

VOICE of CCS NIAM

Better Marketing by Every Farmer

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 Series Lecture IV on Direct Marketing

CCS NIAM Krishi Gyan Deep Knowledge Series Lecture IV was delivered on 10th January, 2019 by Shri Gyaneshwar Bodke, Chairman of Abhinav Farmers Club, Pune. He talked about his experiences in Agripreneurship and suggested to use organic farming practices for sustainable development of farmers and farming. He discussed about his failure model of monoculture in the past and shared experiences of Abhinav Group's success model of multicropping, organic farming and Integrated farming, which is a solution for sustainable and holistic development of farm business. He emphasised more on organic production as it minimises input cost in one side and on another side, the price of produce is far better in market place. It was concluded that growers can increase their income many folds rather just doubling the farmers' income with Integrated organic farming practices.



Agri Tourism Workshop at IITTM Gwalior

Training programme on Agri-tourism was organized by CCS National Institute of Agricultural Marketing and Indian Institute of Tourism and Travel Management at Gwalior. Programme was attended by 30 participants. Objective of programme was to bring awareness about prospects of agri tourism for enhancing income of farmers. The sessions were presented on scope of agri tourism, planning agri tourism projects, evaluation of agri business projects. The sessions were delivered by Dr. Sandeep Kulshrestha (IITTM), Dr. Hema Yadav (Director NIAM) and experts from IITTM Gwalior. The programme had created wide interest among the participants. As a part of the programme, case studies and successful example on Agri-tourism from Kerala, Maharashtra and Punjab were discussed. Field visit to nearby Agri-tourism unit was organized and participants were asked to make presentation on developing Agri-tourism project.



Skill Development Program under Skill India Mission

CCS NIAM has given the responsibility by the Ministry of Agriculture & Farmers Welfare for conducting two 25 days training programs (200 hrs.) to train the unemployed rural youth. Accordingly, CCS NIAM has conducted first program for the Job Roles of Warehouse Workers from 21 December, 2018 to 14 January, 2019, Second programme for Supply Chain Field Assistant from 26 December, 2018 to 19 January, 2019. Aim of these programs was to impart skill among unemployed rural youth for wage employment or self-employment. During this financial year total 60 unemployed rural youth were trained on the above job roles. In addition, practical exposure was given to the participants by taking them to Mandi Yard, Supply Chain and Warehouses of Central Warehouse Corporation.



Training on Agriculture Market and Enterprise Development in Lucknow



CCS National Institute of Agricultural Marketing has organized a training programme on Agriculture Market and Enterprise Development in collaboration with State Institute for Management of Agriculture (SIMA), Lucknow from 16th to 17th January, 2019. 30 Participants from different Agricultural and Allied departments, NGOs and FPOs had participated in the programme. During the programme resource persons from various organizations viz WDRA, Agriculture Department of UP, Institute of cooperative Management Lucknow, NGO-SAMADHAN and CCS NIAM had delivered lectures on various contemporary issues and Agri-initiatives in the field of Agricultural Marketing and enterprise development. The participants were exposed to various centre sector schemes which are creating a conducive ecosystem and environment for Agricultural Market and enterprise development in the country.



Agri-entrepreneurship development programme cum Skill development trainees meet in Dimapur, Nagaland

An entrepreneurship development programme cum skill development trainees meet was Jointly organized by CCS NIAM in collaboration with CIH, Dimapur in the month of January, 2019. The programme was attended by 52 participants from Department of Agriculture, Marketing Boards, Universities, students, faculty and farmers. The objective of the program was to develop Agri-entrepreneurship among participants of North eastern Region.



Training on Value Chain in Assam

Training programme on Value Chain Analysis for Agricultural Commodities was successfully completed on 19th January, 2019 at Extension Education Institute (EEI) – NE Region, Assam Agriculture University, Jorhat. The programme was attended by 27 participants from various Agricultural and allied government departments of North Eastern Region. The objective of the programme was to inculcate the value chain concept and value addition for better farm to fork linkage. During the programme resource persons from various departments of AAU, CEO of Incubation centre, North Eastern Region AAU, CCS NIAM had delivered talks on value chain, value addition, Post Harvest Management, FPO linkage, Processing, role of ICT in Agri Marketing.



Training on Marketing of Citrus in Dehradun, Uttarakhand



A training programme on "Marketing of Citrus: A value chain Perspective" In collaboration with UHF was successfully completed on 23th day of January, 2019 at Kisan Bhawan, Dehradun, Uttarakhand. 31 Participants from different Government and Non-Government organizations had attended the programmes. In the programme resource persons from Agriculture Department, Horticulture Department, University of Horticulture and Forestry, Bharsar, Y S Parmar Univeristy of Horticulture and Forestry, Solan and CCS NIAM had delivered lectures on various dimensions of Agricultural Marketing with focus on citrus fruit. During the programme the role of value chain in the marketing of citrus was emphasised in the sessions for creation of better opportunities and market linkage for citrus growers.



CCS NIAM selected as "Knowledge Partner" of RKVY-RAFTAAR Scheme

Cabinet Committee on Economic Affairs has approved continuation of Rashtriya-KrishiVikasYojana (RKVY) as RashtriyaKrishiVikasYojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR) for three years i.e. 2017-18 to 2019-20. CCS NIAM has been selected as Knowledge Partner to strengthen the Incubation in five states i.e. Rajasthan, Odisha, West Bengal, Bihar and Jharkhand.

As knowledge partner, the role of CCS-NIAM is to support RKVY-RAFTAAR Agribusiness Incubators (R-ABI) by tapping innovations and technologies for new venture creation in agriculture, strengthening of existing agribusiness incubators for integrated rejuvenation and development, seed stage funding of incubates, agriprenurship Orientation and Idea/Pre-Seed Stage Funding of Agripreneurs.

Four R-ABIs namely 1). National Rice Research Institute, Cuttack, Odisha; 2). Sri Karan Narendra Agriculture University, Jobner, Rajasthan; 3). Indian Institute of Technology Kharagpur, West Bengal and 4). Bihar Agriculture University, Sabor, Bhaglpur, Bihar are selected by Ministry and CCS NIAM Centre for Innovation Entrepreneurship and Skill Development is going to provide handholding and incubation support to them.

Training programme on Marketing of Spice

A Training programme on Marketing of Spice was conducted from 10-12 January 2019 at Momaitamuli, Borborua Auditorium, Guwahati, Assam for officers of Agriculture and Allied department of Assam. The programme focused on marketing of spices and attended by 28 participants. Various sessions on Marketing, Strategies, Challenges and opportunities, processing, value chain were discussed during the programme.



WDR Awaress Programmes at Punjab and Rajasthan



Awareness programmes were organized on Warehouse Development and Regulatory Act 2007 at KVK Abohar, Punjab and at KVK Hanumangarh, Rajasthan in the month of January, 2019. The objective of the programme was to encourage stakeholders (farmers, traders and dal mill owners) to store their agricultural commodities in WDR registered warehouses and protect them from distress sale. Main themes discussed during programme includes importance of scientific storage practices, role of warehouses and market linkage to minimise post-harvest losses, advantages of negotiable warehouse receipt, market risks and role of WDR. Experts from NABARD, NIAM and KVK delivered the session. Visits to state warehouse were also organized for the participants to bring knowledge about operation and management of warehouses.

Feedback from Reader

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Greeting from Nepal, Thank you for sharing a valuable e-bulletin, hope it will be continued.- **Min Prasad Budhathoki, President, NAEA, Nepal**



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>

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