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

MoU between CCS NIAM and AARDO

CCS National Institute of Agricultural Marketing (NIAM) and African Asian Rural Development Organization (AARDO) has signed a Memorandum of Understanding (MoU) on 27 February, 2019 for joint work programme in the area of Agricultural Marketing, Agri-Market Infrastructure, Agri-Value chain and Agri-entrepreneurship. The objective of this MoU is to organize capacity building programmes for officers and stakeholders of the AARDO member countries.

Dr. P Chandra Shekara, Director General, CCS NIAM and H E Eng Wassfi Hassan El-Sreihin, Secretary General, AARDO signed the MoU in the gracious presence of Shri P K Swain, Joint Secretary (Marketing) and Shri H Suantha, Director (International Cooperation), Ministry of Agriculture and Farmers' Welfare, Government of India.

Director General’s address in Krishi Vikas Sammelan and Mega Agri Expo 2019, Madhubani, Bihar

An International Conference on “Vision for Agricultural Development & Emerging Challenges”, Krishi Vikas Sammelan and Mega Agri Expo 2019 held at KVK Madhubani, Bihar. The key note address was delivered by Director General CCS NIAM. During his address he emphasised on various aspects of Agricultural Marketing viz organic farming as an enterprises, role of new technologies for Agricultural and Horticultural development, role of innovations in Agricultural Marketing and Agricultural Extension. He focused on Government Development Programmes on Farmers, Producers, Processors, Enterprises, Organizations towards Nation Building.

CCS NIAM’s Participation at Mega Agri Expo-2019 Madhubani, Bihar

Participation in Agri Expo is an effective way to reach the farmers. CCS NIAM has participated in the Agri Mega Expo 2019 at Madhubani, Bihar. The whole idea was to reach the farmers and educate them about how to overcome the challenges of Agricultural Marketing, how to minimise risk , how to get fair price etc. During the exhibition around 1000 visitors including foreign delegates and farmers have visited Stall and got information regarding Agricultural Marketing. CCS NIAM also hosted the participation of FPOs namely Madhopur Farmers Producer Company Ltd from Nalanda, Bihar and Swabhiman Kisan wheat Producer Company Limited, Chittorgarh, Rajasthan in the Mega Agri Expo at Madhubani, Bihar.
Training on “Post-harvest Management of Horticultural Crops and Marketing thereof”

A three days training program on “Post-harvest Management of Horticultural Crops and Marketing thereof” was conducted in Sorbing village, Senapati district, Manipur from 28 February to 2 March 2019 for the benefit of stakeholders of Manipur State. 30 participants attended the program. The program was inaugurated by Director, Agriculture, Manipur State in the presence of Coordinator SFAC. During the programme, various topics on Agriculture, Agricultural Marketing and Post-harvest management of Horticultural crops were discussed in detail.

Training on “Entrepreneurship Development” at North-Eastern States

Six Training programmes on Entrepreneurship Development were conducted at various locations of North-Eastern states from 19 to 27 February, 2019 by CCS National Institute of Agricultural Marketing, Jaipur. 176 participants were trained during the programmes. In this programme, case studies of successful agri-entrepreneurs and various schemes supporting the theme were discussed with participants. Eminent persons from various government organizations were invited to deliver the lectures on Agri-entrepreneurship.

Training on “Agriculture Market and Enterprise Development” in Assam

CCS NIAM has organized a training programme on Agriculture Market and Enterprise Development in collaboration with Assam Agricultural University during 12 to 13 February, 2019 to transform the Agriculture to Agri-entreprise and Agribusiness. Thirty Participants from different Agricultural and Allied departments, NGOs and FPOs had participated in the programme. During the programme resource persons from various organizations viz Extension Education Institute, Indian Institute of Entrepreneurship, Agriculture Department of Assam, Assam Agriculture University 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, creating a conducive ecosystem and environment for Agricultural Market and enterprise development in the country. In addition, two field visits were also organized to understand the power of commercialization in the transformation of once life.

WDRA Awareness Programme at Rajasthan

Two awareness programmes were organized at KVK, Nagaur and APMC, Jodhpur, Rajasthan on Warehouse Development and Regulatory Act 2007 on 14th and 15th February 2019. The objective of the programme was to aware stakeholders (farmers, traders and dal mill owners) about role of WDRA and benefits of scientific storage practices. Experts from NABARD, UCO bank, CCS NIAM, KVK and NERL delivered lectures on various topics like pledge financing through Negotiable Warehouse Receipts (NWR) and Post harvest Management. A visit to State Warehouse was also organized to bring knowledge about operation and management of warehouses.
Training on “Work Ethics for Development Professionals” at Jharkhand

Today’s business environment is not only fast-paced, but also highly competitive. In order to keep pace and stay ahead a training programme on Work Ethics for Development Professionals was organized at SAMETI, Ranchi, Jharkhand from 25-27 February, 2019. The objective of the programme was to inculcate the ethical practices among participants for their holistic development and a better work culture for organizational growth. Officers from Agriculture and allied department and ATMs, BTMs had participated in the programme. During the programme it was concluded that successful careers come in many flavors, but work ethics is a main ingredient in most recipes for success.

Training on “Agri-Risk Management” in Punjab

Risk is an integral part of Agriculture. Each day farmer confronts different types of risk but continuous changes in the risk environment and knowledge about available resources to manage the risk made it a compelling reason to engage in risk management. Keeping this in view, CCS National Institute of Agricultural Marketing in collaboration with PAMETI, Ludhiyana Punjab has organized 2 days training programme on “Risk Management and Modern Marketing System of Agri-commodities” from 21-22 February. Extension officers from Department of Agriculture, Horticulture Dairy Development, ATMA and Agri-entrepreneurs from Punjab participated in the programme. During the programme various eminent resource persons have taken session on modern marketing system of Agri commodities and risk mitigation strategies focused on various aspects of value chain including storage, processing, packaging, grading and transportation.

Training on “e-NAM Why, How and Challenges” at SAMETI, Himachal Pradesh

To overcome the challenge of price fluctuations, to avoid middleman system and to know the better market price, Government of India has introduced the “Electronic National Agricultural Market (e-NAM), which is purely an ICT based innovative approach. In view of this a training on e-NAM: why, How & Challenges was organized by CCS NIAM at SAMETI, Shimla in collaboration with SAMETI, Himachal Pradesh from 26-27 February, 2019. 25 participants from Department of Agriculture, Horticulture and Executives of FPOs had participated in the programme.

Agri Tourism workshop at IITTM Noida

A three days workshop on Agri Tourism was organized by CCS National Institute of Agricultural Marketing in collaboration with Indian Institute of Tourism and Travel Management, Noida from 1-3 February 2019. The objective of the workshop was to bring awareness about importance of Agri-tourism with respect to alternative marketing platform and increasing marketing prospects. The workshop was attended by 25 participants. Various sessions on scope of agri tourism, planning and marketing of agri tourism projects, evaluation of agri business projects were presented by faculties from IITTM and CCS NIAM. As a part of the programme, cases of Agri Tourism- Govardhan and Wayanda were presented and a field visit of agri-tourism spot Khatauli village was also organized. The programme had created wide interest among the participants for agri tourism.
NIAM Agri-Business Incubator (NABI) - Participation in Workshop

CCS NIAM Centre for Innovation Entrepreneurship and Skill Development, Jaipur, is the “Knowledge Partner” for implementing assistance of Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY – RAFTAAR) scheme of Department of Agriculture, Cooperation & Farmers’ Welfare (DAC&FW), Ministry of Agriculture & Farmers Welfare, Government of India. To execute the responsibilities, NIAM Agri Business Incubator (NABI) was formed.

The Team visited Samarth: Innovation and Incubation Induction workshop which was organized between 11th-13th February, 2019 by IARI, PUSA Krishi Incubator, IARI, New Delhi, for 5 Knowledge Partners and 24 R-ABIs selected under RKVY - RAFTAAR project.

Events

NABI is organizing Training Programmes under RKVY RAFTAAR:

- Agripreneurship Orientation Programme – 2 Months Residential Training Program + Grant-in-aid upto Rs. 5 lakhs
- Start-up Agri-Business Incubation Program – 2 Months Residential Training Program + Grant-in-aid upto Rs. 25 lakhs

The program aims to support existing and budding ventures, enterprises and start-ups in agriculture by training, mentoring and financing.

Memorable Farewell to Mr. Govind Sharma, Library Assistant of CCS NIAM

The retirement farewell ceremony of Mr. Govind Sharma was organized on 28th Feb, 2019 to recognize his contribution to CCS NIAM. During the tenure spent at CCS NIAM, he helped students and assisted faculty members.

Feedback from Reader

"Thank you for updating the on going events of NIAM, Jaipur. Very important and interesting activities are covered including Spices market. Best Wishes to you and your team"– Prof. K. Narayana Gowda, President, International Society of Extension Education (INSEE)

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

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