



**Shri. P.K. Swain takes charge as the
DG CCSNIAM, Jaipur**



Shri. P.K. Swain
Director General &
J.S. (Marketing) MoA & FW, GOI

Dear Readers,

The Pandemic time has demonstrated that the agriculture holds the key to our country's economic development and food security of the nation. Our farmers have again rose to the occasion to deliver bumper results in food production during these trying times. CCS National Institute of Agricultural Marketing feels very privileged to be a part of this selfless task by helping the farmers and extending hand holding to them of any kind. It is also one of best institution in South East Asia for aspiring students in the field of agriculture marketing, likewise it also extends support for faculties and researchers, agripreneurs to explore alternative marketing prospects. NIAM has several facilitators which includes the international and national faculty of repute for guiding all the stakeholders. There is a sense of duty instilled in the mind set of all here to contribute for the welfare of farmers through the teaching and mentoring via webinars and online training programmes etc.

I assure all the stakeholders of NIAM to work along with my team for the progress of farmers and the industry on whole and become a light-house at every step they take for a brighter future.

Wishing you all a safe new year!

- DG-CCS NIAM

Research Insight : Study by wheat business school

A Presentation on Kisan Business School for Wheat was hosted by CCS NIAM, Jaipur on 1st November 2020. Wheat Business School project was conducted by Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut to make aware the wheat growers through the transfer of technology for increasing the productivity, profitability and value addition in wheat cultivation, etc. with the financial support of CCS National Institute of Agricultural Marketing, Jaipur (Rajasthan). Wheat Business School (WBS) aims at transforming Agriculture to Agribusiness by inculcating Agribusiness traits among farmers through capacity building and constant mentoring by expert institutions such as Agricultural Universities, KVKs, Agribusiness Companies under the guidance of critical interventions and marketing input by CCS NIAM. The ultimate aim of WBS is to enhance the income of the farmers by adopting recommended scientific practices and making full use of developmental programs and schemes of the Government to increase the income of the farmers.

Assaying film by CCSNIAM

e-NAM has one of the objective as to establish quality assaying systems for quality assurance to promote informed bidding/online trading for farmers and buyer. The assaying of agricultural produce at the market level



कृषि उत्पादों की गुणवत्ता की जाँच परख :- ई-मॉड्यूल
e-learning module on Assaying of Agricultural Produce

is of utmost importance to enhance the marketability of the produce Tradable parameters have been formulated and continuing to facilitate quality assaying of notified commodities for trading on e-NAM platform. Online session on the process of assaying was conducted by NIAM for better understanding of the same.

Link : https://youtu.be/nSe_og21LQ8

Webinar on Agricultural Technology for Marketing

Mr. Dnyandev Atkari, Managing Director, Kukadi Crop Science Pvt. Ltd, Pune, Maharashtra, was the speaker for the webinar organized by The Principal Scientific Advisor's Office, Government of India which was hosted by CCS NIAM, Jaipur on 3rd November 2020. The webinar was themed "Agricultural Technology for Marketing" for the Agenda, Agriculture Technology Presentations under the webinar series of Kisanmitr, Friends of Farmer.



Tissue Culture and more in Sugarcane

Dr. Ankush Jalindar Chormule, who is the CEO of Gannamaster Agro Industries Pvt. Ltd. and also a Sugarcane Consultant and Advisor across India led the webinar on Agriculture Technology for Marketing which was themed 'Sugarcane Technology Production' during the webinar organized by CCS NIAM, Jaipur on 5th November 2020. Dr. Ankush addressed the innovations for pest



management as well as agronomic measures in the production of sugarcane and detailed its latest technology adoption being tissue culture. Ganna Master Sugarcane kit, a Gannamaster Agro product that improves rooting and early germination in the crop along with its various other benefits were highlighted by the end of the session.

Solving inefficient Management of borewells depleting groundwater

The webinar themed 'Water Resources Management in Agriculture', organized by The Principal Scientific Advisor's Office Government of India and hosted by CCS NIAM, Jaipur on 10th November 2020 had prominent speakers from Waterlab Solutions Pvt Ltd, Balewadi, Pune, Maharashtra. Mr. Vijaya Gawada, the Founder & Director, and Mr. Prashant Mandke, the Advisor, Partnerships & Alliances, spoke on 'Bhujal Borewell Monitoring App to Enhance Crop Productivity' which was followed by discussions and Q&A session. Waterlab is a start-up aimed to provide innovative IoT based solutions for emerging challenges in the water sector and undertake strategic consultancy assignments. Mr. Gawada stressed the problems caused due to inefficient management of borewells in our country and also offered solutions to mitigate the existing scarcity scenario. Bhujal App is an android based mobile app that has features like sending alerts on water critical levels, geo-tagging, and geo-fencing of wells. Its innovative methods, other unique features along with its innumerable benefits were explained by Mr. Gawada. Mr. Mundke later confirmed the findings of their market research and also compared the app with the other conventional methods.



The high rate of vaccines and medicines - one of the many challenges!

Dr. Dhananjay Suresh Gaikwad, Assistant Professor, School of Agriculture, Lovely Professional University, Punjab, demonstrated the Advanced Technology in care and Management of Broiler Chicks in the webinar themed 'Poultry Management' conducted by CCS NIAM, Jaipur on 12th November 2020. Mr. Gaikwad showed light on the present status of the poultry sector in India and introduced brooding management including its types, the brooder elements, and the systems of brooding. The other technical details of ideal conditions for breeding and its challenges were thoroughly elaborated by Mr. Gaikwad.



Valedictory session

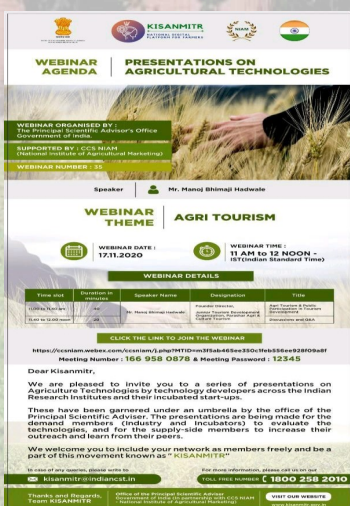
A Valedictory Ceremony was organised by CCS National Institute of Agricultural Marketing on 27th November, 2020 at 11 am via Microsoft Teams virtual platform. The ceremony was held in association with NIAM Agri Business Incubator (NABI). A warm salutation was provided to all the respected dignitaries during the Agripreneurship Orientation Programme-III followed by



Startup Agri-Business Incubation Programme-III. The occasion stood witness to an immense participation from the RKVY-RAAFTAR Knowledge Partner and participants from various fields pertaining to importance and opportunities regarding entrepreneurship in agriculture.

Agritourism- A Tool for Sustainable Development

Manoj Bhimaji Hadwale, Founder Director of Junnar Tourism Development Organization, Parashar Agri & Culture Tourism addressed the topic 'Agri Tourism & Public Participation in Tourism Development' during the webinar themed 'Agri Tourism' organized by CCS NIAM, Jaipur on 17th November 2020. Mr. Hadwale shed light on the need for Agri Tourism in India and the need for encouragement of local people to be stakeholders in Tourism for the socio-economic development in the country. Concepts of soil-based tourism such as farm stay, countryside tourism, offbeat tourism were introduced. Junnar Tourism Model, a sustainable tourism model was minuted by Mr. Hadwale.



Innovative technology, Reduced Input Cost

A Webinar organised by the Principal Scientific Advisor's Office, Govt of India and supported by C.C.S. National Institute of Agricultural Marketing on Input Cost Effective Technology in Agri-Business was presided over by Mr Onkar Singh who is the Director of Dhartiamrit Ecoservices (OPC) Pvt. Ltd. on 26th November, 2020 at 11 a.m. A detailed discussion took place on the plethora of solutions to persisting farming problems through Nature and ancient wisdom partnered with modern Agri-Techniques. The presentations are made for the demand members which includes both Industry and Incubators to evaluate the technologies and for the supply-side members to increase their outreach and learn from their peers.



in turn affects their incomes, nutrition, empowerment, and more. Dr. Suresh Babu, Head of Capacity Strengthening, IFPRI, Washington gave a lecture on “Global Status And Performance In Selected Countries”. He began with a global overview of extension systems and then extended with case studies in Brazil, the Democratic Republic of the Congo, Ethiopia, Malawi, and Uganda.

Biostadt

An invigorating and interactive Guest Lecture on the topic, ‘Emerging Marketing Channel to reach out Agri Customer’ was conducted with Mr. Suchitrasen Nayak, National Marketing Manager in Gene Organics in Biostadt. The engaging discussions involved topics outlining the areas of intervention across the value chain and e-commerce in agriculture, plant bio-stimulants and the recent pesticide management bills 2020.

Model for increasing farm income with the support of producer groups

Prof. Dr. Jan Žukovskis, Director of Business and Rural Development Research Institute, Faculty of Bioeconomy Development, Academy of Agriculture, Vytautas Magnus University, Lithuania gave a lecture in which he proposed the model of financial support to increase the income of the agricultural farms. The lecture was focussed on dairy, which is an important sector in agriculture, barriers and shortages of creation of producers

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group and how to create interest of farmers in this support model.

Growth Drivers For Agri Input Industry

Indian agrochemical market to grow fast with an expected CAGR 8 %. Increasing population, decreasing per capita availability of arable land & focus on increasing agricultural yield are major factors driving India's agrochemical market. Mr. Madhab Adhikari, Associate Vice President, Sales Head, Coromandel International Limited gave a lecture on “Growth Drivers For Agri Input Industry And Recent Agri Reforms And Their Impact On Indian Agriculture” emphasizing on internal and external demand, crop trend & diversity, market access and infrastructure, infrastructure, Agri inputs and crop cluster concept.

Overview of Rice Seed Industry and Future Trends

The total Indian Rice Seed market stands at around USD 500 Million, out of which USD 130 Million is Hybrid Seed Market and USD 370 Million is Packed seed market. The Hybrid potential is USD 2000 Million. Mr. Shailendra Singh, Government Affairs and New Technology Commercial Lead - Asia said there is a huge disparity in the productivity of different states in India. The yield only if increased to 125 Mio MT would be sufficient to feed the population of India in 2055 with enough surplus to be exported globally.

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