



VOICE of CCS NIAM

Better Marketing by Every Farmer

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E-Bulletin

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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.

Let us not waste the crisis

Dear Partners,
Greetings from CCS NIAM!



Lets not waste the crisis is the response of CCS NIAM to COVID 19 lockdown

NIAM brought all the National Facilitators of NIAM together on webinar platform to identify the marketing innovations in their respective states and sectors and explored the possibility for institutionalization. This issue covers highlights of 17 such webinars which are also available in CCS NIAM YouTube channel. Hope these webinars will benefit all the stakeholders in serving the farmers better.
Stay Healthy!

Dr. P Chandra Shekara
DG CCS NIAM

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Webinar Series for encouraging the Agri-Startups During COVID 19



Role of Myvets Veterinary Telemedicine during COVID 19

A Webinar was organised to encourage Agri-Startups on Role of Myvets Veterinary Telemedicine during COVID-19. The talk was delivered by Dr. Madhurita Gupta founder of Myvets Integrated Solutions on 3rd June 2020. Dr. Madhurita explained the importance of veterinary hospitals and the problems faced by the people during this COVID 19 situation. She also emphasised on the role of their start-up in overcoming the situation.

Pranam Kisan: Family Farmer

A Webinar on Pranam Kisan was organised to encourage Agri-Startups on Soil to Sell - The Family Farmer by Mr. Parikshit Sai Founder of KisanTreat Agritech India Pvt Ltd on 4th June 2020. Mr. Parikshit explained the ups and downs he faced as an entrepreneur. The webinar was very useful for the farmers who could get benefitted by the startup. Mr. Parikshit then explained how his startup will benefit the customers and the farmers.





Prospects of small & Micro enterprises in Marketing of Agricultural Produce

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Prospects of Small and Micro Enterprises in Marketing of Agricultural Produce by Mr. J S Partha Pratim Founder of Param Agro-Allied LLPs on 6th June 2020. Mr. J S Partha Pratim explained in detail about the problems he faced during his journey as an entrepreneur. The webinar was very useful for the farmers who could get benefitted by the startup. Mr. J S Partha Pratim then explained how his startup will benefit the the north eastern tribal people and their livelihood.

Waste to Wealth startup- A vision for Green energy Market

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Waste to Wealth Startup- A vision for Green Energy Market by Mr. Bivash Mukharjee Founder of Zelos Green India LLP on 8th June 2020. Mr. Bivash Mukharjee explained in detail about the problems he faced society because of accumulation of waste. He explained the idea of his startup to convert those waste into consumable energy. Mr. Bivash also focused on the problems in identifying the right solution for the problem.



Social Impact- An entrepreneurial Mindset

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Essential Leadership Qualities for Entrepreneurs by Ms. Nimisha Varma Founder of Aloe Ecell Pvt. Ltd on 10th June 2020. Ms. Nimisha Varma encouraged the participants to take up entrepreneurship as a career opportunity. She also explained the qualities of the entrepreneurs.

Introduction to Aquaponics Advantages Learnings and way forward

Introduction to Aquaponics Advantage A Webinar organised by CCS

National Institute of Agricultural Marketing to encourage Agri-Startups on Introduction to Aquaponics. Advantages, Learnings and Way Forward by Mr. Tejas Rajvihar Reddy Founder of 2dotO Agritech Pvt Ltd on 11th June 2020. Mr. Tejas Rajvihar Reddy gave a detailed presentation on the advantages of aquaponics and how it benefits the farmers. The farmers get benefited out of both the features of hydroponics and aquaculture through aquaponics.



Waste to Wealth strategy for enhancing Agripreneurship

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Waste to Wealth Strategy for enhancing Agripreneurship by Mr. Sarvanan Director of Recubitech Pvt Ltd on 12th June 2020. Mr. Sarvanan explained in detail about the problems he faced society because of accumulation of waste. He explained the idea of his startup to convert those waste into organic fertilizers which could be beneficial for the farmers.

COVID 19 Impacts on Aquaculture & Fish Food System

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Introduction to Aqua Biotech and the

importance of Aquaculture by Ms. Divyanshi Founder of Aqua Biotech LLP on 15th June 2020. Ms. Divyanshi gave a detailed presentation on the importance of aquaculture and how to reduce the mortality rate on the aquatic animals using sea weeds.





Boosting Indian Economy and Creating Employment During COVID 19 with Cannabis- Hemp

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Boosting Indian Economy and creating employment during COVID-19 with Cannabis - Hemp by Mr. Hanish Katnawar Director of Himalayan Hemp Industries Pvt Ltd on 16th June 2020. Mr. Hanish Katnawar emphasised on the importance of hemp and the benefits of hemp in preparation of sanitary pads. He also explained the social cause for his startup.

Importance of Agripreneurship in the critical Period of COVID-19

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Importance of Agripreneurship in the critical period of COVID-19 by Mr. Senthil Kumar Founder of Priya Traders and Exports on 17th June 2020. Mr. Senthil Kumar explained the importance of waste management and the importance of converting waste into wealth. He also explained how his startup helps the farmers in removal of wastes and other benefits provided by the startup to the farmers.



Waste to Wealth Startup-FYSI World

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Introduction to FYSI World emerging Agri Startup and Need of Entrepreneurship by Mr. Vishnu Venkatesh Founder of FYSI World on 18th June 2020. Mr. Vishnu Venkatesh encouraged the participants to take up entrepreneurship as a career opportunity. He also explained the qualities of the entrepreneurs.

Supply Chain Management Startup- Agro Guardian to Farmers

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Supply Chain Management Startup-Agro guardian to farmers by Mr. Manish Kumar Founder of Agroguardian on 19th June 2020. Mr. Manish Kumar emphasised on the importance of supply chain management for farmers and how it affects the profit of the farmers. He also explained how his startup is helping the farmers in management of supply chain and increasing their profits.



Digital Technology Startup for Poultry

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Poultry Farming and Digital Technology by Mr. Sourabh Menghi Director of Menghis Pvt Ltd on 22nd June 2020. Mr. Sourabh Menghi explained the need of modern technology in poultry industry. He also explained the way his startup is functioning using the technology to meet the need of the suppliers and the customers.

Virtual Aquaculture Startup- Information and Inputs for Sustainable Aquaculture

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Importance of Virtual Aquaculture during COVID-19 by Mr. Shaik Akbar Ali Founder of Information and Inputs for Sustainable Aquaculture LLP on 23rd June 2020. Mr. Shaik Akbar Ali gave a detailed presentation on the advantages of aquaculture and how to find out the diseases caused to animals from time to time and what are the medical practices to be followed to reduce the mortality rate of the aquatic animals etc.





Easy Fertilizing Startup- Techno Farm

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Motivation and Leadership skills for Agripreneurs by Mr. Nikhil Vasant Bhende Founder of Technofarm LLP on 24th June 2020. Mr. Nikhil Vasant Bhende encouraged the participants to take up entrepreneurship as a career opportunity. He explained how motivation and leadership qualities help in becoming a successful entrepreneur.

Asia's Largest Drip Irrigation Site and Drip to Market Agro-Corridor (DMAC)- An Overview & Innovative Agro Marketing Model in DMAC to Double Farmers' Income

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Drip to Market Agro Corridor & Innovative Agro-Marketing Model inbuilt in DMAC by Mr. R P Kulkarni & Mr. Karuppanchetty Somasundaram of Krishna Bhagya Jala Nigam Limited & Ernst and Young LLP on 26th June 2020.



Indian Vegetable seed Industry Overview & Impact of COVID-19

A Webinar organised by CCS National Institute of Agricultural Marketing to encourage Agri-Startups on Indian Vegetable Seed Industry Overview & Impact of Covid-19 by Mr. D.C. Sumanth of East West Seeds, Bangalore on 29th June 2020.

Impact of COVID on Agricultural Marketing: Experiences of Farmer producer Organisations

In continuation of the research article published in previous issue...

The objectives of survey is to study the impact of COVID 19 on Agricultural Marketing focusing experience of Farmer Producer Organization. The survey was conducted during April first week from 5 States / UTs @ one per State / U.T. in each stakeholder categories by telephonic conversation and or questionnaire forms. The purpose is to identify major problems faced by the FPOs and solutions proposed by them in Agricultural Marketing. The sampling of states and stake holders was done randomly. The opinions are insights of FPOs to overcome the problems. The survey attempted to compile the perceptions of FPOs which may be useful for policy makers to identify gaps in operationalization and to initiate necessary action

S. No.	Problems perceived	Solutions proposed	Remarks on Action taken
1	Official movement of working staff	Government must give gradual permission to do official work and movement of labour force.	Ministry of Labour and Employment, Ministry of Health and Family Welfare (MoH&FW) and Department of Personnel and Training, Government of India have been issuing various advisories in this regard, and permitted to work by

			<i>maintain social distancing and following precautionary measures</i>
2	<i>Collection of milk, because safety is major concern during this pandemic</i>	<i>FPC itself is providing PPE to collection agents for their safety</i>	<i>(National Dairy development board) NDDB issues Covid-19 advisory to dairy cooperatives The advisory depicts simple ways to prevent the spread of the virus in dairy cooperatives/dairy plants through clean and hygienic practices, avoiding physical contact via handshakes, conducting meetings via video conferencing, restricting entry of visitors/screening visitors, social distancing, arranging quarantine & testing facilities for suspect cases etc.</i>
3	<i>FPC is not able to purchase the produce from farmers</i>	<i>FPC will ask farmers to stock their produce in their own spaces, once lockdown is taken back. FPC will procure for exporting</i>	<i>The Government had also requested states to facilitate and encourage FPOs (farmer producer organisations) and farmers to sell their produce directly to consumers. State governments have been encouraged to take advantage of market intervention schemes to buy and store perishables.</i>
4	<i>Input services were on hold</i>	<i>Window for input dealers to sell of the inputs required for Zaid season crops.</i>	<i>The Centre and State governments have done a great job to allay the fear and quickly announced financial exemptions for the agriculture sector – seeds, labourers, and farm related activities.</i>
5	<i>Money from the processors is still pending due to shutdown of their factories</i>	<i>The food processing and other agriculture related industry needs ease of movement of produce and money transactions</i>	<i>Advisory has been provided by Ministry of Food Processing Industries in order to assist the processors and</i>

			given permission to start the processing units. The capital intensive fund must be provided to the processing firms to have proper cash flow.
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Other broad recommendation from relevant reports related to FPO

- ➔ *The solutions given by the FPO stakeholders for immediate problems are, Government must give gradual permission to do official work and movement of labour force., Single window system for input dealers to sell agricultural inputs and FPOs should make use of e-NAM and NCDEX platforms.*
- ➔ *Village level storage programme should be scaled and every FPO should be covered under this scheme. CSR funding should be allowed to help set up Village Level Storage by FPOs.*
- ➔ *Access to working capital will be a major challenge for FPOs and need to be worked on urgently. Several FPOs are incurring aggregate loss on account of low turnover and lack of working capital. Support need to be made towards fixed costs, including salaries to avoid layoffs.*
- ➔ *As PSU banks' priority sector non-digital lending mechanisms would be slower to reach out to FPOs and farmers, they should take the help of NABARD and NBFCs to reach the FPO and farmers. Additional fund allocation should be made immediately available under PSL to NBFCs for forward lending at a fixed fee, this will not only help to facilitate faster credit outreach but also mitigate Social Distancing during banking hours these days. This will also create a new market for NBFCs with active involvement of private capital in agriculture sector in future.*
- ➔ *FPO workers affected from lack of job in allied agri-sector as poultry, fish, meat industries should be provided support akin to PM Kisan as soon as possible.*
- ➔ *Cold storage for fruits and Vegetables – Cold Chain service providers should be incentivized to make their trucks available for local distribution and not just over longer distances. A subsidy should be provided for transportation provided to FPO and other forms of farm collectives.*
- ➔ *Local level logistics working with dealership of Agriculture equipment companies / lease and lend / Material handling and other machinery farm for harvesting and farm level processing should be encouraged and a fund to support the same be made available to facilitate greater outreach of Customer Hiring Centre to support harvesting and processing of Rabi crop. CSR funding should be allowed to help set up Customer Hiring Centre by FPOs.*
- ➔ *Farmers should be allowed to sell their produce from anywhere to anyone to avoid crowding at mandis and compliance of social distancing. FPOs/warehouse-based sales should be an alternative to APMCs a point of sales during this period. Thanks to the Ordinance, it has been implemented.*
- ➔ *E-NWR based MSP procurement can happen, FPOs can deposit the material at WDRA registered warehouses.*
- ➔ *Farmers around cities should be encouraged to sell directly and setup farmers markets with the help of FPOs, it will be good for farmer, consumer and create competition for Mandis.*
- ➔ *Farmers/FPOs are afraid of going to fields. Some concrete measures should be taken and public interest messaging in TV, Radio and vide public announcements should be done to solve this problem.*

Conference Alert:

International e-Conference on Market Led Extension Management: Focus on COVID-19

17-18 October, 2020 at CCSNIAM, Jaipur

Last date for sending Abstract: 31st August, 2020.

Last date for sending Full length Paper:

15th September 2020

For more detail visit

<https://www.ccsniam.gov.in/images/RevisedFinalBrochure.pdf>

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 CCSNIAM Journal. For further details visit-

<http://ccsniam.gov.in/images/pdfs/DG-Invitation-for-Journal.pdf>

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