



**Choudhary Charan Singh**

**National Institute of Agricultural Marketing**

An autonomous Organization under Ministry of Agricultural and Farmers Welfare, Government of India

## ***FARM TO FORK***

***A QUARTERLY NEWSLETTER OF CCS NIAM PGDM(ABM)***

*Volume 5/ Issue 1*



### ***DG'S MESSAGE***

CCS NIAM has successfully completed 130 Webinars, Online Training Programs covering 10,500 stakeholders of Agricultural Marketing with cost and time efficiency. In PGDM-ABM, Industry interaction is enhanced, student seminars are in full swing, Alumni contact has been intensified and E-publications are coming out regularly. CCS NIAM continues to provide Policy Advocacy and contribute in outreach programs initiated by Ministry of Agriculture and Farmers Welfare, GoI. All the benefits goes to PGDM-ABM students of CCS NIAM as they are active partners in growth story. CCS NIAM make all efforts for preparing best.

**Sh. P. K. Swain**

**Director General, CCS NIAM**

**Additional Secretary, MoA & FW,GOI**



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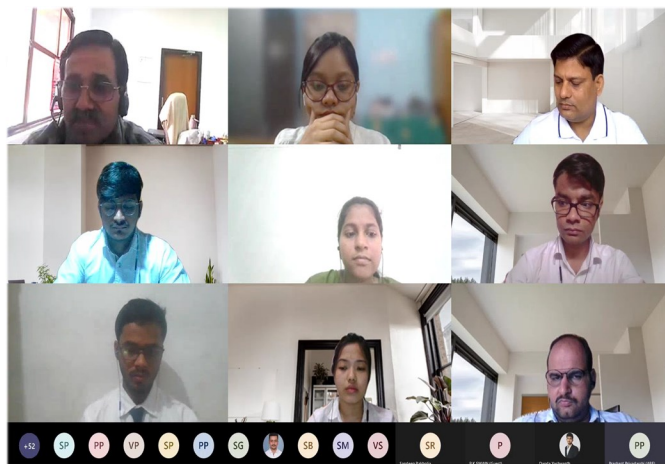
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**JULY 2021—SEPTEMBER 2021**

## Orientation Day

On 12 August 2021, CCS NIAM welcomed its 21<sup>st</sup> batch 2021-23 in a virtual inauguration ceremony owing to COVID-19 protocols. A group of 61 students, not only from agriculture or agri-allied streams but also from the general stream, made their way into this prestigious institute. Adding to the existing diversity of the institute, this batch also entails students from 18 different states. A welcome speech by Dr. S.R. Singh (Dy. Director PGDM) initiated the program, followed by the student introduction, which also involved their field of interest. Esteemed faculties, Dr. Shuchi Mathur, Prof. Madhu Vij, Mr. Sukaran Thakur, Dr. Mala Sinha, and Prof. Gitika Kapoor enlightened the students with course curriculum as well as knowledge beyond that. Sh. P.K. Swain (Additional Secretary, Ministry of Agriculture and Farmers Welfare, Govt. of India, Director General CCS NIAM) and Dr. Ramesh Mittal (Director PGDM-ABM) imparted wisdom on the role of NIAM in the sector and a glimpse of what the students will learn from this 2-year course. They gave a great emphasis on startups and how NIAM can help budding entrepreneurs with their expedition. The students also interacted with the alumni, who shared their invaluable experience with the students and gave guidance in utilizing these 2 years to the fullest. With great vigor and enthusiasm, batch 2021-23 is ready to start its new journey.



## Guest Lecture



**Mr. Leeladhar Telugu**

Strategic Business Development Lead  
Seed Applied Technologies (South Asia),  
Corteva Agriscience

**Topic:** Impact of digital media marketing in  
Agri-input Industry

Mr. Leeladhar Telugu talked about the 'Impact of Digital Media Marketing in Agri input Industry'. He started the lecture by giving a brief intro of digital marketing and various digital technologies. He also talked about factors affecting digital marketing, how the sector is booming by providing data about various digital platforms that farmers are using. He also discussed the impact of digital marketing and the emerging problem. At last, he addressed the doubts raised by the students by giving live and practical examples.

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## Independence Day

Pride and freedom are the two words that we associate the most with 'Independence Day'. This year marked 75 years of independence, reminding us of "Nation First, Always First". CCS NIAM, considering the COVID-19 protocol, held the flag hoisting ceremony at the campus. With great ardor and zeal, the program commemorates, in the presence of Chief Guest Sh. P.K. Swain (Additional Secretary, Ministry of Agriculture and Farmers Welfare Govt. of India, Director General CCS NIAM), followed by his galvanizing speech. Dr. Ramesh Mittal (Director), Dr. S.R. Singh (Dy. Director), Dr. Shuchi Mathur (Assistant Director), faculty, and staff of C.C.S NIAM were also part of the celebrations. Though all the students were not able to take part in the ceremony directly because of the pandemic, it was not enough to put a dent in the vigor of the students. The student of NIAM symbolizes the integrity of the nation, coming from different states but having the same spirit and pride for the nation.



## Guest Lecture

Mr. Kamal Kumar talked about 'Strategic Brand Management in Agri-Input Industry'. He discussed marketing, brand equity, brand name, the difference between advertisement and publicity. He also talked about the lack of technologies and information dissemination in agriculture and how we can overcome that with the help of FPO as they help in the transition of information and technologies to the root level. At last, he cleared all the queries raised by the students by giving them practical examples.



**Mr. Kamal Kumar**

Advisor

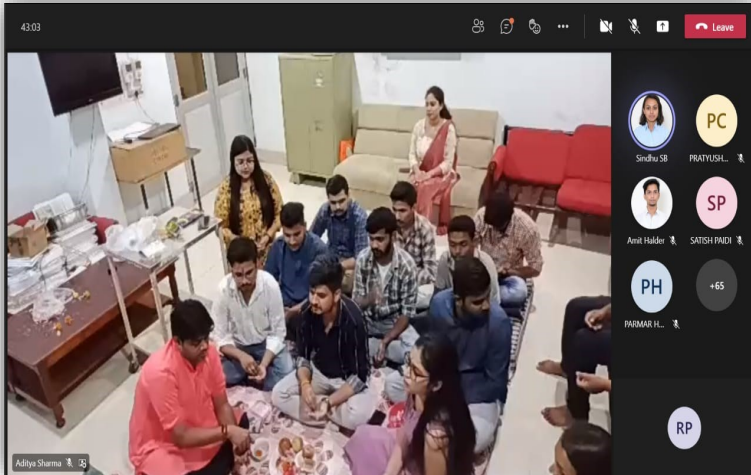
Dhanuka Agritech Limited

**Topic:** Strategic Brand Management in Agri-Input Industry

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## Janmashtami Celebration



India being a hub of festivals brings with it enormous joy and enthusiasm. This year on 30<sup>th</sup> August Krishna Janmashtami was celebrated. Not being able to celebrate the festival together physically made no difference to the zeal and warmth of the celebration. All of us gathered through a virtual platform (MS Teams) and began with the instilling of Lord Krishna's idol. All of us were hymning and chanting prayers to the almighty. Thereafter the priest started reciting the mantras and all contributed to the same. Besides coming from different states of the country and sharing varied religious backgrounds, all of us celebrated this festival with utmost liveliness and this is where the beauty of the festival, or in fact the beauty of NIAM lies. The new batch i.e., batch 2021-23 was invited to attend the aarti online wherein the students actively sang devotional songs and chanted prayers to shower their love for Lord Krishna on this special occasion. This very well conducted festival celebration brought about the essence of the bond and love that NIAM shares, and we eagerly look forward to witnessing this zest in person the next year.

## International Year of Millets

The United Nations General Assembly declared 2023 to be the 'International Year of Millets', a resolution presented by India and backed by over 70 countries. The resolution aims to raise public knowledge about the health advantages of millets and their adaptability to grow under dynamic climate change circumstances. The Ministry of Agriculture and Farmers Welfare will serve as the focal point for the 'International Year of Millet' (IYoM)-2023 events.

Millets are a category of small-seeded annual grasses cultivated as grain crops. These climate resistant millets are cultivated in 131 countries. Millets are a traditional meal for 59 million people in Asia and Africa.

Millets are coarse grains that are high in protein, fiber, vitamins, and minerals, classified as 'Nutri-Cereals'. They require little to no water for cultivation and are the stepping stone to crop diversification. Value-added millet products are also gaining popularity.

Organizations such as the International Crop Research Institute for the Semi-Arid Tropics (ICRISAT) are investing in and creating a strand of pearl millet with increased drought and disease resistance to meet climate change and the plethora of new issues it presents.

Millets can help achieve these goals, and it is anticipated that by designating 2023 as the 'International Year of Millets', greater attention will be devoted to this vital grain.

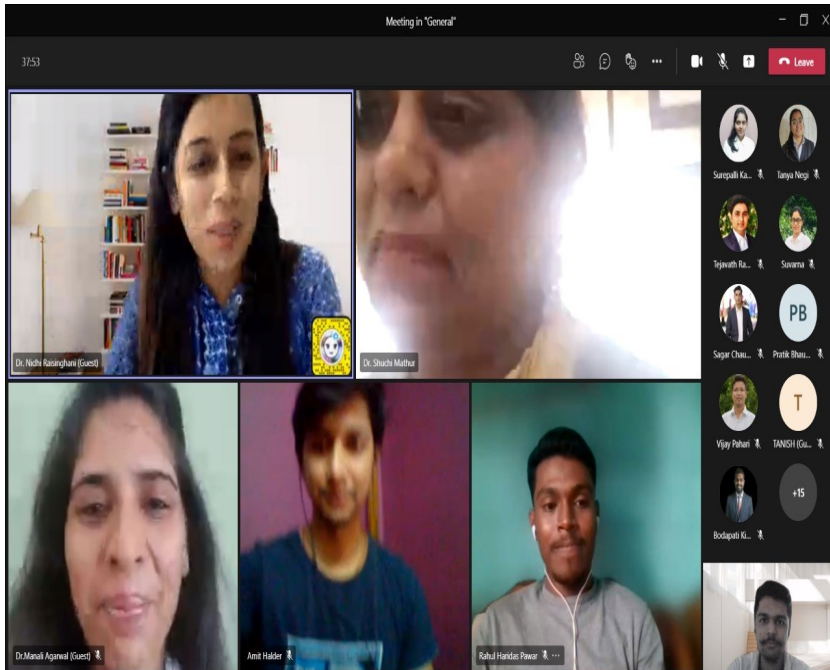
**By-**  
**Mr. Pradeep**  
**PGDM (ABM)**  
**Batch : 2021-23**



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## Gearing Up For The Global Scenario



Learning new things is a crucial part of a manager's life. CCS NIAM focuses not only on academics but also on extracurricular activities. One such initiative is the organization of French/German classes. Learning a new language not only adds to the present skill sets of the students but also improves future aspects. Students get a break from their daily academic routine, which invigorates them. Learning a foreign language can unlock a lot of opportunities. Having extracurricular activities adds a dash of color to the otherwise mundane schedule of the students.

## Growth In Indian Agriculture Export

India is one of the largest producers of milk, pulses, sugar, fruits, vegetables, and spices etc. But still the farmers income is low and India failed to harness its true potential due to poor post-harvest management, absence of cold chains, processing facilities and lack of value added products. Keeping these in mind, India changed its export policy in 2018 to boost the export. Its main focus is cluster development i.e., identification of unique product district clusters in each state. Currently 46 such clusters have been formed and they are exporting to different countries.

In 2020-21 the agriculture export has increased to 41.25 billion USD registering a growth of 17.34 per cent. Huge demand was seen for cereals like rice, millets, maize and other coarse grains during the pandemic. USA, China, Bangladesh, UAE, Vietnam, Saudi Arabia, Indonesia, Nepal, Iran and Malaysia are India's largest market for exporting and in 2020-21 it has expanded to new countries like Timor-Leste, Puerto Rico, Brazil etc.

Agriculture export is increasing due to government efforts but we have to sustain this as several countries have raised their voices against the government support to the agricultural producers in the World Trade Organization (WTO). Countries like Brazil, Australia and Guatemala have disputed that the sugarcane subsidies are inconsistent with several provisions of WTO's Agreement on Agriculture (AoA) and the agreement on subsidies and countervailing measures. Therefore, India is in a muddle, should it maintain its food subsidy program or its agriculture exports.

**By-**  
**Ms. Nikita Bisht**  
**PGDM (ABM)**  
**Batch : 2021-23**



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## Agrovon 2K21

Like the previous year, this year also Agrovon 2021 was organized virtually on the 7<sup>th</sup>, 8<sup>th</sup>, and 9<sup>th</sup> of September with the motive of encouraging future professionals. With the theme "SOW IDEAS WATER HOPES REAP MIRACLES" which comprises management and non-management events. The event was inaugurated by Sh. P.K. Swain (Additional Secretary & Agricultural Marketing Advisor, Govt. of India, Ministry of Agriculture & Farmers Welfare & Director General, CCS NIAM) in the presence of dignitaries Mr. Vinod Yadav, Dr. S.K. Barai, Shri Sanjeev Chadha, Mr. Harshdeep Singh, Mr. Vinayak Raman Sharma, Mr. Prabhat Patro, Mr. M.C. Dominic, Ms. Bhawna Nirmal, Mr. Kiran Naik, and Mr. Kamal Kumar. The three-day event has seen participation from 4.5k+ students from both national and international B schools like IIM A, IIM C, IIM L, XLRI, IRMA, NMIMS, SIBM, and many more. There were various events like Adhyayan: Seed works Case Challenge, Marketing Quencher's Quiz, East West Seeds – The Case Study Challenge 2.0, What should Chifu do? – Vegrow's Case Study Challenge, Vivechan: The Case Study Challenge, Sankalan – Article Writing Competition, Saksham –The Best Manager Competition, Lakshya – B Plan Competition, and Advik – Live Case Study Competition which were sponsored by Adventz Group of Companies, Zuari Agro Chemicals Ltd., East West Seed, Vegrow, Dhanuka Agritech Ltd., Savannah Seeds Pvt Ltd., SeedWorks International Pvt. Ltd, Jai Kisan and Syngenta Foundation for Sustainable Agriculture. The event brought forward a pool of talent, with new brimming ideas and out of the box thinking. Agrovon continues to be the best platform for the students to showcase their skills and it will keep on bringing forward new talents time and time again.

## Our Esteemed Sponsors



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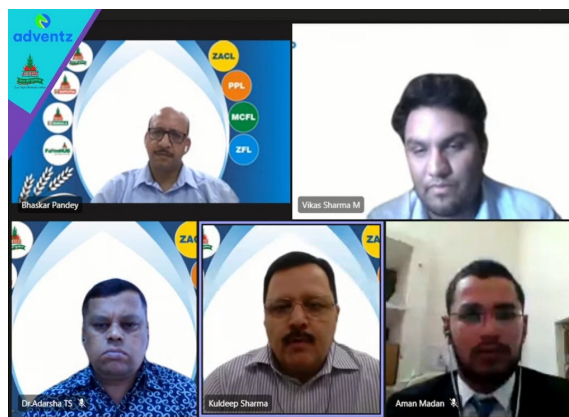
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**KJ KRISHI JAGRAN**



## Agrovon 2K21

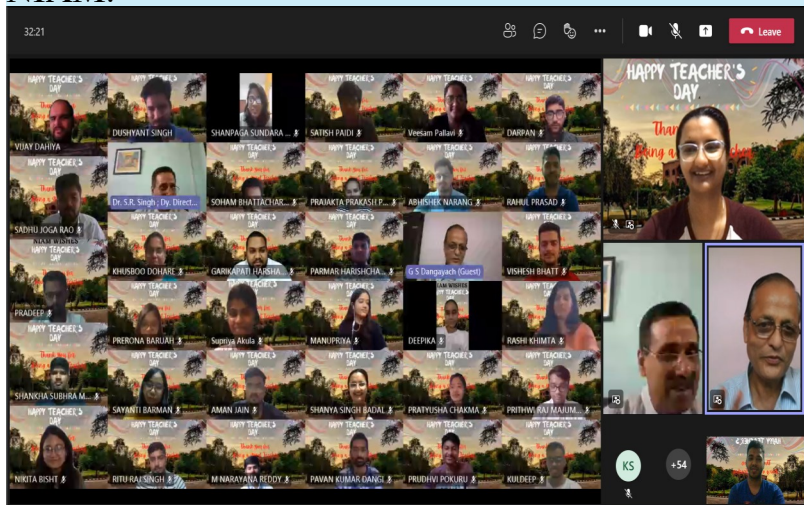
Competition	Winner	1st Runner up
<b>VIVECHAN-Case Study Competition</b>	Team Masterminds [IIM Ahmedabad]	Team Gladiators [NIAM]
<b>EAST WEST SEEDS-Case Study Challenge</b>	Team B – Blockers [IRMA]	Team Crew [IIM Bangalore]
<b>LAKSHYA-B-Plan Competition</b>	Team Phoenix [IIM Rhotak]	Team Vikings [NIAM]
<b>SANKLAN-Article Writing Competition</b>	Dr. Arpita Sen [NMIMS Mumbai]	Ankit Mahapatra [IARI New Delhi]
<b>MARKETING QUENCER'S-Quiz Competition</b>	Sheetal Panigrahi [KIIT Bhubaneswar]	Sharmishtha Dash [SIBM Bangalore]
<b>ADHYAYAN-Seedworks Case Challenge</b>	Team NAARA [SPJIMR]	Team Spicy Sugars [IIM Bangalore]
<b>VEGROW-Case Study Challenge</b>	Team Solo Hunter [IIM Ranchi]	Team Falcons [SIIB]
<b>SAKSHAM-The Best Manager Competition</b>	Surbhi [SIIB, Pune]	Arjun S Chindambaram [NIT Trichy]
<b>ADVIK- Live Case Study Competition</b>	Team Two Red Bricks [IIM Ahmedabad]	Team Illuminators [MANAGE]
Competition	Peoples Choice Award	Jury's Choice Award
<b>PRATIBIMB-Photography Competition</b>	Rashi Khimta [NIAM]	Mohammad Yakub [VIT Vellore]

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## Teacher's Day

No matter where we eventually settle in our lives, there is always a teacher that we still remember for the positive impact that they made in our lives. Every year on 5th September we celebrate teacher's day to express our gratitude for our teachers to mend our lives the right way and for being the best trainers to help us achieve our ambitions in life. Unlike other times, this year we celebrated teacher's day by virtually connecting on MS teams. Batch 2021-23 organized a meeting and requested Dr. S.R. Singh (Dy. Director, PGDM, NIAM) and one of the favorite teachers of the batch Dr. Govind Sharan Dangayach (faculty from Malaviya National Institute of Technology (MNIT), Jaipur) to spare some time and give us the opportunity to thank them for always guiding us the right way. Fortunately, we got the privilege, and few students sang songs as a gesture of respect and gratitude to the teachers. Dr. G.S. Dangayach appreciated the entire batch for being punctual and submitting the assignments on time. To add on he also said that many batches have come but this is one of the best batches, which was just a cherry on the cake. However, this was all virtual but the overwhelming warmth and love of teachers was immensely felt even after sitting miles apart from NIAM.



## Guest Lecture

### Mr. Hitesh Patel

Vice President- Marketing  
Sulphur Mills Limited



**Topic:** Digital Space in Agriculture Marketing

Mr. Hitesh Patel in an ever engaging lecture talked about the changing scenario of 'Digital Space in Agriculture Marketing'. He also talked about emerging technologies that are not very popular but can be groundbreaking in agriculture like geofencing. He also put forward his views on how increasing awareness can bring a paradigm shift towards sustainability.

### Mrs. Komal Shah Bhukanwala

Director R&D and IP  
Sulphur Mills Limited



**Topic:** Balanced nutrition management for soil, plant, and human health

Mrs. Komal Shah Bhukanwala put forward the importance of micronutrients in not only soil health but also in plant and human health, how using micronutrients with NPK fertilizers can improve soil health and also the uptake of NPK from the soil. She also mentioned using field demonstrations and direct interaction with farmers to increase farmers awareness of micronutrients.

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# Convocation

CCS NIAM has conducted its 3<sup>rd</sup> convocation ceremony for students of batch 2014-16 to 2019-21 on 23<sup>rd</sup> September 2021 at State Institute of Agriculture Management, Durgapur. The chief guest of convocation was Shri Narendra Singh Tomar (Honorable Union Minister of Agriculture, MoA & FW, GOI). The guest of honor was Sh. Kailash Choudhary (Minister of State for Agriculture), and special guest of honor was Sh. Sanjay Agrawal (IAS). The other dignitaries on the dais were Sh. Dinesh Kumar, Sh. Neeraj Gupta, Dr. S.K. Barai, Sh. P.K. Swain, Dr. Ramesh Mittal. A total of over 318 degrees was awarded. The ceremony began with the lightening of the lamp invoking the blessings of goddess Saraswati by the guests and a welcoming speech by Sh. P.K. Swain. Then the ceremony was proceeded by certificate distribution to the FPOs of Rajasthan and some pearls of wisdom by Sh. Sanjay Agrawal and Sh. Kailash Choudhary. This was followed by distributing certificates to graduates by all dignitaries on the dais and a motivational speed by Shri Narendra Singh Tomar. The Convocation ended with felicitating dignitaries with a memento and a vote of thanks by Dr. Ramesh Mittal.



## Guest Lecture

**Dr. Madhuri Nanda**

Director-South Asia Rainforest Alliance

**Topic:** Climate Change and its Impact on Agriculture



In an astonishingly interactive lecture, Dr. Madhuri Nanda accentuated climate change and its impact on agriculture. She posits sustainability in terms of economic, social, and economic dimensions, looking at it from a business perspective. She also discussed climate-smart agriculture, which can result in increased agriculture production and various community-based natural farming models.

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## Ganesh Chaturthi

Festivals build group cohesiveness. Every year NIAM celebrates the festival of Lord Ganesh with great passion and devotion. This year Ganesh Chaturthi was celebrated in the campus by the students of batch 2021-22, and the newcomers of batch 2021-23 celebrated it virtually with great enthusiasm. The festival celebrates the birth of the elephant-headed deity Ganesha as the God of new beginnings, the remover of obstacles as well as the God of wisdom and intelligence. The 10-days long celebration begins with welcoming Lord Ganesh by the instilling of his idol and chanting hymns and prayers and ends with the immersion of the idol. Colorful rangolis embellished the floor, while the room was beautifully decorated with flowers. This year the batch 2020-22 initiated the 'Ganesh Cricket League' which is an intra-batch cricket league on the occasion of Ganesh Chaturthi.



## GM Crops or Hybrid Crops

'Genetically modified crops or Hybrid crops' are plants that have DNA inserted into their genome using Genetic Engineering (GE) processes. The intention behind this is to feed the growing population, to improve shelf-life, disease resistance crops, stress resistance, herbicide or pesticide resistance, or to produce plants with more nutrition value etc.

As genetics progressed in technology so did the inventions in genetics that allowed man to modify a plant by inserting a particular gene or delete it. GM crops perform beyond their conventional way when the desired trait is inserted into them. Although these crops show promising results but at times many questions arise like, are they safe or ethical to consume?

The benefits of GM crops are that they can improve crop protection. The producers can attain a high yield of crops which increases their income. They can be modified to withstand stress or extreme weather conditions.

Similarly, there are contradictory values that concern the society. The long-term effects of consuming them are unclear, very minimal testing is done before the release of a GM crop. There might be a chance of health complications in humans if certain varieties that create toxins towards pests or diseases are consumed. These plants can create economic as well as social concerns through multinational companies producing only GM crops where farming can be taken away from the hands of small farmers. People at times are concerned that these are artificially created in a lab, not naturally.

By-

**Ms. Veesam Pallavi**

**PGDM (ABM)**

**Batch 2021-23**



## IFFCO Nano Urea

Nano Urea is developed for the 1<sup>st</sup> time by IFFCO's Nano Biotechnology Research Centre (NRBC) on 31<sup>st</sup> May, 2021 in Gujarat in tune with "Atmanirbhar Bharat" and "Atmanirbhar Krishi". The main objective of creating nano urea (liquid) is to bring a sustainable solution with higher NUE and reducing soil, water and air pollution. Nano urea has 10,000 times more surface area over 1mm urea prill and a greater number of particles making nano urea more impactful.

NU has 80% more uptake efficiency than urea which eventually decreases the quantity of NU compared to urea this creates huge impact on quality of underground water, reduction in global warming with a positive impact on climate change and sustainable development. NU usage makes crops stronger, healthy, protects them from lodging effect and increase in crop yield by 8%. When sprayed, unutilized nitrogen stores in plant vacuole and releases slowly for growth & development.

The production of 'IFFCO Nano Urea Liquid' commenced from June 2021. The commercial rollout started soon thereafter. IFFCO has priced Nano Urea at ₹ 240 per 500 ml bottle for the farmers which is 10% cheaper than the cost of a bag of conventional urea. The cooperative has planned a massive countrywide campaign exercise to demonstrate & train the farmers about its usage and application. It will be primarily available to farmers through its cooperative sales and marketing channel apart from its sale on IFFCO's e-commerce platform.

By-

**Mr. Thumma Joseph Kumar**  
**PGDM (ABM)**  
**Batch 2021-23**



## Guest Lecture

**Mr. Dinkar Joshi**

Vice President- Crop Care  
 Shriram Farm Solutions



**Topic:** Crop Protection and Sustainability: Shifting Paradigms

The major learning from the session by Mr. Dinkar Joshi was about SDGs (Sustainable Development Goals) and the key takeaway was that organic farming is not the solution for sustainability because it can't feed the growing population. Ensuring food security for a highly populated country like India is not an easy task. India has only a 2.3% land share & has 17.5% of the total global population, therefore the focus should be on increasing productivity. Agrochemicals play a huge role in increasing productivity hence the scope of agrochemicals sectors is huge.

**Mr. Vamsi Krishna C**

National Sales Manager  
 H.M. Clause India Pvt. Ltd.



**Topic:** Agri Input Sector Perspective

Mr. Vamsi Krishna C in the lecture gave an insight into how the COVID-19 pandemic resulted in the black swan effect making great impact on all the 3 sectors. The supply chain was affected, and retailers were unable to receive stocks and cashflow was affected. Digitizing product reach through virtual channels, digital safety campaigns, smart farming IT components like sensing and telematics positioning technologies, data analytics and QR code and blockchain technology solutions have upgraded agriculture to next level.

# National Mission on Edible Oil - Palm Oil

In India, 94.1% of palm oil is utilized in food items. This makes palm oil essential to India's edible oils economy. 'National Mission on Edible Oil-Oil Palm' is a new scheme declared by the Prime Minister of India with a venture of over Rs 11,000 crore in five years that proposes to have an additional 6.5 lakh hectares for palm oil by 2025-26 and to raise the production by three times to 11 lakh MT by 2025-26 which will include raising the region under oil palm plantation to 10 lakh hectares by 2025-26 and 16.7 lakh hectares by 2029-30. The price assurance of crude palm oil to the farmers will be provided in the form of the viability gap funding at 14.3% which ultimately increases to 15.3% by the Government. A major emphasis of the plan will be on India's North-Eastern states and the Andaman and Nicobar Islands. An arrangement of Rs.5 crore of 5 million tonnes for every hectare with pro-rata increase for higher capacity will be provided to draw in the industries. It is relied upon to boost the production of palm oil to diminish reliance on imports and assist farmers to cash in the tremendous market. The significant concern is, being a water-guzzling crop, it requires 300 liters of water a tree per day, it's a monoculture crop with a long gestation period which becomes hard for small Indian farmers to embrace without any problem. A solution for the farmers to grow oil palm only if the government incentivizes it. A solid and strong, long term policy system will give this crop the necessary push across India.

By-

**Mr. Prithwiraj Majumder**

**PGDM (ABM)**

**Batch 2021-23**



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## Upcoming Events

- Navaratri Celebration
- SIP Placements
- Final Placements



## Student Newsletter Committee

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Ms. Srishti Mehrotra

Mr. Tejas D. Pimpale

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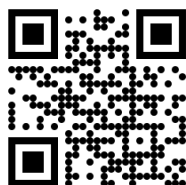
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