India is predominantly an agrarian economy. It is a challenging task for agribusiness managers to mitigate the risks inherent involved in agribusiness due to its complexity & uncertainty involved with the nature of agriculture.

Every agribusiness sector plays a critical role at one stage or the other within the agricultural value chain. The success of efforts by one sector at any one of these stages depends a lot on efforts by the predecessor from previous stages, be it the function of agriculture inputs or availing financial services or transporting and distributing the produce; all are somehow connected to each other. Each sector has a defined role in enabling higher efficiency in the food & agricultural value chain, in doing so can deliver both direct & indirect benefits to the environment.

NIAM makes it a point to shape NIAMies by upgrading them on how the amalgamation of agriculture & business can be taken a step ahead.

The students are contributing in different sectors of the agribusiness industry which are inter-connected amidst, catering the needs of the stakeholders of the value chain which we term as "Agri Connect".

“LEARN HOW TO SEE. REALIZE THAT EVERYTHING CONNECTS TO EVERYTHING ELSE”

- Leonardo da Vinci
2015
International Year of Soils

The 68th UN General Assembly declared 2015 as the International Year of Soils (IYS) The IYS 2015 aims to increase awareness and understanding of the importance of soil for food security and essential ecosystem functions.

The specific objectives of the IYS 2015 are to:

- Raise full awareness among civil society and decision makers about the profound importance of soil for human life;
- Educate the public about the crucial role soil plays in food security, climate change adaptation and mitigation, essential ecosystem services, poverty alleviation and sustainable development;
- Support effective policies and actions for the sustainable management and protection of soil resources;
- Promote investment in sustainable soil management activities to develop and maintain healthy soils for different land uses and population groups;
- Strengthen initiatives in connection with the SDG process (Sustainable Development Goals) and Post-2015 agenda;
- Advocate for rapid capacity enhancement for soil information collection and monitoring at all levels (global, regional and national).

Soil Health Card Scheme

Prime Minister Narendra Modi on 19 February 2015 launched the nationwide Soil Health Card Scheme in Suralgadh town of Sirothpur, district, Rajasthan. The nationwide scheme will help farmers to scientifically analyse the soil of farms in the country. The scheme aims at helping farmers in improving productivity by appropriate use of nutrients or fertilizers. Under the plan, 14 crore Soil Health Cards will be issued to farmers of the country in a span of 3 years. Around 3 crore farms will be covered under the project in financial year 2014-15. GOCI provides assistance to State Governments under Soil Health Mission (SHM) component of National Mission for Sustainable Agriculture (NMSA), for:

- Soil Testing Laboratories (STLs)
- Mobile Soil Testing Laboratories (MSTLs)
- Soil Testing kits

...Committed to the sons of soils

The Post-independence story of agriculture sector in India has been of remarkable growth and innovation. From a Nation importing food grains to avert famine in the 60s we have not only become self-sufficient in agriculture but a net exporter of agri-produce. This turn around has created a tremendous opportunity for trade and commerce in agri-business. The organized retail and food consumption industry alone is predicted to grow by 10% to 16% in the next three years.

Qualified human resources are the cornerstone of success of any business venture. The challenge before an educational institute is to enhance the innate capabilities of its students and hone their skills to enable them to innovatively meet the challenges of the industry. At the National Institute of Agricultural Marketing, Jaipur it is our constant endeavor to equip our students to pro-actively meet the challenges faced by the sector.

The process begins with the careful selection of the students who already have expertise in the core subject being graduates & post graduates in agriculture Science. The course has been designed to give them necessary tools to analyze trends in the intersecting fields impacting the industry for e.g. Finance, Public policy, International market fluctuations, Value Chain Management etc.

NIAIM has taken several initiatives to establish forward linkages with industry. It has started a student chapter with NICCO, and knowledge partnerships with the corporate sector. This has enabled the students and the institute to appreciate the needs of the industry and acquire requisite skills to address them.

Over the past eight years our students have done us credit and our spearheading key agri-business initiatives.

It is my belief that our PGDM Batch of 2014-16 will more than meet the standards set by their seniors.

Ms. Irina Garg
Director General
ABOUT NIAM

The National Institute of Agricultural Marketing (NIAM) is a premier national level institute set up by the Government of India on 8th August 1988 to offer specialized training, research and consultancy in Agricultural Marketing in India and South East Asian countries.

It is an autonomous body under the aegis of the Ministry of Agriculture, Government of India. It was set up as a Registered Society to cater to the needs of Agricultural Marketing personnel in India as well as from South East Asian countries.

Vision:
To be an institute of excellence to enhance the efficiency of agriculture marketing system and empower the producer by capacity building applied research, policy advocacy and consultancy solutions to the wide spectrum of stakeholders.

Mission:
1. To empower producers, particularly small and marginal farmers to develop competitive strategies for profitable returns on production,
2. To evolve efficient value chains in agriculture produce for ensuring equitable distribution of profits and fair price to consumers,
3. To nurture innovative agripreneurs and professionals enabled to manage contemporary agri-business issues innovatively,
4. To formulate public policy on agriculture marketing through action oriented and applied research & consultancy,
5. To facilitate private sector participation based on socially responsible ethos and values,
6. To enhance international corporation for global food security and environmentally sustainable agriculture.

PGDABM AT NIAM LEARNING WITH DIFFERENCE

The two-year Post Graduate Diploma in Agribusiness Management is a full time residential course designed to develop professional managers with innovative problem solving skills and team spirit to cater to the needs of various sectors of agri-business sectors like food, retailing, Agri-input/output marketing, pharmaceuticals, plantation, exports, commodity trading, microfinance, banking, Agri-Business consultancy etc.

OBJECTIVES:
- To develop adequate conceptual base in different subject areas of agri-business management and general management,
- To develop skills for application of management tools and techniques appropriate to the unique context of agri-business,
- To develop a holistic perspective in the field of agri-business, its dynamics, complexities, challenges and opportunities in the emerging global context,
- To groom knowledge and skills acquired in ethos of hard work, responsibility and team building.

SELECTION PROCEDURE

- CAT/CMA Score
- Writing Ability Test
- Group Discussion
- Extempore
- Personal Interview
The NIAM campus is spread in lush green area of 32 acres. It’s state-of-art infrastructure provides the students with all modern amenities providing the perfect platform which facilitates the learning process to make students thorough professionals. The buildings have been named after rivers which symbolize a free flow of thoughts, dreams and their confluence at a junction “NIAM”.

A. Academic Block: Brahmaputra

Brahmaputra is the gateway to entire NIAM activity such as lectures, panel discussions and forum of professional meets. It houses a warm reception at the first floor, administrative offices, the PGDAM cell, smart classrooms, library, computer center and conference halls.

B. Smart Class Rooms: Discovering oneself

Lecture halls are thoughtfully designed to encourage learning, and state of the art teaching equipment. A very comfortable environment in the lecture hall makes learning a unique experience for students as well as faculty members. The class room environment is conducive to interactive learning experience given the responsive and highly qualified faculty.

C. IT Infrastructure: Beyond Horizons

The institute is equipped with 2 computer centers which have more than 100 desktops with 24 hours Internet support that are connected with high-speed LAN of 4 Mbps leased lines and whole campus is Wi-Fi enabled.

D. Recreation Centre: Barak

Besides academics, students are provided with whole range of sport facilities. These include Volleyball, Badminton, Snooker, Table Tennis, Basketball, Cricket and Gymnasium. This perfect blend of sports and academics ensures all round development of students.

E. Library: The Unsung Teacher

It is the nerve-center and the heart of the institute and plays a vital role in quest for knowledge and provides the main source for individual research. It is open round the clock with comprehensive collection of literature predominantly related to the management, agriculture and allied subjects.

National Knowledge Network (NKN)
NIAM is connected to Institutes through NKN which enables sharing of knowledge, research and ideas.

F. Convention Centre: Mahanadi

It includes conference hall, seminar room, executive suites and auditorium with seating capacity of 400. National as well as international seminars, conferences, workshops, MDPs and cultural activities are organized in Mahanadi.

G. Hostel: Chambal & Krishna

NIAM offers separate on-campus hostels for boys and girls. The hostels are specially designed with two primary objectives of safety and comfort. The hostels have 120 single occupancy rooms with Wi-Fi connectivity. The rooms are well furnished with air conditioners and attached washrooms.
The curriculum at NIAM was drawn up by the best minds in management education in the agriculture sector and is based on the latest research and global best practices and is reviewed and upgraded every academic year to make it responsive to the changing agribuusiness environment. Thus, our learning experience is holistic, continuous and application oriented.

AGRIBUSINESS
- Agri-input Marketing
- Quantitative Aids for Agri-business
- Agricultural Output Marketing
- Rural Marketing
- Agri-Export Management & International Trade
- Seed Industry Management
- Risk Management in Agri-business
- Participatory Extension Agri-business
- Commodity Trading in Agri-business
- Agri-Business Environment

FINANCE
- Basics Financial Accounting
- Cost & Control System
- Financial Management
- Banking and Agricultural Finance

HUMAN RESOURCE
- Organizational Behavior
- Human Resource Management

MARKETING RESEARCH
- Marketing Research
- Operational Research
- Project Planning and Management

CORE MANAGEMENT
- General Management Principles
- Marketing Management
- Marketing Strategies & Techniques
- Management Information Services
- Procurement Management
- Sales Distribution Management
- Enterprise Resource Planning
- Strategic Management
- Supply Chain Management
- Customer Relationship Management

BASICS
- Business Mathematics
- Business Statistics
- Business Computer Skills
- Business Communication
- Written Analysis Communication

ECONOMICS
- Micro and Macro Economics

IN-HOUSE FACULTY
Dr. Hema Yadav, Deputy Director
Dr. Ramesh Mittal, Deputy Director
Sh. N. S. Ramawat, Deputy Director
Dr. S. R. Singh, Assistant Director
Dr. Shuch Mathur, Assistant Director
Dr. Neelu Bhagat, Assistant Director
Dr. Shalendra Singh, Assistant Director
Dr. N. Rangaswamy, Research Officer

The PGDMAR course syllabus & Faculty are guided by Professor Sukhpal Pal, IIM-A and Professor Ramesh Chad, Director, NCA who are esteemed members of Academic Committee of NIAM

III. HUMAN RESOURCE AND ORGANIZATIONAL BEHAVIOUR GROUP
- Prof. S.K. Jain, IIM Delhi
- Dr. Meenakshi Jain, ISME Bangalore
- Prof. I.S. (Virudhagayi), XLRI
- Prof. Vishal Gupta, IMI-A
- Dr. Mala Kapadia, SP Jain
- Prof. Manjari Singh, IMI-A
- Dr. Hardik Shah, IMI Ghaziabad

IV. GENERAL MANAGEMENT GROUP
- Prof. Apratim Guha, IIM-A
- Prof. Mitesh Chaturvedi, BMSIT
- Prof. S. S. Sundaram, IM-I
- Dr. Bhavna Bhalla, IMI Ghaziabad
- Dr. Anupam Chhajed, IIM Indore
- Dr. M.K. Venkatesh, Adjunct Faculty, IIM-A
- Dr. C.S. Satya, University of Rajasthan

V. OPERATIONS AND SUPPLY CHAIN MANAGEMENT
- Prof. T.A. Sivakumar, XLRI
- Prof. Gholson Somn, IIM-A
- Prof. Uday Bhatia, NIIM
- Prof. A.S. Bhangare, MNIT Jaipur
- Prof. Arun Laha, IIM-A

VI. CORE AGRIBUSINESS MANAGEMENT GROUP
- Prof. P. Venugopalan, XLRI
- Prof. Siddharth Surana, CEO, Comm Adwice
- Dr. Varsha Khandkar, TAPMI
- Prof. Vasudevan, IIM-A
- Mr. Chirag Dadaria, NCDEX

VISITING FACULTY
I. MARKETING MANAGEMENT GROUP
- Prof. Sanjeev Tripathi, IIM-A
- Prof. Monu Mohan, IIM-A
- Prof. P. Venugopalan, XLRI
- Prof. Kavi Shanker, IIFT
- Prof. Vasant Gandhi, IIM-A
- Prof. S.K. Pandey, IIFT

II. FINANCIAL MANAGEMENT GROUP
- Prof. Noam Das, IIM-A
- Prof. Ajay Pandey, IIFT
- Prof. Varunbhan Khomotra, IIM-A
- Prof. Prashant Bhatia, IIM-A
- Prof. Dinesh Baid, Nirma University
- Prof. Ram Kumar Kanauji, LBNA
- Prof. Debopriya Pal, IIM Kolkata
- Prof. Ravindra Sard, IIFT

The PGDMAR course syllabus & Faculty are guided by Professor Sukhpal Pal, IIM-A and Professor Ramesh Chad, Director, NCA who are esteemed members of Academic Committee of NIAM
EMINENT SPEAKERS

BRINGING THE INDUSTRY TO THE CLASSROOM

Series of guest lectures are conducted by the industry leaders at the institute to empower the students. The programme aims at introducing the students to different business functions. As a part of the programme, senior executives from different domains are invited to share their personal & professional experiences. These executives speak on a variety of topics covering areas such as Finance, Marketing, Consultancy, Operations and HR.

<table>
<thead>
<tr>
<th>Name of Speaker</th>
<th>Designation</th>
<th>Company</th>
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<tbody>
<tr>
<td>Pawneex Kohli</td>
<td>CEO</td>
<td>NCCD</td>
</tr>
<tr>
<td>Manoj Rajan</td>
<td>CEO &amp; MD</td>
<td>ReMSL</td>
</tr>
<tr>
<td>Tikesh Purohit</td>
<td>Vice President, Logistics</td>
<td>NCDEX</td>
</tr>
<tr>
<td>B. B. Singh</td>
<td>Head New Business Development</td>
<td>Tata Chemicals Limited</td>
</tr>
<tr>
<td>Sreekantim Chundri</td>
<td>Vice President, Farm Solutions Business</td>
<td>DCM Shriram</td>
</tr>
<tr>
<td>Raju Kapoor</td>
<td>Leader-Corporate Affairs</td>
<td>Dow AgroSciences India</td>
</tr>
<tr>
<td>M. L. Arora</td>
<td>CEO</td>
<td>Fresh and Healthy Enterprise Limited</td>
</tr>
<tr>
<td>Gauri Iamani</td>
<td>Business Head, Dry AgriFood Products.</td>
<td>Alfanasos Limited</td>
</tr>
<tr>
<td>Martin Kroop</td>
<td>Country Head</td>
<td>ADM</td>
</tr>
<tr>
<td>Pushpa Kant Sawant</td>
<td>Manager-HR</td>
<td>Mahindra &amp; Mahindra</td>
</tr>
<tr>
<td>Michael Andrade</td>
<td>Vice President, Unit Rural Initiative Group</td>
<td>HDFC</td>
</tr>
<tr>
<td>Vijay Sardana</td>
<td>Co-Chairman, Agribusiness Committee</td>
<td>PHD Chamber of Commerce &amp; Industry</td>
</tr>
<tr>
<td>Mihi Mohanta</td>
<td>General Manager</td>
<td>Mother Dairy Fruits &amp; Vegetable Pvt. Ltd.</td>
</tr>
<tr>
<td>Sudeep Doshi</td>
<td>Director</td>
<td>Sulphur Mills Ltd.</td>
</tr>
<tr>
<td>Bhavana Shah</td>
<td>Country Head (India &amp; Sri Lanka)</td>
<td>Malaysian Palm Oil Council</td>
</tr>
</tbody>
</table>

The heart gets filled with hopes and eyes with curiosity looking forward to possibly, the two most important years of our lives so far. NIAM is definitely the right destination. At NIAM, we believe that academia alone doesn’t make a great manager. A typical NIAMite would be a highly focused individual but with a penchant to relax when he can. It is amazing to see that amidst such tight schedules, clubs like the cultural club, sports club, and entertainment club ensure that everybody finds his or her own niche.

The committees really work very hard with piety to make the events more successful. Each committee is unique in itself, contributing a lot. Amidst the informal learning and fun, we get the shocks by way of narrow deadlines for assignments or an overnight rendezvous with subjects. Each committee is unique in itself, contributing a lot.

Life is very different here. It’s all about meeting the deadlines every now and then. Time management is the biggest challenge and of course it teaches us to be professionals. Life at NIAM is truly unique as the experiences encountered by the students in these two years bring them close together for long lasting friendship.

Some snapshots which can describe life here are students sipping hot cups of chai after a hard day’s work and swapping jokes, many times heated debate under the shady confines of the trees in the campus, fresher’s parties, exam days, the feeling of edification listening to an awesome guest lecture and the satisfaction after having attended a nifty workshop saying quietly to oneself.

“It can do things you can’t, you can do things I can’t, together we can do great things.”

-Mother Teresa
DIUGENT - The Academic Club
The role of the Academic Club is to provide oversight on all matters relating to the educational programs of PGDAM. Committee members coordinate with faculty and administrators to ensure the smooth and consistent flow of curriculum.

DHAROHAR - The Cultural Club
The Cultural Club strives to celebrate the cultural diversity on the campus by organizing cultural events during various festivals and events. The committee ensures that the students have a home-away-from-home experience at NIAM. The committee provides great opportunities to the students to find an expression for their talents.

AMIGOS - The Sports Club
Sports Club is the guiding force for promoting the culture of team building & spirit of healthy competition.

FINANCA - The Finance Club
The primary responsibility of the Finance Club is to ensure the efficient management of student’s funds.

ILLUMINATI - The Literary Club
The Literary Club sparks the interest of the students by arranging thoughtful and lively discussion on diverse issues. It encourages the students to read, discuss and examine the national & international socio economic trends with particular reference to agriculture.

EVENTS & ACTIVITIES

Spandan-NIAM Foundation Week: NIAM Foundation Week celebration commences on 8th August, every year and commemorate the foundation of the Institute. The event is filled with cultural, literary and sports activities.

Skyline - Corporate to home
In the month of September, NIAM celebrates Skyline - the home coming of its alumni. Annual alumni reunion gives participants from the past batches a chance to relive their moments in the campus. It also provides a unique opportunity for students to interact with their seniors who are holding senior positions in the corporate sector.

Tarumita: Plantation day is celebrated on 15th August every year. There are around 1256 trees in NIAM.

Markveda: This event catalyzes student’s business acumen and understanding by organizing business plans, paper presentations, stock market games and new product launch among the students. It is scheduled once in every two trimesters. It includes:
- Inquisition: Business Quiz
- Navamrit: Product Launch
- Shresththa: Exploration of the talent pool to bring out the best.

Yavtra: It is an online print ad competition organized by NIAM each year wherein participants from different B-Schools across the country participate.
GLOBAL CONNECT - SETTING THE STAGE FOR TOMORROW

NATIONAL LINKAGES
- Agricultural and Processed Food Products Export Development Authority, New Delhi
- Bureau of Indian Standards, New Delhi
- Central Arid Zone Research Institute, Jodhpur
- Indian Council of Agricultural Research, New Delhi
- Indian Institute of Foreign Trade, New Delhi
- National Bank for Agriculture & Rural Development (NABARD)
- National Centre for Agricultural Economics and Policy Research, New Delhi
- National Centre for Trade Information, Pragati Maidan, New Delhi
- National Co-operative Development Corporation (NCDC)
- National Co-operative Marketing Federation of India Limited, Delhi
- Tobacco Board, Guinntur

INTERNATIONAL COLLABORATIONS
- US department of Agriculture and USAID
- The World Bank
- Royal Government of Bhutan
- Food and Agriculture Organization
- World Union of Wholesale Markets
- Association of Food Marketing Agency (AFMA)
- Asian Productivity Organization, Japan
- Wageningen University, Netherlands
- University of California, Davis, Michigan University and
- Other U.S. Universities under SAMS Programme

NEW INITIATIVES
- NIAM- NCDC Student Chapter

ACHIEVEMENTS - SURGING AHEAD

NIAM has established itself as one of the leading agribusiness schools in the country. The success of the Institute is reflected in all the 'B-school' list of winners and participants.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>COMPETITION/TEST</th>
<th>POSITION</th>
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<tr>
<td>Paper Presentation</td>
<td>MANAGE</td>
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<td>Ad Making</td>
<td>MANAGE</td>
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<td>Iift</td>
<td>Kishchanaaya</td>
<td>2nd</td>
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<td>Ishithar</td>
<td>IIFT, Kmpur</td>
<td>2nd</td>
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<tr>
<td>Article</td>
<td>IMA (Amarathna)</td>
<td>Finalist</td>
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<tr>
<td>Case Study</td>
<td>IMA (Amarathna)</td>
<td>Finalist</td>
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<td>Paper Presentation</td>
<td>IMA (Amarathna)</td>
<td>Finalist</td>
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<tr>
<td>Presentation</td>
<td>IMA (Amarathna)</td>
<td>Finalist</td>
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<td>B-Pian</td>
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<td>Jam Session</td>
<td>IMA (Amarathna)</td>
<td>Finalist</td>
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<td>T-Shirt Painting</td>
<td>IMA (Amarathna)</td>
<td>Finalist</td>
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<td>Viewpoint</td>
<td>IMA (Amarathna)</td>
<td>Finalist</td>
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<tr>
<td>Never Say Case Challenge</td>
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<td>Finalist</td>
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<tr>
<td>Case Study</td>
<td>IMA (Amarathna)</td>
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<td>Case Study</td>
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<td>B-Pian</td>
<td>IMA (Amarathna)</td>
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<tr>
<td>Reverse Sweep</td>
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<td>Finalist</td>
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<td>Iaspire</td>
<td>Goa Institute of Management</td>
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<td>SAMS 2014 Internship</td>
<td>SAMS Pune</td>
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<tr>
<td>Debate</td>
<td>SIMS Pune</td>
<td>Finalist</td>
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<tr>
<td>Seminar</td>
<td>NIBM, New Delhi</td>
<td>Finalist</td>
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<tr>
<td>National Level Quiz</td>
<td>PGIVER, Japu [Seminar]</td>
<td>Finalist</td>
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<tr>
<td>Amcii</td>
<td>JNM Agro (National Level Quiz)</td>
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<tr>
<td>Article</td>
<td>IdeaMakesSmart.com</td>
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</tr>
<tr>
<td>B-plan</td>
<td>Arena Frugal</td>
<td>Participant</td>
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<tr>
<td>Lecture Delivered-Bhopal Gas Tragedy</td>
<td>LBSM, New Delhi</td>
<td>Participant</td>
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<tr>
<td>Lecture Delivered-Drip Irrigation</td>
<td>U.S.-India Africa Triangular International Training Program</td>
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<td>Paper Presentation</td>
<td>VANNICOM</td>
<td>Participant</td>
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<td>B-plan</td>
<td>VANNICOM</td>
<td>Participant</td>
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<tr>
<td>Campus Ambassador</td>
<td>Frugal Innovation</td>
<td>Participant</td>
</tr>
<tr>
<td>C&amp;R Manager</td>
<td>Frugal Innovation</td>
<td>Participant</td>
</tr>
</tbody>
</table>
“Status of Organic Basmati Rice and Cashew production and their availability in Indian market and their export potential” in collaboration with Gumti Foods Pvt. Ltd.

“Potential of seed market in Jalore, Rajasthan” in collaboration with Ananya Seeds Pvt. Ltd.

“Value Chain Study of tomato Assignment” in collaboration with Uniliver.

“Model Agro Farming” in collaboration with Ahuja Group.

“Customer preferences for Life and Non-Life Insurances” in collaboration with Nimore.

“Impact assessment of Barmer (Kutch) Priya” in collaboration with Technoserve India.

“Study on marketing strategies taken up by joint liability groups” in collaboration with Kudumbashree, Govt. of Kerala.

Publications

- Article published on “Chicory potential still waiting to be tapped” in Business line.
- Article published on “Why Organic farming has not caught up yet in India” in Business line.
- Article published on “Need for value addition in Pearl Millet” in Invest and Harvest magazine.
- Article published on “3 ways to promote mustard” in Business line & Invest and Harvest magazine.

Workshops

- Attended workshop on ‘Cold storage and warehousing’ at IIM Ahmedabad in January 2015.
- Attended workshop on ‘Rural Marketing’ at IIM Ahmedabad in January 2015.
- Attended workshop on ‘Data analytics’ at IIM Ahmedabad in January 2015.
BATCH PROFILE

**Demographic Profile**
- Assam: 6%
- Bihar: 6%
- Haryana: 6%
- Himachal Pradesh: 6%
- Jharkhand: 6%
- Karnataka: 6%
- Kerala: 6%
- Madhya Pradesh: 6%
- Maharashtra: 6%
- New Delhi: 6%
- Rajasthan: 6%
- Uttar Pradesh: 6%
- Uttarakhand: 6%
- West Bengal: 6%

**Education Profile**
- B.Sc. Agricultural Biotechnology: 45%
- B.Tech. Agricultural Engineering: 17%
- B.Sc. Agricultural Marketing, Banking and Co-operation: 6%
- B.Sc. Agriculture: 6%
- B.Tech. Biotechnology: 6%
- B.Tech. Food Technology: 6%
- B.Sc. Forestry: 6%
- B.Sc. Home Science: 6%
- M.Tech. Energy Management: 4%
- Master in Environment Science: 4%
- B.B.M. (Agriculture): 4%

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**BATCH PROFILE 2014-16**

**Abhishek Bhaskar**
- Domical State: Uttar Pradesh
- Graduation University: B.Sc. Horticulture, Agriculture, Chandrabibi Shashtri Aroar University of Agriculture and Technology, Kanpur
- Summer Internship Project Title: NPDFX Feasibility Study of Launching sesame seed futures contract in commodity futures market
- Languages Known: English, Hindi
- Age: 23

**Aditi Dumoga**
- Domical State: Uttarakhand
- Graduation University: B.Sc. Agriculture, G.B. Pant University of Agriculture & Technology, Pantnagar
- Summer Internship Project Title: ICAR, Hyderabad Preparation of Business Plan for the establishment of Food Processing Business Incubation Center in Muli and feasibility study
- Languages Known: English, Hindi
- Age: 23

**Ajay Kumar**
- Domical State: Uttar Pradesh
- Graduation University: B.Tech. Biotechnology, D.A.V. Vidyarthi Bharti, Patiala University of Agriculture and Technology, Ludhiana
- Summer Internship Project Title: TechnoServe India Pvt. Ltd., Maharashtra Agriculture Competitiveness Project (MAPC)
- Languages Known: English, Hindi
- Age: 25

**Ajinkya Milind Bedekar**
- Domical State: Maharashtra
- Graduation University: M.Sc. Environment, University of Mumbai, Mumbai
- Summer Internship Project Title: World Bank Assisted, Maharashtra Agricultural Competitiveness Project Evaluation
- Work Experience: 10 months with Ultra Tech Environmental Services, 10 months with EcoAsia Pvt. Ltd.
- Languages Known: English, Hindi and Marathi
- Age: 24
Alok Verma

- Domicile State: Uttar Pradesh
- Graduation University: B.Tech. Agriculture Engineering
- Summer Internship University: Narenda Deva University of Agriculture and Technology, Faizabad
- Project Title: To study the feasibility test of Groundnut seed and its future contact.
- Languages Known: English, Hindi
- Age: 23

Arun Konnur

- Domicile State: Karnataka
- Graduation University: B.Sc. Agricultural Marketing and Cooperation
- Summer Internship University: University of Agricultural Science, Dharwad
- Project Title: Maharashtra Hybrid Seed Company Limited
- Languages Known: English, Hindi and Kannada
- Age: 23

Amir Hashmi

- Domicile State: Bihar
- Graduation University: B.Sc. (Hons.) Agriculture
- Summer Internship University: Kerala Agricultural University, Thissur
- Project Title: EXIM Bank - A step approach of investment in agricultural activities in Africa
- Languages Known: English, Hindi and Urdu
- Age: 23

Arun Tamta

- Domicile State: Uttarakhand
- Graduation University: B.Sc. Home Science
- Summer Internship University: O.P. Pundit University of Agriculture & Technology, Pantnagar
- Project Title: Yes Bank Ltd. - Understanding Business Market Linkages and Cost Benefit Analysis of Activities/Projects done by Progressive Farmer’s in North India.
- Languages Known: English, Hindi
- Age: 26

Anurag Sharma

- Domicile State: Himachal Pradesh
- Graduation University: B.Sc. (Hons.) Agriculture
- Summer Internship University: Chaudhary Charan Singh University, Meerut
- Project Title: Commodities International - Pesticide Dealers/Distributor Audit.
- Languages Known: English, Hindi and Punjabi
- Age: 23

Arya Swetha A

- Domicile State: Kerala
- Graduation University: B.Sc. Agriculture
- Summer Internship University: University of Agricultural Sciences, Bangalore
- Project Title: ICAR-IHRIDEM - Policy Analysis of Sorghum and Pearl Millet in India: Demand Determination of Sorghum Brassica Products.
- Languages Known: English, Hindi, Malayalam and Kannada
- Age: 24

Apurv Malik

- Domicile State: Rajasthan
- Graduation University: Gaurami Rattan Technical University, Lucknow
- Summer Internship University: B.Tech. Agricultural Engineering
- Project Title: Food Machinery Chemicals and Corporation
- Languages Known: English, Hindi
- Age: 23

Alhira P M

- Domicile State: Kerala
- Graduation University: B.Sc. Forestry
- Summer Internship University: Dr. Balaathap. Sawant Konkan Khadi Vidhyapeeth, Saputara
- Project Title: Agriculture Skill Council of India (ASCI) - Suggesting Models for Capacity Building in Forestry Sector through Agriculture Skill Council of India Initiatives as well as drawing Career Progression Pathways in Agriculture and allied Sector.
- Languages Known: English, Hindi and Malayalam
- Age: 23
Barunava Dutta

- **Domestic State:** West Bengal
- **Graduation:** B.Tech., Food Technology
- **University:** West Bengal University of Technology
- **Summer Internship:** Rashtriya A-Skyline Services Private Limited
- **Project Title:** Pulse Marketing Scenario in Haryana State
- **Work Experience:** 19 months with Kevanter Agro Ltd.
- **Languages Known:** English, Hindi and Bengali
- **Age:** 25

Heena Sharma

- **Domestic State:** Rajasthan
- **Graduation:** B.Sc. Agriculture
- **University:** Maharana Pratap University of Agriculture and Technology, Ladpur
- **Summer Internship:** ISmart Insecticides Limited
- **Project Title:** Understanding the Stakeholders' Expectations and Identifying the Areas of Improvement in Rice Supply Chain System
- **Languages Known:** English, Hindi and Punjabi
- **Age:** 25

Bhanu Pratap

- **Domestic State:** Uttar Pradesh
- **Graduation:** B.Tech., Food Technology
- **University:** Sam Higginbottom Institute of Agriculture, Technology and Sciences, Allahabad
- **Summer Internship:** Reserve Bank of India
- **Project Title:** Study to assess the position of banks in regard to implementation of RBI Guidelines for Rehabilitation of Sick Micro and Small Enterprises (KSME) issued on November 1, 2015.
- **Languages Known:** English, Hindi
- **Age:** 24

Jayant Ballyan

- **Domestic State:** Uttar Pradesh
- **Graduation:** B.Sc. (Hons.) Agriculture
- **University:** Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut
- **Summer Internship:** Charms India Fertilizers & Chemicals Limited
- **Project Title:** To find potential retail outlets for Charms fertilizers and also suggest marketing strategies for better sales of DAP and MC in districts of Haridwar, Haridwals and Haridwar
- **Languages Known:** English, Hindi
- **Age:** 23

Devendra Kumar

- **Domestic State:** Uttar Pradesh
- **Graduation:** B.Tech., Biotechnology
- **University:** Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut
- **Summer Internship:** Technology India Pvt. Ltd.
- **Project Title:** Mahanagri Agriculture Competitiveness Project
- **Languages Known:** English, Hindi
- **Age:** 23

Jyoti Ranjan Durrah

- **Domestic State:** Assam
- **Graduation:** B.Tech., Biotechnology
- **University:** Gauhati University
- **Summer Internship:** International Competence Centre for Organic Agriculture (ICCOA)
- **Project Title:** Value Chain Analysis of Horticulture Crops in Nagaland and Meghalaya
- **Languages Known:** English, Hindi, Assamese
- **Age:** 23

Harshal Patil

- **Domestic State:** Maharashtra
- **Graduation:** B.Tech., Agricultural Engineering
- **University:** Dr. Babasaheb Ambedkar Marathi University, Nashik
- **Summer Internship:** Commerical International
- **Project Title:** Marketing Audit of Dealers and distribution in Maharashtra and Mahanagri Pradesh to understand pesticides scenario
- **Languages Known:** English, Hindi, Marathi and Gujarati
- **Age:** 24

Kaushal Kishor Gaur

- **Domestic State:** Madhya Pradesh
- **Graduation:** B.Sc., Agri., Agriculture
- **University:** Anand Agricultural University, Anand
- **Summer Internship:** NO-0X
- **Project Title:** Feasibility Study of Sunflower Oil Futures Contract
- **Languages Known:** English, Hindi, Gujarati and Marathi
- **Age:** 25
Mongesh Kumbhar

Domicile State: Maharashtra
Graduation: MTech, Energy Management
University: Devi Ahilya Vishwavidyalaya, Indore
Summer Internship: Agriculture Skill Council of India (ASCI)
Project Title: Developing Marketing Linkage between Agriculture Skill Council of India with Farm Mechanization
Work Experience: 2 months with M.E. Engineering Work
Languages Known: English, Hindi and Marathi
Age: 25

Nishant Verma

Domicile State: Bihar
Graduation: B.E. Agriculture
University: Sher-e-Kashmir Institute of Agriculture, Technology and Sciences, Almabad
Summer Internship: Project Title
Chambal Fertilisers & Chemicals Limited
To study and health fitness of “Chambal” DAP & MOP in the districts of Bihar, Ujjain & Ratlam, and suggest suitable marketing strategy for the coming seasons.
Languages Known: English, Hindi
Age: 23

Manjushree Deshpande

Domicile State: Karnataka
Graduation: B.E. Agriculture
University: University of Agriculture Sciences, Dharwad
Summer Internship: MahaTea Private Limited
Project Title: Synergising capacity building programmes in Agricultural Marketing fields
Languages Known: English and Kannada
Age: 23

Prabhakar Mishra

Domicile State: Uttar Pradesh
Graduation: B.Tech Agricultural Engineering
University: Indian Agricultural University, New Delhi
Summer Internship: Project Title
DELMAC Bank
Agricultural Credit Infrastructure and its Way Forward
Work Experience: 12 months with IMA Ltd. (Tractors and Farm Equipment)
Languages Known: English, Hindi
Age: 24

Nafis Ahmad

Domicile State: Bihar
Graduation: B.Sc. Agriculture
University: Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli
Summer Internship: Mahanagar Hybrid Seeds Company Limited
Project Title: To identify the effectiveness of different pre and post season activities done by the companies and their impact in decision making of the farmers while purchasing Hybrid Paddy Seeds
Languages Known: English, Hindi, Urdu and Telugu
Age: 24

Pramod Kumar

Domicile State: Bihar
Graduation: B.Sc. Forestry
University: Banaras Hindu University, Varanasi
Summer Internship: Project Title
Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli
To identify the factors affecting buying behavior of Paddy farmers in state and Haridwar district of Uttar Pradesh.
Languages Known: English, Hindi
Age: 26

Nirdesh Kumar

Domicile State: Uttar Pradesh
Graduation: B.Tech, Biotechnology
University: Gaudium School of Technical University, Lucknow
Summer Internship: Project Title
National Institute of Food & Agriculture
To study the change dynamics in mustard seed
Work Experience: 3 months with Ramsons Group of Industries
Languages Known: English, Hindi
Age: 24

Prashant Priyadarshi

Domicile State: Uttar Pradesh
Graduation: B.Sc. Agriculture
University: University of Lucknow, UP
Summer Internship: Project Title
Mahasquare Hybrid Seeds Company Limited
To study the factors affecting buying behavior of Paddy farmers in state and Haridwar district of Uttar Pradesh.
Languages Known: English, Hindi
Age: 24
Umesh P C

- Domicile State: Karnataka
- Graduation University: B.Sc. Agriculture Marketing and Cooperation University of Agricultural Sciences, Dharwad
- Summer Internship: Bharat Insecticides Limited
- Project Title: Business Policy of 84 and other Peer Group Companies in South India.
- Languages Known: English, Hindi, Kannada and Telugu
- Age: 23

Vijay Singh Bhati

- Domicile State: Rajasthan
- Graduation University: B.Sc. Agriculture
- Summer Internship: Acharya N. G. Ranga Agricultural University, Hyderabad
- Project Title: Analysis of Pre-Seasonal Activities Followed by Different Cotton Seed Companies and Recommender for the Scaling of the Promotional Activities for MAHAYCO in Warangal District.
- Languages Known: English, Hindi and Telugu
- Age: 26

Vikram M Nimbal

- Domicile State: Karnataka
- Graduation University: B.Sc. Agriculture Marketing and Cooperation
- Summer Internship: University of Agricultural Sciences, Dharwad
- Project Title: Eras Jala India Pvt. Ltd.
- Study of Perception of Farmers on Protected Cultivation and Promotion and Positioning of Trains in the Mind of Farmers.
- Languages Known: English, Hindi and Kannada
- Age: 22

Vineet Dubey

- Domicile State: Madhya Pradesh
- Graduation University: B.Tech. Agricultural Engineering
- Summer Internship: Jawaharlal Nehru Agriculture University, Jabalpur
- Project Title: Kashaya’s Market Services Private Limited
- Procurement Scenario of Food Processing Industries in Karnataka.
- Languages Known: English, Hindi
- Age: 24
OUR RECRUITERS

**BFSI**
- HDFC Bank
- ICICI Bank
- Kotak Mahindra Bank
- Fullerton India
- IDBI Bank
- Axis Bank
- ICICI Bank
- NABARD

**Commodities and food processing**
- Walmart
- Pepsico
- ReMS
- ORIGO
- ORANA
- Louis Dreyfus Commodities
- ADM
- Cargill
- Olam
- Noble
- NCCL
- NCDEX
- MCX
- McCain
- FOODWAYS
- Bunge

**FMCG and Retail**
- marico
- LTV Limited
- Hindustan Unilever Limited
- Future Group
- Dabur
- Nestle
- Foodland
- Adani
- FioFoods

**Agri Input**
- DSCL
- NACL
- BASF
- Syngenta
- FMC
- Mahyco
- Dupont
- JK Seeds
- John Deere
- Monsanto
- Bayer CropScience
- John Deere

**More key recruiters**
- PwC
- Bilt
- CenturyPly
- Arvind
- Avail
- NBHC
- RBM Industries
- Kemin
- IICOA
- RANBAXY Laboratories Limited
- NBHC
- NBHC
- NBHC
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<td>Abhishek Aliya</td>
<td>Uttar Pradesh</td>
<td>B.Sc. Agriculture</td>
<td>Govind Ballabh Pant University of Agriculture &amp; Technology, Pantnagar, Uttarakhand</td>
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<td>Abhishek Awasthi</td>
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<td>Abhishek Prasert</td>
<td>Maharashtra</td>
<td>B.B. Agriculture</td>
<td>Mahatma Phule Kala Vidya Prakashan, Nanded, Maharashtra</td>
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<td>Aadarsh Venkatesh</td>
<td>Karnataka</td>
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<td>University of Agricultural Sciences, Hanuwadi, Amravati</td>
<td>English, Konkani</td>
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<td>Ariful Kumar Chaudhary</td>
<td>Uttar Pradesh</td>
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<td>Sardar Vallabhbhai Patel University of Agriculture &amp; Technology, Thiruvananthapuram</td>
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<td>Arjun Kumar</td>
<td>Himachal Pradesh</td>
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<td>Chaudhary Sarwan Kumaun Himachal Pradesh Kala Vidya Prakash, Himsukh, Himsukh Pradesh</td>
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<td>Ameen Asif</td>
<td>Bihar</td>
<td>B.Sc. Horticulture</td>
<td>Centre for Agricultural Technology, Aligarh</td>
<td>English, Urdu</td>
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<td>Arnav Sinha</td>
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<td>Tamil Nadu Agricultural University, Tamil Nadu</td>
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<td>Aparna Aneesh</td>
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<td>Kerala Agricultural University, Thrissur, Kerala</td>
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<td>Aprajita桂awa</td>
<td>Maharashtra</td>
<td>B.Tech. Food Technology</td>
<td>Dr. B. Ambedkar University, Nagpur, Maharashtra</td>
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<td>Ashika Srivastava</td>
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<td>Deeksha Vishwakar Choudhary</td>
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<td>Gagandeep Singh</td>
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<td>University of Agricultural Sciences, Ranchi, Jharkhand</td>
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<td>Laxman Uppal</td>
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<td>Madhav Kumar Jaiswal</td>
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PLACEMENT PROFILE

Final Placement Batch 2013-15

- Input: 18%
- Banking: 24%
- Rural Development: 12%
- Commodity: 4%
- Consultancy: 10%
- Warehousing: 6%
- Others: 4%

Summer Placement Batch 2014-16

- Input: 21%
- Banking: 41%
- Commodity: 2%
- Consultancy: 14%
- Warehousing: 12%
- Others: 8%

Recruitment Calendar

- Corporate Response Sheet Submission Deadline: 1st November
- Pre Placement Talk: 24 September to 24 November
- Placement Slot 1: 1-25th November to 24 December
- Placement Slot 2: 2-4th January to 8th February
Invitation

I extend a cordial invitation for the placement programme at CCS NIAM, Jaipur. NIAM offers recruiters access to a unique bouquet of budding agribusiness managers. Our students are selected after a rigorous admission process across the country from the different agricultural universities.

The students gain an exposure to different agribusiness sector through field visits, seminars, symposiums, conferences and projects to excel in ever growing and competitive scenario. With all this and a conducive learning environment, pedagogy and curricula, the students emerge as competent, adept, and committed agribusiness experts.

NIAM provides an array of agribusiness managers with experience in diversified areas of agriculture and agribusiness. This makes NIAM a campus-of-choice for its recruiters. The distinguished faculty, keen students along with a contextual course structure create a perfect environment for the development of future technical and managerial leaders.

This brochure is a compilation of the relevant information for your participation in the placement programme and invites your esteemed organization to visit our campus and evaluate the large talent pool of aspiring professionals.

I invite you to be with us at NIAM campus and feel the difference.

Dr. Hema Yadav  
Deputy Director, PGDABM

Contact us:
To learn about ways to build your presence more directly with students on campus, please contact a member from our Placement Cell. They work closely with individual students and organizations to help you plan events targeted to specific groups or learn more about business school activities.

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