



VOICE of CCS NIAM

Better Marketing by Every Farmer

June, 2018

E-Bulletin

Volume 1, Number 3

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.

Highlights of AgriVikas

AgriVikas2018 at Odisha



Validictory: AgriVikas18, Odisha



AgriVikas 2018 was organized in Bhubaneswar on 29th-30th June, 2018 to showcase the potential of the Agriculture & allied sectors in Odisha. The event was supported by the CCS National Institute of Agriculture Marketing (NIAM)(Knowledge Partner), KPMG, Centre for Youth and Social Development (CYSD), Siddha Development Research Consultancy (SDRC) and Sahabhagi Vikash Abhiyan (SVA) as partners and was hosted by Shiksha 'O' Anusandhan (SoA).



The Press Conference was held on 27th June 2018, at, Bhubaneswar to address the Media and Inform the objectives and Plan of Agrivikas 2018

AgriVikas2018 was supported six Government of India Ministries: Ministry of Agriculture & Farmer's Welfare, Ministry of Skill Development & Entrepreneurship, Ministry of Food Processing Industries, Ministry of Micro, Small and Medium Enterprises, Ministry of Commerce & Industry and Ministry of Petroleum & Natural Gas.

Shri Dharmendra Pradhan, Hon'ble Minister for Petroleum & Natural Gas and Skill Development & Entrepreneurship and Shri Giriraj Singh, Hon'ble Minister for Micro, Small and Medium Enterprises, Shri. Gajendra Singh Shekhawat, Hon'ble Minister of State for Agriculture & Farmer's Welfare inaugurated the AgriVikas 2018 on 29th June 2018.

More than 1400 farmers from different parts of Odisha participated in the programme. 12 sessions were coordinated by 73 experts from different parts of the country. More than 100 stalls showcasing the Agripreneurial power were part of the exhibition.

CCS NIAM's role as 'Knowledge Partner' was appreciated from all stakeholders.

Director General, NIAM addressing Inaugural function of AgriVikas, Odisha

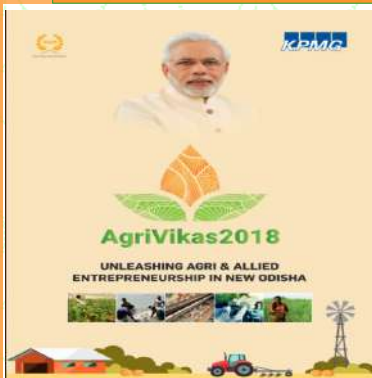


NIAM Team at AgriVikas with Joint Secretary (Marketing) DAC&FW, GOI



“To realise the dream of Honourable Prime Minister to Double the Income of Farmer's transformation of Agriculture to Agribusiness and farmer to Agripreneur is pre-requisite. Group and Market led approaches are need to be promoted” - Dr P Chandra Shekara, Director General, CCS NIAM at Inaugural Program.

Unleashing Agri & Entrepreneurship in New Odisha



CCS NIAM and KPMG have produced a book On “Unleashing Agri and Allied Entrepreneurship in New Odisha” which was released on the Inaugural function of AgriVikas. The book explores value chains for 10 commodities which can enhance the farmers income in Odisha. The e-book is available at NIAM’s website. [https://www.ccsniam.gov.in/images/pdfs/Agri%20Vikas%20Book%20\(English\).pdf](https://www.ccsniam.gov.in/images/pdfs/Agri%20Vikas%20Book%20(English).pdf)

NIAM’s Stall at AgriVikas2018: Odisha



NIAM’s Stall at AgriVikas: Odisha: The Stall was visited by Ministers. The visitors showed keen interest in the programmes of NIAM

Study cum Exposure Visit of Nepal Delegation



A five member’s delegation from Nepal under New Partnership in Agriculture led by Dr. Yogendra Kumar Karki, Joint Secretary visited NIAM, Jaipur on 15th to 16th June, 2018. An interactive session was organized to discuss the Agricultural Marketing systems in India, Reforms in Indian Agri-marketing System, e-NAM, Contract farming model Act 2018 and APLM Act 2017, Minimum Support Price, Public Private Partnership and Doubling the Farmer’s Income. The delegation visited Muhana Terminal markets (Fruit & Vegetable Market) to see the operations of modern Terminal market and also visited SKN Agriculture University to understand the role of Agri Education for overall development of Agriculture sector in the country.

NIAM at CII Apple Conclave 2018, Shimla



CII has organized Apple Conclave 2018 with the theme of “Doubling Apple Growers Income by 2022”: Increasing Productivity and Improving Quality” on 8th June, 2018 at Shimla, Himachal Pradesh. Dr. Ramesh Mittal, Director, was invited as a Distinguished speaker. He emphasised that though apple growers have harvested good produce during the past few years, but due to climate change, declining quality, market uncertainty, lack of awareness of latest farming techniques and lack of adequate post-harvest infrastructure etc. they are not getting remunerative returns. These factors are posing serious threats on the profitability of Apple crop despite hard efforts of apple growers.

Krishi Kalyan Abhiyan (Farmers Welfare Programme)



In line with the Hon'ble Prime Minister Sh. Narendra Modi's vision of Doubling Farmer's Income by 2022, Ministry of Agriculture and Farmers Welfare, GoI launched “Krishi Kalyan Abhiyan” focused on giving a boost to Agriculture and allied activities in the identified districts.

CCS NIAM has given the responsibility to monitor the progress of Khagaria district of Bihar with respect to schemes. Dr. S. R. Singh, Deputy Director (Skill & Admin) is nominated as a Nodal Officer for the district. He observed the progress under the Abhiyan and organized training on mushroom cultivation and production practises of mung and groundnut. During the programme Guava and Mango seedlings and Mung seeds were distributed among the beneficiaries of Ahuna village of Khagaria district.

Strengthening FPOs

Three months Certificate Programme for the CEOs of the Uttarakhand from 19th March to 9th June 2018 is successfully completed at CCS National Institute of Agricultural Marketing. Twenty CEOs of Farmer Producer Organisations have attended the Programme. The Programme was divided into Community Participation, Social Mobilization, Business Development and Sustainable Practices. This course was sponsored by BIRD and NABARD.



Training for Warehouse Executives



Warehouse Development & Regulation Authority (WDRA), New Delhi Sponsored five days training programme for the managers and executives of accredited warehouse of Rajasthan was completed at CCS NIAM. The training was attended by Thirty Five (35) Warehouse Executives from Central Warehouse Corporation and other WDRA Accredited private warehouses from Rajasthan. The objectives of the training programme were :

1. To help participants to understand issues and challenges of Warehouse Management.
2. To enable them to evolve an effective and implementable strategy.

Agricultural Marketing for Students

Three days training programme from 27th to 29th June 2018 was organised for the students of Allahabad University. The objective of the programme was to impart awareness about the new initiatives in the area of Agricultural Marketing.

CCS NIAM Value yours feedback and ideas on reforming Agricultural Marketing

CCS NIAM Activities



Internal faculty Experts in a workshop of Review and Revision of Courses for PGDM (ABM)



Experts in a workshop of Review and Revision of Courses for PGDM (ABM)

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Feedback Received

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KENYA

As one of the beneficiaries of training's offered at NIAM , I appreciate the work being done by your institute. Since my training in 2016 on emerging trends of marketing fruits and vegetables, I have visited 9 major markets in 9 different counties and interacted with management committees, traders and administrators. Reports with recommendations are available. Using the skills I got from the training, I have also developed a proposal to address marketing challenges using media, social media ,radio programs in some of the counties. If approved it will help in reaching out many farmers. This will be a continuous activity. Once again thank you for your wonderful job!

Revision and Review Workshop

CCS NIAM has organized a two days workshop on 14th- 15th June, 2018 to review & revise the existing courses of PGDM (ABM). The objective of this workshop was to align with the contemporary practices in the agribusiness and agri-industries and prepare a relevant and suitable course curriculum for the students as per the industry requirements. Various External experts from premier management institutes like IIM Shilong, XIMB Bhuwneswar, NIT, etc. participated in the workshop and suggested the changes wherever required.

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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