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Farmers Day Celebration at CCS NIAM

National Farmers Day on December 23rd to mark former Prime Minister of India Chaudhary Charan Singh’s birth anniversary was celebrated at CCS NIAM. Director General CCS NIAM addressed the NIAM faculty, students and staff on the importance of the day and contribution of Ch. Charan Singh former Prime Minister of India to the development of Agriculture sector in the country. On the occasion, a pledge was administered by DG to faculty, staff and students.

National Seminar on Medicinal Plant Cultivation

CCS NIAM has organized National Seminar on Medicinal plant cultivation for Economic Growth of Farmers on 7th December, 2020 in collaboration with International Institute of Advance Agriculture Skill Development and Rajasthan State Medicinal Plant Board at Jaipur. 300 participants from various institutions participated in the programme and presented papers on contemporary issues on medicinal plants cultivation. The objective of the programme was to cover the various issues of Medicinal plants cultivation, conservation and agrotechniques, Standardization, safety and quality control, Phyto-Chemistry and quality initiative for promotion of medicinal Plants, Institution Innovation and Programmed for promotion of Medicinal Plants, Social economic development of rural and tribal people through Medicinal Plants and Emerging technology & involvement of industries in promotion of Medicinal Plants. The outcome of the programme was fruitful for better policy decisions of various ayurvedic and Homoeopathic Research Organizations, industry and academics.
MSME Lifetime Achievement Award to Director General, NIAM

MSME has recognised the achievements of Dr. P Chandra Shekara, Director General CCS NIAM in the field of Agricultural Development and awarded NITIE-KBL Lifetime Achievement Award for Carving Agro Entrepreneurship Movement in India on December, 2019 at Mangalore.

CCS NIAM Participation in International Conference at NRCSS Ajmer

CCS NIAM participated in three days International Conference at ICAR-National Research Centre for Seed and Spice, Ajmer. During the Conference two research papers were presented by NIAM Faculty on medicinal and aromatic plants. In this programme, CCS NIAM has also contributed as a technical partner. Director General Dr. P. Chandra Shekara, Dr. Ramesh Mittal, Director and Dr. Sattram Singh, Deputy Director received lifetime achievement awards for their contribution in the field of Agricultural Marketing.

Startup Agri-Business Incubation Programme

NIAM Agri-Business Incubator (NABI) conducted a training programme for the Startups at CCS NIAM, Jaipur. 12 startups from seven states have participated in the programme. The startups were given training on the milestone setting, DPR preparation. During the programme a visit to National Innovation Foundation (NIF) Ahmedabad was organized to explore the various innovations prevailing in the agricultural sector. The visit enabled the participants to gain knowledge about the new innovations that are available in the field of Agriculture. The NIF team has presented the schemes and facilities they provide for the innovators. The scientists of National Innovation Foundation had an interaction with the startups regarding new inventions in the area of agriculture.
Investors Meet at CCS NIAM for Incubatees

NIAM Agri-Business Incubator organized an investor’s meet on 10.12.2019 for the participants of Startup Agri-Business Incubation Programme. Representatives from Nationalized and private banks, Rajasthan Venture Capital Fund, Morarka Foundation and Villgro participated in the meet. The incubatees of NABI presented their ideas before the investors. Investors have shown keen interest in few of the business models and they expressed their willingness to extend support to the startups.

Agripreneurship Orientation Program

Agripreneurship Orientation Program was inaugurated at CCS NIAM on 26.12.2019 by Dr. P. ChandaShekara, Director General, CCS NIAM. The very purpose of the programme was to serve the budding agripreneurs and set a milestone in the process of creating agrentrepreneurs. During the programme an exposure cum study visit was also organized to Shri. Karan Narendra Agricultural University, Jobner. At SKNAU, Jobner participants of NABI and the participants of SABI interacted with each other and discussed their business ideas. The purpose of the visit was to provide technical knowledge about the agricultural products and product development.

Award to CCS NIAM Incubator

NIAM Agri Business Incubator (NABI) received ‘Best Agri Incubation Centre in India” award by MIT world peace university, Pune for its contribution in the field of development of agri start-ups and entrepreneurs.

Webinar on Video Marketing

Webinar on Video Marketing was organized by PG cell for PGDM ABM first year students. Webinar was delivered by Prof. Seema Gupta, IIM Bangalore. Students were exposed to contemporary practices in the field of Digital Marketing and use of the platform for promotion of videos with respect to social media promotions. It was a eye opener webinar for students to understand the strategy for video marketing.
Presence in Newspapers

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Shri. Mayur Verma

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

Conference Alert:
International Conference on Market Led Extension Management
Dates extended to 24th-27th September, 2020 at CCS NIAM, Jaipur
For more detail visit https://www.ccsniam.gov.in/images/RevisedFinalBrochure.pdf

Last date of Abstract submission extended to 30th April, 2020

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