



VOICE of ccs NIAM

E-Bulletin

Better Marketing by Every Farmer

August 2020

Volume 3, Number 8

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, Scientists, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

**Kisan Mitr
&
Independence
day at CCS NIAM**

**Online
Training
Programmes**

**PGDM ABM
Inauguration
Batch 2020-22**



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Kisan Mitr Webinar series

CCS National Institute of Agricultural Marketing in collaboration with Principal Scientific Advisor (PSA) Office, Government of India started an initiative called Kisan Mitr (Friends of Farmers); the objective of this initiative was to bring technologies to farmers/reverse migrants who have moved rural due to the impact of COVID-19. Under the initiative several online webinars on relevant topics have been covered in the month of August. In the series, various eminent Agri-experts and practitioners have been invited from all across the country for delivering the webinar. During the webinar discussion between speaker and participants was one of the important activity wherein various doubts and queries was addressed by the speaker.

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 - Plant Breeding

Swarna Shreya: A high yielding drought tolerant aerobic rice variety

Date: 4th August 2020 Tuesday
11:00 AM to 12:00 Noon

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 - Agronomy

Integrated Farming System for small and marginal farmers

Date: 6th August 2020 Thursday
11:00 AM to 12:00 Noon

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 - Structured steps to technology innovations

Structured Innovation - Innovate fast in India

Date: 11th August 2020 Tuesday
11:00 AM to 12:00 Noon

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- Technology for Marketing

New Technology in Commodity Assaying

Date: 25th August 2020 Tuesday
11:00 AM to 12:00 Noon

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 - Intellectual Property Rights in Agriculture

Intellectual property overview for agribusiness

Date: 13th August 2020 Thursday
11:00 AM to 12:00 Noon

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

Superabsorbent Polymer

Date: 27th August 2020 Thursday
11:00 AM to 12:00 Noon

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

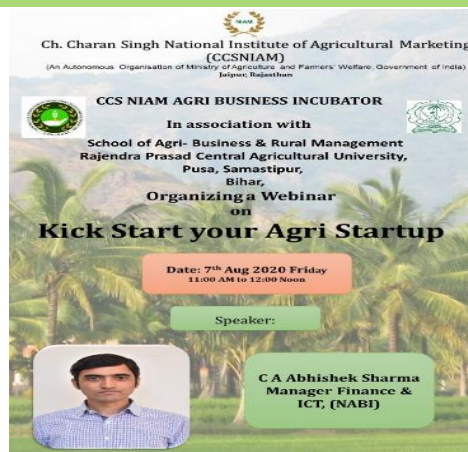
Theme - Commercialisation

Technology Commercialisation

Date: 20th August 2020 Thursday
11:00 AM to 12:00 Noon

Webinar on Kick Start your Agri Startup

On 7th August, 2020, a webinar on the topic “Kick Start your Agri Startup” in collaboration with School of Agri-Business and Rural Management Rajendra Prasad Central Agricultural University, Pusa, Samastipur, Bihar was organized by NIAM Agri Business Incubator of CCS NIAM Jaipur. The webinar was delivered by Mr. Abhishek Sharma, Manager Finance & ICT (NABI) for various youth who want to pursue their carrier in the domain of Agri-entrepreneurship. He discussed various aspect of running a successful Agri-Startup venture and cleared doubts of audience.



Independence Day– Colours of Freedom at CCS NIAM

The 74rd year of Independence was celebrated at CCS NIAM. The Celebration started with the flag hoisting by Hon'ble Director Genral Dr. P Chandra Shekhara followed by inspiring speech. He remembered all great people who sacrificed their lives in making India an independent country. On the occasion, awards were distributed to officers and staff of NIAM Agri-Business Incubator (NABI) for their dedicated work and excellence in the field of incubation of startups and other RKVY activities.

In the occasion, certificate of appreciation were also distributed by Director General to each team member for their exemplary work in the field of Startups ecosystem and achieving the set goals.





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CCS NIAM & VANAMATI Jointly organized Training on Reforms in Agricultural Marketing : A way forward

CCS NIAM has organized first 2days online training programme under the consultancy project received from VANAMATI Maharashtra on Reforms in Agricultural Marketing: A way forward was started on 13th August, 2020. The programme was inaugurated jointly by Dr. P Chandra Shekara, DG NIAM and Sh Ravindra Thakare, IAS, Director VANAMATI. The programme was attended by 25 participants nominated from VANAMATI Maharashtra. In the

first day three sessions namely Recent Reforms in Agricultural Marketing: focus on Recent Ordinance, Electronic National Agriculture Market (e-NAM)- Assaying and its Importance and Electronic National Agriculture Market (eNAM): Live Demo Session were delivered. In the Second Day session on Agri-Startup



Ecosystem and Schemes, Reforms in Warehousing sector and Negotiable Warehouse Receipt and Agricultural Marketing Infrastructure Schemes: Opportunities in Agricultural Marketing was delivered by various expert of the domain. The programme was focused to aware State Government functionaries on recent Agricultural Marketing reforms in the country. The valedictory was chaired by Dr Archana, Addnl. Director, VANAMATI and Dr. Hema Yadav, Director NIAM.

CCS NIAM – VANAMATI Collaborative 2 Days- Online Training Programme

13-14th August, 2020

@ Microsoft Team

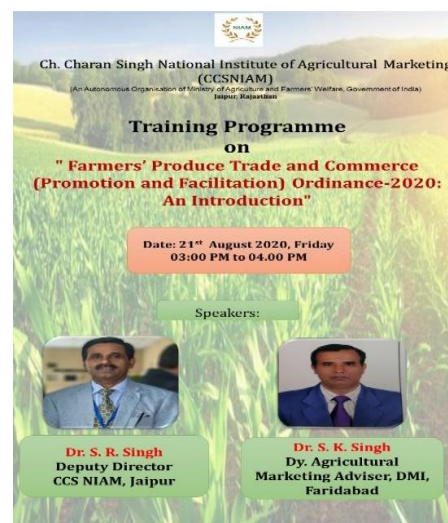


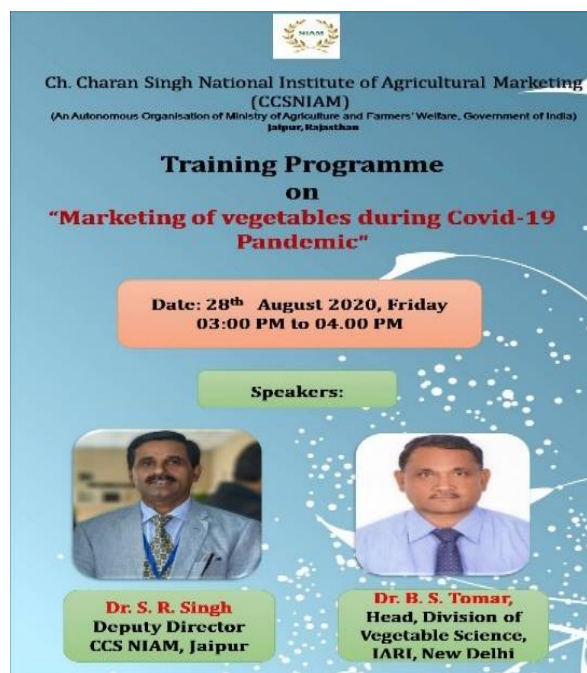
Reforms in Agricultural Marketing:
A way Forward



Training on Farmers' Produce Trade and Commerce (Promotion & Facilitation) Ordinance 2020

CCS NIAM has organized online training programme on “The Farmers Produce Trade and Commerce (Promotion and Facilitation) Ordinance 2020” on 21 August 2020. The online program was attended by 67 participants including government officials, FPO members, Farmers and other stakeholders. The detailed discussion and deliberations were made during the programs and participants got aware about the new marketing initiative taken by Government of India in the form of Ordinance to facilitate the agricultural marketing system in the country for the benefit of farmers.





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

Training Programme on "Marketing of vegetables during Covid-19 Pandemic"

**Date: 28th August 2020, Friday
03:00 PM to 04:00 PM**

Speakers:

Dr. S. R. Singh
Deputy Director
CCS NIAM, Jaipur

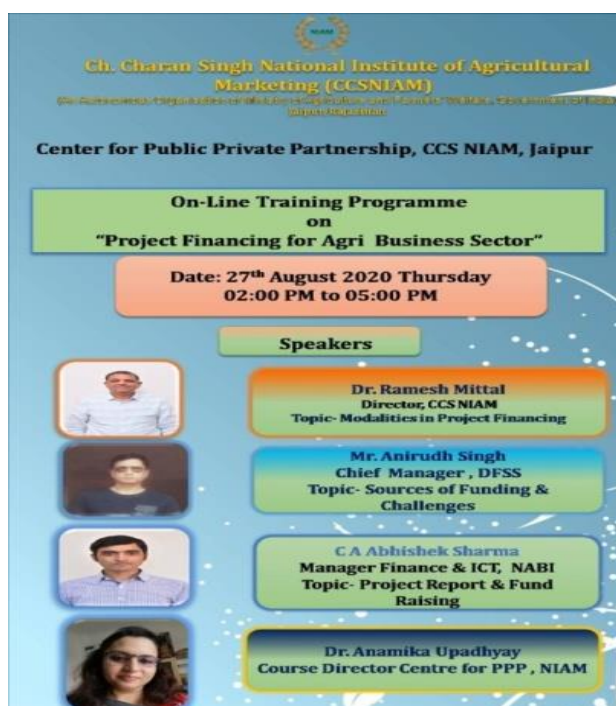
Dr. B. S. Tomar,
Head, Division of
Vegetable Science,
IARI, New Delhi

Training on Marketing of Vegetables during Covid-19 Pandemic

Online Training programme on "Marketing of Vegetables during Covid-19 Pandemic" was organized by CCS NIAM on 28 August 2020. The programme was attended by FPO members, Farmers, and public and private functionaries from across the nation. Dr R S Tomar, Head Division of Vegetable Science, IARI, New Delhi was the key speaker along with Dr. S R Singh, Deputy Director CCS NIAM. The detailed discussion and deliberations were made during the programs and participants queries were handled by the speaker. In the programme, various innovative marketing practices adopted by farmers, FPOs and other stakeholders during the COVID Crisis were informed among participants so that innovative models can be replicated for better marketing practices.

Online training Programme on "Project Financing for Agri-Business Sector"

CCS NIAM has organized online training programme on "Project Financing for Agri Business Sector" under the Centre for Public Private Partnership on 27th August 2020. In the programme, Dr. Ramesh Mittal, Director CCS NIAM, Mr Anirudh Singh, Chief Manager, DFSS and Mr Abhishek Sharma, Manager NABI was intited as expert to deliver the session. Dr Mittal discussed modalities related to the subject and how entire process of project financing is carried out. He also resolved the questions and queries from the participants. Mr. Anirudh Singh continued the webinar and discussed about the "Sourcing of funding & Challenges" related to Project fianancing followed by a session on "Project Report & Fund Raising" delivered by Mr. Abhishek Sharma. During the programme all the doubts of the participants was addressed by all the speakers.



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

Center for Public Private Partnership, CCS NIAM, Jaipur

On-Line Training Programme on "Project Financing for Agri Business Sector"

**Date: 27th August 2020 Thursday
02:00 PM to 05:00 PM**

Speakers

Dr. Ramesh Mittal
Director, CCS NIAM
Topic- Modalities in Project Financing

Mr. Anirudh Singh
Chief Manager, DFSS
Topic- Sources of Funding & Challenges

CA Abhishek Sharma
Manager Finance & ICT, NABI
Topic- Project Report & Fund Raising

Dr. Anamika Upadhyay
Course Director Centre for PPP, NIAM



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Inauguration of PGDM (ABM) Batch 2020-22

Batch 2020-2022 swarmed in CCS NIAM after an enthralling inauguration program conducted exceptionally on a virtual platform in the unprecedented circumstances of the COVID-19. Inauguration session was followed by welcome ceremony in the auspicious presence of Dr. P Chandra Shekara DG CCS NIAM, Dr. Hema Yadav Director-PGDM-ABM and other faculty members. Brief Introduction of new batch comprised of 63 students hailing from sixteen States were organized virtually followed by 3 days orientation program wherein Dr. P Chandra Shekara- DG CCS NIAM interacted with the budding managers on the first day and set the direction for future course of action. Dr Hema Yadav Director (PG) has brief students about Governing rules and procedures followed by Batch Coordinator Interaction in which course curriculum was briefed to the students. Students discerned the glimpses of the agribusiness sector, its stakes with respect to the present scenario along with the role of NIAM and other Government aided policies in the sector. Mentor allotment and alumni interaction took place on the subsequent days. The interactive sessions with the NIAM faculty members and the alumni involved sharing of interesting experiences which were insightful and inspired the students to work and learn with enthusiasm in the new journey ahead.



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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>

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