



VOICE of ccs NIAM

Better Marketing by Every Farmer

July, 2018

E-Bulletin

Volume 1, Number 4

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.

Inauguration of New Batch of PGDM-ABM



Dr. P Chandra Shekhara, Director General NIAM, Dr. Vikram Singh, Dean PGDM, Dr. Ramesh Mittal, Director and Dr. Hema Yadav, Director graced the occasion of Inauguration of New batch of 60 students of PGDM-ABM. They enlightened the batch with the vast opportunities in agribusiness sector. They also highlighted agri-preneurship and encouraged the students to take up agri initiatives for better employment generation. The students were introduced to the faculty and senior batch as well. In addition, a campus visit was also organized. The whole idea of this event was to make the new students comfortable in the new environment of this institute.

New Academic Centres at NIAM

Emerging marketing scenario is promoted through Model APLM Act, Model Contract Farming Act, E-NAM, FDI, Aggregation through FPO, upgradation of Rural Periodic Markets, national agenda for doubling farmer's income etc. In order to address these emerging trends and align with these changes in agricultural marketing scenario, ten Academic Centres are established at CCS NIAM.

1. CCS NIAM centre for Policy, Reforms and Programmes
2. CCS NIAM centre for Innovation, Entrepreneurship and Skill development
3. CCS NIAM centre for Public Private Partnership
4. CCS NIAM centre for Institution Building
5. CCS NIAM centre for Monitoring and Evaluation
6. CCS NIAM centre for ICT and eNAM
7. CCS NIAM centre for Agri logistics
8. CCS NIAM centre for Agriculture Marketing planning and development
9. CCS NIAM centre for Agribusiness Management & Education
10. CCS NIAM Centre for International programmes

For more details log on to <https://www.ccsniam.gov.in/centres>

Strengthening Institutional Reforms in Agri-Marketing in Bihar



Bihar Agriculture Produce Market Act, 1960 and Bihar Agriculture Produce Market Rules, 1975, was repealed in 2006. The state had 95 regulated APMC markets out of which 54 markets had basic marketing infrastructure in place. These markets have been developed with the funds from NABARD. These 54 markets have been established in total land of around 1595 acres out of which around 813 acres of land is vacant. Therefore the market yards have substantial basic infrastructure in place which can be further improved for providing better facilities to the producers so as to increase the no. of producers going to the markets.

A recent visit to the semi-urban area of Bihar and discussion with Stakeholders revealed that in 12 years after repealing the APMC Act, the Farmers end up receiving non remunerative price for the produce. The State has been unable to take benefits of the Schemes and incentives for development of Infrastructure and marketing. There is continuous decline in the facilities provided by these markets inspite of the availability of basic infrastructure in these markets. Since the Repeal act debarrs any revenue collection in terms of market fees, there are visible problems in the proper maintenance of the market yards including the cleanliness of the markets, provision of security and developmental work.

Small and marginal farms constitute about 91 per cent of the total land holdings which has affected the viability of agriculture. Along with this there are other constraints in terms of high input costs, unavailability of credit and highly inefficient marketing channels. In the scenario farmers are selling produce to the village level intermediaries. A majority of the rural haats in the state are only strips of land where producers and buyers meet for a few hours.

Looking at the recent focus on Doubling Farmers Income and Model APLM act which provides alternative marketing system and promotes development of markets other than Regulated markets, it is time for state to have a relook at its unorganized marketing system and restrictive legal framework. Across the nations there are examples of modernization of markets in APMC Vadodara (Gujarat), e-trading in Karnataka, market connectivity through eNAM, upgradation of GRAM, which are vital for strengthening the agricultural marketing system, which state like Bihar can a look for adopting/ establishing suitable marketing system. There is a necessity to bring institutional innovations in agricultural marketing by redefining the roles of stakeholders, using information technology, upgrading rural haats, establishing Warehouses and cool chain, establishing private markets etc.– **Centre for Policy, Reforms and Programmes, CCS NIAM**

Mandi Visit by fresh students of CCS NIAM



An APMC marketyard (mandi) visit was organized by CCS NIAM for fresh batch of students. The aim of this visit was to make them familiar with the practices of the market yard and to understand the role of agriculture marketyard in the agricultural supply chain. In mandi (Market Yard), students interacted with various stakeholders of the market viz. different vegetable and fruit traders, retailers, weighman, transporter and most important the farmers. Students got to know about the operations of Mandi or Market-yard, day to day activities, auction and challenges faced by the farmers and traders regarding demonetization and non-graded products, their lack of awareness about e-NAM and its effects on their socio-economic status.

Krishi Kalyan Abhiyan : CCS NIAM Participation



Krishi Kalyan Karyashala under the scheme of Krishi Kalyan Abhiyan was organized in Krishi Vigyan Kendra, Khagaria, Bihar under the leadership of Dr. S R Singh, Deputy Director, CCS NIAM, Jaipur. The workshop was inaugurated jointly by Dr. S R Singh and Dr. Brijendu Kumar, Principle Coordinator KVK. Dr. S R Singh highlighted several dimensions of Krishi Kalyan Abhiyan for 25 selected villages of Khagaria district of Bihar like NADEP compost construction, organic farming etc. Large number of farmers took part in the program. The team is working hard to improve Khagaria district ranking under Aspirational districts.

Author of Moong over Microchips at CCS NIAM

Mr. Venkat Iyer, author of Moong over Microchips visited CCS NIAM and interacted with the faculty and students of PGDM-ABM. He shared his experience of agriculture production as well as agricultural marketing among students. He has worked for 17 years in the IT industry with various renowned Multi National Companies and in 2003 he turned to the agriculture and started his own organic farm. As he is one of the member of MOFCA (Mumbai Organic Farmers and Consumers Association), he is also helping 70 poor tribal farmers in Vikramgad taluka and supporting them in from selection of crop to package of practices and most importantly linking them to the market so that they get best possible return for their efforts.



CCS NIAM Value yours feedback and ideas on reforming Agricultural Marketing

Green Campus Initiative



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'A tree is known by its fruits; a man by his deeds'



Plantation Day was organized at CCS National Institute of Agricultural Marketing on 20th July 2018, The occasion was graced by Director General, Dr. P Chandra Shekhara, Dean and Directors, Faculty of the institute along with the PGDM (ABM) Students. Each student planted a sapling which would spring to be a symbol of growth and prosperity of the individual to the institution under the green campus initiative taken by Director General, CCS NIAM.

Invitation of Articles

CCS NIAM welcomes articles representing original research, analytical papers, papers covering new developments and concepts in the field of Agricultural Marketing, Agri-business 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>

Feedback from Reader

D.V. Rangnekar

“Compliments for this initiative of mailing E - Bulletin - Voice of ccs NIAM - I find it informative and interesting and I share it with some of my colleagues interested in the subject”



Contact us

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