

VOICE of CCS NIAM

Better Marketing by Every Farmer
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.



11th Krishi Gyan Deep Lecture on Innovative Agriculture by Awardee Farmer

11th CCS NIAM Krishi Gyan Deep Lecture was delivered on 27th January, 2020 by Shri Raghupat Singh, a progressive farmer of UP, who have received prestigious ICAR- Jagjivan Ram Innovative Farmer Award 2018. He talked about his experiences in Innovative Agricultural practices and suggested to use organic farming practices for sustainable development of farmers and farming. He shared experiences of organic farming, use of indigenous seeds and integrated farming, which is a solution for sustainable and holistic development of farm business. He emphasised more on organic production as it minimises input cost on one side and on another side, the price of produce is far better in market. It was concluded that growers can increase their income many folds rather just doubling the farmers' income with Innovative farming practices. The lecture is uploaded in you tube channel of CCS NIAM. One can access the given link for entire talk.

<https://www.youtube.com/watch?v=4Qs5v2IcNMQ&t=4s>





Republic Day Celebration at CCS NIAM

The 71st Republic Day of India was celebrated with gaiety and patriotic fervor at CCS National Institute of Agricultural Marketing, Jaipur on 26th January, 2020. In the occasion, Shri Raghupat Singh, a progressive farmer of Uttar Pradesh was invited as a Chief guest. The ceremony took place in the presence of Director General Dr. P Chandra Shekara, faculty, staff members and students.

The ceremony commenced with the unfurling of the National Flag by the Director General CCS NIAM Dr. P Chandra Shekar. This was accompanied by the rendition of National Anthem. DG CCS NIAM addressed the gathering and remembered contribution of great leaders for shaping India's constitution which came into force on January 26, 1950, completing the country's transition toward becoming an independent republic.



National Consultative Workshop on “Agri-startups to Strengthen Agri-Logistics in e-NAM”



CCS National Institute of Agricultural Marketing participated as knowledge partner in one-day National Consultative workshop organized by Ministry of Agriculture and Farmers' Welfare, Govt. of India on “Agri-startups to Strengthen Agri-Logistics in e-NAM ” on 21st January, 2020 at Dr. A.P. Shinde Hall, NASC Complex, Pusa, New Delhi. Union Minister for Agriculture and Farmers Welfare and Union State Agriculture Minister were the Chief Guests in the workshop. More than 200 Agri-Startups and 50 FPOs across India had participated in the programme. Many suggestions were provided by the Startups and FPOs to enhance Agri-Logistics and e-NAM for welfare of all the stakeholders.



“Training On Warehouse Management for Tamil Nadu Executives”



CCS NIAM had organized five days training programme for the managers and executives of accredited warehouse of Tamil Nadu from 27th - 31st Jan 2020. The programme was sponsored by Warehouse Development & Regulation Authority (WDRA), New Delhi. In the programme, forty Warehouse Executives from WDRA accredited private warehouses of Erode, Tamil Nadu 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.

National Productivity Council Workshop for Productivity enhancement at NIAM

A half day workshop on "Productivity Enhancement Techniques for Faculty, Officers and Staff" was organized by National Productivity Council in the National Productivity Week on 20th February 2020 at CCS NIAM. The objective of the workshop was to increase awareness of productivity in general, especially of the concepts and techniques aimed at strengthening the microeconomic foundations of economic development, rooted in operating practices and strategies of the organizations.



Visit of RABIs Under RKVY RAFTAAR Scheme



NIAM Agribusiness Incubator a knowledge partner of RKVY RAFTAR scheme has visited RABIs IIT Kharagpur, Bihar Agriculture University and National Rice Research Institute (NRRI) for monitoring and evaluation of functioning of the RABIs. Various activities were performed in the month of January for the partner institutions such as Walk in Interviews for selecting the office bearers of RKVY RAFTAAR Project, RIC meeting, selection of Agripreneurs etc. During the visit few suggestions were also given to budding agri-preneurs for effective operationalization of their creative and innovative ideas.

DST Sponsored “Capacity Building Programme” at Barmer

CCS NIAM had organized one-day capacity building programme at KVK Gudamalani, Barmer, Rajasthan on 9th January, 2020. In this programme, more than 60 farmers participated along with Scientists/officers of CCS NIAM & ICAR. In the programme, several topics as effective use of water in the agricultural activities, linking small and marginal farmers to the market were discussed by the experts. By such programme, farmers understood various aspects of effective utilization of water in the agriculture and to link farmers to market.



Managers Cricket League at PGDM (ABM)

Sports always fills you with different kind of energy and feeling called sportsmanship. The USP of this event was that the both batches got more time to interact as the mixed teams were made. Both batches were really excited about playing with each other. The final match went to be an interesting one as the winning team defended very low total and ended up winning the match. The event was a success as owners and players learnt their lessons during whole process and that's the ultimate aim.



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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