



**Chaudhary Charan Singh**

**NATIONAL INSTITUTE OF AGRICULTURAL MARKETING**

AN AUTONOMOUS ORGANISATION UNDER MINISTRY OF AGRICULTURE AND MINISTRY OF FARMER' WELFARE

## DG'S MESSAGE

Our nation witnessed many drastic changes in its agricultural ecosystem in 2021 and CCS NIAM as an organization has always embraced these changes and worked relentlessly for the welfare of our farming community through specialized training, research, consultancy and education in agricultural marketing. It is one of the best institutions in South East Asia for aspiring students in the field of agricultural marketing. CCS NIAM has several facilitators that include international and national faculty of repute for guiding all the stakeholders.

I assure all the stakeholders of CCS NIAM that with commencement of the year 2022, this institute will continue being a guiding light for every step they take for a brighter future.



## FARM TO FORK

A Quarterly Newsletter of CCS NIAM PGDM (ABM)

**VOLUME 5/ ISSUE 3**

**April 2022– June 2022**



**Dr. Vijaya Lakshmi Nadendla,**

**Director General, CCS NIAM**

**Joint Secretary (Marketing), MoA & FW, GOI**

### Academics

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Workshop  
NABI Awards

### Cultural

Makar Sankranti  
Freshers  
Republic Day  
Women's Day  
Holi  
Farewell

### Co-curricular

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Summer Placement Report  
Samvidh– Alumni Series  
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NIAM Premier League

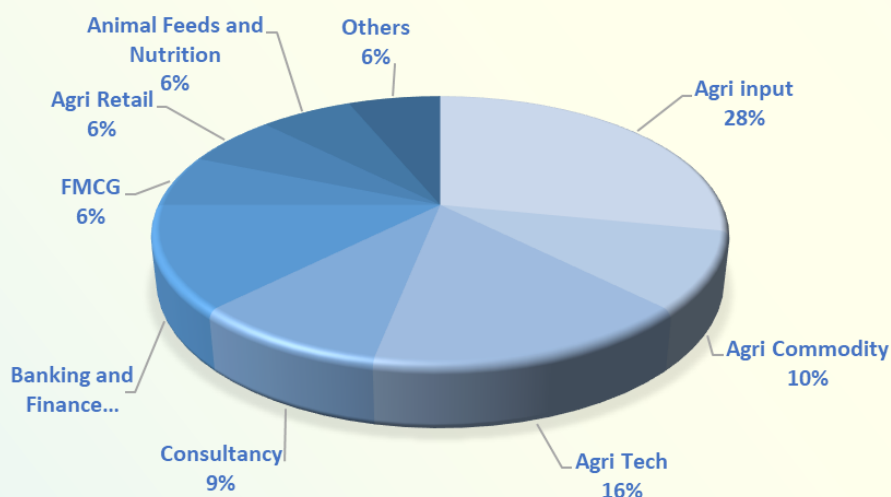
# FINAL PLACEMENT REPORT



For a healthy growing India



We create chemistry



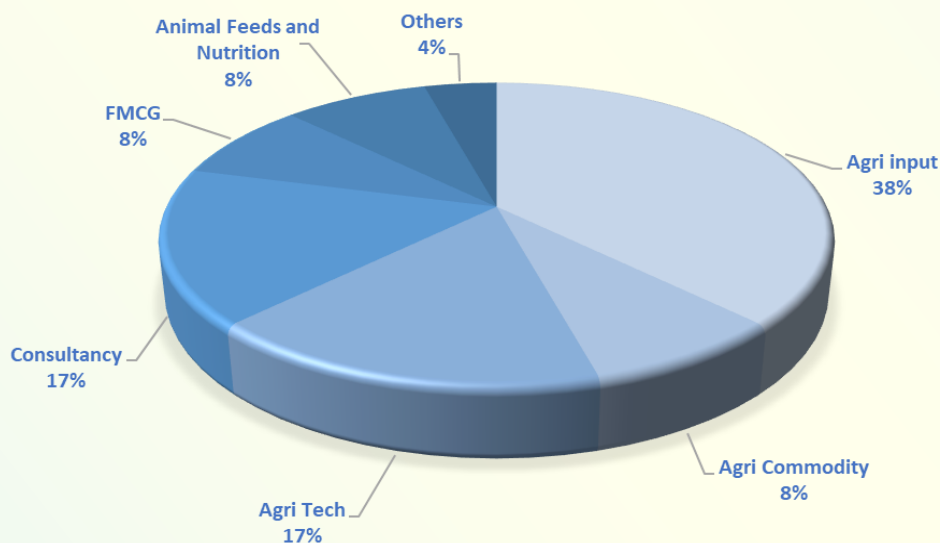
# SUMMER PLACEMENT REPORT



For a healthy growing India



ANMOL FEEDS PVT. LTD.



## GRATITUDE NOTE

Dear CCS NIAM Alumni,

We are happy to announce that, we have achieved 100% paid Summer Internship and Final Placement. 3 Months, 32 Companies, with the highest Package of Rs 14 Lakh. This all happens because of your support. We are immensely grateful for your copious support and emboldening us to achieve and enabling us to break records, create newer milestones and invigorate us to incessantly pursue the esteemed legacy of CCS NIAM. On behalf of CCS NIAM, I express humble gratitude to the ever-supportive CCS NIAM alumni for your persistent guidance and inspirations over the years and hoping your encouragement in our future endeavours.

(Dr. Shuchi Mathur)



## MAKARA SANKRANTI



Harvest season is a call for celebrations and joy across India. Makar Sankranti is a Hindu festival in India. It is celebrated every year on the 14th or 15th of January. It honours the Sun God. On this day, the sun enters “Makara” Rashi. The days get longer after Makar Sankranti. The festival also marks the end of the cold winter. The students of CCS NIAM celebrated this festival on 14th January 2022 by flying kites. This tradition of flying kites followed all over the country is supposed to give healthy exposure of the sun from early morning and wipe out sickness brought in by the winter season. Students also got to share their different cultures and values.

## MANAGERS CRICKET LEAGUE

“To me cricket is simple game. Keep it simple and just go out and play” -Shane Warne.

MCL, started by batch 2017-19, brings out the playful spirit of the game. It helps bridge the gap between the batches by intermixing juniors and seniors to form teams. Another remarkable feature of MCL is that it follows the bidding process like IPL, making for an action-packed event. Scouting good players, building a balanced team, devising strategies, playing the game, enjoying the game, competing, and finally winning the game is the essence of MPL. This year there were a total of 11 teams, 8 boys’ and 3 girls’ teams. “Royal Twisters” won the match in boys category whereas “Mazedaar Mermaids” emerged victorious in the girls category.



## SAMVIDH - ALUMNI SERIES



**Mr. Tarun Katoch**

**Batch 2008-10**

**Co-Founder, Dvara E-Registry**

### Topic: Challenges in agriculture and how Agri tech addresses it

In an attempt to explicate the relationship between agritech and how it can help solve different problems in the agriculture sector, Mr. Tarun Katoch discussed the challenges in agriculture and how agritech addresses them. He elucidated some significant challenges like limited credit availability, heavy dependence on local buyers, following unscientific agronomic & storage methods, etc., and the solution that agritech can bring.



## FRESHER'S



College Fresher's party is the beginning of new era. The Fresher's Day in CCS NIAM, i.e., UDAAN, was celebrated this year on 18th January. It was an exceptional evening that not only brought joy but also strengthened the bonds between students. The event started with the welcoming of the juniors with roses. As the event progressed, several performances were given by the seniors that depicted their enthusiasm and warmth towards the junior batch. In addition to this there were a

few games decided by the seniors that were both engaging and fun. Thereafter, Mr. and Miss Fresher along with Mr. and Miss Best dress of the event were announced. The event ended with a video depicting all the delightful and lively memories that brought tears of joy in everyone's eyes. It was the day of happiness, joy, warmth, and emotions.

## REPUBLIC DAY

CCS NIAM celebrated India's 73rd Republic Day with full fervour on campus in the presence of students, faculty, and staff. The day was celebrated with a zeal-and-spirit throughout the length and breadth of the institute. The tricolours fluttering proudly in the institute building was a sight to behold. The celebration began with the flag hoisting by Director General and guests. The national anthem played as the flag unfurled and fluttered, and a sense of pride washed over everyone. This was followed by an address by Director and Assistant Director of C.C.S NIAM.



## SAMVIDH - ALUMNI SERIES



**Mr. Prashant Reddy**

**Batch 2003-05**

**General manager, ADM**

### Topic: Overview of commodity sector

Mr. Prashant Reddy gave the students relevant insights about the commodity sector. He illuminated the importance of trading and risk management. He elucidated various factors and consequences governing commodity environment. The engaging discussion was then followed by an interactive doubt clearing session. At last, he cleared all the queries raised by the students by giving them practical examples.



## NABI AWARD

NIAM Agri-Business Incubator (NABI) was established in 2019 under RKVYRAFTAAR. It was awarded

- “Best Agri Incubation Centre in India” award by MIT World Peace University, Pune, for its contribution in the field of development of Agri-Business Start-ups and entrepreneurs.

- ISGF (Indian Smart Grid Forum) Innovation Awards 2022 in Gold category under the Smart Incubator category for playing a pivotal role in aiding start-up ecosystem and promoting innovation in diverse fields and other allied activities.



## HOLI

Holi is known as the festival of colours. This year it was celebrated on the 18th of March. It marks the onset of goodness, prosperity, and positivity with spring every year. It is a festival of love and brotherhood. Differences of any sort are drowned in the coloured waters of Holi, and people enjoy being play animals. This vibrant celebration brings people together and clears the air of negativity. This year, students in CCS NIAM celebrated this festival of fun and frolic. They rub colour on each other's faces and immerse themselves in water. Those who celebrate this festival look forward to it every year, anticipating the opportunity to play with colours and eat tasty dishes. It is a festival that celebrates the triumph of good over evil.

## WOMENS DAY



Celebrated on 8<sup>th</sup> March, #breakthebias sums up this year's International Women's Day campaign theme, which brings forward the age-old problem of gender biases and how it's high time to break them. The UN website explains the values of their theme as “A world free of bias, stereotypes, and discrimination. A world that is diverse, equitable, and inclusive. A world where difference is valued and celebrated.” C.C.S NIAM has always emphasized gender equality resulting in a steady increase of female students. This year to mark the importance of women in different fields, especially agriculture, CCS NIAM celebrated women by presenting them with flowers, admiration, and integrity, thus acknowledging the difference and appreciating it.





## FAREWELL



Farewells are often hard when deep bonds are forged, and lifelong friendships are made between people. Farewell for our seniors, i.e., VIGAM, was organized this year on 20th March. Juniors welcomed seniors by giving roses. A moving speech was delivered by the anchor mentioning the deep association with the seniors and CCS NIAM. Several performances were organized by the juniors like, chorus, dancing, singing, etc. Some of the seniors also took over the stage and narrated some shayaries highlighting their connections and bonds that they formed in CCS NIAM. Lastly, Mr. and Miss Farewell along with the Mr. and Miss Best Dress, were announced. In the end, juniors thanked the seniors for always being such a strong support system for all of them and wished them all the fortune for pursuing their upcoming endeavors.

## NIAM PREMIER LEAGUE

*“Honge Sapne Sabke Sakar, Jab Sath Khelenge Saare Yaar, Aao Manate h NIAM ka Tyohaar”*

Cricket in India has never failed to bring forward a festive ambiance. To celebrate this festival, students organize NIAM Premier League every year, and this legacy has followed us for 13 years now. Unlike MCL, alumni also take part in NPL, and it is played between seniors and juniors to encourage the competitive spirit of students. This year NPL started on 14th March, ending in the grand finale on 17th March, with a total of 4 boys' and 2 girls' teams. The champions of NPL were Phoenix among girls & Dope Eagles among boys. The grand finale of NPL ended with the awarding ceremony.



## Workshop on Promotion of agricultural export in Rajasthan

C.C.S NIAM conducted a one-day workshop on "promotion of agricultural export in Rajasthan" under the guidance of Agricultural Marketing Board, GOI, on February 15, in a virtual meet. It was conducted to increase the awareness about agricultural exports and how promoting export can help contribute to the economy of the country, state, and the people.

## SRILANKAN CRISIS



The Sri Lankan government took an imprudent decision to restrict and ban chemical fertilisers and agrochemicals including insecticides and herbicides under a slogan of 'organic agriculture' in May 2020. The immediate un-expected ban brought about extreme economic crisis, for the reason that population expects to remain without income and food. Steeply increasing food prices have crippled the population's capacity to place enough nutritious meals at the table.

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**FARMAURA– Spheres of Knowledge**



In November 2021, due to inflated food prices and weeks of protests in opposition to the plan, Sri Lankan government deserted its plan to turn out to be the world's first natural farming state. Even though the agrochemical ban has become lifted the consequences of it shall hold to persist with in the future.

The Policy blunders by the Sri Lankan state have adversely affected the food security and left the country crippled. The financial system is bracing for a pointy contraction because of the unavailability of primary inputs for food production, depreciation of the currency, coupled with a loss of foreign reserves and the country's failure to full fill its worldwide debt obligations

**Ms. Vajrapu Lakshmi Priya**

**PGDM (ABM)**

**Batch: 2021-23**



### Upcoming Events

- SIP Feedback
- Alumni meet



### Student Newsletter Committee

#### Batch 2020-22

Ms. Medha Singh

Ms. Diksha Kothiyal

Ms. Suvarna

Ms. Srishti Mehrotra

Mr. Tejas D. Pimpale

Mr. Hrishikesh V. Lanjekar

Mr. Sagar Chauhan

#### Batch 2021-23

Ms. Ishita Sethi

Ms. Khushboo Dohare

Ms. Rashi Khimta

Ms. Shanya Singh Badal

Mr. Aman Jain

Mr. Patil Prasad Nivas

Mr. Vutla Pavan Sahith