

VOICE of CCS NIAM

Better Marketing by Every Farmer



September, 2020

E-Bulletin

Volume 3, Number 9

About E-Bulletin: Voice of CCS NIAM is a time and cost efficient outreach tool of NIAM on e-platform to connect all its stakeholders namely Policy Makers, Administrators, Academicians, Scientist, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

Kisan Mitr Webinar series

With an objective to bring technologies to farmers/return migrants who have come back to villages due to COVID-19 crisis, CCS NIAM has collaborated with Principal Scientific Advisor (PSA) Office to educate farmers for better opportunities in the Agricultural Marketing and Agri-entrepreneurship under the initiative called Kisan Mitr (Friends of Farmers). Under this initiative NIAM Agri-Business Incubator (NABI) has organised several online webinars in the month of September with various topics of discussions in the field of Agri-ecosystem. Eminent Agri-experts from all across the country took sessions, held discussion and resolved queries. The talks are recorded and placed in the YouTube Channel of CCS NIAM for further dissemination.

CCS National Institute of Agricultural Marketing (CCSNIAM)
(An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Government of India)
Jaipur, Rajasthan

In Partnership with
Office of the Principal Scientific Adviser to the Government of India
Organizing a Webinar

Theme - Agricultural Technology for Marketing

Reinventing feeds for farm animals using food residue and surplus

**Date: 03rd September 2020 Thursday
11:00 AM to 12:00 Noon**

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(An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Government of India)
Jaipur, Rajasthan

In Partnership with
Office of the Principal Scientific Adviser to the Government of India
Organizing a Webinar

Theme - Livestock

Innovative and Strategic Management Practices to Increase Goat Farmers Income

**Date: 08th September 2020 Tuesday
11:00 AM to 12:00 Noon**

THEME - AGRICULTURAL TECHNOLOGY FOR MARKETING

Webinar: KisanMitr | CCS NIAM
Principal Scientific Adviser Office | Government of India

Agenda: KISANMITR
Agri-Business Incubator
Presentations

Webinar Date: 03-09-2020
Webinar Time: 11 AM to 12:00 Noon IST

SPEAKERS

Mr. Haneesh Kataria **Ms. Sonam Sodha**

Dear Friends of the Farmers,

We are pleased to invite you to a series of presentations on Agriculture Technologies by technology developers across the Indian Research Institutes and their incubated start-ups. These have been gathered under an umbrella by the office of the Principal Scientific Adviser. The presentations are being made for the demand members (Industry and Incubators) to evaluate the technologies and for the supply-side members to increase their outreach and learn from their peers.

We welcome you to include your network as members freely and be a part of this movement known as "Friends of the Farmers".

WEBINAR DETAILS

JOIN OUR WEBINAR ON 15.09.2020

Time: 11 am to 12:00 noon IST

AGENDA:
AGRICULTURE TECHNOLOGY PRESENTATIONS

THEME: AGRICULTURAL TECHNOLOGY FOR MARKETING

SPEAKER DETAILS

- CA Akshay Sharma - Finance Manager, CCSNIAM
10 minutes - About the Programme & Opening Remarks
- Mr. Nagesh Prakashan - Advisor, KisanMitr | Duration: 15 minutes
Topic: KisanMitr - Vision, showcasing the platform
- Dr. Ravi Chandra Behera - Managing Director, Kanyaka Biologics Pvt Ltd, Hyderabad
Duration: 30 minutes (Presentation) - 15 minutes (Discussions and Q & A)
Topic: Enhancing sustainable milk productivity in dairy cattle through enzyme technology

In case of any queries, please write to kisanmitr@indiancst.in

www.farmer.indiancst.com

Webinar: KisanMitr | CCS NIAM
Principal Scientific Adviser Office
Government of India

SPEAKERS

Mr. Akshay Singh Ranawat **Dr. Prakash Katarickal** **Dr. Shailender Srivastava** **Dr. Anil Kishor**

Dear KISANMITR,

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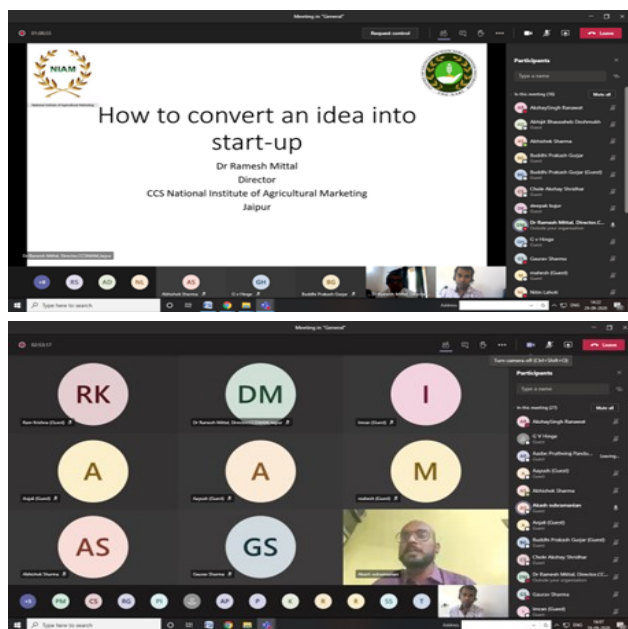
In case of any queries, please write to kisanmitr@indiancst.in

THANKS AND REGARDS,
Team KISANMITR

Office of the Principal Scientific Adviser
Government of India, in partnership with CCS NIAM
(An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Government of India)

Find us on Facebook

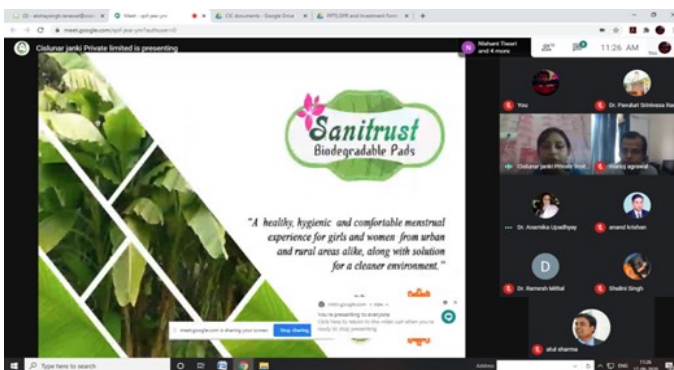
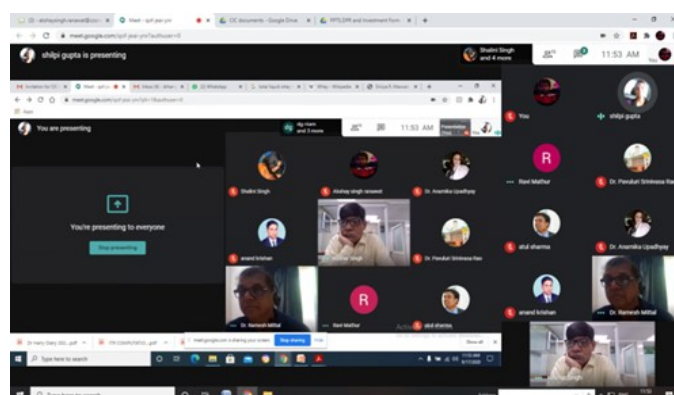
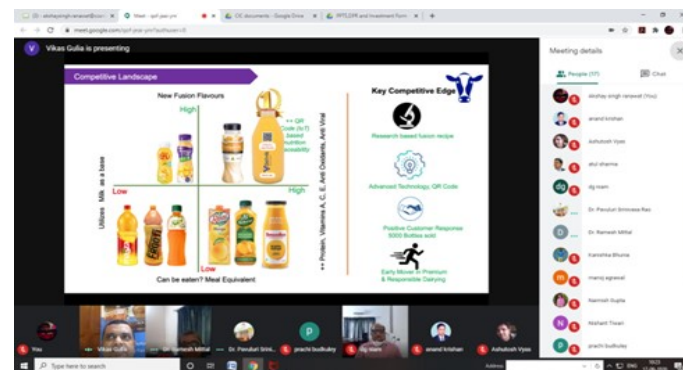
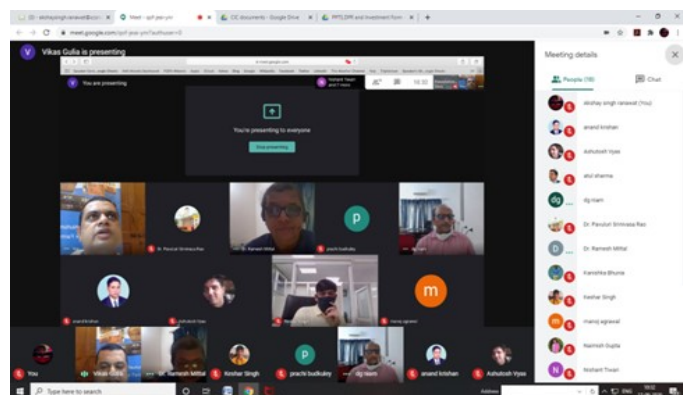
Online training Programme on “How to convert an idea into Start-up”



On 29th September, 2020, Dr. Ramesh Mittal, Director-CCS NIAM, Centre for Innovation, Entrepreneurship and Skill Development, conducted an online training Programme on the subject “How to convert an idea into Start-up”. He discussed about the modalities related to the subject. After a healthy discussion speaker resolved various queries raised by participants. Mr. Abhishek Sharma, Manager Finance & ICT (NABI) further continued the webinar and delivered a session on “Different Business Models of Agri-Startups” incubated at NIAM Agri-Business Incubator (NABI). Further in the online training programme, two Startups graduated from NABI shared their experience with the participants of the Online Training Programme.

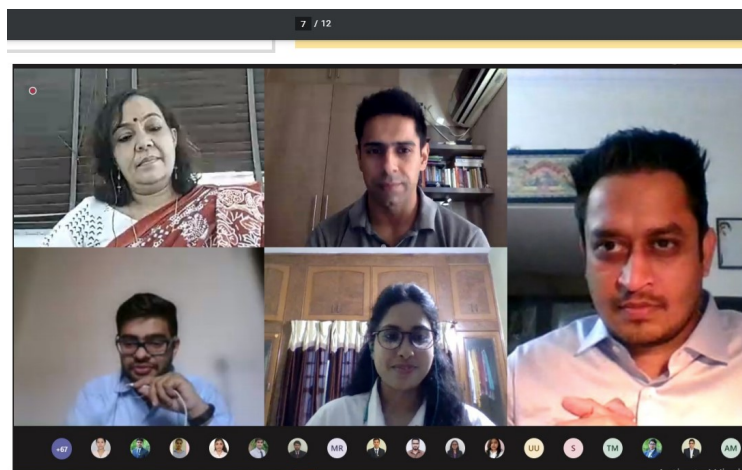
CIC Meeting For Partner-RABI; IIT, Kharagpur

CCS NIAM Centre of Excellence Incubation Committee (CIC) met on 17th September 2020, via online platform to recommend the suitable candidates under Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme of IIT, Kharagpur to recommend for the release of grant-in-aid up to Rs. 5.00 Lakhs and up to Rs. 25.00 Lakhs respectively for two different programmes. During the meetings recommendations, remarks and suggestions were given to the all the Startups and Agripreneurs of the IIT, Kharagpur for needful action.



AGROVON 2K20 (B-Fest of PGDM (ABM) CCS NIAM)**Sow Ideas, Water Hopes, Reap Miracles**

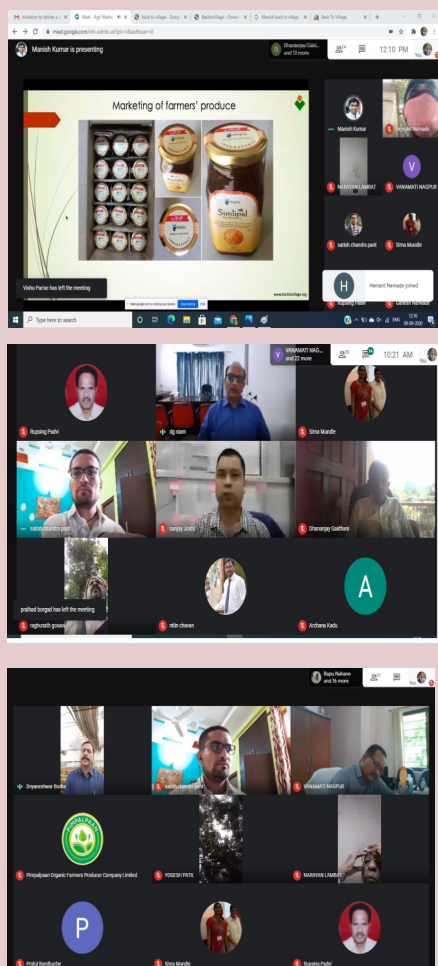
Agrovon 2k20 the First-Ever Virtual B-Fest of CCS NIAM was organized on 7th and 8th September 2020 by carrying forward the prestigious legacy of NIAM PGDM (ABM) 2017-19 batch. The fest has seen participation from premier B-Schools like IIMA, IIMC, IIML, XLRI, IRMA, NMIMS, and many more. Like every year, Agrovon 2020 has gained entries from national and International B-Schools with the total of 2998 registrations. The event was organized on virtual platform and streamed live on YouTube. The event was inaugurated by Dr. P Chandra Shekara, Director General, CCS NIAM and Dr. Hema Yadav, Director PGDM (ABM) in the presence of eminent dignitaries Mr. Dilip Rajan, Mr. Aravind Thumbur, Mr. Shailendra Singh, Mr. Tony Mallik, and Ms Poorna Pushkala. Acknowledging the motto of Agrovon i.e. “Sow Ideas, Water Hopes, Reap Miracles”, a plethora of events like case study competitions, B-plan competition, quiz, photography contest and article writing competition sponsored by eminent industry leaders like East-West Seed International Pvt Ltd, Syngenta Foundation India, Samunnati Financial Intermediation and Services Pvt Ltd, Savannah Seeds Pvt Ltd, IFFCO KISAN, Tulip Agro and Chemicals and Villageagro Agritech Pvt Ltd. Maintaining the bequest, the event was successfully conducted with the efforts of the administration and the students providing a platform to participants for showcasing their ideas and talents and simultaneously gaining insights from various luminaries of the industries.

**Esteemed Sponsored of AGROVON 2K20 (B-Fest)****EAST-WEST SEED
INTERNATIONAL****syngenta** foundation
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Invested in your Growth



Glimpse of Virtual Capacity Building programme for FPOs of Maharashtra



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Capacity Building of FPOs

CCS NIAM has organized 2 Days Online training on Agri Marketing Strategies and Agri Business Communication for CEOs and Directors of Farmer Producer Organization of Maharashtra 9-10 September, 2020. The training was inaugurated by Dr. P Chandra Shekara, Director General CCS NIAM. The programme was attended by 25 representatives of FPOs.

During the programme first session on Agri-Marketing Strategies were delivered by Prof Sanjay Kr Joshi from IGKV, Raipur. He explained the strategies in the marketing of agricultural produce among the farmers. Second session on Business Planning and Strategy was delivered by Mr Manish Kumar, Cofounder of Back to Village, Odisha, he brought real experience of back to village a NGO in the field of agricultural marketing which is supporting tribal farmers in linking their produce to the market. He emphasised on market information for better business planning with centralized information processing. Third session was delivered by founder of Abhinav Farmer Club, pune i.e. Mr Dnyaneshwar Bodke on Innovative Marketing Strategies. Next session was delivered by course Coordinator Dr Satish Ch Pant on Brand building for better visibility of FPOs. In the session, importance of Brand was demonstrated with the help of Indian brand "Sahyadri farm" and International Brand "Zespri". Fifth session was delivered by Mr Sathyendra Kumar AD, Asst Prof. CCS NIAM on electronic National Agriculture Market focused on FPO module and last session was delivered by Mr Satendra Kumar Lilhare, founder of Bastar se Bazaar, Chattishgarh on Team Building for better Marketing and communication. He brought experience of his farmer group among participants for better team building and communication.



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>

Contact us

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