

VOICE of CCS NIAM

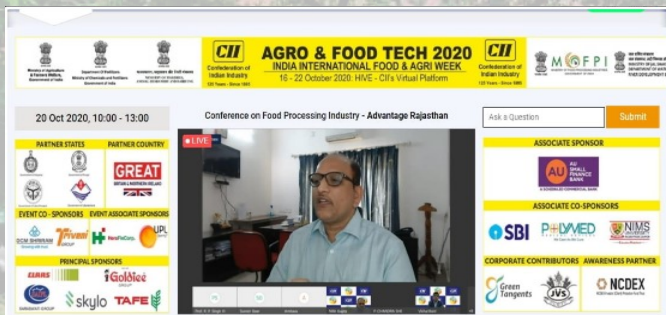
Better Marketing by Every Farmer



Be the Change that you wish to see in the world!

An Essay writing and Poster making Competition was organised by CCS National Institute of Agricultural Marketing on the theme- “Relevance of Gandhian philosophy during Covid-19 period in India”. The online competition witnessed a monumental participation of students who staunchly presented their creative write-up and innovative ideas on the theme. The winners of both the competitions were felicitated with warm greetings and congratulatory prizes.

Improving Health standards, securing livelihoods:



A conference was organised by CCS National Institute of Agricultural Marketing on 20th October 2020 via CII's (Confederation of Indian Industry) virtual platform. The theme of the Conference- ‘Food Processing Industry- Advantage in Rajasthan’. The conference witnessed partnerships from major partner states and partner countries along with immense participation and sponsors from various Government bodies and renowned companies from the corporate.

Geographical Indications: Contemporary Challenges and Solutions

An Online training programme on ‘Geographical indication for Agriculture Produce’ was organised by CCS National Institute of Agricultural Marketing in association with Institute of Agri-Business Management, Swami Keshwanand

Rajasthan Agricultural University, Bikaner. The online Training Programme was held on 27th October 2020. The training programme was presided over by distinguished speakers hailing from different disciplines who gave a detailed presentation regarding the Geographical Indication and the procedural framework. It was an invigorating session where the training modules were discussed in details.



Empowering Farmers, strengthening rural economies:

Dr P. Chandra Shekara, the Director-General of CCS National Institute of Agricultural Marketing, discussed in details regarding the Farm Acts, 2020 in Door Darshan programme and highlighted the beneficial impact of the Farms



Acts that will boost the agriculture scenario in our country bringing in an era of holistic development and welfare of our farmers.

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A Farmer works so the world can eat!

A Webinar organised by CCS National Institute of Agricultural Marketing on Enabling Food Processing at Farm level was presided over by Mr Abhishek Sharma in association with RKVY – RAFTAAR on 1st October 2020. The engaging webinar witnessed the discussion regarding the importance of Agricultural technology and Marketing where emphasis was done on enabling Food Processing at Farm level.



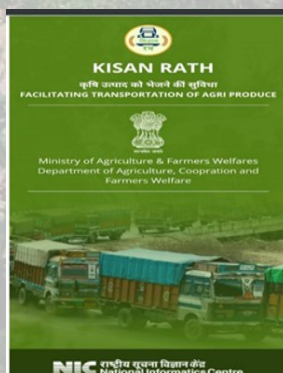
Confined but not broken: The Pandemic is an opportunity to begin again, this time more wisely!

An international e-conference was organised by International Society of Extension Education (INSEE) and CCS National Institute of Agricultural Marketing on the theme 'Market Led Extension Management: Focus on COVID-19' on 17th and 18th October. Several distinguished guests and experienced professionals from varied backgrounds of policy making attended the conference. Research papers of Ph.D. scholars were presented and 3 best papers were awarded at the end of the conference.



Digital Technology: Bringing us closer, changing the world.

The Ministry of Agriculture & Farmers Welfare has launched 'Kisan Rath' mobile application (app) to facilitate transportation of food grains and perishable during lockdown. Kisan Rath mobile app facilitates farmers, FPOs and traders across India to search and contact the transport service providers for transporting the Agriculture & Horticulture produce.



Interview Skills Workshop

"So, tell me something about yourself."

Ms Barkha Gupta, who is not just the co-founder of ABCDAsia & Associates and JaiKit, but also a proud alumnus of NIAM, took a workshop on "Interview Facing Skills" for the Batch of PGDM (ABM) 2020. It was an enlightening session that enabled students to gain knowledge about the nuances of giving effective interviews. Miss Barkha also shared some much-required insider knowledge with the students about the questions



they can expect and the best way to deal with each of them. The students will now be sure to tackle any questions that

Mahila Kisan Divas

Rapid Feminization was seen in the Agriculture sector with around 73% of rural women employed in this sector (Economic Survey 2017-18).

In light of this, on the occasion of National Women Farmer's Day (15th October), an Online Training Programme was organised. Dr. Shuchi Mathur, Assistant Director, CCS NIAM, brought light to



the paramount role of Women Farmers in Agriculture and how proper training must be conducted to ensure knowledge dissemination, especially about agricultural marketing. After all, the progress of women farmers will result in the progress of the nation.

Training Guidelines for Off-Campus Training

CCS NIAM released Guidelines for the off-campus Training Programmes with Partner Organizations which will be organized from Grants-in-aid. These off-campus training programmes will be delivered by collaborating with the Government, Universities, Institutions, Marketing Boards, and other relevant institutions. These guidelines will ensure uniformity and standardization of the trainings so that the same quality is maintained. The off-campus training will benefit people from varied locations and will give a wider radius for knowledge dissemination.

Prevention & Resolution of Conflict at Work Place

"Power in organizations is the capacity generated by relationships."

Dr. Shuchi Mathur, Assistant Director, CCS NIAM, addressed the importance of effective relationships in a work place in an online training programme conducted on 7th October. Indeed, these relationships must be properly facilitated to ensure that no conflicts takes place. A conflict can

have adverse impact on the company and it could affect the morale of the employees. Therefore, these conflicts, if in the off chance that they happen, must also be neutralized in an efficient manner so that no love is lost among the parties involved.

Online Lecture Series by Krishi Gyandeeep

Technology in the modern day and age has made our lives easier, but it is has been seen to spread Misinformation like wildfire just after the government releases any new policies. The Farmers Produce Trade and Commerce (Promotion and Facilitation Act, 2020) was no different. Dr. S.R. Singh, Deputy Director, CCS NIAM, gave a lecture about this Act to provide a reliable source of information to the farmers and related stakeholders. The lecture detailed what the act was about and how it affected them exactly. It helped solve the frequently asked queries and broke the misconceptions of the masses.

Agricultural technology for Marketing Aquatic Management

With the advent of the technological age, there arises a need for technological advancements in Agriculture too. CCS NIAM organized a webinar in association with RKVY – RAFTAAR on 6th October to emphasize on the importance of agricultural technology for Aquatic Marketing Management. One such technology discussed was the revolutionary Nano aquaculture systems known as Blue Box which is a power efficient single unit Recirculatory aquaculture system. Incorporating such engineering marvels will enable convenience and ultimately lead to better revenues.

Agricultural technology for Marketing Rice Varieties

Rice is one of the staple crops of India which is widely produced in majority of the states in India. Even though Rice is a cereal crop, there is still a high scope for value addition and post-harvest processing to get better remunerative prices. In light of this, CCS NIAM organized a webinar to emphasize the importance of agricultural technology for marketing rice varieties and the proper management procedures to be followed for high yielding varieties.



“Absolutely APMCs will continue to exist!”

Dr. P. Chandra Shekara, Director General, CCS NIAM ad-



ressed the Policy & Programs for Agripreneurship Development on 11th October 2020 in a weekend webinar series organized by Agrighar Services, a social enterprise promoting urban entrepreneurship/employment in Agriculture & Allied sectors. Dr. Chandra Shekara highlighted the opportunities that the two Farm Acts namely the Farmers Produce Trade and Commerce Act, 2020, and the Farmers agreement on Price Assurance and Farm Services Act, 2020 generate to the budding entrepreneurs and how they can be turned in the favour of agripreneurship development.

“Our Scientists are now working on grafting of vegetable crops”

Dr. G Senthil Kumaran, Principal Scientist, ICAR Indian Institute of Horticultural Research, Bangalore, explained the various tools and machinery developed to mechanize different operations under major crops during the webinar organized by CCS NIAM with RKVY-RAFTAAR on 13th October 2020 which was themed ‘Agricultural Technology for Marketing’. Mr. Senthil also suggested that Fabrication and supply of machinery and its repair as well as maintenance in the rural areas will be an additional opportunity for those looking for Horti and Agri entrepreneurship in the area of mechanization.



No doubt Millets are Smart Foods!

Dr. B. Dayakar Rao who is currently the CEO of Nutrihub and a Principal Scientist at ICAR-Indian Institute of Millets Research, Hyderabad was the speaker for the webinar organized by CCS NIAM on 15th October 2020 themed 'Agricultural Technology for Marketing'. Mr. Dayakar spoke at length on the presentation topic, Millets Value Added technologies for the creation of demand. He covered in detail the overview of Millets, offered a total solution for creating demand through the value chain, and also provided us with a snapshot of IIMR's branding advice.



Atmanirbhar in Agriculture

Dr. P. Chandra Shekara, Director General, CCS NIAM headed the webinar organized by the CCS National Institute of Agricultural Marketing on 15th October 2020. A detailed presentation on the orientation of Atmanirbhar for the officials of DMI, MoA&FW, Govt. of India was conducted.

Krushi Kayak

Dr. P. Chandra Shekara, Director General, CCS NIAM led a webinar organized by the CCS National Institute of Agricultural Marketing on Implication of new law on Agricultural Marketing on 16th October 2020 and emphasized the importance of Contract Farming and Essential Commodities Act.



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Kisanmitr

Dr. D.V. Sudhakar Rao was the speaker at the webinar organized by CCS National Institute of Agricultural Marketing on Agricultural technology for Marketing under the series 'Kisanmitr' in association with RKVY-RAFTAAR on 20th October 2020.



Kisanmitr- Agricultural technology for Marketing.

Mr. Abhishek Sharma led a webinar organized by the CCS National Institute of Agricultural Marketing on Agricultural technology in association with RKVY-RAFTAAR on 22nd October 2020. The speaker emphasized the importance of Marketing the Planting material of flower crops.

Reforms in Agriculture: Myth and Reality?

Dr. P. Chandra Shekara, Director General, CCS NIAM conducted a webinar organized by the CCS National Institute of Agricultural Marketing on Reforms in Agriculture: Myth and Reality on 26th October 2020. The speaker presented the new Agricultural reforms and its impact on the Rajasthan economy.

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