



Chaudhary Charan Singh

National Institute of Agricultural Marketing

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FARM TO FORK

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

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DG'S MESSAGE

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

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

Dr. Vijaya Lakshmi Nadendla,
Director General, CCS NIAM
Joint Secretary (Marketing), MoA &
FW, GOI



Academics

- Student Articles
- Research Paper Publication
- Student Achievements

Cultural

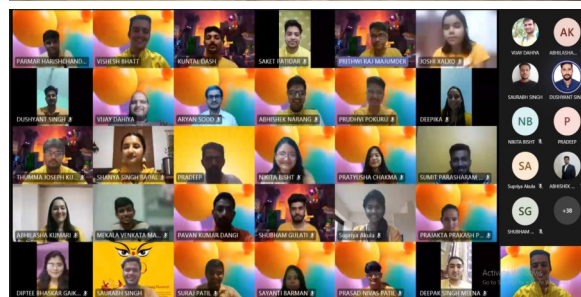
- Friendship Day
- Dandya Night
- Diwali celebration
- Christmas celebration

Co-curricular

- Corporate speaks
- Workshop on Poster Making

Dandiya Night

Navratri celebrated during the month of Ashwin, commemorated the beginning of festivities on campus this year. The students celebrated the festival by wearing the nine colors of Navratri each day, each color portraying a crucial lesson. 'Dandiya Raas,' a dance form that has been crowning Navratri celebrations for time immemorial, also magnified the beauty and enthusiasm of CCS NIAM. On 17th October 2020, Celebrations began with a 'Dandiya Night' on campus, where students paid tribute to Goddess Durga through their dance. The first year students celebrated Navratri off-campus in an online event.



Guest Lecture



Mr. Praveen Gupta

Country Manager-South
Asia & Middle East at
GrainPro

Topic: Hermetic Technology – Sustainable PostHarvest Solution

Mr. Praveen Gupta elucidated GrainPro's unique Hermetic Post Harvest Management Technologies. He also illustrated how GrainPro's innovative products provide a competitive advantage to farmers. He bestowed great insights, and the students enthusiastically participated in the question-and-answer round.

Guest Lecture



Mr. Satish Tiwari

Senior General Manager
and Head Expert
Marketing at
Coromandel International
Limited

Topic: Rural Marketing and Digital Tools

Mr. Satish Tiwari deliberated on rural marketing. The effect of increasing rural income and literacy on the strategies for rural marketing. He also talked about changing trends in marketing and the role of digital tools in it. The session was full of knowledge and experience, and the students learned a lot.

Diwali

This year CCS NIAM family celebrated Diwali with unparalleled love and exhilaration. The campus was adorned with beautiful rangolis, flowers and lights and was all set for *Lakshmi Poojan* which was followed by some fun with crackers. While some students celebrated togetherness in the campus, the others celebrated the festival online singing prayers and playing games. The celebration truly portrayed the spirit of ardor, concinnity and elation among the students.



Guest Lecture



Mr. Ravinder Grover

Program Lead at HarvestPlus

Topic: The Hunger Games

Mr. Ravinder Grover discussed an immensely compelling topic, "The Hunger Games" the basis of life, food. He also talked about sustainability and how to improvise it through different practices. He addressed the problem of malnutrition, presenting diversifying the diet and biofortification as the potential solution.

REPEALING OF FARM LAWS

The President of India promulgated three ordinances on June 5, 2020: Essential Commodities (Amendment) Ordinance, 2020; Farming Produce Trade and Commerce (Promotion and Facilitation) Ordinance, 2020; and Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Ordinance, 2020. These ordinances were repealed in September 2020 and replaced with valid legislation. The Supreme Court, on January 12, 2021, halted the execution of three farm laws. As a result, these laws were only in effect for 221 days.

The repeal emphasizes that for better reform design and greater acceptance any future attempts to alter the rural agricultural sector will necessitate a far broader consultation process. This industry, without question, is in desperate need of reforms, both in terms of

output marketing and labor management. On a more positive note, the government may learn valuable lessons from its experience with farm laws. The essential takeaway is that economic reforms need to be more consultative, transparent, and well explained to potential beneficiaries. This inclusion is at the very heart of India's democratic functioning. Given our society's acrimonious nature, improvements take time and humility. However, by doing so, everyone benefits.

By,

Ms. Shanpaga Sundara Priya

PGDM (ABM)

Batch : 2021-23



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Friendship Day

Friendship Day celebrated on 7th November brought with it extreme ecstasy and pleasure. The celebration kicked off with a small welcoming ceremony in the virtual mode, initiating this special occasion. It was a delight to share a common platform with the seniors as it was a step towards building stronger relations among us. The main attraction of the function was the allotment of mentors for Batch 2021-23. After this, songs were sung not only by juniors but seniors as well, as a part of a fun activity. Some other games planned by the cultural committee were also played.



Guest Lecture



Mr. Avinash Tripathi

Vice President, Concept Head
- Premium Grocery at
Reliance Retail

Topic: Overview of Retail Industry

Mr. Avinash Tripathi gave a brief overview of the retail industry, specifically grocery retail. He also talked about different types of formats in the organized retail sector. He further explained the changing trends in the retail industry and their role in giving rise to innovative solutions like Freshpik and Fresh Signature. The session was interactive, and students participated with full enthusiasm.



Mr. Saikat Chaudhury
Head of Commercial
Excellence at Danone India

Topic: Rural and Urban Landscape

Mr. Saikat Chaudhury gave an overview of the FMCG industry and how consumer preferences have changed in the last couple of years. He also explained various supply chain problems and different rural marketing campaigns carried out by scores of companies.



Mr. Avinash Deshmukh
VP Marketing, BASF
Asia Pacific

Topic: Agriculture around the globe

The session kicked off with a general discussion about the agriculture retail industry. Mr. Avinash Deshmukh discussed the changing trends and their effects on the retail sector. He illuminated the increase in hybrid lifestyles and disruptive innovation techniques that can transmute the industry.

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Student Achievements

Sr. No.	Name of Participants & Teams	Competition	Rank
1	Vishesh Bhatt and Nikita Bisht (Team Gladiators)	The Social Conundrum (Case Study, BITS Pilani, Goa)	Winners
2	Aryan Sood and Abhishek Narang (Team Igniters)	SUSHODH (Case study), Krishi Chanakya, MANAGE , Hyderabad	Winners
3	Rahul Prasad and Joshi Xalxo (Team Marketing Maniac)	The Blurb (video making),Krishi Manthan, (FABM) IIM Ahmedabad	1st runner up
4	Rahul Prasad and Kuntal Dash (Team Titans)	Photoscoop (Photography), Krishi Manthan, (FABM) IIM Ahmedabad	1st runner up

Regenerative Agriculture

Agriculture plays a symbolic role in the environmental footprint. It is the key driver of land use change globally, including different biodiverse tropics, and covers 38% of the global land surface. Overall food production is anticipated to grow as a consequence of an increase in both population and in per capita demand. In response to these factors, a not a new technique of regenerative agriculture has been considered for producing the food sustainably and reaching sustainable development goals by 2030.

Regenerative agriculture has its core with the intention to improve the health of soil or to restore highly degraded soil which symbiotically enhances the quality of water, vegetation and land productivity by restoring its carbon content with approximately sequester 14.5-22 gigatons of CO₂ by 2050.

By,
Mr. Shubham Gulati
PGDM (ABM)
Batch : 2021-23



Poster Workshop

“Tell me and I forget, teach me and I may remember, involve me and I learn.” -**Benjamin Franklin**

This perspective paved the way for a poster-making workshop on Canva organized and conducted by media-e-niam with the help of Agrineur Management Club on 4th December 2021. The spirit of CCS NIAM believes in cooperation, collaboration, and peer-to-peer learning which is depicted by such events.



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Guest Lecture



Mr. Sandeep Chatterjee

Director at Deloitte India

Topic: Digital Supply Chain

In a highly informative lecture, Mr. Sandeep Chatterjee explained how the supply chain is a two-way process, unlike the traditionally thought one-way process. He also helped us understand various problems of the supply chain and how technological advancements in various steps of the supply chain can help in solving them.



Mr. Mihir Mohanta

General Manager Supply Chain
at Mother Dairy Fruit &
Vegetable Pvt. Ltd

Topic: Challenges in Supply Chain of Fruits and Vegetables.

Giving insights on supply chain intricacies for fruits and vegetables, Mr. Mihir Mohanta explained various paradoxes that affect the fruits and vegetables in the supply chain and how addressing these paradoxes can help improve supply chain efficiency.

First Year Onboard



A new journey for the batches first sub-freshers (Batch 2021-23) has started. It was altogether the first experience after COVID. Batch 2021-23 was excited to experience the warmth of CCS by each student. The NIAM in person. Setting foot on the campus, and what awaited us after an extended wait was indeed astounding. At the NIAM, along with a same time, it was also beautiful lush green necessary for every-campus. The hostel one to follow the facilities were also COVID protocols to good. Even within ensure a safer and such a short stretch of prolonged stay within time, the simpatico the campus. So, for and liveliness of CCS the same, the batch NIAM has immersed came in two sub-everyone.

Research Paper

Agriculture Marketing Intelligence: Initiatives and Challenges

CCS NIAM is proud to acknowledge the authors, Dr. Shuchi Mathur, Assistant Director, CCS NIAM, Mr. Prudhvi Pokuru, Mr. Prithwiraj Majumder, Ms. Shanya Singh Badal PGDM(ABM) 2021-23, who presented their research paper on "Agriculture Marketing Intelligence: Initiatives and Challenges" in the Regional Seminar on Agricultural Market Intelligence organized by Centre for Agricultural Market Intelligence under NAHEP-CAAST, Anand Agricultural University, Anand in collaboration with Indian Society of Agricultural Economics, Mumbai on 28th and 29th October 2021.

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Spandan 2k21

This year Spandan was celebrated from 10th December to 16th December, Spandan is all about creating memories, new bonds, enjoying and stealing the time to spend together.

Sports build camaraderie and unbreakable bonds. To create such an environment, on the very first-day students had friendly matches so that they could gel well with each other. On 11th of December, knockout matches were played. On the next day of the event, students had

outdoor sports where qualifying teams from senior and junior batches proceeded to the finals of the events. On the second last day of Spandan, all the semi-finals were played.

On the final day of Spandan, esteemed dignitaries of the college inaugurated the final ceremony which was followed by the finals of all the games of the event. This was the first offline event of the junior batch and they together with the senior batch had made it a successful one.



Guest Lecture



Mr. Mahesh Kumar

National Product and
Communication Manager
- Agri Banking at
AU SMALL FINANCE
BANK

Topic: Agri value chain financing framework: A way ahead

Mr. Mahesh Kumar elucidated that agriculture can become a profitable business by filling the demand and supply gaps through innovative solutions. He discussed how financing participants at different levels in a value chain improve the overall profit of each participant.



Mr. R.K. Goyal

Business Director - South
Asia, SEA, Australia &
New Zealand at Verdesian
Life Sciences Cytozyme

Topic: Insights on Agri-Input Industry

Mr. R.K. Goyal, in an offline lecture, gave a broad overview of the Agri-input industry. He shared his journey through his experience from being an agriculture student to what he is now. He also shared how they are working towards sustainability with Nutrient Use Efficiency and technology-driven agriculture. Overall, this was an interactive session giving students immense knowledge and insights.

Christmas celebration

To set the perfect example of secularism, CCS NIAM celebrates every festival with zeal. On 24th December students celebrated Christmas Eve. The joyous festival has transcended religious boundaries and resources within each child as a time of glee, merriment and unity. This year's Christmas celebration was packed with excitement, joy, and festivity. The preparations begin much in advance, with the students shopping enthusiastically for gifts and other articles. Christmas Eve began with Christmas Carols followed by a welcoming group song. To make the night more memorable, the students got on the floor and showed off their moves, which was followed by open mic performances. The event ended with bellies filled with cakes and faces glittering with smiles.



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Upcoming Events

- New Year Celebration
- Managers Cricket League
- Republic Day
- Holi Celebrations
- Alumni Interaction



Student Newsletter Committee

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Ms. Diksha Kothiyal
Ms. Suvarna
Ms. Srishti Mehrotra
Mr. Tejas D. Pimpale
Mr. Hrishikesh V. Lanjekar
Mr. Sagar Chauhan

Batch 2021-23

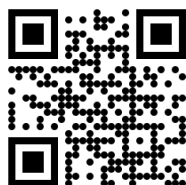
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