About E-Bulletin: Voice of CCS NIAM is a time and cost efficient outreach tool of NIAM on e-platform to connect all its stakeholders namely Policy Makers, Administrators, Academicians, Scientist, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

**Kisan Mitr Webinar series**

With an objective to bring technologies to farmers/reverse migrants who have come back to villages due to COVID-19 crisis, CCS NIAM has collaborated with Principal Scientific Advisor (PSA) Office to educate farmers for better opportunities in the Agricultural Marketing and Agri-entrepreneurship under the initiative called Kisan Mitr (Friends of Farmers). Under this initiative NIAM Agri-Business Incubator (NABI) has organised several online webinars in the month of September with various topics of discussions in the field of Agri-ecosystem. Eminent Agri-experts from all across the country took sessions, held discussion and resolved queries. The talks are recorded and placed in the YouTube Channel of CCS NIAM for further dissemination.
CIC Meeting For Partner-RABI; IIT, Kharagpur

CCS NIAM Centre of Excellence Incubation Committee (CIC) met on 17th September 2020, via online platform to recommend the suitable candidates under Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme of IIT, Kharagpur to recommend for the release of grant-in-aid up to Rs. 5.00 Lakhs and up to Rs. 25.00 Lakhs respectively for two different programmes. During the meetings recommendations, remarks and suggestions were given to the all the Startups and Agripreneurs of the IIT, Kharagpur for needful action.

On 29th September, 2020, Dr. Ramesh Mittal, Director-CCS NIAM, Centre for Innovation, Entrepreneurship and Skill Development, conducted an online training Programme on the subject “How to convert an idea into Start-up”. He discussed about the modalities related to the subject. After a healthy discussion speaker resolved various queries raised by participants. Mr. Abhishek Sharma, Manager Finance & ICT (NABI) further continued the webinar and delivered a session on “Different Business Models of Agri-Startups” incubated at NIAM Agri-Business Incubator (NABI). Further in the online training programme, two Startups graduated from NABI shared their experience with the participants of the Online Training Programme.

Online training Programme on “How to convert an idea into Start-up ”
Agrovon 2k20 the First-Ever Virtual B-Fest of CCS NIAM was organized on 7th and 8th September 2020 by carrying forward the prestigious legacy of NIAM PGDM (ABM) 2017-19 batch. The fest has seen participation from premier B-Schools like IIMA, IIMC, IIML, XLRI, IRMA, NMIMS, and many more. Like every year, Agrovon 2020 has gained entries from national and International B-Schools with the total of 2998 registrations. The event was organized on virtual platform and streamed live on YouTube. The event was inaugurated by Dr. P Chandra Shekara, Director General, CCS NIAM and Dr. Hema Yadav, Director PGDM (ABM) in the presence of eminent dignitaries Mr. Dilip Rajan, Mr. Aravind Thumbur, Mr. Shailendra Singh, Mr. Tony Mallik, and Ms Poorna Pushkala. Acknowledging the motto of Agrovon i.e. “Sow Ideas, Water Hopes, Reap Miracles”, a plethora of events like case study competitions, B-plan competition, quiz, photography contest and article writing competition sponsored by eminent industry leaders like East-West Seed International Pvt Ltd, Syngenta Foundation India, Samunnati Financial Intermediation and Services Pvt Ltd, Savannah Seeds Pvt Ltd, IFFCO KISAN, Tulip Agro and Chemicals and Villageagro Agritech Pvt Ltd. Maintaining the bequest, the event was successfully conducted with the efforts of the administration and the students providing a platform to participants for showcasing their ideas and talents and simultaneously gaining insights from various luminaries of the industries.
Capacity Building of FPOs

CCS NIAM has organized 2 Days Online training on Agri Marketing Strategies and Agri Business Communication for CEOs and Directors of Farmer Producer Organization of Maharashtra 9-10 September, 2020. The training was inaugurated by Dr. P Chandra Shekara, Director General CCS NIAM. The programme was attended by 25 representatives of FPOs.

During the programme first session on Agri-Marketing Strategies were delivered by Prof Sanjay Kr Joshi from IGKV, Raipur. He explained the strategies in the marketing of agricultural produce among the farmers. Second session on Business Planning and Strategy was delivered by Mr Manish Kumar, Cofounder of Back to Village, Odisha, he brought real experience of back to village a NGO in the field of agricultural marketing which is supporting tribal farmers in linking their produce to the market. He emphasised on market information for better business planning with centralized information processing. Third session was delivered by founder of Abhinav Farmer Club, Pune i.e. Mr Dnyaneshwar Bodke on Innovative Marketing Strategies. Next session was delivered by course Coordinator Dr Satish Ch Pant on Brand building for better visibility of FPOs. In the session, importance of Brand was demonstrated with the help of Indian brand “Sahyadri farm” and International Brand “Zespri”. Fifth session was delivered by Mr Sathyendra Kumar AD, Asst Prof. CCS NIAM on electronic National Agriculture Market focused on FPO module and last session was delivered by Mr Satendra Kumar Lilhare, founder of Bastar se Bazaar, Chattishgarh on Team Building for better Marketing and communication. He brought experience of his farmer group among participants for better team building and communication.