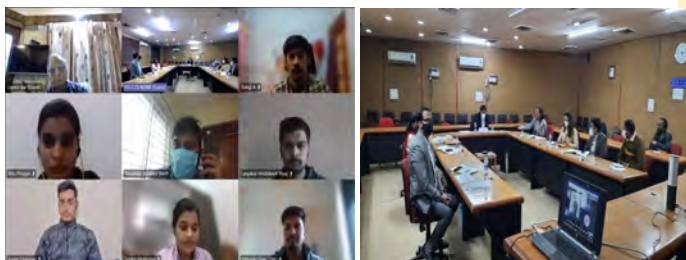
Designation: Marketing Manager in Gene Organics in Biostadt

Topic: Emerging Marketing Channel to reach out Agri Customer

Mr. Suchitrasen Nayak delivered an insightful session on “Emerging Marketing Channel to reach out Agri Customer”, including topics like areas of intervention across the value chain, e-commerce in agriculture, plant bio stimulants, and the recent Pesticides Management Bill 2020. He also discussed the importance of precision agriculture and improved techniques for farm management like remote sensing, NDVI based crop health monitoring system, soil moisture estimation, etc. The discussion was then followed by a doubt clearing session where the students gained useful information about the recent market scenario.

Niam conducts Case Study Competition

CCS NIAM has planned to conduct a case study competition for 1st year students twice in a month. This innovative idea was suggested by Dr. P. K. Swain, DG, PGDM (ABM). The competition was conducted on 26th December 2020 through MS Teams. Students were grouped into 4 teams and they delivered the solution for the case on MS Teams platform. The Jury members were Dr. Rajeev Dhar, Executive Director, NASSCOM and Mr. Aravind Thumbur, Manager-Systems and Process, Syngenta Foundation, India. Faculty members present were Dr. Hema Yadav, Dr. Anamika Upadhyay, Dr. Satish Chandra Pant, Dr. Sathyendra Kumar A. D., Dr. Ramesh Mittal, Dr. S. R. Singh, Dr. Shuchi Mathur and Mr. Manoj Agrawal.



Emerging IPOs in Indian Stock Market

Initial Public Offering (IPO) or Stock Market Launch refers to the process of offering shares of a private corporation to the public in new stock insurance. The first modern IPO for the general public was given by the Dutch East India Company in 1602. Recently most IPO buzz is from Start-up Unicorns (> \$1 billion valuations). An IPO facilitates easier share conversions which is a big step for a company to raise capital. IPOs give a company a lower cost of capital for both equity and debt. It increases transparency which helps the company to gain more credit, retain better management and skilled employees.

Some of the recent important IPOs are by Burger King, Antony Waste Handling, Mrs Bector Foods / Cremica, Gland Pharma. In agriculture, two leading companies NCDEX (Commodity) & BigBasket (Retail) have planned to launch IPO in 2021 & 2023 respectively with BigBasket valuation of \$1.2 Bn. Leading Start-up category FinTech firms Paytm & PhonePe have planned an IPO launch in 2022 & 2023 respectively with the valuation of \$16 Bn & \$7 Bn respectively. Also, Byjus (EdTech) & Zomato (FoodTech) have planned to do so in 2022-23 & 2021 with \$10.8 Bn & \$3.3 Bn valuations and with this Flipkart, Oyo, Ola, Delhivery and Policy Bazaar are also on the IPO list.



Mr. Sandesh D. U.
(Batch 2020-22)



Mr. Dhananjay Edakhe

Designation: Senior Vice President, Sales and Marketing, Zydex Industries

Topic: Bio-Agricultural Indian and Global Perspective

Mr. Dhananjay Edakhe briefed the students about Biological Agriculture and its importance. He gave an overview of Indian Agriculture and discussed what are the major challenges and issues faced by Agriculture in India. Discussing the need of agriculture reforms and By throwing some light on the challenges for Indian Crop Protection Industry, he shared how Agricultural Biological's provide farmers with effective and more sustainable "low-chem" alternatives for their agriculture practices to produce more with less in a sustainable way. At the end he also shared few points on the Millennium Ecosystem Assessment (MEA), an initiative of the UN.

Christmas Special

To keep the spirit of festivities NIAM celebrated Christmas with few students at campus and honoured the newly appointed Director General. Together everyone celebrated Christmas to commemorate the birth of Jesus Christ. It is a celebration of love, humanity, and mankind. Right from the Christmas eve preparation got started, Christmas tree was made by decorating the pine tree with significant four colours - red, green, golden, and white. The cake was sliced on the night of Christmas. Students expressed their joy and happiness by singing Christmas carols. There were some performances by the students that made Christmas eve even more memorable. Thus, NIAM kept the spirit of festivities even during the pandemic by celebrating it with same fervour this year too.



Jan Zukovskis

Designation: Director of Business and Rural Development Research Institute, Faculty of Bioeconomy Development, Academy of Agriculture, Vytautas Magnus University, Lithuania.

Topic: Model for increasing farm income with the support of producer groups

Dr. Jan Zukovskis proffered valuable insights on the topic “Model for increasing farm income with the support of producer groups”, focussing mainly on the dairy sector which holds high potential for the farmers. He also discussed the various dynamics of a producer group right from the barriers in creating the producer groups, ways of creating the interest of farmers in forming producer groups, creation of producer groups, organizing similar groups and getting appropriate support, investment opportunities, and benefits of producer groups to the farmers. Lastly, he addressed the doubts of the students and provided them with the current picture of the sector and its dynamics.



Mr. Madhab Adhikari

Designation: Associate Vice President & Head Speciality Nutrition Division and Organic Business, Coromandel International

Topic: Growth Drivers for Agri-Input Industry and Recent Agri Reforms and their impact on Indian Agriculture

Madhab Adhikari, was the resource person for the session. The topic for the lecture was "Growth Drivers for Agri-Input industry & Recent Agri Reforms & Their impact on Indian Agriculture". He started the guest lecture with highlighting the key Business Drivers for agri input industry which comprises the Robust Demand, Crop Trend & Diversity, Delivery System, Policy System, Policy Support and Market access & Infrastructure. Later he placed his opinions in regards to agricultural policies w.r.t Pre cultivation period & Post Harvest period. He also stressed upon the challenges & opportunities that thrust upon the Agri-Input industry. The session was very interactive including a doubt clearing session and the students gained useful inputs regarding the Agri-Input Sector.



Dr. Shailendra Singh

Designation: Government Affairs and new technology commercial lead-Asia, Savannah Seeds Pvt. Ltd.

Dr. Shailendra Singh initiated the session with a brief over of Savannah Seeds Pvt. Ltd. consisting of the current status of the company, its core strength, mission and vision of the same. He also enlightened us by discussing the Rice seed industry globally as well as nationally. Also, important aspects of the global challenges and the growth drivers were discussed by him. He also shared his thoughts on current development trends and what shall be the critical steps for future rice research. The lecture concluded with an engaging doubt solving session.



Mr. Avinash Tripathi

Designation: Vice President, Concept Head-Premium Grocery Reliance Retail

Topic: Modern Retail Overview

Mr. Avinash Tripathi started the lecture by providing the overview of Reliance Retail along with giving his insights on overall Grocery Retail, types of formats in organized Retail and Players in organized Retail. He also introduced the students to many exclusive examples in reference to key E-commerce players and different challenges & opportunities lying in different areas. Later he provided comprehensive knowledge on "Digital Implementations - in store". The session was very interactive and students participated enthusiastically. He concluded the session by addressing the doubts raised by the students with accurate and relevant information in reference to live examples making the session highly collective and connective.

Student Achievements

| Sr. no. | Name of Participants (and Teams) | Year | Competition | Rank |
|---------|---|----------|---|----------------|
| 1 | Mr. Deepak Sharma, Ms. Tarika Sharma, Ms. Divya Mishra (Team Pioneer) | 2nd year | Nestlé's Desh Ke Liye 2 Minute Agri Challenge | Semi-finalists |
| 2. | Dr. Medha Singh, Ms. Suvarna, Mr. Aditya Sharma (Team Extramile) | 1st year | Akansha (B-Plan), Krishi Chanakya, MANAGE, Hyderabad | 1st Runner-ups |
| 3. | Mr. Tejas Pimpale | 1st year | Dhurina- Best Manager Competition, Krishi Chanakya, MAN- | Finalist |
| 4. | Ms. Amirthavarshini S., Mr. Ankur Kumar Singh (Team Hunters) | 1st year | Agreovera, Food & Agribusiness management event, IIM Ahmedabad | Finalist |
| 5. | Mr. Amit Halder | 1st year | Shutter up 3.0 (Monumental) Photography competition, E-conclave, SIIB, Pune | 1st |

Shubharambh: Celebration of Friendship

2020 is the year of 'Online Classes' for students and NIAM is no exception for that. However, Culcom came up with a brilliant idea to have some fun. They arranged a virtual meet called Shubharambh via MS Teams. Students of both 1st year and 2nd year actively participated in the event. They sang songs, played some online games. It was a virtual event where it was said, "Hello, mic check!" instead of "Am I audible".



Dr. Bakul Chandra Joshi & Mr. Sandeep Rakholia

Topic: Leadership lessons for corporate life

In the beginning, speaker gave the overview of FMC Corporation following with emphasis on the core values of the company. He pondered on Agriculture & Economy and quoted it by saying "Future will either be green or not at all". Later, speaker elaborated on how to be efficient & ethical in corporate life and also enlightened us about the various learnings from his corporate life. The engaging discussion was then followed by an interactive doubt clearing session which gave the students a clear understanding of upcoming challenges & opportunities in corporate life. Session concluded with the vote of thanks.

Ups and Downs of Poultry Industry

Indian poultry industry has made a remarkable growth and is emerging with the growth rate of 8.51% and 7.52% in egg and broiler production, respectively. It is also estimated that it contributes a total of 17.31 billion USD and satisfy the hunger of 50 million people who get direct or indirect employment.

COVID-19 and subsequent lock downs hit the industry like never-before leading to drastic fall in the poultry consumption and plummeting prices. Drastically affecting and wiping almost 30 to 40% of small players out of the business.

Although the market is slowly limping back to normalcy, but still neither consumption levels nor the production levels have been able to reach the pre- COVID marks. Following price hike is now associated with supply side constraints. Bird flu outbreak is now giving another setback to the industry, but assurance by Govt on non- transmission of H5 N 8 strain to humans will be able to bring the industry back on the track.

In next few months industry is expected to flourish once again as poultry is most dependable and cheapest source of the protein.

Dr. Medha Singh
(Batch 2020-22)



Mr. Sameer Tandon

Designation: Regional Director , UPL India.

Topic : Indian Agriculture In India Past, Present and Future.

GL started with the brief background of history of Indian agriculture sector and how economy went towards stagnation. Later new reforms and policies transformed Indian agriculture from one that was short on most commodities to a one that runs a surplus. Mr. Sameer pointed out that profitability of agriculture, Food vs Nutrition, climate change and accompanying sustainability issues are the key challenges that Indian agriculture is facing at present. Also various agri-tech companies are helping to meet the needs of Indian Agriculture by manufacturing affordable , high quality crop protection chemicals to the Indian farmers. Session ended with the conclusion of the combined effort of all is helping Indian agriculture to reach new heights.

CHAIR PERSON

Sh. P.K. Swain, DG, Joint Secretary,
MoA & FW, GOI dgccsniam@gmail.com

CHIEF EDITOR

Dr. S R Singh (Deputy Director PGDM
(ABM))
satramsingh@gmail.com +91 8094777748

EXECUTIVE EDITOR

Dr. Shuchi Mathur (Assistant Director PGDM
(ABM))
niam.pgdabm@gmail.com +91 9829183421

Upcoming events

- Republic Day
- Industrial Talk Series
- Holi celebration
- Alumni interaction



Student Newsletter Committee

Batch 2019-21

Mr. Y S Praveen

Mr. Shaishav Bhardwaj

Mr. Urjit M. Thorat

Mr. Yajnesh H G

Ms. Tasleem

Ms. Tanoshree Rana

Batch 2020-22

Ms. Medha Singh

Ms. Diksha Kothiyal

Ms. Suvarna

Ms. Srishti Mehrotra

Mr. Tejas D. Pimpale

Mr. Hrishikesh V. Lanjekar

Mr. Sagar Chauhan



<https://farmaura.com/>
Do check to read fascinating articles written by PGDM students.



@media_e_niam



MEDIA E NIAM

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

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