



Chaudhary Charan Singh

National Institute of Agricultural Marketing, Jaipur

(An autonomous organization under Ministry of Agriculture and Farmers Welfare)

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A Quarterly Newsletter of CCS NIAM PGDM (ABM)

FARM TO FORK

**EXCLUSIVE
NEWSLETTER OF
CCS NIAM**

AGROVON 2K24



Shri Faiz Ahmed Kidwai, IAS

*Additional Secretary (Marketing)
Govt. of India, Ministry of
Agriculture & Farmers Welfare and
Director General, CCS NIAM*

DG'S MESSAGE

Our institution has made great strides in research, fostering new collaborations with leading national and global organizations. At the same time, our outreach efforts have proven successful in connecting with the community and building strong relationships with a variety of partners.

As we look to the future, we are focused on advancing diversity and inclusion while expanding our research initiatives, deepening our community involvement, and enriching our educational offerings.

We deeply appreciate your ongoing support and dedication to our collective success.

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DEPUTY DIRECTOR'S MESSAGE

We take pride in our recent milestones and look forward to an exciting path ahead. Our institute excels through dynamic research, strong collaborations, and impactful community outreach. With a focus on diversity, expanded research, deeper engagement, and enriched education, we remain committed to progress. Heartfelt thanks to everyone who has contributed to our success!



*Dr. S.R. Singh
Dy. Director, CCS NIAM
Jaipur*

**SKYRIUS
2K24**



ORIENTATION DAY

C.C.S NIAM welcomed its 25th batch of PGDM(ABM) 2024-26 on July 22, 2024. The cohort of 69 students, including 15 girls and 54 boys from 38 universities across 18 states and one union territory, reflects the institute's vibrant diversity.

The orientation began with a welcome note by Deputy Director Dr. S.R. Singh, who outlined the course curriculum and faculty. Assistant Director Dr. Shuchi Mathur also extended a warm welcome to the students.

A key highlight was the interaction with esteemed alumni—Mr. Uday Meena, Mr. Gaurav Kaushik, Mr. Ajay Meena, and Mrs. Saswati Mukherjee—who shared inspiring insights from their NIAM journeys, motivating students to make the most of their time at the institute.



FOUNDATION DAY

The Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM) celebrated its 36th foundation day on August 8, 2024. The event began with a ceremonial lamp lighting by Director Dr. S.R. Singh, Assistant Director Dr. Shuchi Mathur, and other dignitaries, symbolizing the pursuit of enlightenment and knowledge. Students' vibrant dance and singing performances added joy and connection to the occasion. This annual celebration highlights the institute's mission to foster talent and innovation, inspiring all to strive for excellence.



INDEPENDENCE DAY



On August 15, 2024, India celebrated its 78th Independence Day with pride, and CCS NIAM marked the occasion with enthusiasm. The celebration began with Dr. Sahdev Singh, Director of NIAM, hoisting the national flag, followed by the National Anthem, honoring the sacrifices of freedom fighters. In his speech, Dr. Singh highlighted agriculture's vital role in India's economy and NIAM's contributions. The event featured patriotic performances, including songs, dances, and a mime expressing gratitude to the nation, serving as a poignant reminder of our collective responsibility to uphold liberty, equality, and fraternity.

Empowering Farmers: The Cooperative Advantage

Cooperatives have constituted one of the backbone components of agricultural systems, for farmers to tackle together the challenges they face. With the aggregation of resources and experience, cooperatives give farmers numerous advantages which can greatly impact their livelihoods. They provide farmers with the inputs needed such as seeds, fertilizers, and pesticides at prices that do not rip off them. Cooperatives thus save the farmer a lot of costs. Cooperatives actually help producers manage crop marketing by opening up a bigger market and increasing returns. Many cooperatives engage in processing food products, including packaging and storage, thus giving value addition to the harvest of these farmers and putting to near zero post-harvest losses. Amul, one of the leading dairy cooperatives in India, Indian Farmers Fertilizer Cooperative (IFFCO), the biggest cooperative in the world by turnover on GDP per capita.

In my opinion agricultural cooperatives play a very critical role in empowering the farmer and promoting sustainable agriculture because they allow the farmer a platform to collaborate with others to overcome challenges in their production, improve their livelihoods, mitigation of risks and even development of the agricultural sector.



Parmeet Singh
PGDM(ABM)2024-26

KRISHNA JANMASHTAMI



Krishna Janmashtami, celebrating the birth of Lord Krishna, was observed with devotion on August 26, 2024. Students transformed the venue into a vibrant setting, welcoming Lord Krishna's idol with songs and heartfelt devotion. The highlight was the exhilarating Dahi Handi festivity, where students formed human pyramids to reach a pot of curd, accompanied by laughter, music, and dance. The celebration embodied the spirit of togetherness, creating cherished memories and strengthening bonds.

ONAM

On September 16, 2024, Onam, the harvest festival celebrating King Mahabali's homecoming, was joyfully celebrated on campus. Students participated in traditional dance, music, and vibrant cultural activities. Beautiful floral arrangements (Pookalam) adorned the venue, creating a festive spirit. The day concluded with exciting games like musical chairs, a lemon spoon race, and tug of war, bringing everyone together for a memorable celebration.



GANESH CHATURTHI

This year's Ganesh Chaturthi celebration was vibrant and joyous, beginning with the installation of Lord Ganesha's clay idol amid heartfelt hymns. The campus came alive with colorful rangolis and a soulful Bhajan Sandhya. The ten-day festivities concluded with a lively visarjan, as students danced to dhol beats, bidding farewell with gratitude to the deity of wisdom and prosperity.



GANESH PREMIER LEAGUE

In celebration of Ganesh Chaturthi, the GPL organized an event that highlighted the spirit of sports among students, adding excitement to the festive atmosphere. Four teams—Ekdant, Dayawant, Gajanan, and Swaroop—faced off in a lively competition. The event was vibrant with cheers from the audience, who thoroughly enjoyed the spirited rivalry and camaraderie on display.



AGROVON 2K24



Chaudhary Charan Singh National Institute of Agricultural Marketing hosted its annual B-Fest Agrovon 2K24 on the 6th and 7th of September 2024, which brings together talented students across the country to showcase their skills in various competitions. This year's event saw enthusiastic participation from students of various international and national universities and B schools. Agrovon 2K24 provided a platform for students to demonstrate their knowledge, creativity, and problem-solving abilities in real-world business scenarios. Students from various institutions such as IIMs, IITs, DU, SIBM, IRMA, NAARM, and many others, were invited to participate in on-campus competitive rounds that had over 13,000 registrations.

The event began with blessings from Director General Shri Faiz Ahmed Kidwai, IAS, and the presence of CCS NIAM's Director, Dr Sahadev Singh, Deputy Director Dr S.R. Singh, and Assistant Director Dr. Suchi Mathur, as well as esteemed administrative officials and industry experts.

Our Sponsors



ADAMA





Agrovon 2024 is known for its rich tapestry of academic competitions. The event was a melting pot of academic excellence, featuring a diverse array of competitions sponsored by prestigious organizations. These competitions provided a platform for participants to showcase their knowledge, skills, and critical thinking abilities. The competitions included:

Sankalan - The Article Writing Competition: Sponsored by AMD, by encouraging participants to share their thoughts on a range of topics, this event got the best of the writers.

Advik - The Live Case Study Competition: Sponsored by Seed Work Pvt. Ltd, this event encouraged participants to solve problems in real-world scenarios and encouraged them to come up with innovative ideas for the problems.

Vivechan - The Case Study Competition: Sponsored by Paradeep Phosphates Ltd. The event used thorough case studies to examine complex organisational and business issues.

Pratibimb - The Photography Competition: Sponsored by Adama Ltd, the participants revelled in the art of visual narration through mesmerizing photography.

Lakshya - The B-Plan Competition: Sponsored by Adventz Group, this competition encouraged budding entrepreneurs to present their innovative business proposals and visions for the future.

Saksham - The Best Manager Competition: Sponsored by Dhanuka Agritech Pvt. Ltd., this competition evaluated the leadership, decision-making, and crisis management abilities of participants in real-world contexts. **Marketing Quencher's Quiz:** Sponsored by Syngenta Ind Pvt Ltd. this quiz competition puts participant's marketing knowledge and skills to the test and emerges victorious.

Adhyayan - Marketing case study: Sponsored by Chifu Agritech Pvt Ltd, Participants in this competition were given a realistic case study to solve and presented their workable ideas.

Filmania - The Videography Competition: Sponsored by Punjab National Bank, where participants showcased their videography and editing skills, the event was to create a video about CCS NIAM.

Adhyayan and Filmania were the entirely two new events that were added to the list this year.

The academic competitions culminated in **Rangmanch, the cultural festival**, sponsored by NAFED. Rangmanch was a vibrant celebration of various cultural performances, talent shows, and artistic expressions, promoting unity and cultural exchange.

CCS NIAM's Agrovon 2024 underscores the institution's unwavering commitment to nurturing talent, fostering intellectual growth, and promoting the holistic development of its students. In keeping with the theme of Amritkal, the institute aims to contribute to India's growth and progress by fostering innovation, sustainability, and entrepreneurship in the agricultural sector.



Winners

Sl. No.	Event	Winners	Runners Up
1.	Sankalan Article Writng	Jicky Chacko CoA, Vellanikara	Archana Nambiar C.C.S NIAM, Jaipur
2.	Saksham: The Best Manager	Jicky Chacko CoA, Vellanikara	Nadulla Anil kumar C.C.S NIAM, Jaipur Aswathi R IIT, KHARAGPUR
3.	Vivechan: The Case Study	Team NAVODAYA IRMA, ANAND	Team CONCORDIA C.C.S NIAM, Jaipur
4.	Lakshya: B-Plan Competition	Team STRIKERS C.C.S NIAM, Jaipur	Team THE BIRD EYE NAARM, Hyderabad
5.	Advik: Live Case Study	Team GA HANSRAJ COLLEGE, DU	Team NAVODAYA IRMA, ANAND
6.	Adhyayan: Marketing Case Study	Ayush Goyal IIT, KANPUR	Team URJA C.C.S NIAM, Jaipur
7.	Pratibimb: Photography Competition	Tarundeep Kaur C.C.S NIAM, Jaipur	Prithvi Sai Christ University (CU) Bangalore
8.	Marketing Quencher's Quiz	Tarundeep Kaur C.C.S NIAM, Jaipur	Nischay Asija C.C.S NIAM, Jaipur
9.	Filmania: Video Competition	Anmagalla Poojitha C.C.S NIAM, Jaipur Pranjal Rai SVPUAT , MEERUT	Nikhita Chetter IIPM, Bangalore
10.	Campus Ambassador Program	Harsh Patidar, CCS NIAM, Jaipur	





Skyrius 2024 was proudly hosted by C.C.S National Institute of Agricultural Marketing (NIAM), Jaipur and NIAM Alumni Association on 8th of September. The day commenced with the Deputy Director's inspiring address, setting the stage for a memorable reunion. This marked the warm welcome of our esteemed alumni to Skyrius 2024. This annual alumni meet is a cherished tradition that brings together former students from all walks of life, fostering a sense of camaraderie and connection.



The event was a whirlwind of activities, from nostalgic reminiscences to insightful panel discussions.

Alumni shared their career journeys, offering valuable advice to current students and inspiring us with their accomplishments. Skyrius 2024 was a resounding success, reaffirming the strong bond between the institute and its alumni. The event was a platform for sharing knowledge, networking, and celebrating that left a long-lasting impression.

NIAM Alumni Association

To act as a platform for the alumni of the Institute to communicate, coordinate and organize various activities for the diffusion of knowledge pertaining to Agribusiness.

To support and promote the Association and its activities on local, state, national and international levels.

To act as a strong link between the corporate world and the Institute.

To institute as well as facilitate prizes, scholarships and awards for outstanding project works, research papers and other professional activities by the students and faculty of NIAM.

To provide career guidance, interaction with industry, counseling, guidance and assistance to the students as well as the alumni members in their future pursuits.

To collaborate with educational and social institutions, corporates as well as governmental and semi-governmental bodies in order to further the objectives of the Association.

Alumni Lecture series - "SAMVIDH", Skyrius the homecoming of the alumni Today, members of NAA are working in diversified sectors which include Agri input, Commodity, Consultancy, Retail, FMCG, Banking and many other varied sectors



Achievements

Team Name	Batch	Position	Competition	Institution
Korra Chandar	2024-26	Winner	Durina: The Best Manager	MANAGE, Hyderabad
Team URJA	2024-26	Winner	Guestimania: A Guesstimate League	MANAGE, Hyderabad
Team STRIKERS	2024-26	Winner	Lakshya: B-Plan Competition	C.C.S NIAM, Jaipur
Tarundeep Kaur	2024-26	Winner	Pratibimb: Photography Competition	C.C.S NIAM, Jaipur
Nimisha Sharma	2024-26	Winner	Marketing Quencher's Quiz	C.C.S NIAM, Jaipur
Anmagalla Poojitha	2024-26	Winner	Filmania: Video Competition	C.C.S NIAM, Jaipur
Nadulla Anil kumar	2024-26	Runner Up	Saksham: The Best Manager	C.C.S NIAM, Jaipur
Team CONCORDIA	2024-26	Runner Up	Vivechan: The Case Study	C.C.S NIAM, Jaipur
Team URJA	2024-26	Runner Up	Adhyayan: Marketing Case Study	C.C.S NIAM, Jaipur
Archana Nambiar	2024-26	Runner Up	Sankalan Article Writing	C.C.S NIAM, Jaipur
Nischay Asija	2024-26	Runner Up	Marketing Quencher's Quiz	C.C.S NIAM, Jaipur

Microgreens

Microgreens, also known as vegetable confetti or micro herbs. Despite their small size, it contains nine times more protein and nutrients than mature plants, making them a vibrant and healthy addition to various dishes. Adults are opting for microgreen farming as it offers several advantages for farmers, including a short growing cycle, year-round production, low capital, and high nutritional value. They are grown in various colors and textures, have a high nutrient content, and an aromatic flavor.

Microgreens are harvested 7-21 days after germination, while sprouts have a shorter growing cycle of 2-7 days. Because the stems and leaves of microgreens are edible, they resemble baby greens more closely. studies have shown that microgreens may help reduce heart disease risk factors, such as weight, bad LDL cholesterol, and triglycerides. Additionally, consuming microgreens, as part of a healthy diet, may lower the risk of certain cancers, heart disease, diabetes, and obesity. They are easy to cultivate in small spaces and can be grown in soil or soilless media, indoors or outdoors, and under artificial or natural light. Several challenges, including high initial investment, energy consumption, pest and disease control, light requirements, and sensitivity to overcrowding requires careful planning and management to ensure successful cultivation.



Preety Raj
Batch- PGDM(ABM)2024-26

NETRITVA GUEST LECTURE SERIES



Topic: - “Agriculture Renaissance: A Journey from Platform to Network.”

The lecture started as the speaker shed light on the concept of ONDC and its functioning, the technical aspects including how and why was it developed. Later he focused on how the network is transforming agriculture by connecting the ends through various apps on a single network.

Mr Abhishek Singh- Vice president, Technology (Product head), at Open Network For Digital Commerce (ONDC)



Topic: - “Sustainable - Carbon Neutral Meat and Seafood Sector”

The session started as the speaker talked about the rising population and its effect on GHG emissions, later he covered the details of the contribution of meat industry to such emissions followed by effective ways to reduce them. The insights on SDGs and how Licious is achieving them were thought-provoking.

Mr Rajesh .K (Kumara Menon), Chief Quality and Sustainability Officer, Licious



Topic: - “New Product Development and Launch Strategies”

The session started as the speaker discussed new product development and launch strategies, emphasizing market research, customer needs assessment, innovative design, and effective marketing. Later he covered how Emami Agrotech Ltd. recently introduced a new product, leveraging a comprehensive marketing strategy that included targeted advertising, market surveys, and social media campaigns to maximize reach and engagement.

Mr. Santosh Singh, Associate Vice President (Head of Sales Development), Emami Agrotech Limited



Topic: - “Success and Corporate World”

The speaker discussed the subjective and objective aspects of success, emphasizing self-awareness as a crucial, ongoing process. He addressed introversion and extroversion, stressing situational adaptability. Communication was highlighted as vital for success, with feedback and networking emphasized as key tools. The speaker also introduced behavioural models and leadership concepts, including Maxwell's pyramid, and discussed corporate politics.

Mr Tanmeet Singh G., Regional Commercial Director- Pacific at Dupont water Solutions



Topic: - “Evolution of the Agri Input Industry in India and Digital Transformation in Agriculture: Success Stories and Lessons Learned”

The speaker introduced the topic by discussing data of how agriculture has evolved over the period of time. Later he talked about the progress of agri-input sector due to digital evolution. His insights on agri-tech which is revolutionizing the current agriculture scenario were knowledge and helped students gain industry inputs. The session had many curious questions from students.

Mr. Rajendar Godara, Vice President Agri Input Business at Unnati



Mr. Amit Bhageria, Senior Director, Head - SFE & SFA, Commercial Excellence from Cipla



Mr. Vivek Gittuwala, Director -SFE from Cipla



Mr. Atul Patil, Director, Head of Business Planning, Marketing Excellence and Omnichannel from Cipla

Topic: - “Campus to Corporate: Career Paths for Agribusiness Graduates”

The interactive session started with a brief introduction by the speakers about their professional journey focusing on lessons that would help the students. Later they answered many curious questions from the students helping them to understand the right path, and clear their doubts on required skills, career development, work-life balance and few technical questions



Topic: - “Overview of FMCG sector and Perfetti Van Melle”

The lecture commenced with depiction of nostalgic and unique marketing campaigns by the company, followed by the overview of company, its functioning, and business model. This was succeeded by fun filled explanation of marketing and sales concepts along with examples from across FMCG sector.

Mr. Ankit Jain, Associate Director Sales Development at India's leading confectionary company, Perfetti Van Melle



Topic: - “Leadership Development, the importance of Personal Branding in career growth and the importance of soft skills in professional success”

The session started as the speaker talked about different leadership types and factors influencing in building strong and positive personal branding both in person and on social media. Followed by explaining importance of soft skills in corporate by taking real-life examples. The enlightening session concluded with a question and answer section.

Ms. Simin Askari, Senior Vice President Human Resources & Business Excellence at DS Group



Topic: - “Optimization and workings of the maize supply chain & Roquette and its global operations”

The lecture started as the speaker gave a quick gist about the company and its operations following which a detailed explanation of maize supply chain and value chain including various stakeholders associated, different processes followed, potential challenges and effective solutions were discussed. He also summarized the new avenues for optimizing resources and concluded by talking about future prospectus. He gracefully answered the questions of the students in the end.

Mr. Virender Grover, Managing Director at Roquette



Topic: - “Building Sustainable Supply Chains”

He started the session by giving an introduction about the company followed by mentioning the importance of sustainability and traceability in the supply chain. Then he summarized various impacts like Economic, Environmental and Social on supply chain management. Later, the concepts of supply chain risks in India, GHG emissions and mitigation approaches were discussed and this was followed by many curious questions from students.

Dr. Satyanarayana Kandukuri, Ph.D, Vice President at Sathguru Management Consultants



Topic: - “How to plan your business”

The speaker divided the subject of Business development into sub categories of Strategy Pyramid such as Guiding principles & ambition, business scope, core competencies and alignment. He talked in-depth about these concepts along with examples of existing market players. His insights on the importance of having a unique and winnable business model helped the students gain valuable lessons. Many questions and doubts of students were cleared by the speaker through this interactive session.

Mr. Sumit Jain, Chief Executive Officer (CEO) at Valency International Pte Ltd



Topic: - “The Future of B2B F&V Trade: A spotlight on Agritech Startups”

The discussion started with a briefing about new-age technologies like AI, predictive analysis, blockchain technology and their use case in agri-tech industry. Further, he elaborated B2B model in fruits and vegetable sales and how such companies are transforming consumer preferences and expectations. His insights for the questions on traceability, regulatory environment and customer inclusion were truly enriching.

Mr. Akash Mitra, Sales Head at Bijak



Topic: - “Group Journey of the Company and Setting Career Goals with Agri-Based Companies for Agripreneurs”

The speaker shared the company's journey, detailing their innovative products and the challenges they overcame since their inception. Later he highlighted the various career opportunities available to students encouraging them to explore fields in agriculture. Emphasizing the importance of basic agricultural knowledge, the speaker noted that a strong foundation in this area is essential for innovation and problem-solving in the industry.

Dr Jitendra Singh, Vice President and Head of R&D at AquAgri Processing Private Limited



Dr Sandip Joshi, Head of AHD, Himalaya Wellness Company



Dr. Devojit Das, Group Product Manager, AHD, Himalaya Wellness Company



Dr. Zafar Ahmad, Associate General Manager- Marketing from Himalaya Wellness Company

Topic: - “Transforming Animal Healthcare with Ayurvedic Breakthrough”

The guest lecture focused on Himalaya Wellness Company's global presence, ethical herb sourcing, and divisions like Green Pharma and animal health.

The speakers highlighted Ayurvedic solutions in animal healthcare, emphasizing natural, side-effect-free treatments and the molecular mechanisms of Ayurvedic herbs. They also explained innovations like nano-formulations to enhance efficacy and ongoing collaborative research for future advancements in veterinary medicine.



Topic: - “Career scope of ABM students in Agri-input companies”

The speaker started the session with an interesting story and connected the concept of having a purpose to sustain in agri-business, later he explained the overview of the agri-input sector, giving details of modern technologies in farms and the challenges faced in adopting sustainable practices. His expertise gave a clear understanding of industry scenario to the students.

Mr. Saumendra Nayak, Lead- Agribusiness Strategy at PI Industries Ltd



Topic: - “Innovation Management in the Animal Feed Industry: balancing R&D and Market Demands”

The session began by introducing the world of agri-business explaining the role of young minds in introducing new technologies. Further, he briefed about how demand and R&D are balanced, challenges while implementing new technologies and other animal nutrition-related concepts. The speaker also suggested few books for better understanding and to gain more knowledge on these topics

Dr. Shirish Nigam, Managing Director-South Asia at EW Nutrition



Topic: - “Data Analytics in Agriculture”

The speaker talked about the company, its business model and how the platform is helping to navigate the complexities of distribution network in agri-input sector. His insights on building a successful startup and use of data and technology to solve the problems of agriculture were enriching. Later, he discussed the role of e-commerce in agri-input sector and highlighted how AGRIM is leveraging analytics to find feasible, data driven solutions.

Mr. Tanmay Bakshi, Head of Supply at AGRIM



Topic: - “Harnessing Market Trends, Global Trade Opportunities, and Public-Private Collaborations for Growth in the Seed Industry”.

The speaker highlighted the role of crops in production of energy. He discussed the dual-purpose nature of energy crops, emphasizing its potential not only as a staple food crop but also as a significant resource for bioenergy. Later, he focused on overview of seed industry and future prospects. The interaction concluded with question and answer session.

Mr. Satyender Singh, CEO- Seeds at Crystal Crop Protection Limited



Topic: - “An insight into the FMCG Industry”

The speaker shared the company's journey, followed by explanation on the market scenario of FMCG sector along with giving details on terminologies related to the sales of FMCG products, his insights were backed by real-life examples. He included students in an interactive problem-solving case to explain the topic in a better way. The session had many curious questions from students.

Mr. Mangesh Yadav, National Sales Manager at Mapro Foods Pvt Ltd



Topic: - “Advancing Aquaculture with New-gen Technologies

The lecture started as the speakers talked about the aquaculture market scenario at the global and Indian levels. Followed by which, they gave detailed information about the company, its value chain and how it is leveraging new technologies such as satellite remote sensing to enhance the stakeholder advantage. Later the explanation on advanced technology-based applications used by the company and future opportunities for agri-business students were explained by the delegates.

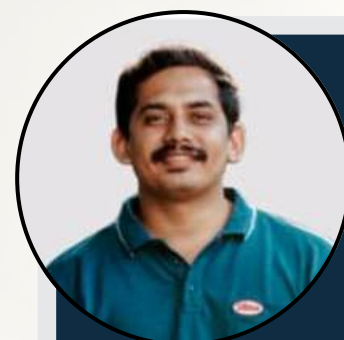
Mr. Murugan Chidhambaram, Head of Digital Transformation and Mr. Sankara Velu, Enterprises architect at Aquaconnect



Topic: - "Overview of Potato Processing Industry"

Started with a brief about the potato processing industry, the speaker explained the reasons for the growth of potato production in India and its advantages. Later he summarized the workings of HyFun Foods, their product range, market presence and innovative approaches. Talking about the wide clientele, he mentioned the importance of innovation, research and development to stay updated to the changing consumer preferences. The session ended with many curious questions from students.

Mr. SOUNDARARADJANE S, CEO at HyFun Foods



Topic: - "Regulatory Research and Marketing Expertise"

The speaker started the lecture by giving brief about the importance of expertise and market research in product development. Later he elaborated on different stages and activities in product development and after that regulatory steps to follow for the registration of product, regulatory contracts as well as regulatory support activity. Further, he talked about the bioassay of T stanes and Marketing support in both domestic and international market. At last he concluded by how to be in the professional life for a successful career.

Mr. Manoj AM, Head Regulatory Affairs and Product Development at T Stanes and Company LTD



Mr. Gulshan Singh Rana, Head Market Development and Commercial Capability- India, Bangladesh, Sri Lanka, Bayer Crop Science



Ms. Mallika Tripathi, Commercial Capability Manager- North and West Units, at Bayer Crop Science

Topic: - "Building Competitive Advantage in Agri-Markets: Lessons from Industry"

The speaker emphasized the importance of respecting time, self-reflection, and staying committed to our goals. His insights on having a clear purpose, rational communication and integrity in leadership helped the students to understand the need for a positive mindset in the workplace. Further, he highlighted the Indian Agricultural Economy and futuristic key challenges. At the end, he gracefully answered many questions from the students.



Topic: - "Future of the Agri-Input Industry: Overview & Opportunities"

The speaker provided a comprehensive overview of the agri-input industry, emphasising key components like seeds, fertilizers and machinery. He highlighted the bright future of agriculture, driven by population growth, changing lifestyles and increased export opportunities. Later he discussed the government and private sector initiatives aimed at addressing sector challenges and that the future of the agri-input industry relies on innovation, sustainability and the integration of technology

Mr. Raghavendra Udupa, Head of Marketing at UPL



Topic: - "Career Pathing: Guiding Students to Visualize Their Future in the Corporate World"

The discussion in the guest lecture started with what is career pathing and its importance in a professional career. Later he explained how re-skilling and up-skilling help us to move forward in life. Further, he emphasized on non-linear career and learnings from it so that we can find what role is suitable for us and what capabilities we need to develop. At last, he told the significance of mentors, feedback, and diversification which we need in our professional lives.

Mr. Vishal Sharma, Global Head of HR-Manufacturing operations, Supply Chain and Quality at Glenmark Pharmaceuticals

SAMVIDH ALUMNI LECTURE SERIES



She shared her expertise on 'Commodity Derivatives'. Students had the valuable opportunity to engage directly with an industry leader, gaining practical knowledge and insights

Ms Scini Vijayachandran, Assistant Vice President, Research & Index Administration at Multi Commodity Exchange of India Ltd.



He shared his expertise on 'Career opportunities in Public Affairs and Policy for Agri-business'. Students had the valuable opportunity to engage directly with an industry leader, gaining practical knowledge and insights.

Mr Amit Shekhar, Head-Group Public Affairs & Policy Cell at Mahindra Group



She shared her expertise on 'Understanding the future of commodity research and analytics'. Students had the valuable opportunity to engage directly with an industry leader, gaining practical knowledge and insights.

Ms Konika Pant, Head Business Intelligence (Research and Analytics) at ADM

Agriculture Export and Import Scenario in India (2023-24)

India's agricultural sector continues to demonstrate significant growth in 2023-24, characterized by robust performance in exports and imports. This growth is facilitated by strategic initiatives, favorable policies, and strong global demand.

In the first half of the fiscal year 2023-24, India's agricultural and processed food exports reached approximately USD 12.5 billion, reflecting a 15% increase compared to the same period in the previous year. APEDA targets total agricultural exports of USD 25 billion for the fiscal year.

India is among the top agricultural exporters, holding approximately 2.8% of the global agricultural export market, ranking in the top 10 exporters worldwide. Agricultural imports are projected to reach around USD 20 billion for 2023-24, focusing on essential commodities to ensure food security. India ranks among the top agricultural importers globally, accounting for roughly 5.5% of total agricultural imports.

The agricultural export and import scenario in India for 2023-24 reflects a robust growth trajectory, with significant increases in sectors like rice, onions, and processed foods. The recent tax exemption on Basmati rice exports and increased onion exports to Bangladesh are pivotal developments. As India navigates challenges and capitalizes on opportunities in both exporting and importing, ongoing collaboration among stakeholders and effective policy implementation will be crucial for sustaining growth and enhancing India's position in the global agricultural market.



Shivnandan Singh
Batch- PGDM(ABM)2024-26

Hydrogel Capsules

Hydrogel is a polymer-based technology designed to absorb and store water. When mixed with the soil, this gel expands up to three hundred times its original size by absorbing water, releasing it slowly when the soil becomes dry. This technique helps retain soil moisture, manage water resources effectively, and promote sustainable farming practices, especially during times of water scarcity.

The use of hydrogel has shown a 10-25% increase in crop yield and a 40-70% reduction in water usage. It also prevents the leaching of chemical fertilizers by keeping them intact in the soil, ensuring efficient nutrient use by plants. These capsules are easy to use, requiring just one capsule for small plants and a few for larger plants, such as coconut trees, which need around 20 capsules. Each capsule lasts for about three months. The capsules are available at a price of 3 rupees each, making them an affordable option for farmer.

As a cost-effective and environmentally friendly technology, hydrogel capsules hold significant potential in promoting sustainable farming practices, particularly in drought-prone regions.



Archana Nambiar
Batch- PGDM(ABM)2024-26

Integrated Farming: Ultimate resort for every farmer

Indian agriculture, dominated by small and marginal farmers (86%) owning just 44% of arable land, can benefit significantly from the integrated farming system (IFS). IFS combines activities like crop cultivation, animal husbandry, aquaculture, and agroforestry, creating an interdependent system where the primary and secondary outputs of one activity serve as inputs for another. This approach enhances nutrient recycling, reduces inputs, and improves soil quality, contributing to higher profitability (up to 265%) and employment (up to 143%) compared to single-enterprise farming.

Government programs like the National Mission for Sustainable Agriculture and Rashtriya Krishi Vikas Yojana promote IFS through subsidies, training, and technical support. To boost adoption, targeted interventions like farmer training, demonstrations, credit access.

By leveraging synergistic interactions among components, resource-use efficiency and by-product recycling can be optimized, transforming IFS into a sustainable model for improving farm livelihoods



Pawan Kalyan
Batch- PGDM(ABM)2024-26

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