

 NIAM

Chaudhary Charan Singh

National Institute of Agricultural Marketing

A Government of India autonomous organization under Ministry of Agriculture and Farmers Welfare

FARM**TO****FORK**A Quarterly Newsletter Of
CCS NIAM, PGDM (ABM)**Oct – December****Vol 3| Issue 2****WHAT'S INSIDE ?****ACADEMIC**

Workshop "Agriculture Value Chain"

Webinar "Video Marketing"

Students Articles

Students Achievements

CO-CURRICULAR

Dandiya Celebration

Gandhi Jayanti

Aagman "Fresher's Party"

Christmas Celebration

Dear Stakeholders,

Greetings from CCS National Institute of Agricultural Marketing, Jaipur !

Change is inevitable and mainstreamed in all activities of CCS NIAM. The Agri-Business Management Programme is not an exception. Six new courses have been introduced. Faculty share from reputed organizations has been increased, summer internships are being rigorously monitored by faculty, student seminars and interaction with industry leaders have been intensified and naturally, resulted with 100 per cent placement in reputed organizations with respectable packages. This is an indication of professional competency levels of CCS NIAM students. Thank Ministry, Agri-Business companies and all stakeholders for making these "change maker" initiatives a grand success.

Sowing the seed of change will continue.

(Dr. P. Chandra Shekara)

Director General CCS NIAM, Jaipur



SWACHH BHARAT ABHIYAN ON BAPU'S B'DAY



The international day of non-violence is observed on 2nd October, the birthday of Mohandas Karamchand Gandhi, who came to be known as “MAHATMA” meaning great soul. Gandhi. He gave the world the philosophy of non-violence. This day is referred to as Gandhi Jayanti in India, a day to remember all the great doings of this MAHATMA. It is considered as a day to spread the message of non-violence across the whole globe. He was born in 1869 in Porbandar, India. He went to South Africa as a lawyer, shocked by the racial discrimination happening there against colour people he led the African Indian in a non-violence struggle against repression. Returning to India, he became a dominant and admired political figure. In the 1940's he helped heal the scars of religious conflict in Bengal and Bihar, and in 1947 his fasting put an end to the rioting in Calcutta and finally helped in bringing freedom to the nation.

To commemorate the 150th birth anniversary of Mahatma Gandhi, the entire NIAM family carried out plantation and Cleanliness programme under Swachh Bharat Abhiyan in Bari Ka Baas village. The journey started at 9:15am with the aim of creating awareness about the importance of maintaining hygiene both at personal and social level among the general masses. On the arrival, the students were accommodated in the temple yard along with the dignitaries and The Director General, Dr. P. Chandra Shekara and Director Dr. Ramesh Mittal addressed the gathering to evoke the sense of responsibilities among the people to help shape the dream of clean India once seen by Mahatma Gandhi. The event was further carried forward with the plantation and the cleanliness campaign done by the students along with the dignitaries, inspiring people to spread the message of cleanliness drive through their actions and words.

I will not let anyone walk through my mind with their dirty feet.
-Mahatma Gandhi



NCDEX WORKSHOP



On September 11, 2019 C.C.S NAIM organized a workshop conducted by NCDEX to emphasize on the importance of online commodity exchange in Indian agriculture. The workshop was conducted by NCDEX, a nation-level, technology driven de

-mutualized on-line commodity exchange with an independent Board of Directors and professional management - both not having any vested interest in commodity markets. The workshop began with discussion about the financial products including commodity and factors affecting the same. The room was then made available for open discussion with dignitaries who elucidated the inhibitions of students through training stimulation. The workshop ended with underlining information about NICR certification courses on commodity training available.

REVOLUTIONIZING THE AGRICULTURE - BLOCKCHAIN TECHNOLOGY

With 40% of the global workforce, agriculture is one of the leading job providers worldwide. It is a heavily regulated, highly subsidized and complicated sector in Indian economy. The problems of limited financial resources, lack of transparency in food production and distribution, unavailability of market price discovery by the farmers are prevalent in Indian scenario.

Blockchain can provide a solution by improving transparency in the supply chain, providing traceability for consumers, expanding financial options for farmers, provision of immediate payment on delivery and helping farmers by providing direct access

to suppliers and transparent transaction information. The size of blockchain innovations in the agriculture market is expected to grow from an estimated \$41.2 million in 2017 to nearly \$430 million by 2023, representing an impressive 47.8% compound annual growth rate (CAGR). Blockchain is a powerful tool in reshaping the agricultural industry's way of doing business by decreasing the risk of fraudulent activities, boosting transaction speeds, helping farmers control and analyze crops, and much more.

Ms. Tanoshree Rana
1st year PGDM (ABM)



ICT PROMOTING RETAIL MARKETING IN AGRICULTURE SECTOR IN INDIA

Present era of Agriculture is treated as ICT mediated Market Led Agriculture Extension era. So in this Information revolution age we can't able to survive without Information and ICT can help in improving marketing activities of retail business in agricultural areas in Indian economy.

The bane of Indian agriculture is not lack of technology, R&D efforts; it is inadequacy and inefficiencies in the dissemination of relevant information to the farming sector. So Information and Communication Technology (ICT) in agriculture can act as a driving force in the development process. Presently, if the marketing systems are to have any meaning for farmers, the information they provide must be accu-

rate, timely and farmers must understand it. Accuracy, Availability, Applicability and Analysis are the four 'A's of marketing information; a farmer may decide how much to produce, when and where to sell and a trader may expand trade. Similarly, a consumer may find out alternative sources of supply.

The Vision 2020 document of the Department of Agriculture and Co-operation envisages that "the tools of ICT will provide networking of Agriculture Sector not only in the country but also globally.

Ms. Sunidhi Dhingra
1st year PGDM (ABM)



ACHIEVEMENTS OF NIAMIES



- 1. PHOTOFROLIC – PHOTOGRAPHY COMPETITION, MANAGE HYDERABAD**
Mr. PUSHKAR VILAS SHIGWAN
- 2. SHALYA PARV – B PLAN COMPETITION, NIT JAIPUR**
Mr. ABHISHIEK KAPIL & Mr. DEBASHIS MISHRA
- 3. CONSULTAR – CASE STUDY COMPETITION, SHIV NADAR UNIVERSITY**
Mr. ABHISHIEK KAPIL & Mr. DEBASHIS MISHRA



- 1. DRISTHI – THE QUIZ COMPETITION, IILM JAIPUR**
Mr. ABHISHIEK KAPIL & Mr. DEBASHIS MISHRA
- 2. PARI ADHYAN – CASE STUDY COMPETITION, NIT, JAIPUR**
Mr. ABHISHIEK KAPIL & Mr. DEBASHIS MISHRA



- 1. AGRIDOTE – CASE STUDY COMPETITION, IIM LUCKNOW**
Mr. HARSHAN CM & Mr. CHIKANNA
- 2. AGRIMARCH INTERNATIONAL EXHIBITION AND CONFERENCE ON AGRI MACHINERY, IARI, NEW DELHI**
Mr. ABHISHIEK KAPIL, Mr. DEBASHIS MISHRA & Mr. GADE SUMAN
- 3. GROUP DISCUSSION – UN UNITED, NIT JAIPUR**
Mr. ABHISHIEK KAPIL & Mr. VINOD KUMAR



- 1. KRISHI MANTHA – CASE STUDY COMPETITION, IIM AHMEDABAD**
TEAM 1 (Mr. SHAISHAV, Ms. TANOSREE & Mr. DEEPAK SHARMA)
TEAM 2 (Ms. RUBY, Ms. SHIVANGI DUMKA & Ms. SUNIDHI DHINGRA)
- 2. KRISHI MANTHA – QUIZ COMPETITION**
Ms. TASLEEM & Ms. RUBY
- 3. MARK UP – CASE STUDY COMPETITION, IMT GHAZIABAD**
Mr. SHAISHAV BHARDWAJ, Ms. TANOSHREE RANA & Mr. DEEPAK



ARTIFICIAL INTELLIGENCE AND TECHNOLOGY IN THE FOOD INDUSTRY



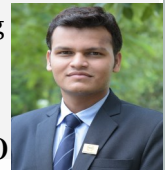
Artificial Intelligence and Technology are nowadays influencing in the food industry. Technological costs are decreasing, IT and operational technology are converging, big data and cloud are a democratized reality, as well as devices, and investments have soared. The food processing industry is greatly benefiting from

the latest advances in artificial intelligence (AI), which are helping to maintain a superior health, sort food, and safety toward food, also to develop new products and strengthening the supply chain. Technology is essentially helping to streamline the work process, which makes it easier for employees to work more efficient. In the food industry, A.I. Never replace humans, because humans always need to oversee operations, repair and maintain old equipment, and bring creative ideas for new food opportunities. But there are also concerns like losing

jobs, losing control, and being replaced. But there are other perspectives to look at this technology, and many in the food industry are speeding up for maximizing opportunities. Technology can essentially work together with humans to increase efficiency in the industry, potentially automating 80% -90% of operations. In the food industry, AI can be used in four different applications like Sorting food, improving in the supply chain, ensuring personal hygiene, and cleaning processing equipment.

Mr. Vishal Varal

1st year PGDM (ABM)



DURGA BLESSING'S - DANDIYA



The beginning of October marked the start of the festive season, as festivals start rolling out one after the other. While some students were excited about the long festival of Navaratri, some were all set to celebrate Durga puja. 'Dandiya Raas' known for setting the festive mood holds a significant place in Navratri celebrations. Performed in the honor of Goddess Durga, it is the dramatization of a mock fight between the Goddess and Mahishasura - the mighty demon-king. Durga Puja, traditionally held for 10 days in the month of Ashvina (September-October), and particularly celebrated in Bengal, Assam, and other eastern Indian states. Durga Puja's first day is

Mahalaya, which heralds the advent of the goddess. Celebrations and worship begin on Sasthi, the sixth day. During the following three days, the goddess is worshipped in her various forms as Durga, Lakshmi, and Sarasvati. The celebrations end with Vijaya Dashami "Tenth Day of Victory", when, amid loud chants and drumbeats, idols are carried in huge processions to local rivers, where they are immersed.

A Dandiya night was organized on 8th October, 2019 wherein the students, danced their heart out creating a vibrant and exuberant evening. The special characteristic of the event was the colorful costume worn by the students and the colorful sticks carried by them.



WORKSHOP "AGRICULTURE VALUE CHAIN"

With an intent to provide an understanding on the need for working in agricultural value chain as well as an overview of the subject, a four-day workshop was conducted by Samunnati Financials Intermediation & Services Pvt Ltd from 21st to 24th October, 2019 on Agricultural value chain. The workshop dealt with importance of value chain, various models of agricultural value chain, analysing them, their strengths and weakness, feasibility in usage and benefits to small holder farmers. The students were able to grasp the complexities and intricacies of value chain mapping. Apart from that an overall understanding on the role played by various actors at different stages of value chain was obtained.



"AAGMAN" (FRESHER'S PARTY)

Just as the cool breezes has arrived to mark a change in the year, so the freshmen stepped into the campus to bring about a change of creativity and invention in future contemporary. Continuing the legacy of NIAM an official welcome for the batch 2019-21 PGDM(ABM) of National Institute of Agricultural Marketing, the Freshers event – "AAGMAN'19" was organized by the senior batch of 2018-2020 on October, 24 2019. The program kick-started with all the students elegantly dressed and ready to perform. The stage set ready for enthralling

performances; the blustering music kept on took everyone to the party mood. The Zealous seniors put up various performances like dancing, singing and musicals to entertain their juniors. The blitzes of performances were filled with intensiveness and fun. The participants for Mr. and Miss. Fresher, were selected by the seniors based on the 'Quiz Test' on Fresher's Day. The very purpose of Freshers Day party was to welcome the junior batch in a friendly atmosphere, to encourage their creative impulses and to boost their confidence..



WEBINAR- VIDEO MARKETING

On December 12, 2019 a webinar was conducted by Prof. Seema Gupta of IIM Bangalore to illuminate students to master the art of Video Marketing. Dr. Gupta shared with the students her expert tips to help them acquire digital skills to facilitate prompt increase in the number of followers specifically in YouTube. Topics such as increasing view time, likes and comments, usage of subtitles to overcome language barriers thus reaching greater masses were described by Dr. Gupta. Further the benefits of creation of playlist in one's YouTube, card element and end screens to increase call to action and guide audience to specific website were described. The current scenario of YouTube marketing – Social virality content creation, SEO, algorithm behind YouTube recommendations were further briefed. The session was then made open for students to put up questions and ended with the students learning detailed practical information about video marketing.



CHRISTMAS EVE

The jingling of bells and the impeccably adorable decorations at every corner of NIAM indicated the onset of Christmas Eve. Students of NIAM celebrated Christmas 2019. Santa Claus, the name that has been given to the harbinger of happiness and joy, brings with itself the special message of hope, happiness, joy, and merriment! He says, never let that magical element of innocence from your life

vanish. The celebration of Christmas eve at NIAM started with a cultural programme where all the committee's showcased their performances. The evening ended with cake cutting. After the cake cutting both the batches of PGDM payed a visit to a nearby church to celebrate the birth of Jesus Christ.



TRIBUTE TO THE MAGICIANS WHO PRODUCES MAGIC FROM DUST- FARMERS' DAY

On 23rd of December, CCS NIAM celebrated Farmers' Day by commemorating the 117th birth anniversary of Mr. Choudhary Charan Singh, the 5th Prime Minister of India. The programme was marked with the presence of Dr. P. Chandra Shekhara, Dr. Hema Yadav, Dr. Shuchi Mathur, faculty members and the students. The programme made students aware of the role of Mr Charan Singh, the 1st 'Kisan Prime minister', in re-organising the political economy of agriculture in Uttar Pradesh by drafting and enacting different bills for agricultural reforms before and after Independence. The author of several books like India's Poverty, Abolition of Zamindari and Legend Proprietorship, Mr Singh was popularly known as Champion of Peasants. He was credited for the several land reforms in the state of Uttar Pradesh and his hard work to pass the 'Zamindari Abolition bill, 1952'.



The assembly was concluded by Dr. Hema Yadav by giving a deep insight into the life of Mr. Singh and the importance of farmers in the overall social and economic development of the country and how they need to be helped in education, training in scientific farming, loan, storage and marketing of their produce and many more.

EDITORIAL BOARD

CHIEF PATRON

Dr. P. Chandra Shekara (Director General, CCS NIAM)

PATRON

Dr. Ramesh Mittal (Director PGDM ABM)

ADVISORY

Dr. Shuchi Mathur (Assistant Director)

Dr. Satish Pant (Assistant Professor)

Mr. Sathyendra Kumar (Assistant Professor)

EDITORIAL TEAM

CHIEF EDITOR

Dr. Anamika Upadhyay
(Corporate Interaction & Training)

CONCEPT &

COMPILATION

Ms. Tasleem
Ms. Tanoshree Rana
Mr. Ritesh Nage
Mr. Vishal suryavanshi
Ms. Lekha
Ms. Gloria T Hans

GRAPHIC & DESIGN

Mr. YS Praveen
Mr. Shaishav Bharadwaj
Mr. Yajnesh HG
Mr. Urjit M. Thorat
Mr. Suraj Kadam
Ms. Manisha Thakur

UPCOMING EVENTS

ACADEMIC

Panel Discussion on
Union Budget 20-21
Krishi Gyan Deep

CO-CURRICULAR

Holi Celebration
Farewell
NPL



/ AGROVON



/ MEDIA E NIAM



/ MEDIA E NIAM

Address: C.C.S National Institute Of Agricultural Marketing, Kota Rd, Sanganer, Bambala, Jaipur, Rajasthan, 302033

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

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