

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.

Krishi Gyan Deep Knowledge Lecture 3 on “Contract Farming”



Prof. Sukhpal Singh from IIM Ahmedabad has delivered a talk on Contract farming during 3rd Krishi Gyan Deep Knowledge Lecture Series at CCS NIAM, Jaipur. He explained the various models like bipartite, tripartite and quadripartite models of contract and stated that the 2018 model Act retains the 2003 model Act provision which protects the ownership right of the farmer on land as the sponsor is not allowed to construct any structures on it. It also makes crop insurance a part of the CF arrangement which was much needed to reduce farmer's production risk in the absence of any other mechanism, especially when high-value crops are more prone to risk.

CCS NIAM Banner Program at Gujarat

A Banner Program was organised by CCS NIAM in collaboration with Sardar Krushinagar Dantiwada University of Agriculture, Dantiwada from 3rd to 5th December, 2018 on New Dimensions in Agriculture Marketing – Focus Crop Cotton. The program was attended by 41 officers of different line departments. The objective of the programme was to enable the participants about various centre sector schemes on Agricultural Marketing and infrastructure development. Besides discussing about marketing strategies of cotton



Banner Programme on New Dimensions in Agricultural Marketing at IGKV, Raipur

A Banner programme was organized at Indira Gandhi Krishi Vishwavidyalaya, Raipur during 19th to 21st December, 2018. The objective of the programme was to disseminate the flagship schemes of Ministry of Agriculture & Farmer's Welfare viz WDRA, e-NAM, RKVY, PMFBY, etc. 30 participants from various Govt. and Non Govt. Institutions have participated in the programme including Agriculture Department officials, Mandi officials, Scientist from Krishi Vigyan Kendra, CEOs of Farmer Producer Organizations. During the programme, one e-NAM mandi visit at Rajangaon, Chhattisgarh was also organized.



Training on Value chain in Karnataka



Training programme on Value Chain Analysis for Agricultural Commodities was successfully completed on 7th December, 2018 at Administrative Training Institute (ATI), Mysuru, Karnataka. The programme was organized in collaboration with ATI Mysuru. The programme was attended by 25 participants from various Agricultural and allied government departments of Karnataka. The objective of the programme was to inculcate the value chain concept and value addition for better farm to fork linkage.

Training on Entrepreneurship Development at Mizoram

Training programme on Entrepreneurship Development was organized by CCS NIAM in association with Rubber Board at Treasury Square, Mizoram on 3rd December, 2018. The programme was focused on women empowerment hence selected women entrepreneurs of Mizoram were invited to the programme.

Training on Marketing of Maize at Maharashtra

Training on Marketing of Maize Framework, Market coverage and Risk in Maharashtra was organized jointly by CCS NIAM and Vasant Rao Naik State Agriculture Extension Management Institute (VANAMATI), Nagpur during 27th to 28th December, 2018 at Nagpur. 25 Participants from different Government and Non-Government organizations had attended the programmes. Resource persons from State Agriculture University, Agri-Processing Industry, NCDEX, CCS NIAM and VANAMATI had delivered lectures and enriched learnings of participants



NIAM Faculty interact with Governor of Mizoram



Dr. Ramesh Mittal Director, CCS NIAM had fruitful discussion with His Highness, Governor of Mizoram, Shri Kummanam Rajasekharan on Development of Agricultural Marketing and Agri-entrepreneurship. During the discussion the role of CCS NIAM, Jaipur in strengthening of Agricultural Marketing through various training programmes was acknowledged by Governor of Mizoram.

NIAM Faculty Participation in International training programme at Lao PDR, Vietnam

A “Training of Trainers on Quality Stander for Agricultural Produce to Enhance Market Access” was attended by Dr. S. R. Singh, Deputy Director (Skill & Mktg.). The program was organised by Asian Productivity Organisation and National Productivity Council from 10th to 14th December, 2018 at Venetian, Lao-PDR. The program was attended by 21 participants from various Southeast Asian countries. During the program a case on e-NAM was presented by Dr. S. R. Singh to the delegates of the program



Marketing Management of Organic Produce



CCS NIAM has successfully completed training programme on “Marketing Management of Organic Product” at CCSNIAM campus, Jaipur during 4th to 6th December, 2018. CEOs and Board of Directors of Farmer Producer Organisations of Maharashtra have attended the programme. The objective of the programme was to enable the participants with the Marketing aspect of agricultural produce. Various sessions on Agricultural Marketing, Strategy for market development, Management of agribusiness were conducted during the programme

Training on Market Development for Non Timber Forest Produce

CCS NIAM has organized training on Market Development for Non Timber Forest Produce at Indira Gandhi Krishi Vishwavidyalaya, Raipur, Chhattisgarh from 22-23 December, 2018. 30 participants from Agriculture Department, Mandi's , KVK, CEOs of FPO were participated in the programme. The scope of Non Timber Forest Produce, diversified value addition, processing, role of technology was discussed during the programme.



NIAM Faculty participation in Case Study Seminar at IIMA, Ahmedabad

Dr. Satish Chandra Pant and Mr Sathyendra Kumar A D have participated in case seminar at Indian Institute of Management, Ahmadabad during 12-13 December, 2018. In the seminar, faculty interacted with IIMA Professors (Prof Saral Mukherjee and Prof. Sanjay Verma) and Harvard Professor (Prof. V G Narayanan) and learnt about case teaching methods and skills to conduct case teaching for effective teaching learning during the class.



Bare footer school of Maharashtra: An Innovation in Agribusiness

Bare footer school is a practical training academy for farmers, SHG & Villagers to learn. The same time expert skilled farmers can teach others. It's established under Agriclincs & Agri Business scheme.

The school converts potential skill of villagers into learnable knowledge format by audio-video & other aids. The school is run by a bare footed doctor in agriculture Mr Avinash N Salunke. Entomologist, Horticulturist, Accredited International Fumigator & trained by MANAGE & NIPHM (GOI).

This creative school has no doors & boundaries. No academic eligibility criteria, No basic qualification. Anybody can join as trainer or trainee. The strong & creative will-power to do something positive-productive is the only basic qualification. The school is mobile for farmers. For big group school along with whole setup can reach your place also. Utilisation of individual's skill for development& extra earning is the basic aim of this school. The best solution to many problems is easy affordable, adoptable, low cost Technology developed by NIPHM & several extension workers like Bare-footer doctor working in agriculture

School provides trainings in 51 courses useful to new start-up and farmers.

For detail information login to www.barefooterschool.com

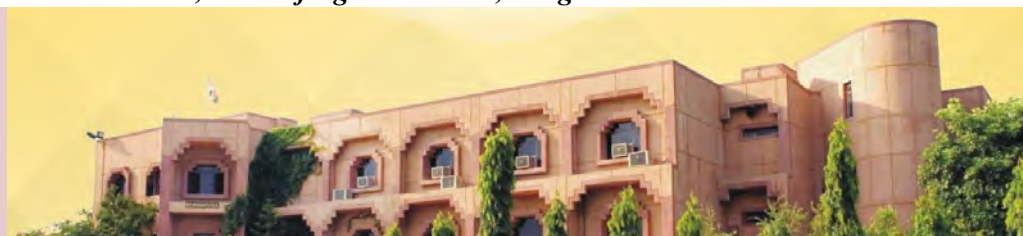
Feedback from Reader

Thank you for updating recent happenings at ccs NIAM of September,2018 through Voice of NIAM e-Bulletin.Happy to know that many innovative events have happened at your Institute during month including distinct recognition to DG-NIAM by the International Organisation.– Prof K. Narayana Gowda, President, International Society of Extension Education (INSEE) and Former Vice-Chancellor, Univ. of Agril. Sciences, Bengaluru

Editor-in-Chief
Dr. P. Chandra Shekhara
Director General

Executive Editor
Dr. Hema Yadav
Director

Assistant Editors
Dr. Satish Chandra Pant
Shri. Sathyendra Kumar A D
Asst. Prof. PGDM (ABM)



Invitation of Articles

CCS NIAM welcomes articles representing original research, analytical papers, papers covering new developments and concepts in the field of Agricultural Marketing, Agribusiness and other relevant areas from across the globe for publication in CCS NIAM Journal. For further details visit-

<http://ccsniam.gov.in/images/pdfs/DG-Invitation-for-Journal.pdf>



Contact us

CCS National Institute of Agricultural Marketing

(An Autonomous Organization under Ministry of Agriculture and Farmers' Welfare, Govt. of India)

Bambala, Kota Road, Jaipur-302033, Rajasthan

Ph. 0141-2770027, Fax: 0141-2771938, 2770027

Email: dgccsniam@gmail.com Web: www.ccsniam.gov.in