



कृषि एवं किसान
कल्याण मंत्रालय
MINISTRY OF
AGRICULTURE AND
FARMERS WELFARE

सत्यमेव जयते

Chaudhary Charan Singh National Institute of Agricultural Marketing, Jaipur

(An autonomous organization under Ministry of Agriculture and Farmers Welfare, Government of India)

COMMEMORATIVE

VOL-I

SEPTEMBER 2026



FOREWARD

It gives me immense pleasure and a deep sense of nostalgia to pen this foreword as CCS NIAM celebrates twenty-five years of its Post Graduate Diploma in Management in Agri-Business Management (PGDM-ABM) programme.

When this journey began, the vision was to create professionals who could bridge the gap between India's vast agricultural produce and the markets it deserved to reach. Agribusiness management was then a nascent discipline in India, and I take pride in having helped shape a programme with no real precedent to draw upon.

Looking back today, it is gratifying to see how that early vision has matured into a respected institution. The first batch, whose testimonials this book brings together, were pioneers in every sense - they placed their faith in a new programme and, through their journeys since, have given that faith meaning. I have watched with pride as the CCS NIAM ethos they carried forward now echoes across the agribusiness sector.

This Silver Jubilee is a fitting occasion to honour that beginning. My heartfelt congratulations to the institute and every student who has been part of this journey, and my best wishes for the next generation.



SHRI T.R. VERMA Retd. IAS
EX-DIRECTOR GENERAL
CCS NIAM

MESSAGE FROM THE DIRECTOR GENERAL

It is with great pride that I extend my greetings to the CCS NIAM community as we celebrate the Silver Jubilee of the PGDM-ABM programme.

Twenty-five years is a significant milestone in the life of any programme. For CCS NIAM, it represents a journey of steady growth, resilience, and purposeful evolution. What began as an endeavour to introduce specialised agribusiness education has today grown into a programme that stands as a benchmark in Agricultural Marketing and Management education — a growth made possible by our faculty, staff, alumni, and students together.

As we commemorate this occasion, we also acknowledge the milestones that have defined this journey and reaffirm our commitment to the mission CCS NIAM was founded upon. This commemorative gathering of our very first batch, is a fitting tribute to that beginning.

I congratulate the first batch of the PGDM-ABM programme, whose journeys this book documents, and thank all those who have contributed to PGDM-ABM growth over these twenty-five years. I look forward to the institute continuing to scale new heights ahead.



SHRI ANOOP KHINCHI, IAS
DIRECTOR GENERAL
CCS NIAM

PREFACE

This commemorative book has been compiled to mark twenty-five years of the PGDM-ABM programme at CCS NIAM - a Silver Jubilee that belongs, above all, to the first batch of 2001, whose journey these pages celebrate.

When the programme began, it was a new and untested idea - a specialised agribusiness management course finding its own footing. The students of that first batch stepped into this uncertainty, and in doing so, became the founding story of everything CCS NIAM has grown into since. This book preserves that story in their own words.

Through individual testimonials, each alumnus of the first batch shares where their journey has taken them, the milestones they are proud of, what CCS NIAM gave them, and the memories that have stayed with them from their years on campus. Together, these testimonials capture not just individual careers, but the spirit of a batch that faced the uncertainties of a brand-new programme together and emerged with lifelong bonds.

We hope this book serves as a tribute to that first batch, a record for the institute, and an inspiration to every student who walks through NIAM today - a reminder that the journey of twenty-five years began with the courage of a few.

This Volume will be updated to keep up with the progress of our Alumni. The volume will be available online. We look forward to receiving messages and feedback for this volume.



DR. HEMA YADAV
DIRECTOR
CCS NIAM

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COMMEMORATIVE VOL-I

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16

Abhay Kadaşkar

**PGDM-ABM,
2001-03**

| Director - Asset Management | ROSHN Group | Riyadh, KSA

| A MILESTONE I AM PROUD OF

Getting selected for PGP-ABM in NIAM. This was a life changer for me.

| WHAT CCS NIAM GAVE ME

Placed as Management Trainee in Advanta India 2003, then moved on to various roles in NCDEX, Reliance Mutual Fund, Moved out of India in 2010 to Bank Muscat, Oman, 2017 AlRajhi Capital and 2021 to ROHSN Group

| A MEMORY FROM MY YEARS AT NIAM

First batch Placement was filled with uncertainty, many of us were not placed in the first round. Morale support of friends was the only thing that kept us afloat during this stressful time. The batch was so closely connected and forged lifetime friendships

| INDIAN AGRIBUSINESS: THEN & NOW

Earlier it was more driven by MNCs and their innovation, addressing more broad spectrum issues; now local companies have also improved their processes, systems and outreach. It is more technosavy and focussed on resolving specific issues.



“

Take the first available opportunity, even if it is not to your liking, work through it, shine in your task, eventually you will figure out how to get to your end goal. Just keep doing good work and life will take you to newer places and you will evolve into a confident person professionally and personally.

”



*Our first tag line still holds good -
MAVENS of AGRIBUSINESS*

Amit Shekhar

**PGDM-ABM,
2001-03**



| Govt. & Industry Affairs, Lead, South Asia |
Corteva AgriScience | Gurugram/India

| MY JOURNEY AFTER CCS NIAM

Started my career with Emergent Genetics, worked with Monsanto, Bayer CropScience, TAFE, M&M. Worked closely on stewardship of Bollgard II, Extension & Adoption of Hybrid Corn in Rajasthan, Hybrid Rice and its exports. Emission norms in Tractors, helping frame drone policy and its use in Agriculture, policy on adoption of telematics on farm equipments. Helping in infusion of technology in Indian Agriculture and enhancing farmers' income

| A MILESTONE I AM PROUD OF

Being part of Drone spray policy/ Socially active in improvement of infrastructure around my locality

| WHAT CCS NIAM GAVE ME

Gave me clarity of thought and always look at the larger picture/ humility & power of cooperation

| A MEMORY FROM MY YEARS AT NIAM

Our 10.10 pm unwinding and Stress Management exercise

“

There is no substitute to hardwork. Be clear what excites you, look for a career where everyday you are curious to learn & deliver, then you are not on a Job but a Journey to excel and contribute to making this a better world!

”

| INDIAN AGRIBUSINESS: THEN & NOW

Infusion of Technology, more data and its dissemination, use of mobile phones as extension agents

| LOOKING AHEAD

Work in cooperation in Innovation, IPR incentives and a model to share it for faster adoption without the innovator losing the incentives. Investments in Soil & Environment linked to Business.



A place for Free-minds to flourish & fly!

Annapoorna Rachakonda

**PGDM-ABM,
2001-03**



| Independent Agribusiness Consultant |
India

| **A MILESTONE I AM PROUD OF**
Become a capable business consultant

| **WHAT CCS NIAM GAVE ME**
It converted me into a person who can explore and handle different kind of jobs with confidence and courage

| **A MEMORY FROM MY YEARS AT NIAM**
The memorable nights we spent solving case studies together, learning from each other and enjoying the spirit of teamwork.

| **INDIAN AGRIBUSINESS: THEN & NOW**
Agribusiness has become more technology-driven, with AI and digital solutions transforming the sector. Supply chains have also improved significantly.

| **LOOKING AHEAD**
India should focus on next to build a globally competitive, sustainable, and farmer-centric agribusiness sector by the use of artificial intelligence

“

Focus on building financial and business analytics to diverse your job roles. These skills along with sales and marketing will help you find consulting roles too.

”



An institute that make professional who can never go jobless

Giridhar Ranuva

**PGDM-ABM,
2001-03**

| Business Director, Agricultural Solutions |
BASF India Ltd

| A MILESTONE I AM PROUD OF

Making a meaningful impact on Indian agriculture by serving farmers and the broader agribusiness ecosystem for over 23 years.

| WHAT CCS NIAM GAVE ME

NIAM provided me with the competencies, exposure, and confidence that helped shape my professional journey and leadership perspective in agribusiness

| A MEMORY FROM MY YEARS AT NIAM

Every moment I spent in NIAM

| INDIAN AGRIBUSINESS: THEN & NOW

Indian agriculture has evolved into a technology-enabled, market-oriented ecosystem, with greater access to innovation, information, and markets, alongside a growing focus on sustainability and profitability.

| LOOKING AHEAD

India must boost farmer profitability through technology, climate resilience, stronger market linkages, and value addition, backed by research, digital agriculture, infrastructure, and sustainable practices for a competitive, farmer-centric agribusiness sector.



“

Stay curious, stay hungry, and never stop learning

”



A place where an Individual can manifest in to consummate professional

Kalyan Chakravarthi Gubbala

**PGDM-ABM,
2001-03**



| Policy Head -Credit | L&T finance, India |

| **A MILESTONE I AM PROUD OF**
12 years stint with leading bank

| **WHAT CCS NIAM GAVE ME**
CCS NIAM gave me a strong foundation for a successful career, along with practical business perspectives, valuable industry exposure and a network that continues to support my journey.

| **A MEMORY FROM MY YEARS AT NIAM**
My best memories are of interacting with the faculty, learning through meaningful discussions and sharing experiences with classmates that made my time at NIAM truly memorable.

| **INDIAN AGRIBUSINESS: THEN & NOW**
The sector has evolved significantly, opening doors to new opportunities in consulting, financial services, exports, trading and other specialised areas of agribusiness.

| **LOOKING AHEAD**
I look forward to contributing more value-added services to the sector and being part of its continued growth, innovation and transformation.

“

Focus on learning, Networking and building strong foundation to long career

”



Memory which you don't want to forget



Kamal Priyadarhi

**PGDM-ABM,
2001-03**

| **Head - International Business Operations |**
Staragri Middle East FZE, Dubai

| **A MILESTONE I AM PROUD OF**

Have been instrumental and played major role in shaping warehousing and warehouse receipt funding in India and now replicating in Africa.

| **WHAT CCS NIAM GAVE ME**

NIAM gave me a good start in my career with Dow Chemicals.

| **A MEMORY FROM MY YEARS AT NIAM**

Many being first batch but the sweet struggle to create a Niam brand from zero has helped me in career while working with startups

| **INDIAN AGRIBUSINESS: THEN & NOW**

Agribusiness has expanded by leaps and bound and become one of the key sector fuelling economy growth whether its banking, logistics, warehousing, trade, food industry and many others.

| **LOOKING AHEAD**

Focus on Integrated agri value chain encompassing all stakeholder with export infrastructure being key driver.



“

No job or company is too small to start with. The role is more important

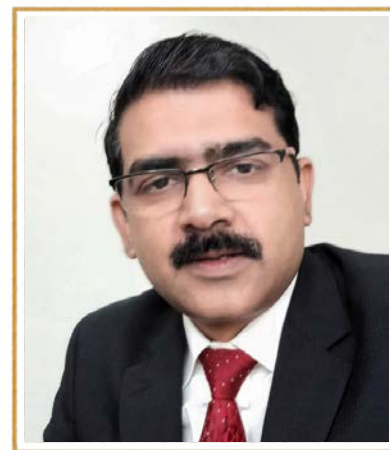
”



An institute of transformation from raw individual to a professional self

Krishna Mohan Singh

**PGDM-ABM,
2001-03**



| Senior President -National Head Commodity Finance | Yes Bank Ltd. | Mumbai; India

| MY JOURNEY AFTER CCS NIAM

A 2001–03 NIAM graduate, my 25-year career has mirrored India's evolving agribusiness landscape, from frontline sales at DOW Chemicals and commodity supply-chain management at NCMSL to launching commodity finance at YES BANK. I later moved into strategic leadership roles, driving P&Ls, new products, and digital transformation in commodity finance.

| A MILESTONE I AM PROUD OF

Launching of various products at NCMSL and launching commodity finance at YBL.

| WHAT CCS NIAM GAVE ME

CCS NIAM blended grassroots agricultural realities with management excellence, shaping my approach to sustainable agribusiness, risk management, and impactful leadership.

| A MEMORY FROM MY YEARS AT NIAM

Late-night group discussions and market linkage case preparation in the hostel rooms, fueled by endless cups of chai, where we debated the future of Indian agriculture long before the modern agtech boom arrived

“

Stay deeply connected to the grass roots, stay curious about technology, and view every market inefficiency not as a hurdle, but as an opportunity to build solutions that create shared value for both business and the farming community.

”

| INDIAN AGRIBUSINESS: THEN & NOW

In 25 years, Indian agribusiness has evolved from fragmented, intermediary-driven markets to a digital, globally connected ecosystem focused on transparency, traceability, sustainability, and value-added exports.

| LOOKING AHEAD

India must strengthen climate resilience, digital access, FPOs, and value addition to build a globally competitive food system.



Where our passion for agriculture became the vision to transform it.

Leeladhar Telugu

**PGDM-ABM,
2001-03**



| Business Head | Paramverse Bio Private Limited | Mumbai, India

MY JOURNEY AFTER CCS NIAM

Started my career in sales with United Phosphorous and joined Dow AgroSciences in 2004. Over 13 years, I progressed across sales, operations planning and marketing roles. In 2017, I moved to Corteva Agriscience, eventually leading the India biologicals business from the ground up. Today, I serve as Business Head at Paramverse Bio

A MILESTONE I AM PROUD OF

Built a biologicals business into a \$40M+ opportunity with 20% YoY growth, driving strategy, teams, supply chain, regulatory approvals and go-to-market execution.

WHAT CCS NIAM GAVE ME

NIAM built my foundation in customer understanding, business building, leadership and problem-solving, along with lifelong mentors and a strong peer network.

A MEMORY FROM MY YEARS AT NIAM

Late-night hostel discussions and debates on agri-marketing cases lessons that went beyond the classroom.

“

Keep trust in yourself. Take risks to disrupt and create value to yourself and your organisation- Differentiate yourself from your peers. Know your why you are doing it.

”

INDIAN AGRIBUSINESS: THEN & NOW

Indian agribusiness has evolved from transaction-led input sales to solution-driven, digital and sustainability-focused models, with farmers becoming more informed and commercially oriented.

LOOKING AHEAD

India should focus on biologicals, climate-resilient inputs, digital advisory, export-oriented value chains and stronger regulatory infrastructure to compete globally.



Proud to be an alumnus, gave me unforgettable memories, enduring friendships, and the blueprint for my success

Naseem Ahmed

**PGDM-ABM,
2001-03**

| National Sales Manager | MS Group |

A MILESTONE I AM PROUD OF

Achieved highest Sales growth consecutively for 4 years in across the organization(NSL)

WHAT CCS NIAM GAVE ME

It helped me in building leadership, analytical, professionalism and holistic business approach and taking ownership.

A MEMORY FROM MY YEARS AT NIAM

Many sleepless nights while solving Case Study.

INDIAN AGRIBUSINESS: THEN & NOW

Technology has evolved enormously, market dynamics have changed, Farmers are now at driving force and making industries to customise their products.

LOOKING AHEAD

Greater investment in technology, innovation and R&D than ever before, driving new solutions, improving efficiency and strengthening long-term growth.



“

Be a student throughout of your life(learning never ends).

”



My ultimate Alma Mater that made me to become a complete and truly professional.

Rajyalakshmi Gummadi

**PGDM-ABM,
2001-03**

| Independent Strategy & Consumer |
Insights Partner | Mumbai, India

| A MILESTONE I AM PROUD OF

Built a 20-year career helping brands understand people, make better decisions and grow- and eventually found the courage to build an independent consulting practice of my own, while raising a teenager, keeping a marriage going for several years, and maintaining a reasonable sense of humour through it all

| WHAT CCS NIAM GAVE ME

PGDM-ABM gave me my first real platform into the professional world, taught me a few lifelong lessons, and, most importantly, gave me some very good friends along the way

| A MEMORY FROM MY YEARS AT NIAM

Spending hours in the lounge doing absolutely nothing, endless cups of tea and chatter on the lawns, chitchatting in class, weekend trips to Gaurav Towers, and paani puri runs to Pratap Nagar - simple, carefree moments that flash before my eyes whenever I think of the campus.



“

The best things in life rarely follow a well-researched plan. Make memories, have fun, cherish the friendships you make, and don't stress too much about having everything figured out. I certainly didn't! Your career will take twists and turns you can't predict — just stay curious, stay open, and enjoy the ride. This is only the beginning.

”



Friendship, fun and memories.

Ritesh Raman

**PGDM-ABM,
2001-03**

| Chief Business Officer | Arya.ag, India

| A MILESTONE I AM PROUD OF

Founding member of Arya.ag and have been instrumental in building the organization from scratch to the most profitable and leading Grain Commerce Platform

| WHAT CCS NIAM GAVE ME

Curriculum, industry exposure, and practical learning shaped my career, while assignments built resilience and interpersonal skills. Lifelong friendships made the journey even more enriching.

| A MEMORY FROM MY YEARS AT NIAM

Cricket, Holi celebrations, evening tea walks, and outings to Gaurav Tower made unforgettable memories.

| LOOKING AHEAD

Promote private participation in capital, technology, and knowledge to boost productivity, efficiency, and global competitiveness, with the Government serving as a facilitator in a true farm-to-fork model.

| INDIAN AGRIBUSINESS: THEN & NOW

Indian agriculture has shifted from production-to market-centric, driven by technology, value addition, digitalisation, and sustainability. The focus now must be on productivity, innovation, efficiency, and global competitiveness.



“

Always focus on building skill, must work in ground or where real action happens initially for 3-4 years in your career, be well networked, don't regret for failures and never go into a trap of comparison with your classmates

”



Living the legacy with heart full of gratitude

Rosaiah Yeluri

**PGDM-ABM,
2001-03**

| Co-Founder & CEO | DigiGrain Solutions Private Limited

| A MILESTONE I AM PROUD OF

Co-founded DigiGrain Solutions and works to strengthen market and financial access for agri-based MSMEs.

| WHAT CCS NIAM GAVE ME

PGDM-ABM transformed me from an agriculture professional into an agri-business leader, equipping me with the knowledge, network, and vision to contribute meaningfully to the growth of India's agricultural sector.

| A MEMORY FROM MY YEARS AT NIAM

Beyond academics, my fondest NIAM memories are of hostel life, joyous celebrations with friends, and the long conversations that forged lasting friendships.

| INDIAN AGRIBUSINESS: THEN & NOW

Over the years, Indian agriculture has become smarter, more connected, and more market-oriented, benefiting farmers and the entire value chain.

| LOOKING AHEAD

The future of Indian agriculture lies in creating greater value for farmers, with stronger integration of technology, finance and markets to build a resilient, globally competitive agribusiness sector.



“

Dream big, stay grounded, and work relentlessly towards your goals. The greatest opportunities in agriculture lie in solving real problems and creating meaningful impact.

”



CCS NIAM is the foundation on which many successful agribusiness journeys are built

Scini Vijayachandran

**PGDM-ABM,
2001-03**



| Asst. Vice President | Multi Commodity Exchange of India| Mumbai

| MY JOURNEY AFTER CCS NIAM

Every person has a unique journey and in my journey I got to be a person who had a ringside view of all the changes that led to the growth of India's commodity derivatives market. It's been very eventful with several ups and downs, peppered with personal milestones too

| A MILESTONE I AM PROUD OF

The way my life turned out to be

| WHAT CCS NIAM GAVE ME

Exposure to how big, varied and resourceful our country's rural areas are. Also the courage to stand up, speak and be different.

| A MEMORY FROM MY YEARS AT NIAM

Surprisingly, the outings, birthday parties and the daily dinners..

| INDIAN AGRIBUSINESS: THEN & NOW

Economic growth has improved purchasing powers, consumers are more empowered and more organised entities are present.

“

Take life in it's stride, while always putting in your best efforts and enjoying the flow. And of course, enjoy your time at NIAM to the fullest

”

| LOOKING AHEAD

India needs to improve it's pricing powers in the global markets, especially the non essential commodities, in which we are the largest producer / consumer. For this market-driven pricing, lesser interference, marketing infrastructure are needed.



Contributing to India's future by bridging the urban - rural divide by developing expertise.

Shilpi Prasad

**PGDM-ABM,
2001-03**

| Demand and Distribution Planner |
Syngenta India Ltd

A MILESTONE I AM PROUD OF

I was able to create seamless planning for rice seedlings from production to transplantation

WHAT CCS NIAM GAVE ME

I have learnt to work with multilingual and multicultural people with ease both on professional as well as on personal arena.

A MEMORY FROM MY YEARS AT NIAM

Our midnight birthday party , Holi and cricket match in the campus

INDIAN AGRIBUSINESS: THEN & NOW

Indian business has changed drastically in last 25 years from labour driven to technology driven. Now people incorporate Drones in their farming they also use digital soil card to know about soil health. The focus has shifted in horticulture and other allied line of agriculture also. Use of information technology has been a great way to take decision at the ground level. Now farmers are more equipped with information to take a better decision.

LOOKING AHEAD

India must improve water availability, develop water-efficient crop varieties, promote millets, and strengthen cold-chain and food-processing infrastructure to meet future demand.



“

Dream big, stay grounded, and work relentlessly towards your goals. The greatest opportunities in agriculture lie in solving real problems and creating meaningful impact.

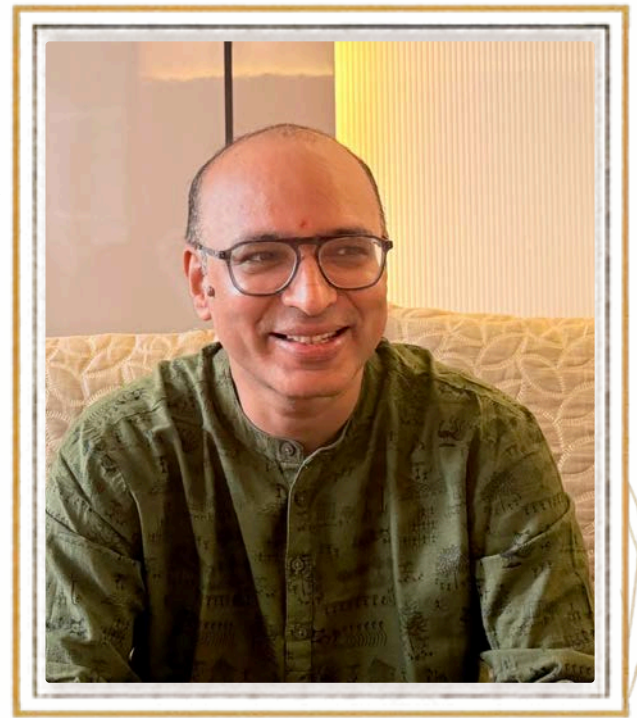
”



CCS NIAM is the foundation on which many successful agribusiness journeys are built

Vinay Shankar Sinha

**PGDM-ABM,
2001-03**



| Assistant Vice President | Barclays Global Service Centre Private Limited

| **A MILESTONE I AM PROUD OF**

Being a Sanctioner, taking responsibility for important decisions and contributing to the organisation's growth and success.

| **WHAT CCS NIAM GAVE ME**

NIAM taught me valuable practical business experiences and helped me understand how classroom learning can be applied to real-world business situations

| **A MEMORY FROM MY YEARS AT NIAM**

The evening classes and hostel life remain some of my most memorable experiences, along with the friendships and learning shared with classmates.

| **LOOKING AHEAD**

New technologies such as agri-photovoltaics, greenhouse farming and other modern agricultural practices will play an important role in shaping the future of Indian agriculture

| **INDIAN AGRIBUSINESS: THEN & NOW**

Agribusiness has evolved significantly compared to the past, with greater use of technology, modern practices and new opportunities across the agricultural value chain.

“

Focus and be patience and gain good knowledge

”



Practical learning is more focused



BATTULA SRI RAMA MURTHY

**PGDM-ABM,
2001-03**

| Director | Axils Food Pvt Ltd | India

| A MILESTONE I AM PROUD OF

Becoming an entrepreneur and building my own journey in the agribusiness sector with the confidence to take on new challenges.

| WHAT CCS NIAM GAVE ME

NIAM groomed me to face multidimensional challenges, handle multiple responsibilities and develop the ability to adapt to different business situations.

| A MEMORY FROM MY YEARS AT NIAM

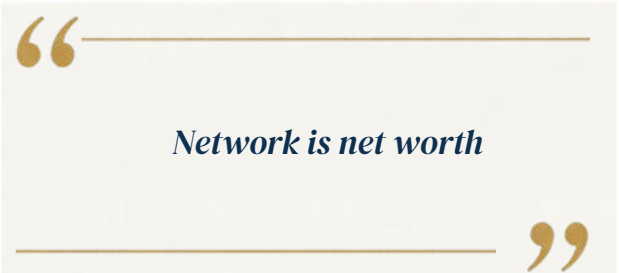
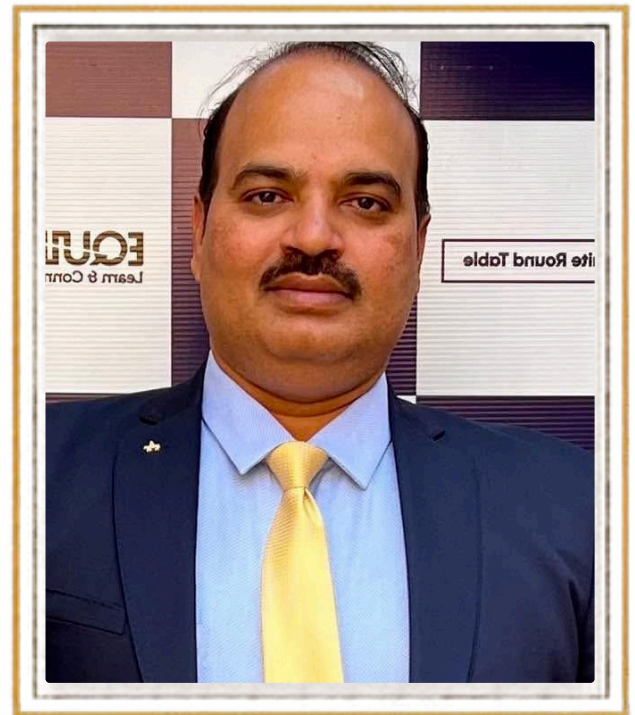
The “Coming – Mavens of Agribusiness” experience remains a memorable part of my time at NIAM, bringing together learning, interaction and the spirit of agribusiness

| INDIAN AGRIBUSINESS: THEN & NOW

The sector is moving towards a stronger supply-chain approach and technology-based marketplaces, enabling better connectivity, wider market access and more effective information dissemination.

| LOOKING AHEAD

Unit cost economics competing with global level farmers. Biomass approach rather than agriculture produce approach



NEW INDIA AGRIBUSINESS MANAGERS



BATCH 2001-03





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FARMERS WELFARE

सहकारिता का अर्थ है
Growth Together

Silver In Years, Golden In Vision



Chaudhary Charan Singh National Institute
of Agricultural Marketing, Jaipur

Contact us at

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