



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.

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MEMORANDUM OF UNDERSTANDING

with Agricultural Marketing Department, Govt. of Andhra Pradesh



CCS NIAM has signed a Memorandum of Understanding with Govt. of Andhra Pradesh for undertaking broad range of activities in Andhra Pradesh to strengthen Agricultural Marketing on 18th February, 2020 in the presence of Dr. P Chandra Shekara, Director General, CCS NIAM and Shri P S Pradyumna, IAS, Spl. Commr & Director of Agril. Marketing, Govt. of Andhra Pradesh.

TRAINING OF TRAINERS

conducted for ASAMB officers of Assam at Guwahati



Two days training program for trainers was conducted on Good Agricultural Marketing Practices for officers of Mandi Board from 18th-19th February, 2020 at Assam State Agriculture Marketing Board, Guwahati. 19 officials of ASAMB were participated during the programme. The programme was inaugurated by Dr. Hema Yadav, Director CCS NIAM in the presence of Shri. Dharendra Sharma,

OSD, ASAMB, Shri Pullin Mudiar Dy. CEO, ASAMB and other officials of ASAMB. It was suggested to realize the potential of the agricultural marketing opportunities with the formation of FPOs, formulation of Standard Operating Procedures (SOPs) so that all the activities right from pre-production to post-harvest management including marketing of produce can be well managed and administered holistically.

Capacity Building

of Warehouse Executives of Tamil Nadu



5 days Training programme in Tamil Nadu

CCS NIAM had organized three 5 Days Training Programmes for the managers and executives of accredited warehouse of Tamil Nadu in the month of February, 2020. The programme was sponsored by Warehouse Development & Regulation Authority (WDRA), New Delhi. In the programme, 91 Warehouse Executives from WDRA accredited private warehouses of Erode, Trippur and Coimbatore have participated. The objectives of the training programme was to help participants to understand issues and challenges of Warehouse Management and enable them to evolve an effective and implementable strategy for minimizing post harvest losses for the betterment of farming community.

Capacity Building

of Farmer Producer Organizations of Haryana

CCSNIAM had organised three days training programme on "Good Governance & Marketing Strategies for FPO's" for the CEOs and BODs of Farmer Producer Organization of Haryana from 3rd - 5th February, 2020. The objective of the program was to make them understand the Governance of Farmer Producer Organization, Role of other agencies supporting FPOs Like: SFAC/APEDA, Role of BODs & CEOs., proposed expansion/ business activities, license of pesticides/fertilizer shop etc. The programme was attended by 25 participants from different places of Haryana.

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING, JAIPUR



Training Programme on
"Good Governance & Marketing Strategies for FPO's"
Date: 3th to 5th Feb.2020

Students of Tamil Nadu visited CCS NIAM

50 students of Agricultural Engineering College & Research Institute, Kumulur, Tamil Nadu Agricultural University visited CCS NIAM on 23rd February, 2020. In this visit, students were exposed to Agricultural Marketing scenario of India and its relevance in the Agriculture Economy. Students were also sensitized towards PG programme of CCS NIAM.



Visit of Scientists to CCS NIAM

An interactive session with the team of 20 scientists of SKNAU, Jobner under their orientation programme was organized at CCS NIAM on 20th February, 2020. The session was chaired by Dr. P. Chandra Shekar, DG CCS NIAM, wherein delegates were oriented on various activities of CCS NIAM to strengthen Agricultural Marketing in India. In the programme, student of PGDM (ABM) and one of the startup also interacted with the delegates.



Panel Discussion on Union Budget 2020-21



CCS NIAM, organised Panel Discussion on Union Budget 2020-21, association with World trade Centre

On 10th February, 2020, CCS NIAM in association with World Trade Centre, organised Panel Discussion on Union Budget 2020-21. The programme started with briefing of the union budget by Dr. P. Chandra Shekara, Director General, emphasizing the importance of increased budget allocation in agriculture sector. The discussion was moderated by invited industry experts Shri. Pulkit Khandelwal, CA, Ms. Divya Khandelwal CA and Mr. Navneet Agarwal, Assistant Director, World Trade Centre, Jaipur. The session started with an overview of entire Union Budget and Taxation. The session ended with healthy discussion among experts, faculty and students. The program was moderated by Dr. Anamika Upadhyay, Incharge Corporate Interactions and Training of CCS NIAM.

Visit of German Delegation to CCS NIAM

Dr. Raghu, a member of Indo-German Delegation visited CCS NIAM on 26th February, 2020. The delegation was welcomed by DG CCS NIAM. The discussion was initiated with a brief introduction of CCS NIAM and its activities followed by series of discussion on various aspects of Agricultural Marketing such as Green Markets, One ball without hunger initiative, post harvest losses, startup hubs, participation in global food forum and common agriculture policies. Dr. Raghu interacted with PGDM ABM students and briefed them about exploring opportunities in Germany and other part of the globe.



E-NAM Book Release

at Hyderabad by Addl. Secretary, MoA&FW, GoI.

A book on “Performance of eNAM in Rajasthan- A Case Study” authored by Mr. Sathyendra Kumar of CCS NIAM based on the field study in Rajasthan on performance of eNAM was released by Dr. Abhilaksh Lekhi, Addl. Secretary, MoA&FW, GoI on 13th February, 2020 during the review meeting of Southern States Marketing Departments held at ICM, Hyderabad.

Conference Alert:

Last date of Abstract submission extended to 30th April, 2020

International Conference on Market Led Extension Management

24-27th September, 2020 at CCS NIAM, Jaipur

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 CCS NIAM Journal. For further details visit-

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



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