Voice of CCS NIAM
Better Marketing by Every Farmer

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E-Bulletin

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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, Scientists, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

Books on Linking Farmers to Market by NIAM Research Interns released by Secretary, AC&FW, GoI.

CCS NIAM launched two books namely “Global Good Practices in Agricultural Marketing” and “Linking Farmers to Market: Opportunities & Challenges” during Executive Council Meeting on 21st August, 2019 at Krishi Bhawan, New Delhi. The books were released by Shri Sanjay Agarwal, IAS, Secretary DAC&FW, Govt. of India. Mrs. Vasudha Mishra, IAS, Mr. Pradhan, IAS, Additional Secretaries, Shri P K Swain, Joint Secretary (Marketing), Shri P K Goel, Addl. Chief Secretary, Rajasthan and Dr. P Chandra Shekara, Director General CCS NIAM were present during the occasion. Both the books were based on field research carried out by young research Interns of CCS NIAM focusing on Linking farmers to Market.

Independence Day– Colours of Freedom at CCS NIAM

The 73rd year of Independence was celebrated at CCS NIAM. The Celebration started with the flag hoisting by Hon’ble Director General Dr. P Chandra Shekara followed by inspiring speech. He remembered all great people who sacrificed their lives in making India an independent country. On the occasion, awards were distributed to students for their excellence in extra curricular activities.

Warehouse Certification and Interface between eNAM and eNWR– Critical for efficient Marketing System

CCS NIAM had organized a workshop on Warehouse Registration and Interface between eNAM and eNWR at MANAGE Hyderabad on 3rd August, 2019 for stakeholders of Telangana. Dr. B B Pattanaik, Chairman- WDRA, Govt. of India was the chief guest during the programme. During the workshop, importance of Public as well Private warehouses for the conversion of eNAM and eNWR into a fruitful model was discussed by Chairman WDRA, Member WDRA and Joint Secretary (Marketing). The workshop was aimed to discuss and demonstrate, implementation of eNWR and eNAM and Interface with electronic negotiable warehouse receipt: Operationalization and Challenges. The workshop was attended by various participants from public and private institutions. The workshop was ended with a panel discussion among policy makers and participants, which was moderated by Dr P Chandra Shekara, Director General, CCS NIAM along with Chairman WDRA, Member WDRA and Joint Secretary (Marketing) GoI and policy makers of the state.

A similar workshop on Warehouse Registration and Interface between eNAM and eNWR was also organized with the same objective at Hotel NOVOTEL, Vijayawada for Andhra Pradesh in collaboration with Agricultural Marketing Department, Andhra Pradesh and Directorate of Marketing and Inspection, GoI, on 31st August, 2019. Dr. B B Pattanaik, Chairman- WDRA, Govt. of India was the chief guest during the programme. In the workshop Shri Y Madhusudan Reddy, IFS- Special Secretary to Govt of Andhra Pradesh and Shri P S Pradyumna, IAS, Spl. Commr & Director of Agricultural Marketing, Govt of Andhra Pradesh were invited as special guest during the programme. Sh P K Swain, Joint Secretary (Marketing), MoA&FW, GoI, Sh Petluri Srinivas, Member- WDRA, GoI were invited as Guest of honor. The workshop was attended by 110 participants from various public and private organizations such as CWC, SWC, Agriculture Marketing department , Nagarjuna Fertilizers, Agripreneurs, FPOs and officials from department of cooperation. During the workshop, Andhra Pradesh government declared 23 warehouses as mandis linked to eNAM.
Foundation Day of CCS NIAM was celebrated on 8th August, 19 with two Krishi Gyan Deep talks, launching of a book and mass plantation.

Krishi Gyan Deep Knowledge Series: Data Sovereignty Relevance in Agriculture
Delivered by - Mr Vineet Goenka

“Data is the new oil – whoever controls data, controls everything!” On the occasion of Foundation Day of CCS NIAM, Seventh lecture on Krishi Gyan Deep Series on Data Sovereignty: Relevance in Agriculture was delivered by Shri Vineet Goenka, a renowned author. During his talk he focused on data consumption market and its impact on economy. He suggested to utilize the data consumption market for effective and efficient agricultural marketing practices such as use of ICT, Social Media, Web applications etc. He claimed that, In 2018, the Indian data centre infrastructure market was valued at US$27 billion, which by 2020 is expected to be the second largest market within the Asia-Pacific region which itself explain the power of data. The lecture is placed in YouTube channel of CCS NIAM.

https://www.youtube.com/watch?v=Eb1NEn5zRk&t=633s

Krishi Gyan Deep Knowledge Series: on Food Technology for Small Farmers
Delivered by - Dr. Deepa Prakash

Dr Deepa Prakash, Consultant, CFTRI, Mysore has delivered a talk on Best Food Technologies for small farmers on the occasion of Foundation Day. Talk was focused on best low cost technologies for farmers. During the talk, Speaker exhibited few samples of value added products which are transforming the life of farmers across the country. Detailed lecture is placed in YouTube channel of CCS NIAM.

https://www.youtube.com/watch?v=577pP3kPEeg

CCS NIAM Coffee Table Book “Oasis of Innovation” Launched

On the occasion of CCS NIAM Foundation Day, a Coffee Table Book “Oasis of Innovation” was released by Dr. P.Chandra Shekara, Director General CCS NIAM to commemorate all budding agripreneurs of Idea Stage under NABIs Agripreneurship Orientation Programme. The book showcases innovations of budding agripreneurs so that society appreciates their ideas and would motivate young minds to embrace agriculture with innovation.

Me and My Plant Initiative of CCS NIAM

Being in Agricultural Institution, it is very important to take cognizance of climate change and its impact on livelihood and mankind. Hence, CCS NIAM conceived a concept “Me & My Plant” in which students and plants grow together in the campus. Each student was provided one sapling for planting in the campus. It is responsibility of the student to nurture the plant for two years while nurturing himself/herself. When they leave the campus, they leave memories in the campus in the form of a tree which can be seen at any point of their life. Students of PGDM (ABM) planted their seedlings on 8th August, 2019.
**Investor Meet at CCS NIAM**

NIAM Agri-Business Incubator organized an **Investor’s Meet** on 6 August, 2019 for the participants of Startup Agri-Business Incubation Programme. Representatives from Indian Overseas Bank, SIDBI, Bank of Baroda, Bank of India, South Indian Bank, NABARD, State Bank of India, Indian Bank, UCO Bank, Rajasthan Venture Capital Fund, Morka Foundation and Villgro participated in the meet. The incubatees of NABI presented their ideas before the investors and bankers. The investors and bankers were very much interested in the business models and expressed their willingness to extend support to the startups.

**Startup Agri-Business Incubation Programme: Presentation**

CCS NIAM Centre of Excellence Incubation Committee (CIC) met on August 05th 2019, to evaluate the candidates under Startup Agri-Business Incubation Programme who are eligible for the grant in aid by the Ministry of Agriculture and Farmers Welfare. Total 20 Startups attended training in NIAM from 06th June to 05th August 2019, presented their ideas. The committee reviewed the Presentations of the participants and prepared recommendation list to the Ministry of Agriculture and farmer’s welfare for Grant In Aid of Rs. 25 Lakhs.

**Start-up Orientation by Budding Agripreneurs to PGDM-ABM Students**

One day orientation session was organized by NIAM Agri Business Incubator for PGDM Students of NIAM, where participants of Startup Agri-Business Incubation Programme, motivated the students to choose Agri-prenuership as a career option. All budding Agri-preneurs of NABI have shared their experiences and hardships faced during their journey.

**Valedictory Ceremony of Startup Agri-Business Incubation Programme**

NIAM Agri-Business Incubator (NABI) has successfully completed two months startup incubation programme on 5th August, 2019. In this programme, 20 Agripreneurs of Startups from 11 states have participated. They have gained tremendous knowledge and expertise to run a agribusiness in a sustainable way. Valedictory ceremony was organized on 07 August, 2019. During the ceremony, keynote address was given by Dr. P. Chandra Shekara, Director General, CCS NIAM. He wished success to all agripreneurs and motivated them to become a role model for youth of the nation.
Enabling tribal farmers of Odisha to market Lemon grass

Building capacity of tribal farmers to enhance income by cultivating Lemon grass in the wastelands of Mayurbhanj district of Odisha by NGO, Central Institute of Medicinal and Aromatic Plants NABARD and CCS National Institute of Marketing exemplifies how integrated efforts of Institutions can make a difference at grassroot level. In this connection, three day training programme from 19th to 21st August was organized at Udala Block, Mayurbhanj, Odisha. The programme was attended by tribal farmers of nearby blocks. The training provided the participants with information on production, processing and marketing of Lemon grass.

Banner Programme of CCS NIAM at Puducherry

Three day Banner Program on “New Dimensions in Agricultural Marketing with Focus Sector – Use of ICT in Agricultural Marketing” was organized by CCS NIAM in collaboration with Department of Agricultural Marketing and Farmers Welfare, Government of Puducherry during 21-23 August, 2019. The program was inaugurated by Director, Department of Agricultural Marketing and Farmers Welfare, Government of Puducherry. The objective of the programme was to streamline the Agricultural Marketing practices of the Union Territory with central sector schemes and to expedite the use of ICT in Agricultural Marketing for the benefit of farmers.

Women Empowerment through Entrepreneurship Development Programme

CCS NIAM has completed a training on “Entrepreneurship Development in Agriculture Business” at Lakhimpur district of Assam during 26-28 August, 2019. The aim of the programme was to empower women in the field of Agribusiness through skill based training. During the programme, various skills and marketing techniques were taught to the participants.

Scientific Social Responsibility Workshop

A Workshop on Scientific Social Responsibility Policy formulation was organized by CCS National Institute of Agricultural Marketing, Jaipur in collaboration with Technology Information Forecasting and Assessment Council, New Delhi at State Institute of Agriculture Management, Jaipur on 13th August 2019. The discussion was chaired by Dr. W. Selvamurthy (Former Distinguished Scientist and Chief Controller R&D, DRDO, New Delhi), Dr. Gautam Goswami (Scientist – TIFAC) and Dr. P. Chandra Shekara (Director General –CCS NIAM). Senior government officials from IIT-Jodhpur, NDRI-Karnal, Mahatma Gandhi Institute of Medical Sciences-Jaipur, National Institute of Handmade Paper Research-Jaipur, Indian Space Research Organization-Jodhpur, Indian Institute of Craft & Design etc also participated and gave their valuable inputs on policy guidelines, implementation strategies, Impact Analysis of Scientific Social Responsibility.

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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