

ANNUAL REPORT

2016-17



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National Institute of Agricultural Marketing
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SHRI RADHA MOHAN SINGH
H'BLE UNION MINISTER OF AGRICULTURE & FARMERS WELFARE
&
PRESIDENT, GENERAL BODY OF NIAM



The Government is aware of the urgent requirement of strengthening market systems to reduce post-harvest losses to enable farmers to tide over both situations of bumper production leading to a glut and abrupt price fall and incidences of less production resulting in the availability of meagre surplus.

The approach adopted encompasses both adoptions of cost effective production and, diversifying agriculture towards growing of high-value crops, agroforestry, rearing of livestock, poultry, fisheries, etc, as well as creating accessible and efficient markets to ensure better price realisation to the farmers through a robust value supply chain.

Shri Parshottam Rupala
Hon'ble Union State Minister for Agriculture and Farmers Welfare
&
Vice-President, General Body of NIAM



The Government has launched National Agriculture Market project to facilitate farmers in on-line trade of their agricultural produce in any market integrated to the portal and to the buyer registered thereon

About the Institute

CHAUDHARY CHARAN SINGH NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCSNIAM)



CCS National Institute of Agricultural Marketing (NIAM) is an Institute of excellence set up by the Government of India in August 1988 with an aim to enhance the efficiency and effectiveness of agricultural marketing systems. The Institute aims to develop a system that is inclusive and empowers the primary producer by building capacity of various stakeholders through teaching, training applied research, policy advocacy and consultancy services. The Union Minister for Agriculture and Farmers Welfare is the President of the General Body of NIAM and the Secretary, Department of Agriculture Cooperation and Farmers Welfare is the Chairman of the Executive Committee.

GENERAL BODY

Sr.No.	Members of the Society	Position
1	Hon'ble Union Minister for Agriculture & Farmers Welfare, Government of India dealing with the Society.	President
2	Hon'ble Minister of State of Agriculture & Farmers Welfare, Government of India Dealing with the Society.	Vice President
3	Secretary (A&C), Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi.	Member
4	Additional Secretary, Ministry of Agriculture & Farmers Welfare, Govt. of India.	Member
5	Addl. Secretary and Financial Advisor, Ministry of Agriculture & Farmers Welfare, Govt. of India.	Member
6	Joint Secretary (Marketing) Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi.	Member
7	Addl. Chief Secretary, Agriculture, Govt. of Rajasthan.	Member
8	Adviser (Agriculture), Niti Aayog, Government of India.	Member
9	Economics & Statistical Adviser, Department of Agriculture Cooperation & Farmers Welfare, Government of India.	Member
10	Chairman/Member Secretary, Commission for Agriculture Costs and Prices (CACP), New Delhi.	Member
11	Chairman, Council of State Agricultural Marketing Boards (COSAMB), New Delhi.	Member
12	Director, Indian Institute of Management, Ahmedabad.	Member
13	Director, Indian Institute of Packaging, Mumbai.	Member
14	Managing Director, National Cooperative Development Corporation (NCDC), New Delhi.	Member
15	Managing Director, National Agricultural Cooperative Marketing Federation (NAFED), New Delhi.	Member
16	Managing Director, National Bank for Agriculture and Rural Development (NABARD), New Delhi.	Member
17	Secretary (DARE) & Director General, Indian Council of Agricultural Research (ICAR), Krishi Bhawan, New Delhi.	Member
18	Chairman/Managing Director, North - Eastern Regional Agricultural Marketing Cooperation (NERAMAC), Guwahati.	Member
19	Director General, National Council of Applied Economics Research (NCAER), New Delhi.	Member
20	Director General, National Institute of Rural Development (NIRD), Hyderabad.	Member
21	Chairman/Managing Director, Agricultural Produce Export Development Agency (APEDA), New Delhi.	Member
22	Director General, CCS NIAM	Member

MEMBERS OF EXECUTIVE COMMITTEE

Sr.No.	Members of the Society	Position
1.	Secretary of the Ministry/Department of Agriculture Cooperation & Farmers Welfare, dealing with the Society	Chairman
2.	Additional Secretary & Financial Advisor of the Ministry/ Department of Agriculture Cooperation & Farmers Welfare, dealing with the Society	Member
3.	Additional Secretary (Marketing), Ministry of Agriculture & Farmers Welfare, Govt. of India	Member
4.	Joint Secretary (Marketing) in-charge of the Agriculture Marketing of the Ministry/ Department of Agriculture Cooperation & Farmers Welfare, dealing with the Society	Member
5.	Principal Secretary (Agriculture), Govt. of Rajasthan	Member
6.	Chairman, Council of State Agricultural Marketing Boards	Member
7.	Director General, CCS National Institute of Agricultural Marketing	Member

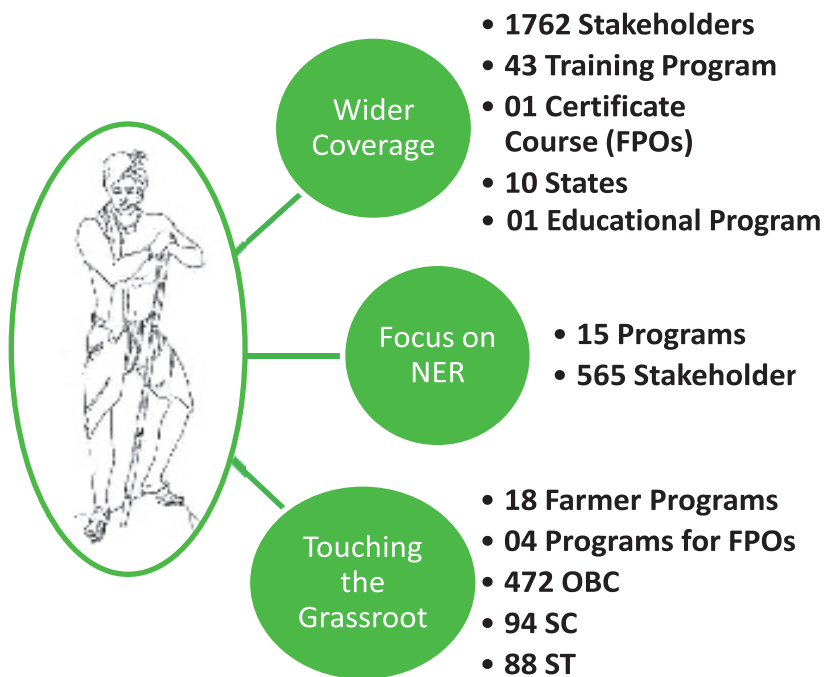
Members of the Standing Committee of Academics (SCA) of NIAM

1.	Dr. Irina Garg	Director General, CCS NIAM
2.	Dr. Vasant Gandhi	Professor, IIM, Bangalore
3.	Dr. Sanal Kr. Velayudhan	Professor, IIM, Bangalore
4.	Dr. Mithleshwar Jha	Retd. Professor, IIM, Bangalore
5.	Dr. Dinesh Awasthi	Retd. Dean, EDI
6.	Dr. Amar KJR Nayak	Professor, XIM, Bhubaneswar
7.	Dr. Sukhpal Singh	Professor, IIM, Ahmedabad
8.	Dr. Hema Yadav	Director, CCS NIAM
9.	Dr. Ramesh Mittal	Dy. Director, CCS NIAM
10.	Dr. S.R. Singh	Dy. Director, CCS NIAM

Highlights

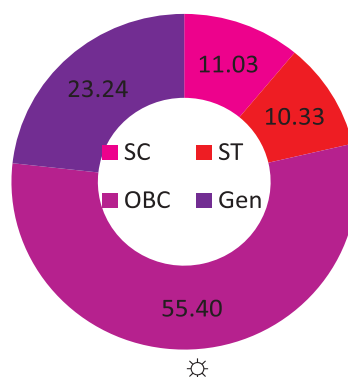


Training



International Outreach
27 - Participants
9 - Countries
Aim : Feed the Future

Reaching the Poorest of Poor



More than three-fourth participants in Farmers Awareness Programmes were from SC/ST/OBC Categories

Highlights

Research



**Comprehensive
Coverage with Focus on
the North-eastern
Region**



Niche Produce



Innovation



Funding

- Marketing Strategy developed for Meghalaya, Tripura and Assam
- Value Chain Analysis of 12 Commodities from NER states
- Gap assessment in cultivation of tomato and pea for income enhancement
- Assessment of export Potential of 10 commodities from NER
- Focus on North-eastern Region

- Makhana in Bihar
- Medicinal and Aromatic Plants
- Organic Produce (Sikkim)

- Case study approach to analyse real world situation
- Supplement training pedagogy
- Workshop on writing and executing cases
- 05 Cases identified

- 06 - Externally Funded Research studies

- Funding Agency

- ☼ MIDH,
- ☼ NABARD,
- ☼ National Medicinal Plants Board

Highlights



Consultancy

Capacity Building

(Agri-warehousing and Scientific Storage)



Organisations - Warehousing Development and Regulatory Authority (WDRA) and Andhra Pradesh State Warehousing Corporation (APSWC)

- Funded by WDRA New Delhi
- Focus - Capacity Building of Stakeholders and Inspection
- Coverage
 - ✧ Commodity Derivatives Market (01)
 - ✧ Post Registration Inspection of Warehouses (04)
 - ✧ Negotiable Warehouse Receipts (10)
 - ✧ Capacity Building of Warehouseman of Registered Warehouses (04)

Government of Meghalaya



- Project- Megha Lamp
- Project for Government of Meghalaya
- Focus on enhancing farmers access to market
- Exposure visit to markets of national importance
- 08 markets covered in 04 states

Marketing Strategy for Organic Produce of Sikkim



- Marketing strategy for organic produce of Sikkim
- Four Crops covered
- Focus on marketing strategy helping farmers realise premium price for the produce

NMPB

- Project for National Medicinal Plants Board
- Focus on marketing of medicinal plants



Highlights



Administration

Meetings

- 9th General Body meeting held on 26.10.2016 after a gap of 8 years
- 41st Executive Committee Meeting held on 07.09.2016
- Conducted Academic Committee Meeting

Infrastructure

- 20 Rooms of Guest House Renovated
- Work initiated on installation of Solar System
- Renovation of Girls Hotel initiated

Human Resource Development and Efficient Work Environment

- Faculty Development Policy, Learn as You Earn, developed
- Guidelines defined for networking with other Organisations
- MOU Signed with BIRD and CAU, Manipur

Institutional Building

- 3 Centres established
- SAARC Nation Nodal Agency for training programmes
- Empaneled as NLA under MIDH

Finanical

- **Online payments initiated** (100% Cash Free transations after demonetisation)
- **Self Generation of Funds** through consultancies/project were up by Rs 147.79 lakhs during 2016-17 from 35.43 lakhs (2015-16)

1. INTRODUCTION

The agriculture environment is changing in terms of trade practices, business opportunities and availability of technology. There is pressure to generate more income from reduced landholdings, simultaneously, there are opportunities offered through emergence of new integrated high value agricultural commodity chains, and access to information through technology. The strategy for development of any sector specially for marketing has to adjust to the changes taking place in the external environment.

CCS NIAM is playing a vital role in agricultural marketing sector by aligning its activities with the changes in the environment by working within the ambit and also with focus of the Ministry of Agriculture and Farmers Welfare as defined in the Kisan Vikas Vriksha, like promoting National Agricultural Market, development of integrated value chains mainly for horticulture and organic crops and developing marketing strategies particularly for NER States. CCS NIAM has taken several initiatives to help farmers enhance their incomes like test pilot of Kisan Business School (KBS), whose focus is on bringing a paradigm change in their trainings to enable them to become efficient managers and entrepreneurs. Training modules for FPOs has been designed to help them develop and implement business plans to bring sustainability in the concept.

The institute is evolving as a key organization in the field of agricultural marketing for south-east Asian and African countries. It has been nominated as Nodal Resource Center for training and consultancy for SAARC nations and for FTF programme of USAID. CCS NIAM is successfully addressing the trainings, consultancies, education and research requirements of its wide spectrum of stakeholders.

1.1 The Institute

CCS NIAM is an autonomous body working under the aegis of the Ministry of Agriculture and Farmers Welfare, Government of India. It was set up as a registered Society in 1988 to cater to the needs of agricultural marketing personnel in India as well as from South East Asian Countries. The Institute is playing a pivotal role in creating awareness amongst farmers, building capacity of wide range of stakeholders, undertaking research on contemporary issues, formulating consultancy projects for decision makers in government and state government, cooperative and private sector on agricultural marketing and policy support to the Government to facilitate development and bring in efficiency in the agricultural marketing sector.

1.2 Vision

To be an Institute of excellence and repository of knowledge, to enhance the efficiency and effectiveness of agricultural marketing systems which are inclusive and empower the primary producer, by building capacity of various stakeholders through teaching, training, applied research, policy advocacy, and consultancy services.

1.3 Mission

- Enable primary producers, particularly small and marginal farmers, to develop competitive strategies for profitable returns from primary production through effective training & educational programmes and applied research.
- Facilitate efficient, sustainable and inclusive agro value chains through applied research.
- Nurture innovative agripreneurs and professionals to manage emerging agribusiness concerns through educational programmes.
- Facilitate formulation and modification of public policy on agricultural marketing through action oriented and applied research & consultancy.
- Enhance international co-operation for global food security and sustainable agriculture.
- Contribute to agribusiness market development and management knowledge and practice through cutting edge research and its dissemination.

1.4 Mandate

The Institute was established during the Seventh Five-Year Plan with the following mandate:

1. **Training**: Up-gradation of the skills of existing agricultural marketing personnel,
2. **Research**: Research on various contemporary aspects of agricultural marketing
3. **Consultancy**: Consultancy services for decision makers in government, cooperative and private sector on agricultural marketing,
4. **Education**: Preparation of young managers and professionals through Post Graduate Diploma in Management (Agribusiness Management).
5. Assist DAC in Policy and Project Formulation in Agricultural Marketing

1.5 Objectives

The main objectives as per the Memorandum and Rules and Regulation of the Institute are as follows:

- To undertake and promote the study of applied and operational research in problem areas of agricultural marketing and to act as a national level nodal point for co-ordination of various research studies and dissemination of technologies relevant to agricultural marketing in the country.
- To impart training to personnel working at various levels of organizations involved in agricultural marketing activities such as State Agricultural Marketing Boards (SAMB), State Development Departments like Agriculture, Horticulture, Animal Husbandry, Fisheries, Forestry, Sericulture, CADA, State Agricultural Universities, Co-operative Marketing Societies, Commodity Boards, Input Agencies and Progressive Farmers, Entrepreneurs, etc.

- To conduct research on long-term projects, policy formulation; prepare status paper on leading issues; cases studies in specific marketing problems, processing industries, export management, etc., which have a direct bearing on the national economy.
- To offer consultancy services to State and Central Departments, public-sector undertakings, co-prepare Master Plans for States, Export Institutions, Traders and Farmers.
- To develop human resources by providing long-term structured courses in agricultural marketing through Diploma/Degree courses.
- To help State Government to generate self-employment for educated youth by exploiting local potential resources.
- To assist Government to formulate policies on emerging issues in agricultural marketing.
- To cover wide information network in the country in agricultural marketing for the benefit of all concerned to evolve efficient, innovative and competitive marketing process.
- To develop as a 'Centre of Excellence; in the field of agricultural marketing by establishing adequate networking with international organizations.

1.6 Performance of the Institute during 12th Five Year Plan

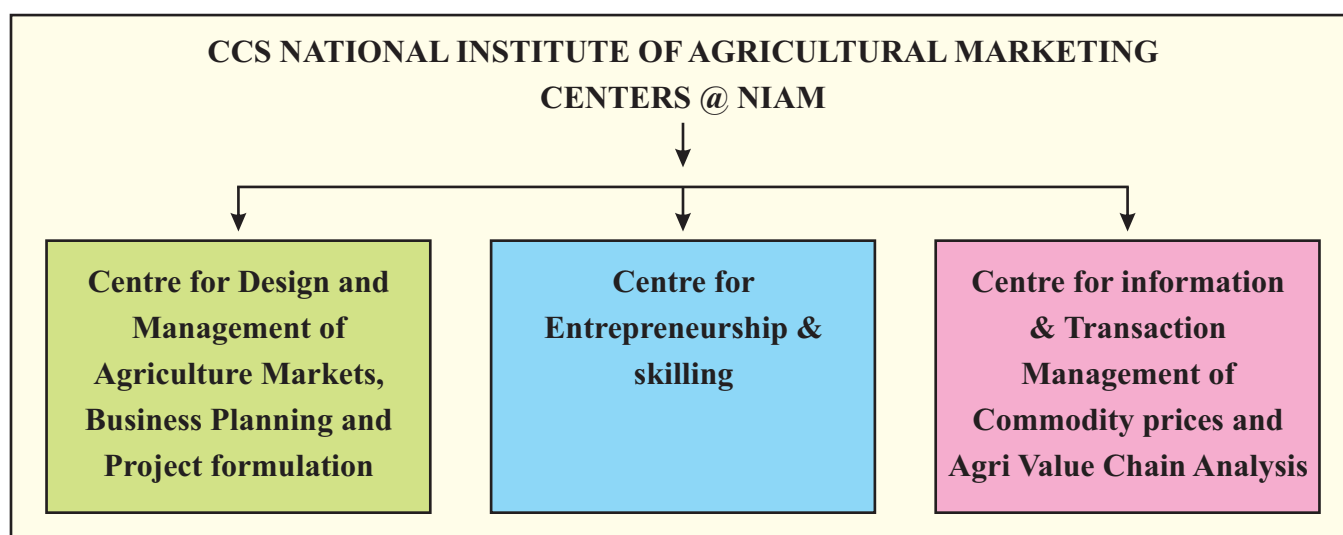
CCS NIAM has made special emphasis on the capacity building of wide range of stakeholders as reflected through performance of trainings and professional courses. CCS NIAM has Institutional linkages with states through consultancy services in developing agricultural marketing system. Research and Survey has progressed well 15 research studies were completed during the plan period. The Institute has taken case based research studies to supplement the training methodology.

Year	Training and Seminar		Project and Consultation		Professional courses and others		Survey and Research		Budget (Rs Crore)	
	*T	*A	T	A	T	A	T	A	Alloc-ated	Rece-ived
2012-13	123	125	8	07	2	1	7	2	5.00	5.00
2013-14	125	185	8	10	2	2	7	4	5.50	5.30
2014-15	130	162	6	08	2	2	8	2	6.00	5.07
2015-16	145	148	9	05	2	1	9	1	6.50	2.50
2016-17	152	051	10	04	2	2	10	6	7.00	6.40
Total	675	671	41	34	10	7	41	15	30.00	24.27

*T - Target, *A - Achievement

1.7 Centres

In order to carry out the mandate of CCS NIAM effectively and to reach out to wider clientele three Centres have been formulated. These Centres will work as verticals in agricultural marketing and carry out Training, Research, Consultancy, Education and Policy advocacy (TRCEP) for National and International organizations and governments.



1.8 Thrust Areas

CCS NIAM has aligned its activities as per the areas identified by the Ministry through Krishi Vikas Vriksha (Tree). The focus has been on following areas-

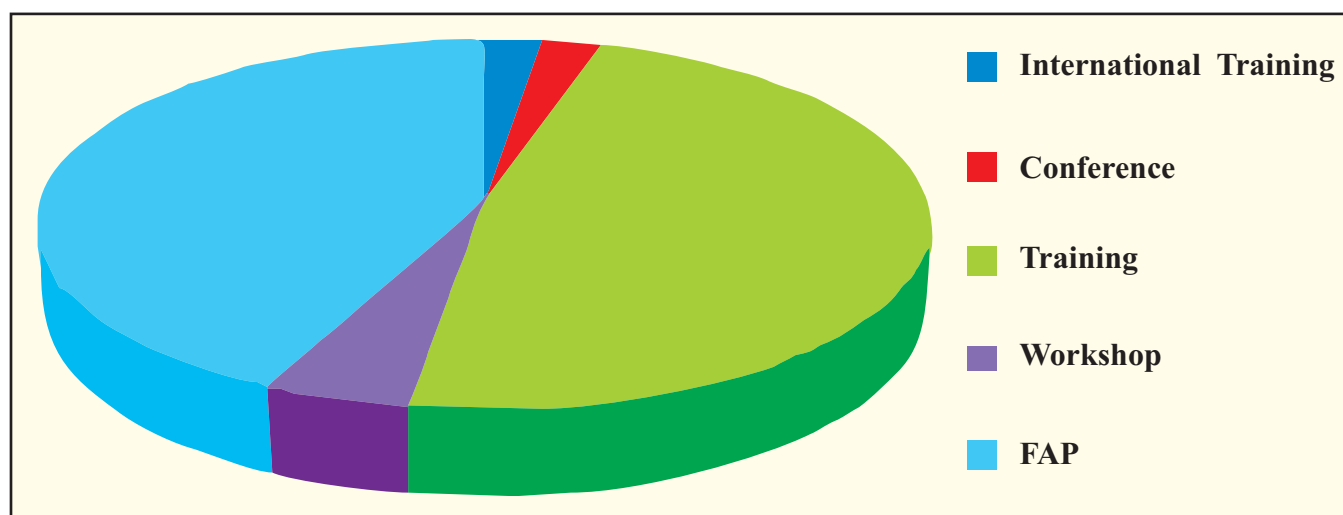
- 1) National Agricultural Market
- 2) Education programmes designed exclusively for farmers
- 3) Marketing of Horticulture Crops
- 4) Marketing strategies of high value commodity like organic produce
- 5) Value Chain approach for analysis of wide range of commodities
- 6) Future and Forward Markets and Commodity Exchanges
- 7) Agricultural Marketing & Legal Reforms
- 8) Organic and medicinal and aromatics plants
- 9) Market Led Extension
- 10) Farmer Producer Organizations
- 11) Warehousing and Storage
- 12) Negotiable warehouse receipt and its benefits

2. TRAINING ACTIVITIES (2016-17)

Institute is continuously engaged in organizing training programmes in the field of agricultural marketing and allied areas for wide range of stakeholders. The Institute in recent past has developed program with focus on education for farmers to help them integrate with the market and avail remunerative prices. A total of 2088 stakeholders were trained through 51 training programmes conducted during 2016-17.

In order to cater to the needs of wide range of stakeholders, the Institute adopted different tools to deliver knowledge on different aspects of agricultural marketing. The composition of different type of program conducted by CCS NIAM during 2016-17 is depicted in Figure below.

**Composition of different types of program conducted by CCS NIAM
During 2016-7**



2.1 Collaborations

In order to achieve better results by delivering the content in local language and harness the expertise available locally, Institute has established collaborations with various international, national and state level organizations. Institute has collaborated with following Institutes/Universities/Agencies to synergize its training programmes.

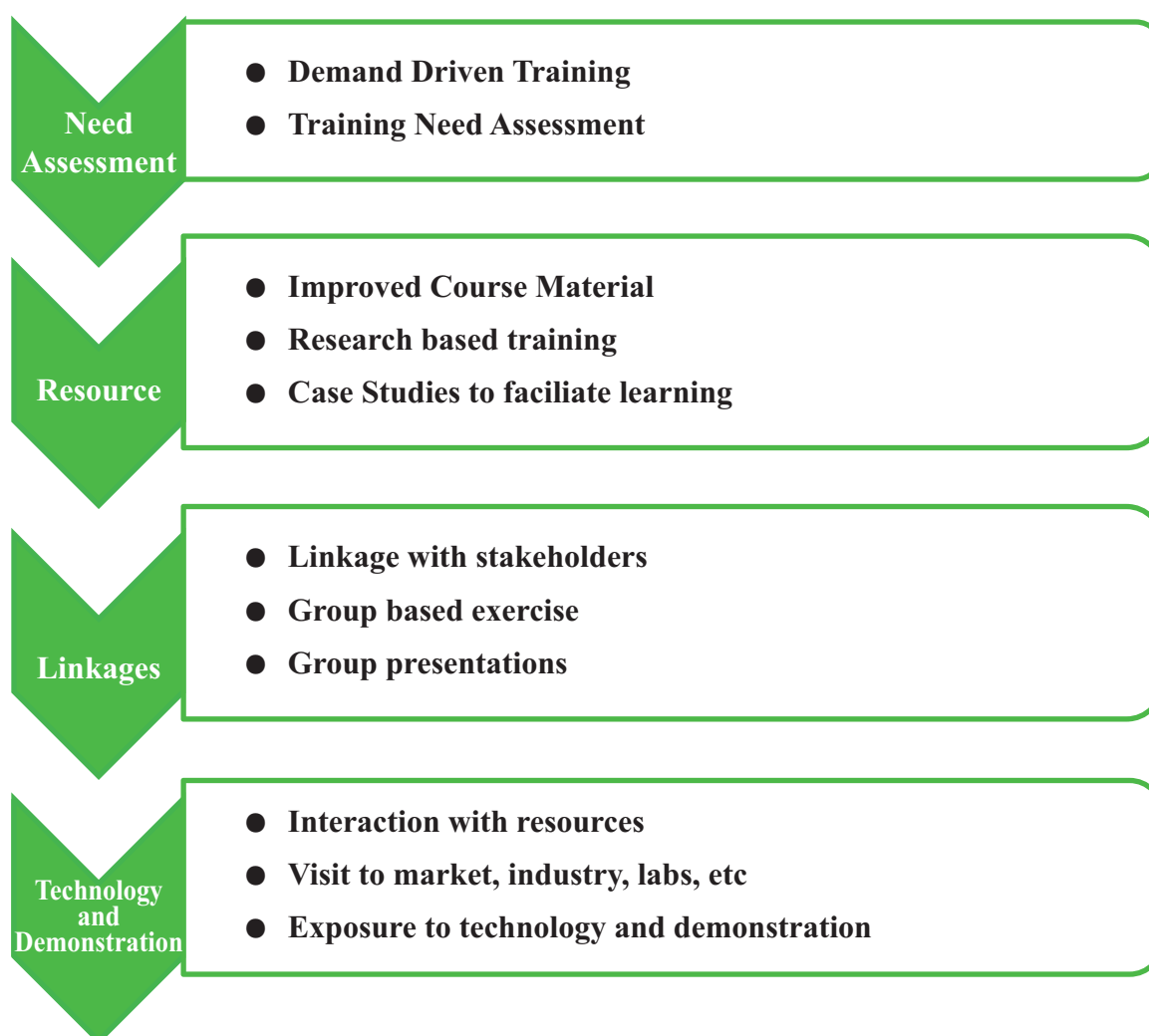
- United States Agency for International Development
- Central Institute of Medicinal and Aromatic Plants, Lucknow, UP
- ICAR Research Complex for NEH Region
- Assam Agricultural University, Jorhat
- College of Agriculture and Post Harvest Technology, Gangtok
- Fragrance & Flavour Development Centre, Kannauj, UP

- Bihar Agricultural University, Sabour
- ICAR Research Centre, Tripura
- Bankers Institute of Rural Development (BIRD)
- Warehousing Development and Regulation Authority, New Delhi
- Andhra Pradesh State Warehousing Corporation, Hyderabad
- National Medicinal Plants Board, New Delhi

2.2 Training Methodology

The Institute follows a comprehensive training pedagogy to cater to the need of different stakeholders as shown in the Figure.

2.3 Coverage



Demand driven production of agricultural produce, -rather than production propelled marketing is the need of the time.

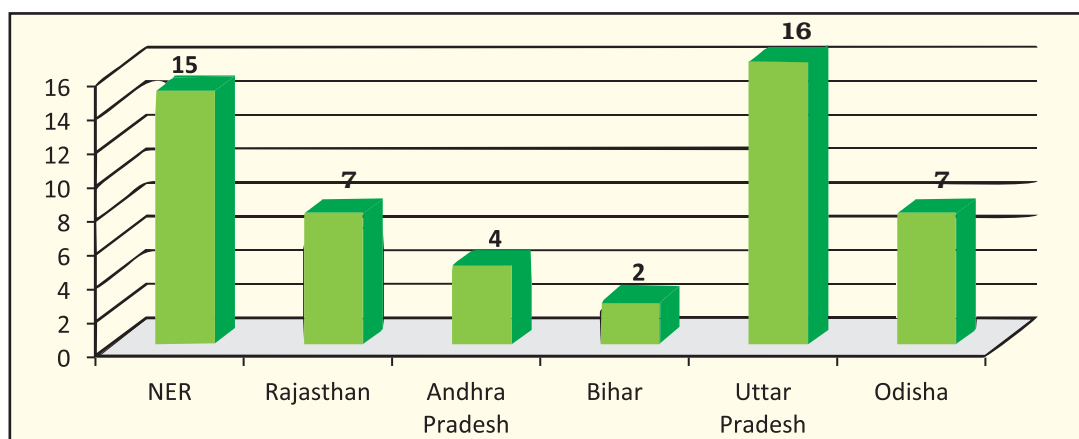
Linking farmers and farmer groups by guiding them to understand the demand, requirement of food safety, network of market, and market intelligence to take informed decision is prerequisite to strengthen the linkages with markets. To bring this transformation, marketing as a function of management need to guide the flow of produce from farm to fork through the flow of information, so as to fulfill the demand in a way that result is optimization of cost and maximization of value realization.

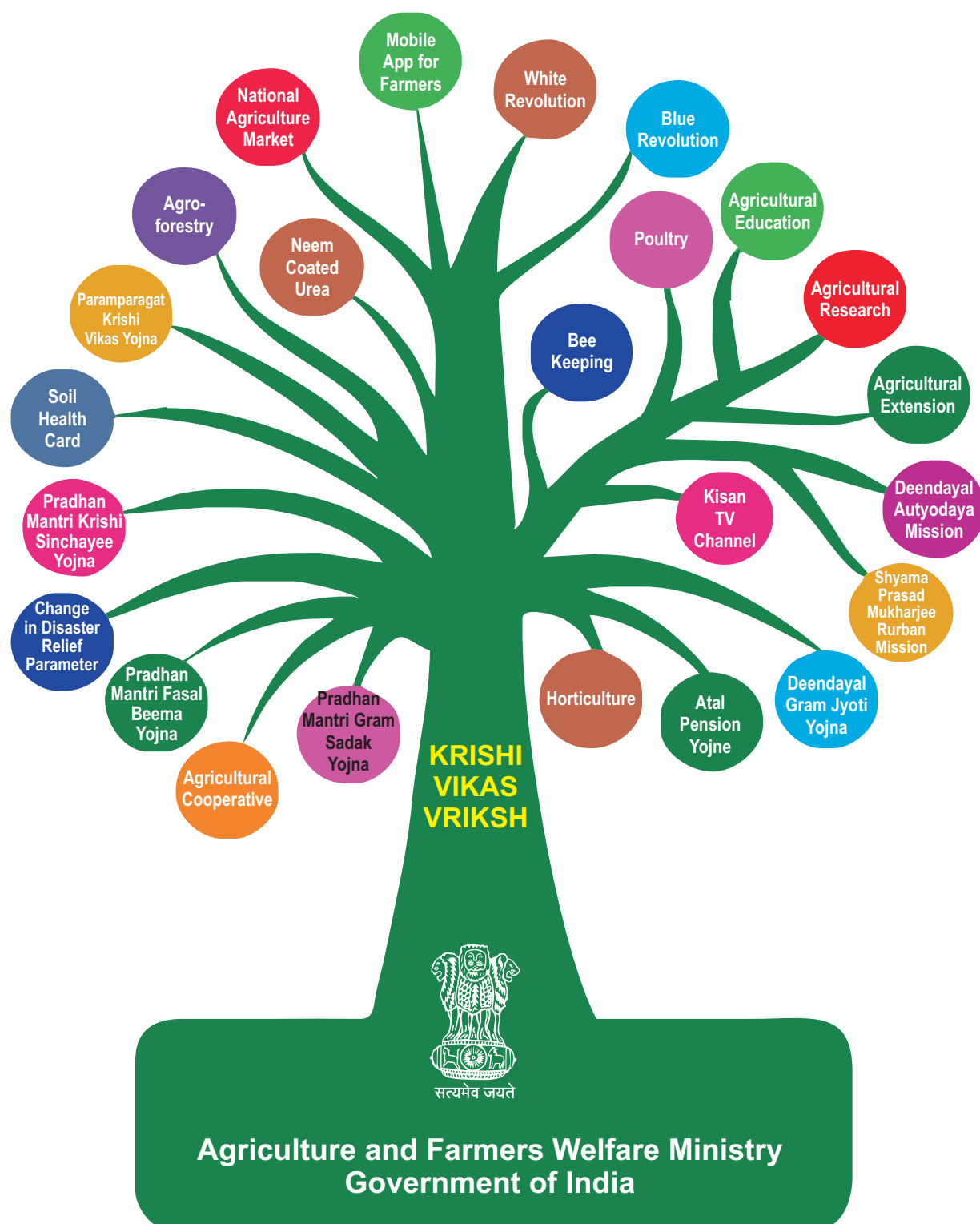
In context to emerging changes & reforms and consequent role of marketing CCS NIAM has conducted programmes on wide range of aspects of the sector, as given below:

- National Agricultural Market
- Crop Insurance
- Agribusiness opportunity
- Farmer Education Programme
- Emerging trends in fruits and vegetables
- Agri-warehousing and scientific storage
- Value chain analysis
- Value chain development
- Developing marketing strategy for organic produce
- Marketing of medicinal plants
- Farmer Producers Organisations

2.4 State-wise distribution of programmes

The Institute is having facilities to conduct on-campus programmes. However, in order to ensure wider participation and facilitate outreach, Institute organizes programmes throughout the county by collaborating with local institutions. The state-wise distribution of programmes is given in figure below.





2.5 Major Training Achievements

International Training Program on Emerging Trends in Fruits & Vegetable Marketing

Duration	:	16 - 30 November, 2016
Funding	:	USAID, New Delhi
Component	:	Feed the Future
Participants	:	27
Countires	:	09
Countires	:	Liberia, Kenya, Malawi, Botswana, Mozambique, Afghanistan, Mongolia and Cambodia
Aim of the Program	:	Understanding of new trends in marketing of fruits and vegetables so that the producers and markets and its users in Africa and Asia can be prepared to face challenges and participate in emerging opportunities



His Excellency Shri Richard Verma with program participants

"The program at CCS NIAM will educate participants on different aspects related to global trends in marketing of fruits and vegetable, help them understand the importance of food safety and quality requirements, and how can technology be used as an enabling force. Collectively, these strategies have the potential to create an environment conducive to investment and entrepreneurial development "



His Excellency
Shri Richard Verma



Dr. Irina Garg, Director General, CCS NIAM

Dr. Irina Garg, Director General, CCS National Institute of Agricultural Marketing, Jaipur said that without food and adequate nutrition, the unalienable rights of mankind of Life, Liberty and pursuit of Happiness, enshrined in the Declaration of Independance by the United States of America would remain hypothetical. It is therefore imperative that we come together to address the problem of insufficient food and nutrition by developing strategies for enhanced production, prevention of waste and efficient distribution of agri-produce.

Swachh Bharat Abhiyan in Agricultural Marketing

CCS NIAM realized that agricultural marketing sector has the potential to contribute in a big way towards Swachh Bharat Abhiyan of Government of India. Extending the campaign to agricultural marketing sector will not only help in minimizing the post harvest losses but would contribute towards better income realization by the producer and providing safe food to the consumer. A training programme was designed by the Institute to implement the principles of Swachh Bharat Abhiyan in Agricultural Marketing leading to enhanced cleanliness in mandies and reduction in post harvest losses. The programme was well received by the participants and the state government encouraging CCS NIAM to implement the component at large scale in future.



C.C.S. NATIONAL INSTITUTE OF AGRICULTURAL MARKETING, JAIPUR



**Training Programme on Implementation of Swachh Bharat Abhiyan in
Agricultural Marketing**

Capacity Building Programme on Agri-warehousing and Scientific Storage Practices

Capacity Building can play an important role in enhancing the operational efficiency of warehouses. Accordingly, CCS NIAM in collaboration with Andhra Pradesh State Warehouse Corporation, Hyderabad started a unique initiative of organizing a series of training programmes on agri-warehousing and Scientific Storage Practices for warehouse managers, other officers and staff of the Corporation.



Training Manual being released by Shri AR Sukumar, Managing Director of Andhra Pradesh State Warehousing Corporation, Hyderabad

Three training programmes for a total of 60 participants were organized during the month of June, 2016 as per the details provided below:

Location	Duration	Participants (No)
Tirupati	06-08 June, 2016	20
Vijayawada	10-12 June, 2016	20
Vishakhapatnam	14-16 June, 2016	20

Other Important Programmes

Workshop on Marketing Strategies -

A workshop was organized by CCS NIAM in collaboration with Bihar Agricultural University, Sabour at Agriculture College, Purnea to gain insight into problems and prospects of the various stakeholders involved in Makhana Value Chain. This workshop was attended by more than 175 Makhana cultivators, processors, wholesalers and other stakeholders operating in different leading districts of Bihar like Purnea, Katihar, Darabhanga, Madhepura, Supaul, Saharsa and Kishanganj.



Round Table discussion - A round table discussion was organized by the Institute on 29th April, 2016 on “Pradhan Mantri Fasal Beema Yojana” in Jaipur which was moderated by the Director General, CCS NIAM and Joint Secretary (Credit), Ministry of Agriculture and Farmers Welfare. The event was attended by 42 representatives from different states like Jammu & Kashmir, Rajasthan, Chhattisgarh, Jharkhand, Madhya Pradesh and delegates from Insurance Companies.

Entrepreneurship Development

Programme - The Entrepreneurship Development Programme were organized for rubber growers in North East Region to improve the entrepreneur skills of the small and marginal growers. The programme oriented participants to think beyond their regular cultivation aspects and consider rubber cultivation as a business. The ten programmes conducted during current financial year have made a significant impact in the life of rubber growers. The programme aimed at changing the mindset of the grower towards rubber cultivation so as to enable them in realizing better incomes.



3. RESEARCH STUDIES

CCS NIAM with its mandate for research focused on various contemporary aspects of agricultural marketing to facilitate not only in policy making but also to enrich the training programmes being implemented for wide range of stakeholders.

3.1 List of Studies conducted during 2016-17

A list of studies completed during 2016-17 is presented below:

Sr. No.	Studies
Externally Funded Research Studies	
1	An Analysis of Comparative Advantage of NER Region for Export of Horticultural Produce (funding MIDH)
2	An analysis of Makhana Value Chain to Enhance Farmers Integration with the Market (funding MIDH)
3	Marketing Strategies for Horticultural Crops in Meghalaya (funding MIDH)
4	Marketing Strategies for Horticultural Crops in Tripura (funding MIDH)
5	Marketing Strategies for Horticultural Crops in Assam (funding MIDH)
6	Income Enhancement through Farmers Participation in Horticulture Value Chain (funding NABARD)

3.2 Brief on Major Research Studies Conducted (2016-17)

A brief on the areas covered under research studies during 2016-17 is as provided below:

Income Enhancement through Farmers Participation in Horticulture Value Chain

A study was undertaken by the Institute with the support of NABARD to analyze the gaps limiting participation of farmers in the high value agri-commodity chains and suggest solutions to enhance the integration of farmers into these chains.

A sample of 100 stakeholders consisting of 80 vegetable growers and 20 market functionaries from four blocks of District Jaipur were considered under the study.

The study found poor use of technology and dependence of farmers on traditional means to access information rather than use of technology. The study found that yield realized by farmers is much less than the potential available.

It was recommended that technology by way of telephones and Smartphones, can be used for efficient delivery of information to the farmers. A comprehensive extension plan with involvement of public and private agencies needs to be worked-out to enable farmers to realize the full yield potential. It was suggested that providing farmers assured market through an organized integrated supply chain and value creation through processing would help them realize better price and enhance their income.

Makhana Value Chain to Enhance Farmers Integration with the Market

Considering the importance of crops like Makhana in improving the condition of farmers a study was undertaken by CCS NIAM in association with BAU, Sabour to analyze the gaps in the existing Makhana value chain, mapping dimensions of training requirement and to provide policy guidelines for the state.

Information was collected from 336 Makhana cultivators, 38 Makhana processors and 24 Commission agents spread across Purnea, Katihar, Saharsa, Supaul, Madhepura and Araria districts of Bihar where majority of Makhana cultivation takes place.

It was found that most of the Makhana cultivating farmers belonged to backward communities and had a poor resource base. Most of them cultivate Makhana on the leased lands on oral agreement. This makes access to formal credit and other government benefits difficult for them. The absence of proper marketing and scientific price discovery mechanisms was also observed. The Makhana products are not standardized as per standards and specification defined by authority like FSSAI, AGMARK etc. Processing is done by traditional means with lots of scope for introduction of innovation and technology.

There is a need for standardization of different Makhana products so as to enhance the brand value of Makhana and Makhana based products along with development of technology that can be implemented at the field level. There is also a need to educate farmers about the adoption of technology and high yielding variety.

A training module has accordingly been developed and is being implemented in the study area.

An Analysis of Comparative Export Advantage of Horticultural Crops from North-eastern Region

The study was undertaken to identify the horticultural crops from North-East India with potential for trade in overseas market.

A total of ten commodities were analyzed using mainly the secondary information from different states of NER.

It is found that there is lack of information available on horticulture crops and their surplus available for export. Lack of information on the policies and practices of trade in new countries with better opportunities is limiting the traders to explore new markets. Absence of proper and adequate infrastructure was found in the region making it difficult entrepreneurs to start an export-oriented venture in the region. The system of agriculture marketing is found to be poor and scattered in most of states from the region. There is a lack of transparency in the market which may limit the decision-making process of exporters. Though many states have their APMC Act, it is yet to be enforced completely.

State Governments should strengthen extension system to create awareness among farmers/ entrepreneurs about government schemes, latest technologies, package of practices to grow exportable produce and encourage high yielding varieties which are in great demand in exporting countries. It is important to develop and promote entrepreneurial activities to start export oriented units in the region. Entrepreneurs must be sensitized about the schemes of government which aims at the creation of common infrastructures. State Governments should build up a strong mechanism to disseminate market information to the farmers.

Market Strategies for NER States

The study was undertaken by the Institute in association with ICAR and AAU in the state of Meghalaya, Tripura and Assam to analyze the existing marketing practices, supporting infrastructure, mechanism to govern marketing system in the states and to suggest suitable marketing strategies to help farmers integrate with market.

The study focused on selected commodities from the identified states as per details given below:

Sr.No.	Category	Crops Considered		
		Meghalaya	Assam	Tripura
1	Fruits	Pineapple, Orange	Banana, Assam Lemon	Pineapple, Banana
2	Vegetables	Potato and tomato	Cabbage Cauliflower	Potato, Brinjal
3	Spices	Ginger & turmeric	Chillies	Ginger

The study found a weak agricultural marketing system in the region. There was absence of mechanism for auction of farmers' produce. The trade is generally taking place through mutual understanding between buyers and sellers in the absence of formal marketing systems. The status of infrastructure in regulated markets was wither absent or poor to support perishables horticulture commodities. The study found that most of the government interventions in selected states are production focused leading to higher production but market access by farmers.

The States are required to enforce regulation of marketing in the states to ensure transactions taking place market yards and encourage scientific price discovery mechanism like tendering or auctions. The study suggests the development of agricultural marketing infrastructure such as Sorting, Grading & Packing Line, Cold Storages, Pack House, Ripening Chambers, Godowns etc. along with financial implications. There is need to follow value chain approach to help integrate farmers with market and realize better price for their produce.

3.3 Case Studies

In order to improve the delivery of knowledge during training programmes and enhance learning experience of trainees by offering them solutions, CCS NIAM initiated the concept of developing case studies. Since the existing faculty had limited exposure on developing case studies, a training program for the faculty was organized on case writing and using the same for teaching, by an expert from IIM(B).

4. CONSULTANCY PROJECTS (2016-17)

Consultancy is an important mandate of the Institute. Following consultancy assignments during 2016-17 have been completed.

4.1 Marketing Strategies for Organic Produce of Sikkim

Sikkim is the first state of the country declared 100 percent organic in January 2016. The state has a huge potential for diversified horticulture development with a thrust on cultivation of high value crops, which would fetch higher prices to the farmers ensuring higher net returns even if the production is low. In context of the scope for leveraging the advantages of high value organic agriculture produce for high end market, this study was designed to do market analysis for five identified crops (Ginger, Turmeric, Large Cardamom, Buckwheat and Cymbidium) and suggest an action plan to link the producers of Sikkim state to consumers of premium market.



In the context of the Mission on Value Chain Development (MOVCD) the infrastructure and investment requirement to develop uninterrupted flow of produce from farm to market has been worked out. The report suggests suitable strategies for aggregation of produce and value addition to target premium markets. In addition to the creation of infrastructure enabling environment for marketing needs to be in place, the study suggests that the state should develop organized marketing system under the suitable Act i.e. Agricultural Produce and Livestock Marketing (Promotion & Facilitation) Act-2017, Companies Act or Societies Act. The regulatory and the governance issue of managing organic value chain and related food safety issues are of paramount importance and hence Sikkim State should take concrete steps in this direction.

4.2 Meghalamp: Exposure Visit to National Agricultural Markets

As a part of market development initiatives under Megha – Lamp, Meghalaya, CCS NIAM organized an exposure visit during 5-13 November 2017 for Community Market owners and Market Leaders of Meghalaya to various agricultural markets of India operating under different marketing models. The visit

was organized with the objective to provide information and make them learn new ways of managing markets and build related businesses being followed in other parts of the country. As a knowledge partner to the programme, the Institute provided faculty resource to educate participants on the benefits and limitations of different models covered during the visit and train them on various aspects of marketing. A farmers' diary was also developed by the Institute to note the observations and record the leanings that have taken place.



4.3 Awareness Programmes on Commodity Derivatives Market

Awareness Programme on Commodity derivative Markets with a focus on farmer/ producer – growers of various crop/s was implemented by CCS NIAM with the support of Security and Exchange Board of India, Mumbai. The main objective of the programme was to educate farmers about various aspects of futures trading on commodity exchanges and its associated benefits. CCS NIAM was assigned two test programmes in the State of Rajasthan which were completed successfully (Annexure 2).

4.4 Post Registration Inspection of Warehouses

Warehousing Development and Regulatory Authority assigned the task of inspection of four warehouses in the state of Madhya Pradesh. Final reports of the Inspection has been submitted to the Authority in March 2017.

4.5 Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA

The main objective of these programmes is to educate different stakeholders on various provisions made in the (WDR) Act for the benefit of farmers like scientific storage of produce, physical security and insurance of the produce, pledge financing, negotiable warehouse receipt, etc. The Institute was assigned ten programmes in the State of Rajasthan. The Institute has successfully completed all the assigned programmes (Annexure 3).

4.6 Capacity Building of Warehouseman of Registered Warehouses

WDRA selected CCS NIAM to give exposure to warehouse man of accredited warehouses by imparting training by organizing five day training programmes. Four programmes were assigned to National Institute of Agricultural Marketing, Jaipur (Annexure 4). In order to help participants develop adequate conceptual base, a wide range of issues related to the operation and management of warehouses were covered in these programmes (Annexure 5).

5. EDUCATIONAL PROGRAMME

5.1 Certificate course on FPO Management for CEOs - A programme encouraging aggregation of Small and Marginal Farmers to enhance market access

CCS NIAM and Bankers' Institute of Rural Development (BIRD), Lucknow jointly organized three months certificate course on “FPO Management for CEOs” from 5th December, 2016 to 1st March, 2017 for the CEOs of Farmer Producer Organizations at CCS NIAM campus. A comprehensive pedagogy was devised which included inputs on theory, practical application of concepts learnt, field visits and on the job application. In this three months certificate course, CEOs were trained about aggregating small and marginal farmers, organizational priorities, management, financial management, preparation of business plans, identification of risk and opportunities in the business. The programme also included interactive sessions with companies to build market linkage of FPOs with the companies like Patanjali, Tata Consultancy Services, Startup Oasis etc.



Participants interacting with experts during Certificate Course

5.2 Post Graduate Diploma in Agribusiness Management (PGDABM)

The two-year Post Graduate Diploma in Management (Agribusiness Management) is an AICTE approved programme intended to produce Techno-Managers in agribusiness and food sector to meet the shortage of such manpower in the country. The course curriculum consists of 44 core courses and 4 electives comprising of a total of 118 credit load spread over a span of two years. The Programme is composed of a mix of agribusiness courses like agri-input marketing, farm production management, extension management, supply chain management and rural marketing and core management subjects like marketing management, financial management and strategic management. A constant endeavor is to provide students exposure to real life problems through case-studies and application of theories in practice. The industry interface is an integral part of PGDM (ABM). The Institute invites faculty from premier management Institutes of the country and executives from leading agribusiness companies to deliver course modules.

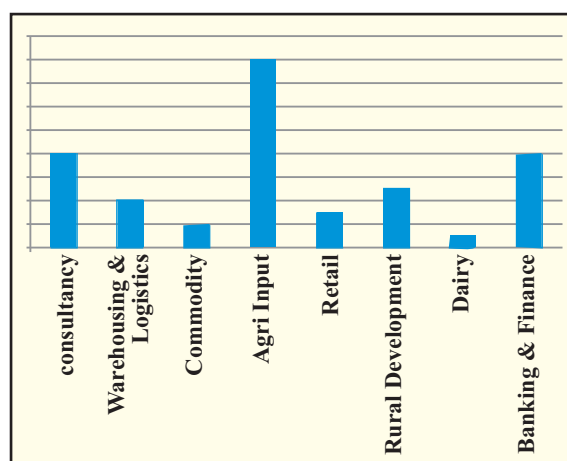
The admissions are made based on CAT and CMAT scores along with assessment on other parameters like group discussions, personal interview, extempore and essay writing. The reservation for SC, ST, OBC, Differently Abled and Kashmiri migrant candidates is applicable as per the norms of Government of India. The batch 2016-18 has diversity, academically as well as geographically. The batch consists of 46 students who are graduate in 8 different agriculture and allied streams of which 23 are males and 23 female students. The PGDM (ABM) 2016-18 have completed their summer internship in agribusiness, food, consulting, banking and other developmental organizations. The company names are given at annexure 6.

Industrial Visit of PGDM (ABM)

Industrial visits are taken up for the interaction with the companies which helps in identifying the career opportunities. The industry interaction helps program in building long term mutually beneficial relationship with the companies. The final year students of the 2015-17 batch visited around 450 Agribusiness companies located in cities like Hyderabad, Bangalore, Mumbai, Delhi, Noida and Kolkata during September and October 2016. The purpose of these visits was to approach new companies and appraise them about the unique features/strengths of the programme and explore opportunities for final placements and summer internship. Besides regular academic courses, the students also participated in various competitions organized by premier management institutes including IIMs, IIT, Universities and other B Schools. The participation and achievements of the students are given at Annexure 7.

Final Placement

The PGDM (ABM) Programme is very well received by industry. The Institute achieved 100% placements for the batch 2015-17. Overall 21 Companies offered jobs to the students, out of which 8 companies visited the campus for the first time. The highest CTC offered has been Rs. 9.5 LPA and average being Rs. 6.18 LPA. Banking and Microfinance, Agri-Input, Insurance, FMCG, Warehousing and logistics and commodity sectors were the major recruiters for the management level position.



OUR RECRUITERS



6. AMINISTRATIVE AND ACCOUNTS MATTERS

Accounts & Audit 2016-17

The Institute is a non-profit making organization which is fully funded by Govt. of India, Ministry of Agriculture & Farmers Welfare, Department of Agriculture Cooperation & Farmers Welfare. The Institute received grants-in-aid during the period of last six years including financial year 2016-17 from the Ministry of Agriculture and Farmers Welfare as per details given below:

(Amount/Rs. in Lakhs)

Year	NIAM	CSS(RGS)	MIS	Total
2011-12	500.00	NIL	250.00	750.00
2012-13	500.00	68.62	NIL	568.62
2013-14	550.00	76.70	NIL	626.70
2014-15	507.00	NIL	NIL	507.00
2015-16	367.96	NIL	NIL	367.96
2016-17	700.00	NIL	NIL	700.00

The Institute did not receive any grants-in-aid under CSS (RGS) and MIS Scheme during the year 2016-17. The Institute has received Grants-in-aid from the Ministry of Agriculture and Farmers Welfare during the year 2016-17 as per details given below:-

(Amount/Rs. in Lakhs)

S.No.	Particulars	General	TSP	SCSP	Total
1	Grants in aid (General) unspent last year	NIL	12.82	NIL	12.82
2	Grants in aid (General) released	483.00	48.00	99.00	630.00
3	Grants in aid (General) utilised	483.00	51.43	96.95	260.62
4	Grants in aid (General) unspent	Nil	09.39	02.05	11.44
5	Grants in aid (NES) unspent last year	Nil	21.86	Nil	21.86
6	Grants in aid (NES) released	53.00	08.00	09.00	70.00
7	Grants in aid (NES) utilised	07.10	0.66	01.02	8.78

8	Grants in aid (NES) unspent	45.90	29.21	7.98	83.09
9	Grants in aid released	536.00	56.00	108.00	700.00
10	Grants in aid utilised	490.10	52.09	97.97	640.16
11	Grants in aid unspent	45.90	38.60	10.03	94.53

A sum of Rs. 700.00 lakhs has been received as grants-in-aid during the year 2016-17 and a sum of Rs. 34.68 lakhs has been carried forward as unspent balance from last financial year 2015-16 under Major Head 2435 Gen TSP and Major Head 2552 (NES) sub component TSP.

The unspent balance of grants in aid as on 31.3.2017 is Rs. 94.53 lakhs [NES 83.09 lakhs & General TSP & SCSP Component Rs. 11.44 Lakhs]. The training programmes will be increased in subsequent years for NES region.

The expenditure was met out of grants-in-aid for administration, maintenance of the Institute and for conducting trainings and other objectives specified under (ISAM)

Apart from grants-in-aid received from the Ministry of Agriculture and Farmers Welfare, paid training consultancies and projects are taken from State Government, Marketing Boards and other organizations.

- The receipts from projects/consultancy were Rs.147.79 lakhs during the year 2016-17 and the expenditure against the same was Rs.36.90 lakhs.
- The fee from students of PGDABM is Rs 3.05 lakhs (Inclusive of Caution Deposit) P.A., per student for 2nd year and Rs 3.00 lakhs P.A. per student. During the year 2016-17 there were 96 students. All the expenditure of conducting the PGDABM programme is met out of fees. The total revenue generated by fees in PGDABM was Rs.359.31 lakhs and the total expenditure was Rs.129.21 lakhs in financial year 2016-17.

The balance of corpus fund as on 31.3.2017 was Rs.1592.39 lakhs which has accumulated from receipts other than grants-in-aid.

The Institute is maintaining the accounts in the prescribed Format circulated by the office of the comptroller General of Accounts.

The Accounts of the Institute are audited by the office of Principal Director Audit (Central), branch office Jaipur. The Principal Director Audit (Central) has audited Accounts of the Institute up to 31.3.2017.

The Annual Accounts along with the Audit Reports till 2015-16 have already been placed before both the Houses of Parliament.

The Executive Committee has approved M/s. G. Dutta & Co. as auditors for the year 2016-17. M/S. G.

Dutta & Co. have audited and verified the accounts for the year 2016-17 and the Annual Accounts along with the Audit Reports have already been sent to the Principal Director Audit (Central) Jaipur.

Financial Review:

The total Grants-in-aid received under CCS NIAM Scheme during 2016-17 was Rs.700.00 Lakhs and Rs.640.16 was utilized. Rs.94.53 lakhs was unspent balance of grant-in-aid under NES region 83.09 lakhs & General 11.44 lakh. The financial position of the Institute for the year 2016-17 is as under:

(Rs. in lakhs)

Head of Accounts	Budget Estimates	Actual
Revenue Expenditure	801.31	715.25*
Capital Expenditure	-	-
Total Expenditure	801.31	715.25
Net Total	801.31	715.25
Revenue Receipt	560.00	495.00
Grants-in-aid - Released	700.00	700.00
Transfer to corpus fund*	255.06	226.44

The grant-in-aid of Rs. 700.00 lakhs has been released as per B.E/R.E. for the year 2016-17.

The breakup of actual expenditure are as under

1. Salary of Employees of CCS NIAM	-	302.49
2. Trg. & Seminar expenditure	-	99.45
3. PF & Consultancies expenditure	-	36.96
4. Other Administrative Exp.	-	276.35

715.25 Lakhs

* Revenue expenditure of Rs. 206.79 has been met from self generated fund (corpus fund) for the year.

ANNEXURES

Training Programme Conducted by NIAM During 2016-17

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
1	Round Table Conference on Pradhan Mantri Fasal Beema Yojana	30	29.4.2016	Jaipur	Conference	Dr. Hema Yadav
2	Awareness about Agri Business Education and Opportunities	50	01.9.2016	Gangtok	Students	Dr. Hema Yadav
3	International Training Programme on Emerging Trends in Foods and Vegetables	27	16 - 30 Dec. 2016	Jaipur	International	Dr. Hema Yadav
4	Capacity building program on agri-warehousing and scientific storage practices	20	6-8 June 2016	Tirupati	Training	Dr. Shalendra
5	Capacity building program on agri-warehousing and scientific storage practices	20	10-12 June 2016	Vijayawada	Training	Dr. Shalendra
6	Capacity building program on agri-warehousing and scientific storage practices	20	14-16 June 2016	Vishakhapatnam	Training	Dr. Shalendra
7	Workshop on Makhana Value Chain to Enhance Farmers Integration with Market	175	26.10.2016	Purnia, Bihar	Workshop	Dr. Shalendra
8	Stakeholders Workshop on Developing Marketing Strategies of Horticultural Crops in Meghalaya and Tripura	51	18.11.2016	Umiam Meghalaya	Workshop	Dr. Shalendra
9	Value chain development and market linkages for smallholders	20	21-24 March 2017	NIAM Jaipur	Training	Dr. Shalendra
10	Farmers Program under Farmers Business School	25	30.03.17-01.04.17	Vijayanagram	FAP	Dr. Shalendra
11	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	70	27.11.2016	Kanpur Nagar UP	FAP	Dr. S. R. Singh



ANNUAL REPORT

12	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	52	18.12.2016	Fatehpur UP	FAP	Dr. S. R. Singh
13	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	62	02.12.2016	Berhampur, Odisha	FAP	Dr. S. R. Singh
14	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	60	09.12.2016	Imphal East, Manipur	FAP	Dr. S. R. Singh
15	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	60	09.12.2016	Imphal East, Manipur	FAP	Dr. S. R. Singh
16	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	52	20.12.2016	Kannauj, UP	FAP	Dr. S. R. Singh
17	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	53	29.12.2016	Ganjam, Odisha	FAP	Dr. S. R. Singh
18	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	55	11.01.2017	Kannauj, UP	FAP	Dr. S. R. Singh
19	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	57	21.01.2017	Kannauj, UP	FAP	Dr. S. R. Singh
20	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	100	31.01.2017	Lucknow, UP	FAP	Dr. S. R. Singh
21	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	50	08.02.2017	Kannauj, UP	FAP	Dr. S. R. Singh
22	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	51	08.02.2017	Bhanjanagar, Odisha	FAP	Dr. S. R. Singh
23	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	52	23.02.2017	Bilari Dist. Moradabad	FAP	Dr. S. R. Singh
24	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	52	05.03.2017 1st Batch	Bidhnu, Kanpur	FAP	Dr. S. R. Singh

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25	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	51	05.03.2017 2nd Batch	Bidhnu, Kanpur	FAP	Dr. S. R. Singh
26	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	50	11.03.2017	Ganjam, Odisha	FAP	Dr. S. R. Singh
27	Farmers awareness program on Cultivation, Production and Marketing of Aromatic crops	53	23.03.2017	Bhagatgarh, Kannauj	FAP	Dr. S. R. Singh
28	Cultivation, Production and Marketing of Aromatic crops	27	09-11 Dec. 2016	Kanpur Nagar, UP	Training	Dr. S. R. Singh
29	Cultivation, Production and Marketing of Aromatic crops	29	09-11 Dec. 2016	Kanpur Nagar, UP	Training	Dr. S. R. Singh
30	Cultivation, Production and Marketing of Aromatic crops	32	21-23 Dec. 2016	Kanpur Nagar, UP	Training	Dr. S. R. Singh
31	Cultivation, Production and Marketing of Aromatic crops	28	31.01.2017 to 01.02.2017	Berhampur, Odisha	Training	Dr. S. R. Singh
32	Training programs on production and marketing of medicinal and aromatic plants	25	27.02.2017 to 01.03.2017	Berhampur	Training	Dr. S. R. Singh
33	Training programs on production and marketing of medicinal and aromatic plants	38	08.03.2017 to 10.03.2017	Kanpur Nagar	Training	Dr. S. R. Singh
34	Training programs on production and marketing of medicinal and aromatic plants	30	15.03.2017 to 17.03.2017	Berhampur, Ganjam, Odisha	Training	Dr. S. R. Singh
35	Training programs on production and marketing of medicinal and aromatic plants	27	16.03.2017 to 18.03.2017	Vill.- Bhagatgarha, Kannauj, UP	Training	Dr. S. R. Singh
36	Strengthening Farmer Producer Organization	45	17-19 Aug 2016	Agartala, Tripura	Training	Dr Shuchi Mathur
37	Business Plan of Farmer Producer Organizations	15	08.11.2016	CCS NIAM	Training	Dr Shuchi Mathur
38	Evaluation of business plan of Farmer Producer Organization	15	09.11.2017	CCS NIAM	Training	Dr Shuchi Mathur
39	Strengthening Farmer Producer Organization	30	19 - 21 Dec. 2016	Sabour (Bhagalpur), Bihar	Training	Dr Shuchi Mathur
40	Agricultural Marketing	30	31.01.17-	CCS NIAM 02.02.2017	Training	Dr Shuchi Mathur

41	Swatchh Bharat Abhiyan		14- 16 Feb. 2017	CCS NIAM	Training	Dr Ramesh Mittal
42	Management Development Program	25	17.11.2016	Hahara, Assam	Training	
43	Management Development Program	24	18.11.2016	Umran, Meghalaya	Training	Dr Ramesh Mittal
44	Management Development Program	30	21.11.2016	Mendipathar, Meghalaya	Training	Dr Ramesh Mittal
45	Management Development Program	37	22.11.2016	Kajalgoan, Assam	Training	Dr Ramesh Mittal
46	Management Development Program	34	23.11.2016	North Salmara, Assam	Training	Dr Ramesh Mittal
47	Management Development Program	38	24.11.2016	Diphu, Assam	Training	Dr Ramesh Mittal
48	Management Development Program	27	19.12.2016	Sagar Mahal, Tripura	Training	Dr Ramesh Mittal
49	Management Development Program	28	20.12.2016	Agartala, Tripura	Training	Dr Ramesh Mittal
50	Management Development Program	29	21.12.2016	Khowai, Tripura	Training	Dr Ramesh Mittal
51	Management Development Program	27	22.12.2016	Kumarghat, Tripura	Training	Dr Ramesh Mittal

Annexure 2

Details of Awareness Programmes

S. No.	Name of the Programme	Place	Date	Number of Participants
1.	Awareness Programmes on Commodity Derivative Markets	20th March, 2017	KVK, Navgaon, Alwar District	51
2	Awareness Programmes on Commodity Derivative Markets	30th March, 2017	KVK Kotputali, Rajasthan	54

Details of Awareness Program Organized for WDRA during 2016-17

Sr. No.	Title of the Programme	Date	Venue	No. of Participants
1	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	23rd August, 2016	Pratapgarh	55
2	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	25th October, 2016	Kuhmer, Bharatpur	51
3	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	08th Feb, 2017	KVK, R.A.U. Bikaner	56
4	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	11th Feb, 2017	Panchayat Bhawan, Nohar- District Hanumangarh	55
5	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	22nd Feb, 2017	KVK Sardar Shahar, District Churu	55
6	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	20th March, 2017	KVK, Navgoan, District Alwar	51
7	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	23rd March, 2017	KVK Bhilwara, District Bhilwara	50
8	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	25th March, 2017	ASK, Sunari, Ladanu, District Naguar	65
9	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	30March, 2017	KVK, Kotputali	54
10	Awareness Programme on Negotiable Warehouse Receipts and Role of WDRA	31th March, 2017	ASK, Punana, Amer-District Jaipur	60



Annexure 4

Capacity Building Programme organized during 2016-17

Sr. No.	Title of the Programme	Date	Venue	No. of Participants
1	Capacity Building Programme for Warehousemen of Registered Warehouse with WDRA	19th to 23rd December, 2016	Gandhi Nagar, Gujarat	41
2	Capacity Building Programme for Warehousemen of Registered Warehouse with WDRA	16th to 20th Jan, 2017	Hoshangabad, Madhya Pradesh	30
3	Capacity Building Programme for Warehousemen of Registered Warehouse with WDRA	6 to 10th Feb, 2017	Bikaner, Rajasthan	31
4	Capacity Building Programme for Warehousemen of Registered Warehouse with WDRA	27th Feb to 3rd March, 2017	Vidisha, Madhya Pradesh	30

Topics Covered during programme on Capacity Building of Warehouseman of Registered Warehouses

- 1) Introduction to the sector: warehouse and its benefit for the farmers;
- 2) Warehouse and inventory management
- 3) Quality assurance - pest control and disinfection
- 4) Code of storage practices
- 5) Role of moisture, temperature and humidity during storage
- 6) Sampling proceeding for bags and bulk storage
- 7) Stacking of goods and maintaining stock accounts and security measures at warehouse
- 8) Grades & Standards of agricultural commodities
- 9) Insurance of warehouses, goods stored and fidelity
- 10) Statutory framework for agricultural produce and Food Safety
- 11) Negotiable Warehouse Receipt and pledge finance
- 12) Futures and Spot Market – role of warehouses
- 13) Warehousing (Development & Regulation) Act, 2007 and accreditation of warehouses
- 14) Exposure visit to a scientifically managed warehouse
- 15) Examination and feed back



The company names for summer-internship

A-IDEA	ASCI
BRLPS	DOW
GREENTECH	MAHINDRA SAMRUDDHI
MEGHMANI	NCDEX
NFIN	SML
TATA RALLIS	TCS
TECHNOSERVE	VADILAL
YES BANK	

The participation and achievements of the students during 2016-17

S. No.	Institute	B-Fest	Events	Position
1	NAARM, Hyderabad	Sankalp	Poster making	1st
2	IIM, Ranchi	Agon 2.0	Exponentia (Article writing)	1st
3	IIM, Ranchi	Agon 2.0	Ignis (Article Writing)	1st
4	MANAGE, Hyderabad	Krishi Chanakya	Case Study	2nd
5	SIBM, Pune	TripHippie Campus Connect	Photography	2nd
6	IMI, New Delhi	Kritva'16	Case Study	2nd
7	Open House Publication	Write to Express	Article Writing	2nd
8	SCMHRD, Pune	Marketing Club, SCMHRD	TAG Bina Chain Kahan Re	2nd
9	Jaipuria Institute of Management, Jaipur	Fifth National Sports Meet	Kho-Kho	2nd
10	MANAGE, Hyderabad	Krishi Chanakya	Parliamentary Debate	Finalist
11	MANAGE, Hyderabad	Krishi Chanakya	Photography	Finalist
12	NAARM, Hyderabad	Sankalp	Case Study	Finalist
13	NAARM, Hyderabad	Sankalp	Case Study	Finalist
14	IIT, Kanpur	Prabandhan	Case Study	Finalist
15	IIT, Kanpur	Prabandhan	Case Study	Finalist
16	IIT, Kanpur	Prabandhan	Case Study	Finalist
17	IIT, Kanpur	Prabandhan	Case Study	Finalist
18	IIM Indore, Mumbai	Influx	B-Plan	Finalist
19	IIM, Shillong	Opera	Article Writing	Published in the Annual Magazine
20	Narsee Monjee Institute of Management Studies	Perispicaz	Article Writing	Published in the Blogsite of NMIMS
21	NMIMS, Bangalore	Knowesis	Article Writing	Published in the Annual Magazine
22	Delhi School Of Economics, University of Delhi	VishwaVyapar	Article Writing	Published in the Magazine (September, 2016)

ANNUAL ACCOUNTS 2016-17



G. DUTTA & CO.

CHARTERED ACCOUNTANTS

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To,

The Member of Ch. Charan Singh National Institute of Agricultural Marketing,
Jaipur – 302033

We have audited the attachment Balance Sheet of Ch. Charan Singh National Institute of Agricultural Marketing Jaipur as at 31st March, 2017 and also the annexed Income and Expenditure Account and Receipt & Payments Account for the year ended on that day and report that:

We have obtained all the information and explanations, which too the best of our knowledge and belief were necessary for the purpose of our audit. The Institute has maintained proper books of account and the Balance Sheet and Income & Expenditure Account and Receipts & Payments Account dealt within this report are in agreement with them.

These financial statements are the responsibility of the Institute management. Our responsibility is to express an opinion on these financial statements based on our audit.

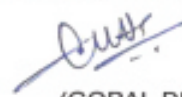
We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining, on test basis, evidence supporting the amounts and disclosures in the financial statement. An audit also includes assessing the accounting principles used and significant estimates made by the management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion and to the best of our knowledge and belief, the accounts give a true and fair view read along with Notes on accounts.

- In the case of Balance Sheet of state of affairs as at 31st March, 2017
- In the case of Income and Expenditure account of Excess of Income over Expenditure of the Institute for the year ended on 31st March, 2017 and
- In the case of Receipt & Payment Account, of receipt and payment of the Institute for the year ended on 31st March, 2017.

For G. Dutta & Co.
Chartered Accountants




(GOPAL DUTTA)
Partner
M. No. 071312
Firm Regn. No. 002136C

Place: Jaipur
Date: 29.06.2017

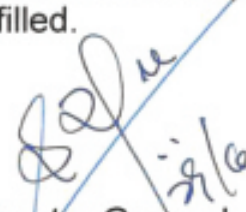


Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033
GFR-19A
Utilization Certificate
As on 31-03-2017

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	No. G.20015/7/2016-M II Dated 17.05.2016	23-05-2016	82,00,000.00
(ii)	No. G.20015/7/2016-M II Dated 16.09.2016	27-09-2016	201,00,000.00
(iii)	No. G.20015/7/2016-M II Dated 21.11.2016	28-11-2016	2,00,00,000.00
		Total	4,83,00,000.00

Certified that out of Rs. 4,83,00,000.00 of grant-in-aid under General Category States was sanctioned during the year 2016-17 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare, Govt. of India vide letter no. given in the margin and Rs. Nil on account of unspent balance of previous year, a sum of Rs. 4,83,00,000.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. Nil balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

महानिदेशक / Director General

Place: Jaipur

Date: 29.06.2017

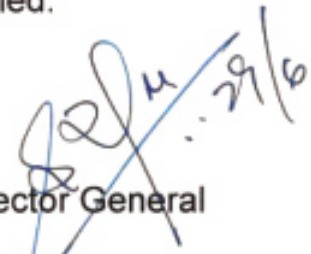
C.C.S. National Institute of Agricultural Marketing
(भारत सरकार का संस्थान) / (A Govt. of India Organisation)
कोटा रोड, बम्बला, सांगानेर
Jaipur-302033, JAIPUR - 302 033

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033
GFR-19A
Utilization Certificate
As on 31-03-2017

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	No. G.20015/7/2016-M II Dated 17.05.2016	21-05-2016	10,00,000.00
(ii)	No. G.20015/7/2016-M II Dated 16.09.2016	27-09-2016	39,00,000.00
(iii)	No. G.20015/7/2016-M II Dated 20.03.2017	24-03-2017	50,00,000.00
		Total	99,00,000.00

Certified that out of Rs. 99,00,000.00 of grant-in-aid (General) other than North Eastern State under Special Component Plan for Scheduled Castes Category was sanctioned during the year 2016-17 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur , Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare , Govt. of India vide letter no. given in the margin and Rs. Nil on account of unspent balance of previous year, a sum of Rs.96,94,642.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. 2,05,358 balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

महानिदेशक / Director General

Place: Jaipur

Date: 29.06.2017

C.C.S. National Institute of Agricultural Marketing
 (आगत परकार का संगठन) / (A Govt. of India Organisation)
 कोटा रोड, बम्बला, सांगानेर
 KOTA ROAD, BAMBALA, NEAR SANGANER
 JAIPUR - 302 033, JAIPUR - 302 033

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033
GFR-19A
Utilization Certificate
As on 31-03-2017

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 1.04.2016	01.04.2015	12,81,988.00
(ii)	No. G.20015/7/2016-M II Dated 17.05.2016	21-05-2016	8,00,000.00
(iii)	No. G.20015/7/2016-M II Dated 16.09.2016	27-09-2016	20,00,000.00
(iii)	No. G.20015/7/2016-M II Dated 20.03.2017	24-03-2017	20,00,000.00
		Total	60,81,988.00

Certified that out of Rs. 48,00,000.00 of grant-in-aid (General) other than North Eastern State under Tribal Area Sub Plan for TSP Category was sanctioned during the year 2016-17 in favour of Ch.Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare, Govt. of India vide letter no. given in the margin and Rs. 12,81,988.00 on account of unspent balance of previous year, a sum of Rs. 51,42,734.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. 9,39,254.00 balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.

[Signature]
Director General
 निदेशक / Director General

Place: Jaipur

Date: 29.06.2017

C.C.S. National Institute of Agricultural Marketing
 (भारत सरकार का संयोजन) / (A Govt. of India Organisation)
 कोटा रोड, बम्बला, सांगानेर
 जापुर - 302 033, JAIPUR - 302 033

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033
GFR-19A
Utilization Certificate
As on 31-03-2017

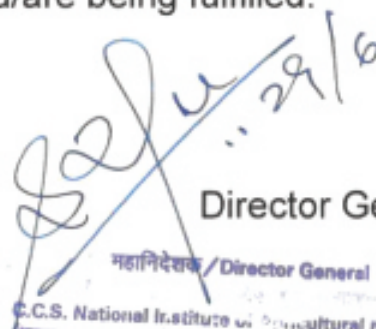
S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	No. G.20015/7/2016-M II Dated 26.09.2016	30-09-2016	53,00,000.00
		Total	53,00,000.00

Certified that out of Rs. 53,00,000.00 of grant-in-aid for North Eastern States (Gen) was sanctioned during the year 2016-17 in favour of Ch.Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare, Govt. of India vide letter no. given in the margin and Rs. Nil on account of unspent balance of previous year, a sum of Rs. 7,10,400.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. 45,89,600.00 balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.

Place: Jaipur

Date: 29.06.2017

29.6.17

Director General
 महानिदेशक / Director General
 C.C.S. National Institute of Agricultural Marketing
 (भारत सरकार का संगठन) / (A Govt. of India Organisation)
 कोटा रोड, बम्बला, सांगानेर
 Kota Road, Bambala, Near Sanganer
 जयपुर - 302 033, JAIPUR - 302 033

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033
GFR-19A

Utilization Certificate
As on 31-03-2017

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 1.04.2016	01.04.2016	Nil
(ii)	No. G.20015/7/2016-M II Dated 26.09.2016	30-09-2016	9,00,000.00
		Total	9,00,000.00

Certified that out of Rs. 9,00,000.00 of grant-in-aid (NES) under special Component Plan for Scheduled Caste for North Eastern State Plan was sanctioned during the year 2016-17 in favour of Ch.Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare, Govt. of India vide letter no. given in the margin and Rs. Nil on account of unspent balance of previous year, a sum of Rs. 1,01,553.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. 7,98,447.00 balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General
महानिदेशक / Director General
C.C.S. National Institute of Agricultural Marketing
(ग्रामीण विकास विभाग) / (A Govt. of India Organisation)
कोटा रोड, बम्बला, सांगानेर
Kota Road Bambala, Near Sanganer
जापुर - 302 033, JAIPUR - 302 033

Place: Jaipur

Date: 29.06.2017

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033
GFR-19A
Utilization Certificate
As on 31-03-2017

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 1.04.2016	01.04.2016	21,86,456.00
(i)	No. G.20015/7/2016-M II Dated 26.09.2016	30-09-2016	8,00,000.00
		Total	29,86,456.00

Certified that out of Rs. 8, 00,000.00 of grant-in-aid for North Eastern State (TSP) Plan was sanctioned during the year 2016-17 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare, Govt. of India vide letter no. given in the margin and Rs. 21,86,456.00 on account of unspent balance of previous year, a sum of Rs. 65,799.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. 29,20,657.00 balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.

29.06.17

Director General
 महानिदेशक / Director General

C.C.S. National Institute of Agricultural Marketing
 (भारत सरकार का संस्थान) / (A Govt. of India Organisation)
 कोटा रोड, बम्बला, सांगानेर
 जयपुर - 302 033, JAIPUR - 302 033

Place: Jaipur

Date: 29.06.2017

FORM OF FINANCIAL STATEMENTS (NON-PROFIT ORGANISATIONS)
C.C.S. NATIONAL INSTITUTE OF AGRICULTURAL MARKETING

Kota Road, Barambala, Jaipur - 302033

CONSOLIDATED RECEIPTS AND PAYMENTS FOR THE YEAR ENDED 31st March 2017

RECEIPTS	Current Year	Previous Year	PAYMENTS	Current Year	Previous Year
II Opening Balance			II Expenses		
a) Cash in Hand	16,879.00	23,166.00	a) Establishment Expenses	268,05,581.00	310,75,432.00
b) Bank Balance			b) Other administrative & Inst. Maint. Expenses	359,88,969.15	152,93,962.90
i) In current/savings A/c	59,82,416.10	132,08,679.50	c) Trg. PIF & Con. etc. exps		
ii) In deposit A/c	1384,89,378.00	1246,99,036.00	Trg. PIF & Con. etc. exps(NIAM)	37,58,264.00	64,64,816.00
iii) In E-Bank A/c	10,000.00	10,000.00	Trg. PIF & Con. etc. exps(MKT/NIF/RA)	0.00	0.00
III Grant Received			Trg. PIF & Con. etc. exps(RGS)	0.00	0.00
a) From Govt. of India			Trg. PIF & Con. etc. exps(FDRA)	-	130,659.00
i) NIAM	740,00,000.00	327,96,000.00	Trg. PIF & Con. etc. exps(FGD&EM)	0.00	141,80,161.00
ii) MIS	0.00	0.00	III Payment made against fund		
iii) CSS (RGS)	0.00	0.00	Advance for Training programmes (NIAM)	69,79,378.00	66,79,732.00
iv) NAMA	0.00	0.00	Advance for Training programmes (RGS)	0.00	0.00
v) MIDH	100,00,000.00	0.00	Advance for Training programmes (MKT/NIF/RA)	0.00	0.00
Transfer	0.00	0.00	Advance for Training programmes (FCRA)	0.00	4,06,091.00
III Income on Investment			III Investment and deposit made		
a) Unmarked/Endow. Funds	0.00	0.00	a) Out of Earnmarked/Endowment fund (Gratuity)	39,584.00	0.00
b) Own Fund	0.00	0.00	b) Out of own fund	0.00	0.00
IV Interest Received			IV Expenditure on Fixed Assets & CWIP		
a) On Bank Deposit	25,99,431.00	179,79,497.00	a) Purchase of Fixed Assets	22,58,460.00	38,42,117.00
b) Loan Advances (Employees) etc.	0.00	0.00	b) Expenditure on CWIP	179,33,108.00	0.00
V Other Income			V Refund of surplus monies/loans		
a) Fees for Service	89,92,253.00	81,22,808.50	a) To the Govt. of India	3,30,110.00	0.00
b) Fees for PGDA&M & FCRA	356,85,368.75	302,77,550.00	b) To the State Govt.	0.00	0.00
c) Misc. Income	25,16,457.00	5,73,409.00	c) To other provider of Funds/EMO	0.00	0.00
			d) Caution Money	1,18,000.00	2,59,500.00
			e) Inter Transfer & Others	0.00	0.00
VI Amount Borrowed	0.00	0.00	VI Finance Charge/Interest		
VII Any Other Receipt			Other Advances	1,50,000.00	
a) Security / EMD Recd.	2,32,700.00	2,73,420.00	Advance to Employees	30,112.00	1,91,081.00
b) Advance received/recovered/inter transfer	0.00	4,06,091.00	TDS	28,60,183.44	0.00
c) Sale of vehicle	0.00	0.00	O.S. Liabilities/others	54,95,977.00	57,22,308.00
d) Employee advance	0.485.00	76.00	Security Deposit	3,52,429.00	100,459.00
e) Others (Misc. Recoveries)	49,32,442.44	2,70,582.00	VIII Closing Balance		
f) Gratuity	73,780.00	17,24,445.00	a) Cash in Hand	0.00	16,879.00
			b) Bank Balance		
			i) In current/savings A/c	240,88,601.70	64,02,816.10
			ii) In deposit A/c	1555,12,831.00	1384,89,378.00
			iii) In E-Bank A/c	10,000.00	10,000.00
Total	2836,01,578.29	2203,65,240.00	Total	2836,01,578.29	2303,65,240.00

As per our report even dated attached
for G. Dutta & Co.
Chartered Accountants



Gopal Dutta
Auditor
M.No.071312
Place: Jaipur
Date: 29.06.2017

29/6/17
Dy. Director
NIAM, Jaipur

29/6/17
Director General
NIAM, Jaipur

ANNUAL REPORT



FORM OF FINANCIAL STATEMENTS (NON-PROFIT ORGANISATIONS)
C.C.S.NATIONAL INSTITUTE OF AGRICULTURAL MARKETING
 Kota Road, Bambala, Jaipur ~ 302033

BALANCE SHEET AS AT 31st March 2017

CORPUS/CAPITAL FUND AND LIABILITIES		Schedule	Current Year	(Amount - Rs) Previous Year
CORPUS / CAPITAL FUND		1	211286579.45	180583092.03
RESERVES AND SURPLUS		2	0.00	0.00
EARMARKED/ ENDOWMENT FUNDS		3	251380437.10	228902621.71
SECURED LOANS AND BORROWINGS		4	0.00	0.00
UNSECURED LOANS AND BORROWINGS		5	0.00	0.00
DEFERRED CREDIT LIABILITIES		6	0.00	0.00
CURRENT LIABILITIES AND PROVISIONS		7	34940031.00	38673409.21
TOTAL			497607047.55	448159122.95
ASSETS				
FIXED ASSETS				
INVESTMENT-FROM EARMARKED/ENDOWMENT FUNDS		8	280526606.35	257947309.35
INVESTMENT-OTHERS		9	12141321.00	12101737.00
CURRENT ASSETS, LOANS, ADVANCES ETC.		10	0.00	0.00
		11	204939120.20	178110076.80
MISCELLANEOUS EXPENDITURE				
(to the extent not written off or adjusted)				
TOTAL			497607047.55	448159122.95
SIGNIFICANT ACCOUNTING POLICIES		24		
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS		25		

As per our report even dated attached
 For G.Dutta & Co.

FRN - 002136C

Chartered Accountants



(Gopal Dutta)
 Auditor
 M. No. 071312

Place: Jaipur
 Date: 29.6.2017

29/6/17
 Dy. Director(A/C)
 NIAM, Jaipur

Director General,
 NIAM, Jaipur

29/6/17

**FORM OF FINANCIAL STATEMENT (NON-PROFIT ORGANISATIONS)
C.C.S. NATIONAL INSTITUTE OF AGRICULTURAL MARKETING**

Kota Road, Bambala, Jaipur - 302033

INCOME AND EXPENDITURE ACCOUNT FOR THE PERIOD/YEAR ENDED 31st March 2017

	Schedule	Current Year	Previous Year
INCOME			
Income from Sales / Services	12	14779370.00	3542871.50
Grants / Subsidies	13	48603959.83	48871357.44
Fees / Subscriptions	14	42274665.75	42700351.00
Income from Investments (Income on Invest. From earmarked/endow. Funds transferred to Funds)	15	87400.00	1567123.00
Income from Royalty, Publication etc.	16	0.00	0.00
Interest Earned	17	1536383.00	2162296.00
Other Income	18	884750.00	686263.00
Increase/(decrease) in stock of Finished goods and works-in-progress	19	0.00	0.00
TOTAL (A)		108166528.58	99530261.94
EXPENDITURE			
Establishment Expenses	20	30375605.00	27676189.00
Other Administrative Expenses etc.	21	41149471.98	45651196.11
Expenditure on Grants, Subsidies of RGS	22	0.00	0.00
Interest	23	0.00	0.00
Prior Adjustment		0.00	0.00
Depreciation (Net Total at the year-end - corresponding to Schedule 8)		0.00	0.00
TOTAL (B)		71525076.98	73327385.11
Balance being excess of Income over Expenditure (A-B)		36641451.60	26202876.83
Transfer to / from General Reserve		0.00	0.00
BALANCE BEING SURPLUS/(DEFICIT) CARRIED TO CORPUS/CAPITAL FUND		36641451.60	26202876.83
SIGNIFICANT ACCOUNTING POLICIES	24		
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS	25		

As per our report even dated attached

For G.Dutta & Co.

FRN - 002136C

Chartered Accountants



(Gopal Dutta)

Auditor

M. No. 071312

Place: Jaipur

Date: 29.6.2017

29/6/17

Dy. Director(A/C)
NIAM, Jaipur

[Signature]
Director General,
NIAM, Jaipur