Programmes and Activities

- Research studies on market infrastructure, Operation and management of markets, Value chain, Business Linkage etc.
- Consultancy Projects related to Planning and Development of Agricultural Markets.
- Capacity Building Programme for Agricultural officials, Market Functionaries of Public and Private organization.
- Capacity building programme for Farmers/FPOs/Entrepreneurs.
- Seminar on Emerging and contemporary Agricultural marketing practices

Stakeholders

CCS NIAM Centre for Agriculture Marketing Planning and Development

Introduction

For markets to work efficiently it is pertinent to link the farm gate with retail outlets so as to reduce losses and marketing costs. However it requires an institutional framework and infrastructure to prepare the produce in the form demanded by the consumers. The right kind of market and marketing infrastructure is prerequisite to ensure that all inventories can be brought to final consumption, in quality and in time. Well designed markets promotes participation of buyers and sellers, facilitates trade and movement of produce. Not only the designs but also the interconnectivity between short distance and long distance markets is a decisive factor to ensure uninterrupted flow of produce, curbing losses and enhancing.

In the wake of agricultural marketing reforms it is required to adopt a system-wide value chain approach encompassing wide array of infrastructure which helps in retaining as well as creating value at each transit point. The alternative marketing system, Electronic National Agricultural Markets (e-NAM), Grameen Rural Agricultural Markets (GRAM), Terminal Market require a design approach focusing on value chains from production to consumptions area.

The centre aims at Market Planning, Designing and Developing Marketing Infrastructure facilities towards facilitation of its stakeholders, Creation of Value Chain Models and Management of Agricultural and allied Markets.

Objectives

- To extend guidance to upgrade urban and rural Agricultural Market infrastructure.
- To plan and design Rural Markets (GRAM), Wholesale Markets and Retail Markets in Agriculture and allied sector.
- To provide pathways for integration of farmers to value chain and build capacity to understand the requirements of value chain.
- To provide training for professional management of wholesale markets, rural markets and retail markets.

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