

# PROSPECTUS



PGDM  
in



## Innovation, Entrepreneurship & Venture Development (IEV)

2023-25

AICTE  
Approved



**Chaudhary Charan Singh National Institute of Agricultural Marketing, Jaipur**  
(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare,  
Government of India)

Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)  
Phone : +91 141 2795163, +91 95494 56770, +91 91679 63551  
E-mail : [pgdiev@ccsniam.ac.in](mailto:pgdiev@ccsniam.ac.in)

## Message From Director General



**Shri. Faiz Ahmed Kidwai, IAS**  
Additional Secretary, Min. of Agri. &  
Farmers Welfare, Govt. of India &  
Director General, CCS NIAM

Agriculture plays a vital role in development of the country, by providing food to the populace, facilitating employment generation as well as poverty alleviation. A healthy growth in agriculture system helps agribusinesses to grow and also earn valuable foreign exchange.

CCS National Institute of Agricultural Marketing (CCSNIAM), Jaipur has come a long way since its inception in the year 1988. The first independent self-funded programme of PGD ABM was initiated at CCS NIAM in 2005-06. Since then, CCSNIAM-Jaipur has established itself as one of pioneer national institute for shaping the future of agri-business sector in India and abroad.

NIAM is a frontrunner in nurturing agri-startups from incubation stage to seed stage encouraging innovations and process re-engineering in agriculture system. The institute acts as a Knowledge Partner for RKVY RAFTAAR Agri Business Incubators across five different states of the country and hosts CCS NIAM Agri Innovation & Incubation Centre for demonstration of best practices in innovation, entrepreneurship, incubation and venture creation to startups, partner R-ABIs and other stakeholders. CCS NIAM has been catering to mentoring, funding, entrepreneurship development, venture creation needs of agri startups. The persistent efforts of CCS NIAM has resulted in incubation and mentoring of more than 500 agri startups across the country and among them 180 agri startups have received funding support of more than 18 crores to establish successful ventures.

Taking into account the specific skill set, technical expertise, domain knowledge the institute is now launching Post Graduate Diploma in Innovation, Entrepreneurship & Venture Development (PGDM IEV). This is an AICTE approved two years' full-time programme which will impart necessary knowledge and skills for development of ideas into sustainable venture development. The programme fosters to upskill business innovations and empower entrepreneurs with knowhow to initiate, develop, manage and explore innovations, and explore novel ways of fund generation and venture creation.

“I wish the applicants all the best for their future business endeavors”.



## Message From Director



**Dr. Ramesh Mittal**  
Director, CCS NIAM

CCS National Institute of Agricultural Marketing (CCSNIAM), Jaipur has come a long way since its inception in the year 1988. Having placed all the students through campus placement. CCSNIAM-Jaipur has successfully carved out its own identity in the Agri-business industry with an impressive managerial work culture through bright students. Our students are able to make greater strides to deliver need of agribusiness industry i.e., Agri Input, Banking & Finance, Agri-Retail, FMCG, Agri-Commodity, Warehouse, Logistics etc. CCS NIAM, Jaipur offers a vibrant campus life, serene learning environment powered with the state-of-the-art infrastructure, widely experienced faculty members.

Post Graduate Diploma in Innovation, Entrepreneurship & Venture Development (IEV) is an AICTE approved two years' full-time programme which provides necessary knowledge and skills for development of ideas into sustainable business opportunities.

The programme fosters agri-based innovation in business and equips students with knowledge on innovative leadership, financial skills for entrepreneurs, ways to navigate through the complexities of innovation and entrepreneurship, business innovation planning, and creating and marketing new products. Students also understand how to initiate, develop, manage and exploit innovations, in addition to learning about the ways of raising capital.

“Welcome to CCS National Institute of Agricultural Marketing, Jaipur!”

## About CCS National Institute of Agricultural Marketing

Established in 1988, under the Ministry of Agriculture and Farmers welfare, Government of India, the Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM) is vested with the responsibility to fortify the agricultural marketing sphere by rendering specialized training, research, and consultancy to India and other South-East Asian countries.

The commencement of the management education at CCS NIAM was from the year 2001 wherein a two year fully residential Post Graduate Diploma in Management (Agri-Business Management) was launched. Management Education, since then, has been a foremost concern for the institute to deliver the most promising human resource to the industry. The students at CCS NIAM go through an intensive academic rigour to come out as the most talented and committed riches for Agri-Business and Food industry.

### Highlights of PGD IEV



## Objectives

- Enable students to acquire application-oriented skills through an outcome-oriented curriculum designed to connect the theory of innovation and entrepreneurship with practice.
- Facilitate learning on management of innovations, entrepreneurship and venture development from foundation to advanced stages.
- Empower students to apply their entrepreneurial skills in real life situations, validate ideas, build innovations, test markets and build a successful venture.

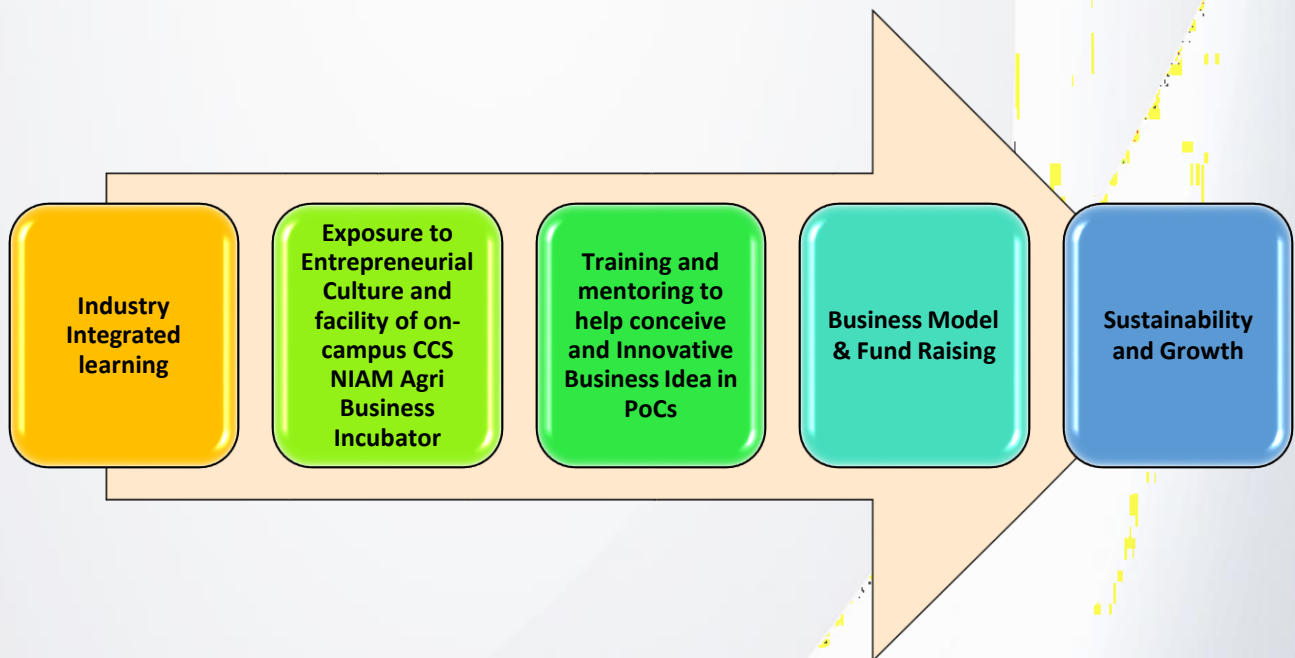
## Program Highlights of PGD IEV

- Two years full time program approved by AICTE
- Three Capstone Projects spread across three semesters
- Fourth semester – Action Learning through live Start-up Establishment
- Aims to develop Techno-Managerial competence.
- Students will have the opportunity to participate in Agripreneurship Orientation Program (AOP)/Startup Agri Business Incubation Program (SABIP)
- Program as per New Education Policy-2020
- Earn while learn during internship (Students will get the ample opportunities to undergone internships in sector specific startups as per their choice)
- Training & Exposure through Industry Mentors, Top Investors & Entrepreneurs
- Experiential Learning through Agri based incubator
- Innovation & Technology Commercialization in agriculture and allied areas
- Grant & Investment Exposure
- Visiting Faculty from premium Universities/ Institutes from abroad as well as India
- Affordable fee structure – Rs. 6.10 lakhs for two years
- Students from diverse educational backgrounds
- Ample opportunity for learning
- Opportunity to be associated with NIAM incubation program.
- Great opportunity to learn and participate in centre for excellence NIAM incubation centre to be entrepreneur or to start your own Agri-start up.

## Course Architecture

- The **first term** is focused on the **ideation process**. The **second term** encompasses concepts on **business foundation** process and the **third term** aids in the process of **business model development**. The students are imparted learning on the basics of **new venture development** by means of **concept-based action learning modules**.
- The program has been designed in a way that all the subjects fall within one of the following four core elements - **Entrepreneurship, Venture Fundamentals, Startup & Innovation and Project**.
- The **minimum total amount of credits** required to be allocated to compulsory subjects should be **102.0** as per **AICTE guidelines**. The course architecture is in accordance with the guidelines with **total compulsory course credit of 104.0** and **total optional course credit of 54.0**.

## Learning Outcomes of PGDM IEV



## Career and Employment Opportunity

- The objective of this program is to prepare young minds towards self-employment and create employment opportunity for others through enterprise development in agriculture and allied areas.
- PGD IEV graduates will be preferred candidates to coordinate and lead pre-incubation centers in academics such as Entrepreneurship Development Cells (EDC), IEDC, New Gen IEDC, Start-up Cell, Innovation Cell etc.
- Entrepreneurs have opportunity to join leadership positions at various organizations.



## **Faculty**

Faculty and experts at CCS NIAM have niche specialization in their own respective fields and are a blend of prominent academicians, researchers, entrepreneurs, consultants and practitioners

## **Mentoring & Handholding**

Understanding the importance of mentoring and handholding, budding entrepreneurs are provided technical support, guidance, and inspirational networking throughout the program, until they reach a level where they are not only self-sufficient, but in turn are able to do business on their own. Program facilitates networking with mentors, industry experts, business service providers, besides ensuring access to literature, library, faculty resources and facilities available at CCS NIAM Agri Innovation & Incubation Centre for startup innovation and growth.

## **Opportunity to raise fund / grant**

CCS NIAM Agri Innovation & Incubation Centre provides support in availing grant, raising angel / equity from venture funds and also debt funds from banking system.

## **MSME Business Incubator (MSME BI)**

MSME Business Incubator scheme is to promote & support untapped creativity of individuals and to promote adoption of the latest technologies in manufacturing as well as knowledge-based innovative MSMEs (ventures) that seek the validation of their ideas at the proof of concept level.

## **Startup India Scheme (SIS)**

The Government of India launched Startup India Seed Fund Scheme (SISFS) under DPIIT to provide support for developing PoC, prototype, marketing, testing & trial, etc. Funding support provided under SISFS consist of the grant and convertible debentures. CCS NIAM is one of the agri business incubation centers approved under Startup India Scheme.

## **Ministry of Education's Innovation Cell (MIC) & AICTE**

MIC & AICTE funds 45 innovations from HEIs and provide grant support upto Rs. 10 lakhs per innovation towards refining innovation, building the start up and availing incubation services.

# Entrepreneurial Ecosystem at CCS NIAM

## CCS NIAM Agri Innovation & Incubation Centre

CCS NIAM Agri Innovation & Incubation Centre is funding incubator supported by RKVY RAFTAAR Division, Ministry of Agriculture & Farmers Welfare, Govt. of India. The Centre promotes and nurtures Agri-Business Startups in the country with grant-in-aid support under two funding programmes namely:

- **Agipreneurship Orientation Programme (AOP) (Pre-Seed):** Upto INR 5 lakhs grant-in-aid support to selected startups
- **Startup Agribusiness Incubation Programme (SABIP) (Seed Stage):** Upto INR 25 lakhs grant-in-aid support to selected startups

### Agipreneurship Orientation Programme

Two Months in-house training cum hands on internship Programme for Agri startups  
No Registration fees

Any one interested in Agri Entrepreneurship can participate  
No basic qualification criteria

Stipend of Rs.10,000/- per month

Grant in aid of upto Rs. 5 Lakhs to eligible agripreneurs

#### Objectives:

- To nurture potential agripreneurs
- To create a pipeline of agripreneurs for incubators
- To make pursuing entrepreneurship related to innovative ideas.

### Startup Agri Business Incubation Programme

Two Months in-house training Programme for Agri based startups  
No Registration fees

Any Indian start-up as per DPIIT notification can participate

Seed Funding to startups for scaling up

Grant in aid upto Rs.25 Lakhs to eligible startups by Ministry of Agriculture and Farmers' Welfare

#### Objectives:

- To ensure timely seed support to deserving incubates.
- To enable translation of minimum viable product (MVP) to marketable stage
- To provide a platform for faster experimentation and modification in their approaches or minimum viable product (MVP)

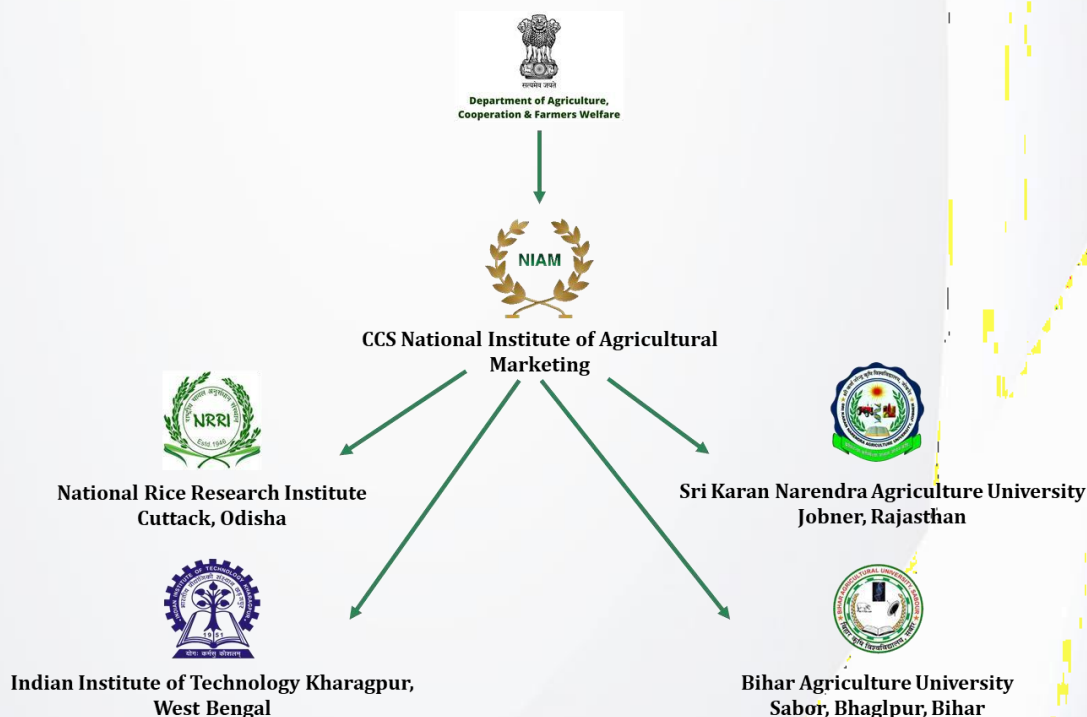
For details, visit our website: [www.niam-nabi.com](http://www.niam-nabi.com)



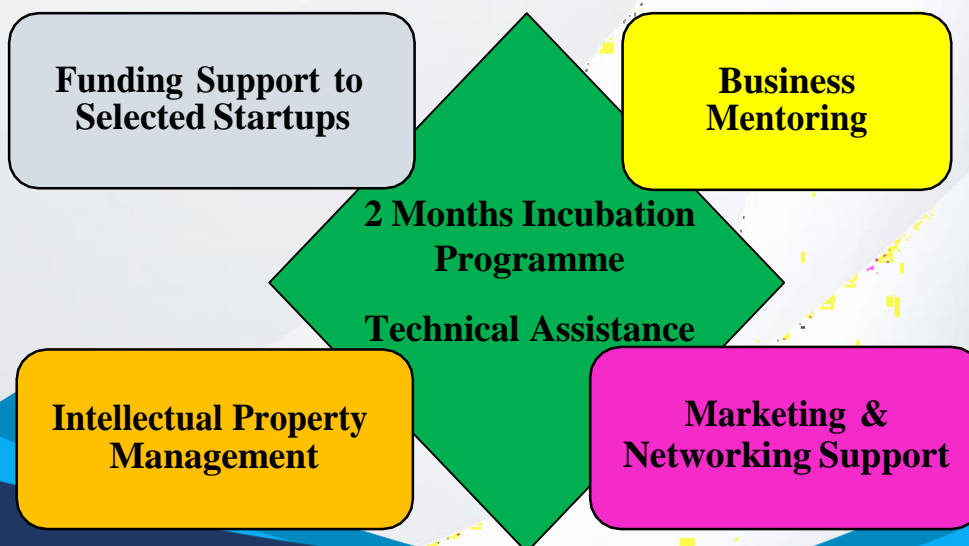
## Achievements of CCS NIAM Agri Innovation & Incubation Centre

- 500+ agri startups incubated
- 180+ startups recommended for grant-in-aid
- INR 20+ crores grant-in-aid support facilitated
- INR 3.25+ crores external funding (Angel / VC) raised by our startups
- 400+ innovative products & services commercialized
- 10,000+ livelihood opportunities created
- 70+ IPR filed by our startups (Patent, Trademark, Copyright, etc.)

## Impact as Knowledge Partner (KP)



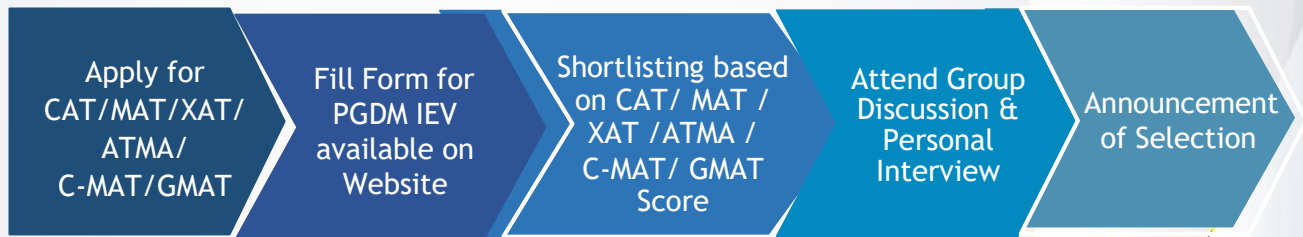
## Incubation Support



## Eligibility

- Bachelor's Degree in any discipline with at least 50% marks or equivalent CGPA [45% in case of SC/ST] along with the score of CAT/ MAT/ XAT/ ATMA/ CMAT/ GMAT).
- Final year graduates can also apply for this programme.
- Reservation of seats as per Government of India rules and all admissions will be done based on AICTE regulations and other regulatory bodies, if applicable from time to time.

## Multi – Stage Selection Procedure



### Selection parameters and their weightage:

Criteria	Weight
CAT/MAT/XAT/ATMA/C-MAT/GMAT Score	51
Group Discussion	15
Essay Writing	10
Personal Interview	19
Past Academic Records	05
<b>Total</b>	<b>100</b>



## Fees and Payment Schedules (PGDM IEV 2023-25)

### First Year (July 2023 - June 2024)

Sl. No.	Details	Amount (Rs.)
1	Tuition Fee	2,82,000/-
2	Library Fee	15,000/-
3	Caution Money (Refundable)	10,000/-
4	Health Insurance	3,000/- per year
<b>Total</b>		<b>3,10,000/-</b>

### Second Year (July 2024 – June 2025)

Sl. No.	Details	Amount (Rs.)
1	Tuition Fee	2,82,000/-
2	Library Fee	15,000/-
3	Caution Money (Refundable)	-
4	Health Insurance	3,000/- per year
<b>Total</b>		<b>3,00,000/-</b>





## COURSE STRUCTURE

The courses designed for this program provide a progressive learning sequence step by step from concepts, tools and techniques to their application in the context of Entrepreneurship .The details of courses are mentioned in Semester Plan and all courses are compulsory.

SEMESTER - I		
S.N.	SUBJECTS	CREDITS
1	Economics of Innovation and Entrepreneurship in Market Economy	2
2	Ideation & Design Thinking for Problem-Solution Fit	2
3	Entrepreneurial Leadership Essentials, People, Team Building & Management	2
4	Entrepreneurial Marketing and Customer Thinking	2
5	Entrepreneurial Finance & Accounting for Entrepreneurs	2
6	Marketing Communications and Advertising Strategy for Startup	2
7	Incubation, Innovation & Startup Landscape, Opportunities and practices in India & Emerging Economics	2
8	Outbound Skill Trainings/Certification from Renowned Knowledge Agencies	2
9	Interdisciplinary Courses Offered by Institute Departments/Courses in MOOC-SWYAM	4
10	Capstone Projects	2
11	Action Learning Segment(ALS)	3
12	Internship	5
SEMESTER - II		
1	Marketing Research and Customer Insight for Problem-Market Fit	2
2	Design and Management of Incubation and Pre-Incubation Facilities and Services	2
3	Intellectual Property Rights (IP) Management Strategies	2
4	Business Intelligence, Data Analysis, & Visualization- Application of AI/ML	2
5	Management of Digital Innovation, Digital Business and Digital Marketing	2
6	Internationalization of Innovation and Business	2
7	New Venture Creation, Planning, Legal, and Regulatory Compliances	2
8	Outbound Skill Trainings/Certification from Renowned Knowledge Agencies	2
9	Interdisciplinary Courses Offered by Institute Departments/Courses in MOOC-SWYAM	4
10	Capstone Projects	2
11	Action Learning Segment(ALS)	3
12	Internship	5

## COURSE STRUCTURE

SEMESTER - III		
1	Venture Growth Planning & Venture Financing	3
2	Business Valuation Methods, Financial Investment, & Financial Reporting for startups	2
3	Commercialization Strategies for new Technologies and Innovations	3
4	Negotiations and Strategic Decision Making in Startups	2
5	Market Analysis and Dealing Big Data	2
6	Data Driven Decision Modeling for Venture Planning and Growth	2
7	Investment Portfolio Management in Angel & VC Firms	2
8	Service Based Innovations and Business Models	3
9	Outbound Skill Trainings/Certification from Renowned Knowledge Agencies.	2
10	Interdisciplinary Courses Offered by Institute Departments/Courses in MOOC-SWYAM	4
11	Internship	5
SEMESTER - IV		
1	Outbound Skill Trainings/Certification from Renowned Knowledge Agencies	2
2	Interdisciplinary Courses Offered by Institute Departments/Courses in MOOC-SWYAM	4
3	Capstone Projects	2
4	Action Learning Segment(ALS)	12
5	Internship	5

## ADMISSION Process - PGDM IEV 2023

1. Eligibility: The applicants must have a bachelor's degree in any discipline with at least 50% marks or equivalent CGPA (45% in case of the candidates belonging to Scheduled Caste (SC)/Scheduled Tribe (ST), Persons with Disability (DA) category) from a recognized university or Institution. The Bachelor's Degree or equivalent qualification obtained by the candidates must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent.
2. The candidates must have a valid Score of CAT-2022 or CMAT-2023 or MAT/XAT/ATMA/GMAT.
3. Reservation of seats will be applicable for OBC (Non-Creamy Layer), SC, ST, DA/PH, EWS and Kashmiri Migrant categories as per Govt. of India rules.
4. Candidates who are in final year of their graduation can also apply and submit their provisional certificate and mark sheets/grade card indicating up to date and latest cumulative marks/CGPA/OGPA till the previous year/semester and also indicate the same in the application form. Their provisional eligibility will be decided based on the same. If selected, they may seek provisional admission into the programme on payment of the required fee and other charges as specified. After joining the programme, they will have to submit the provisional degree certificate and aggregate marks/CGPA/OGPA latest by August 31, 2023 failing which the provisional admission will automatically stand cancelled.
5. There will be no refund of fee paid by the students, in the event of the cancellation of their admission for the above reasons. All applicants are required to submit attested photocopies of documents along with the application as indicated in the application form. They must produce all original documents for verification at the time of interview and admission.
6. It is the responsibility of the candidates to ascertain and ensure that they possess the requisite qualifications for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility for admission will be decided by NIAM.
7. A multi-stage selection procedure will be followed for admission as described below:  
Merit list will be prepared for calling candidates for Group Discussion and Personal Interview based on CAT/MAT/XAT/ATMA/C-MAT/GMAT Score as per the weightage formula mentioned in Multi-Stage Selection Procedure  
The merit list will be prepared category wise i.e. General Category, OBC (Non Creamy layer), EWS, SC, ST, PH, Kashmiri Migrants.



Candidates shall be called for group discussion, personal interview and other testing parameters based on CAT/MAT/XAT/ATMA/C-MAT/GMAT Score for different categories. Cut off for CAT and CMAT score will be decided after last date of filling of application depending on number of applications received. Registration fees will not be refunded to any candidates.

Personal interview and Group Discussion may include subjects to test candidate's aptitude for Agriculture and Management. Candidate's record in extracurricular activities and any additional qualifications or accomplishments may also be considered during the interview process.

The final merit rank list will be based on the summation of points earned in all the assessment items mentioned above.

## Application Form

Online application form can be filled on the website [www.ccsniam.gov.in](http://www.ccsniam.gov.in). Candidates required to upload photograph, digital signature, all relevant documents along with category certificate if candidate belongs to any category. Registration fees per candidate of Rs. 1200/- (For General/EWS/OBC) & Rs. 600/- (for SC/ST). Candidates to be paid through online gateway only from NIAM online application form. Application without registration fee will not be considered. Once online application form is submitted, it will not allow to edit it. However, applicants will get a chance to upload their CAT/MAT/XAT/ATMA/C-MAT/GMAT score card once CAT result is announced, if the applicant has not uploaded the score. **Application and Fees received after last date and time will not be considered.**

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING,  
Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)

## IN-HOUSE RESOURCES

**Sh. Faiz Ahmed Kidwai**, IAS Additional Secretary (Marketing), MoA & Director General, CCS NIAM

**Dr. Ramesh Mittal**, Director

**Dr. S.R. Singh**, Deputy Director

**Dr. Shuchi Mathur**, Assistant Director

**Dr. Ravi Kumar Goyal**, Chief Operating Officer

**Rahul Maheshwari**, Manager Innovation Management

**CA Abhishek Sharma**, Manager Finance & ICT

**Saswati Mukherjee**, Manager Marketing & Communication

**Ranjith P. C.**, Research Officer

**Deekshith M.**, Research Officer

## GUEST FACULTIES

**Dr. Satyendra Kumar Sharma**, Associate Professor – Management, BITS Pilani

**Dr. O. P. Wali**, Professor, IIFT

**Prof. A. S. Rao**, Innovation Consultant, Ex-CIIE-IIMA

**Dr. P. C. Panchariya**, Director, CSIR-CEERI, Pilani

**Dr. Mohit Gambhir**, IIT (Jodhpur)

**Dr. Kritika Tekwani**, IIM (Ahmedabad)

**Dr. M. K. Goel**, IIT (Indore)

**Mr. K. V. Iyer**, Industry Trainer & Agri Business Consultant

**Dr. Sachin Gupta**, Assistant Professor, Mohanlal Sukhadia University, Udaipur

**Mr. Govind Sharma**, IPR Expert

**CA Rajeev Bhargav**, Director, Solvera Consulting Pvt Ltd, Registered Valuer, SME & Startup Advisory

**Prof. Uday Bhate**, Market Researcher and Partner, Nmore

**Mr. Premanshu Singh**, Chief Business Officer, Fampay

**Ms. Priyanka Sinha**, Global Lead - Digital Programs, Du Pont Water Solutions

**Mr. Rajeev Saraswat**, Director, Solvera Consulting Pvt Ltd, Registered Valuer, SME & Startup Advisory

**Adv. Rhimjhim Mathur**, IPR Expert

**Mr. Govind Sharma**, IPR Expert

## INTERNATIONAL GUEST FACULTIES

**Dr. Laura Smuleac**, Associate Professor, King Mihai I University, Timisoara, Romania

**Dr. Raul Pascalau**, Associate Professor, King Mihai I University, Timisoara, Romania

## Facilities



### Brahmaputra

Academic Block houses the modern classrooms equipped with the latest multimedia and audio visual facilities as well as high speed data communication and Wi-Fi.

### CCS NIAM Agri Innovation & Incubation Centre

CCS NIAM hosts Agri Innovation and Incubation Centre. The facility was inaugurated by the august hands of Hon'ble Shri. Narendra Singh Tomar Ji, Union Minister of Agri. & Farmers Welfare on 19<sup>th</sup> Feb 2023.

The facility comprises of co-working space for startups/entrepreneurs, product display area, conference room facility, latest multimedia and audio visual facilities as well as high speed data communication and Wi-Fi.



### Library

The Library at NIAM has an impressive collection of more than 12000 books and numerous periodicals and newspapers. These collections are in the areas of agriculture, management and allied subjects as well as assorted literature and database for all round learning.



### Mahanadi Convention Centre



At NIAM, we believe in the power of discussion and discourse. The campus boasts of a conference hall, seminar room, executive suites, and auditorium, which are used for organizing national and international seminars, conferences, workshops, various cultural activities etc.



## Barak Recreation Block

There is a whole range of sports facilities including a volleyball court, badminton court, basketball court as well as an indoor sports area. After a long day in classroom, the students break for recreation and sports, which takes care of a healthy life style.



## Krishna & Chambal Student Hostels

It is a fully residential program with separate hostels for girls and boys. The rooms are well furnished with coolers, geysers, curtains and an attached washroom. Hostels also receive a daily supply of newspapers.



## Awards

CCS NIAM has been awarded with “Smart Incubator of the Year” Gold Award from India Smart Grid Forum supported by various ministries of Government of India, and European Union.



Best Agri-Incubation Centre in India” Award by MIT World Peace University, Pune for contribution in the field of development of Agri-Business Startups and entrepreneurs



Under the dynamic leadership of Shri. Faiz Ahmed Kidwai, IAS, Additional Secretary Ministry of Agriculture & Farmers Welfare and DG, NIAM, we have been awarded under Govt. category CSR by Pure India Trust for contribution to Agri Startups.



## Publications

CCS NIAM regularly publishes Coffee table books, Newsletters, Learning modules, Study material, Mentors’ presentations, etc. for benefit of startups, entrepreneurs, students and other stakeholders of the startup ecosystem.



## SOCIAL MEDIA REACH OUT



<https://www.linkedin.com/in/niam-agri-business-incubator-nabi-2853b1180/>



<https://www.instagram.com/niamagribusinessincubator/?igshid=YmMyMTA2M2Y%3D>



<https://www.facebook.com/nabi.niam?mibextid=ZbWKwL>

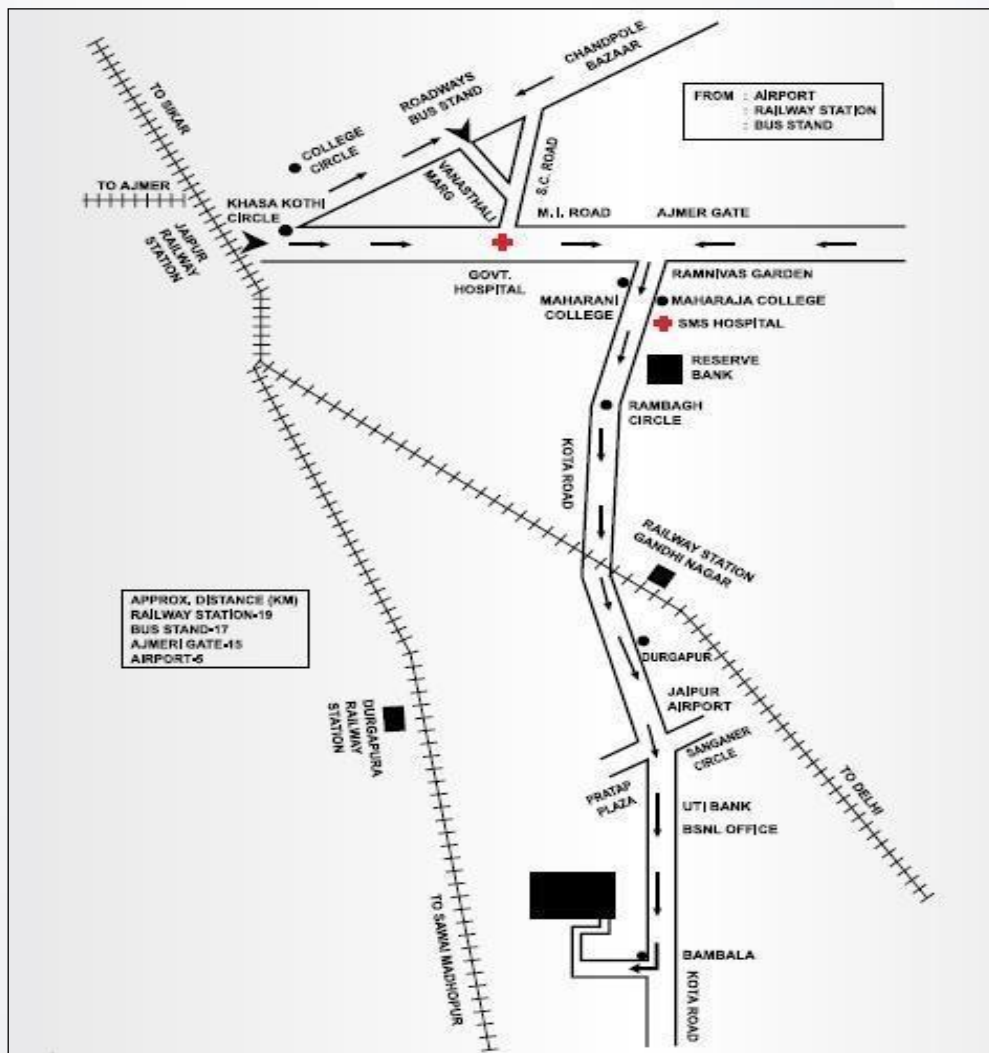


<https://www.youtube.com/@niamagri-businessincubator9167>



<https://twitter.com/agrinabi>





## Chaudhary Charan Singh National Institute of Agricultural Marketing, Jaipur

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, GoI)

Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)

Phone : +91 141 2795163, +91 95494 56770, +91 91679 63551

E-mail : [pgdiev@ccsniam.ac.in](mailto:pgdiev@ccsniam.ac.in)