



Chaudhary Charan Singh National Institute of Agricultural Marketing, Jaipur

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FARM TO FORK

A Quarterly Newsletter of CCS NIAM PGDM (ABM)

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“At CCS NIAM, we believe that education is a key driver of Agri-business Development, and we are committed to providing the highest quality training and capacity-building programs to our students, farmers, agribusinesses, and other stakeholders. We as an institute have been upholding our mandates of training, research, consultancy, and education. Our dedicated team of experts has been working tirelessly to advance our mission of promoting sustainable agriculture and enhancing market linkages for farmers and agribusinesses. As we move forward, we remain committed to our vision of creating a sustainable and inclusive agricultural sector that benefits all stakeholders. We welcome your continuous support and engagement in our efforts toward education and the growth of the agriculture sector.

Director’s Message

As we approach the end of the quarter, I would like to take a moment to reflect on our recent achievements and the future opportunities ahead. Despite the challenges we faced, we have continued to make progress toward our goals, with our research projects and community outreach initiatives both thriving. We have exciting plans in the pipeline with new research collaborations. Our commitment to promoting diversity, equity, and inclusion in all aspects of our work is stronger than ever, and we are taking steps to ensure that our institute remains a welcoming environment for everyone. I appreciate your hard work and dedication, and together, we can continue to make a positive impact on our community and the world.



Dr. Ramesh Mittal
Director,
C.C.S NIAM, Jaipur



Dr. Vijaya Lakshmi Nadendla,
Director General, CCS NIAM
Joint Secretary (Marketing), MoA & FW,
Government of India

Navaratri

Navaratri is the joyous way of worshipping Goddess Durga. The festival was celebrated with joy and fervor at NIAM. As 'Nav' means nine, so to mark the celebration of the nine days all the students came together wearing one common colour to mark the day of the goddess.

The ninth day was marked with the Dandiya celebration, where all the students came together and danced in rhythm, enjoying the event and keeping the spirits of celebration high.



Diwali

Diwali is the festival of lights, joy, harmony, and victory. This year, the students of NIAM celebrated the event with great enthusiasm on 24th October. The event was marked by the traditional Laxmi Pooja and chanting of mantras to deities, seeking blessings from the Goddess of wealth and happiness. The entire campus was decorated with colorful lights and rangolis, and the atmosphere was filled with happiness and positivity.



Topic: Overview and Dynamics of Import of Agri commodities in India

Mr. Sohil Tanna
Director
Agrocorp International Pvt Ltd.

Mr. Sohil Tanna started the session by giving a brief overview of the current scenario of trade dynamics of agricultural commodities in our country. Later he talked about the procurement, MSP, and farmer margin matrix. This was followed by the import scenario of pulses, classification of import goods, and import clearance procedure. The session was concluded with a highly engaging question-answer round.

Student Achievements

Team Name	Batch	Position	Competition Name	Organizer
Mr. Shubham Gulati	2021-23	Winner	Atharv'22 iSO Photography Event	IIM, Indore
Team Agni	2021-23	Runner up	Hack the Risk 2.0	NCDEX

Friendship Day

As Abraham Lincoln famously said, "The better part of one's life consists of his friendship." At CCS NIAM, the importance of friendship is celebrated through the allotment of mentors from the senior batch (2021-2023) to the junior batch students (2022-2024), who guide and support their mentees throughout their time at the institution. These mentors become not only guides but also lifelong friends to the students they mentor.

The significance of this day is of great importance to the students of NIAM, and the celebration was carried out with tremendous enthusiasm. The event featured various games, dances, and songs by the junior batch students. The evening concluded with a cake cutting ceremony, where everyone came together to mark the start of new bonds. Friendship Day is a special day to celebrate the bond of love, trust, and understanding between friends. It's a day to cherish and appreciate the precious relationships that make our lives meaningful.



Spandan

Sports brings together people from all walks of life who share a passion for competition and a desire to excel. Athletes push themselves to the limit on the field, court, or track, inspiring us all to strive for greatness. At NIAM, students eagerly anticipate the annual SPANDAN sports event, which offers a week of exciting competitions and activities.

This year, SPANDAN began on December 19, 2022, with more energy and enthusiasm than ever before. The event featured a range of activities, including Badminton, Basketball, Volleyball, Carrom, Chess, Table

Tennis, and the newly introduced Futsal. The campus was filled with a noticeable increase in enthusiasm throughout the week, and the energy could be felt as soon as one stepped inside the sports facility, Barak.

The event was characterized by energy, enthusiasm, and exuberance, and everyone participated in good spirits, contributing to its success. While there were winners and losers, sports are about much more than just trophies and records. They bring people together and encourage us to strive for our best.



Be future ready for Agriculture 4.0 : opportunities and challenges

The session began with a brief overview of Dhanuka Agritech Ltd. and the changing scenario of agriculture in India which was followed by how agriculture plays an important role in the Indian economy. Later the lecture was taken forward by discussing IoT, AI, GIS, and remote sensing. The session concluded with a healthy doubt/query-solving discussion with all the enthusiastic listeners.

Mr. Subodh Gupta
Chief Marketing Manager
Dhanuka Agritech Ltd.

Topic: Marketing of crop protection chemicals - Promotion strategy

Mr. Kamal Kumar began with a quick overview of current and past agricultural methods and perspectives. Emphasis on customer acquisition through the use of digital media content that is closely related to cultural norms. This was followed by a series of well-received national advertisements for local and global multinational firms. Later, he also spoke how agriculture has evolved dramatically in recent years.

Mr. Kamal Kumar
Advisor
Dhanuka Agritech Ltd.

Christmas

“The Christmas tree is sparkling with stars, the balls are whirling, and the bells are jingling.” The festival of gifts, carols, lights, and decorations was celebrated with great joy and zest. December 25 every year, Christmas marks and commemorates the birth of Jesus Christ.

This year's festivities kicked out with a Christmas carol and continued with dance and music. It was wonderful to see everyone having so much fun during events and games. This Christmas eve was the perfect night to express affection, enjoy, and strengthen our bond.

"Christmas, my child, is love in action. Every time we love and give, it's Christmas." — Dale Evans.



Topic: Role of Digitization and GIS in Agri 5.0

Mr. Prasanna R. Bhat started lecture with importance of digital and GIS tools in agriculture. Tools like, predictive modeling, digital phenotyping, etc. were also discussed. Afterward, he talked about initiatives like “Farmrise” taken by Bayer crop science. He concluded the session by sharing the valuable experience that he has gained over the years.

Mr. Prasanna R. Bhat
APAC Breeding Deployment
Systems Lead
Bayer Crop Science Ltd.



Topic: Customer Centricity: The ultimate key to business development

The lecture began with an overview of the organization's broad network in various industries, followed by its mission statement of offering quality products and services. Moving forward, Sir talked about some marketing terms and touched upon the frequent practices by input providers to create and retain customers and increase visibility. The session concluded with a brief overview of agriculture and future prospects.

Mr. G K Venugopal
Head
Agro Domestic Business,
Indofil Industries Ltd.





Mr. Sachin Nandwana

Co-founder,
BigHaat India

Topic: Role of e-commerce in shaping new age agriculture

The expectations and concerns that the burgeoning entrepreneurs have about changing the future of the farmers were discussed at the beginning of the lecture. It continued with the lecturer's thought-provoking remarks, then discussed BigHaat's ambition to establish itself as a globally recognized digital ecosystem, its applications, the methods by which data is gathered, and the efficiency with which it is used. The session concluded with a brief overview of the e-commerce industry and future prospects.

Regenerative Agriculture

Regenerative agriculture is a farming and land management practice that seeks to rebuild and improve the health of soil, water, and ecosystems. It aims to mimic the natural processes of ecosystems to create a more sustainable and resilient food production system.

Regenerative agriculture practices include techniques such as cover cropping, rotational grazing, and the use of compost and mulch. These practices help to increase the organic matter in the soil, which in turn can improve soil structure, water retention, and nutrient availability. In addition to improving the health of the land, regenerative agriculture also has the potential to mitigate the negative impacts of climate change. Soil that is rich in organic matter acts as a carbon sink, meaning it can absorb and store carbon dioxide from the atmosphere. By increasing the amount of carbon in the soil, regenerative agriculture can help to reduce the number of greenhouse gases in the atmosphere.

Overall, regenerative agriculture is an approach to farming that seeks to create a more sustainable and resilient food production system, while also working to improve the health of the land and address the negative impacts of climate change.

Miss. Diksha Bihani

Batch– PGDM(ABM) 2022-24



Topic: Overview of the Banking industry and career prospects

India's projected rise to third-place economic status by the end of the decade was the topic of discussion at the start of the presentation. Future potential in the banking industry were addressed, along with how HDFC is utilising those opportunities to become India's finest bank. The improvements in technology such as bitcoin, blockchain technology, and carbon credit financing were discussed.



Mr. Ranjeet Rajora

Circle Head,
HDFC Bank

Overview of the Agrochemical Industry

The talk began with an overview of the facts and conditions surrounding the agrochemical sector, which offers a wealth of chances for prospective managers. The need for crop protection products and the advantages of pesticides for Indian farmers were then discussed, along with the potential for market expansion in India and the significance of improving yields and key trends in agriculture



Mr. B V S Satish

Sr. AVP and Head
Coromandel International Ltd

Topic: Globalization in the Agriculture sector-An analysis of the Indian scenario

The session begins with an overview of the core values and business of Grant Thornton Bharat LLP. Later the session talks about the positive impact of globalization on Indian agriculture and the agri-startups ecosystem. Thereafter the current state of the Horticulture sector in India was discussed and the role of external financial institutions in the development of the sector was discussed. The session thereafter concludes with an enthusiastic and interactive question-answer round.



Mr. Chirag Jain

Partner, GT
Grant Thornton Bharat LLP

Saffron of Rajouri- Extending the Saffron Map of India

Pampore district is famous for its saffron followed by other districts of Kashmir when the spice saffron comes to our mind, with limited cultivation in the Kishtwar district of Jammu provision. But when the Rajouri administration came up with the idea to cultivate Saffron on an experimental basis in the Darhal Subdivision as the climatic conditions are like the saffron growing area of Kishtwar, the results turned out to be successful.

The farmer on whose field the trial basis was carried on 15 marlas of the area from a total land area of 15 Kanal, sees this as an opportunity to increase income. The agriculture department of Rajouri is working to enhance the socioeconomic status of the farmers by encouraging them to switch to commercial farming from subsistence farming, and real action is being made in this direction. Saffron Cultivation Trial is one more step forward in this direction to achieve this goal and a lot of opportunities lie in the coming future.

Miss. Devguni Singh
Batch– PGDM(ABM) 2022-24



Topic: Full page technology enabled DSR

Mr. Manoj began the lecture with the Savannah seed industry's perspectives, which included the sava smart rice vision, practices, and issues experienced in the expanding economy. The Full-page Rice System in Detail with All Practices Included, Career Opportunities in the Seed Industries, and Key Competencies Required in the Industry for the Full-Page Rice System were the next topics covered.

Mr. Manoj Kumar Singh
National Sales Manager,
Savannah Seeds Pvt. Ltd.



Topic: E.I.D. Parry (India) Ltd.- An overview

Mr. Krishna Kant Reddy shared his thoughts with a brief overview of facts and figures regarding EID Parry. He talks about the organization's history, vision, missions, and broader sugar industry challenges and opportunities. This was followed by the sugar consumption trend and government reforms in the sugar sector. This was followed by an interactive doubt-clearing session where he provided students with accurate and relevant information about the recent happenings in the sector.

Mr. Krishna Kanth Reddy
Head of Procurement
E.I.D. Parry (India) Ltd.



Role of Investment Companies

An investment company is one whose principal business is the acquisition of shares stocks, debentures, and other securities. In the building up and control of corporate enterprises, investment companies play a vital role. Almost all the big groups have a cluster of investment companies-both as a tool to exercise control over their immediate flagship companies and later to extend their holdings in other companies.



As the diagram indicates, it is the investment company through which the funds of the promoters are channelized into their companies. Investment companies by their very nature have a certain special advantage, both under the Companies Act and under tax laws. The concept of investment company occurs in two places in the Companies Act, namely, under section 372 and Note L of the general instructions for the preparation of Schedule 4 to the Companies Act.

However, with the abolition of wealth tax on financial investments, the creation of multi-layer investment companies has lost its relevance. It may also be noted that under the present law, dividend income is exempt from income tax. Under the Gift Tax Act, the valuation rules of investment companies are relevant when gifts of an unquoted investment company's shares are made.

Mr. Kedar Birajdar
Batch– PGDM(ABM) 2022-24



Fertile Ground: How Government Support is Boosting Productivity in Indian Farming?

Agriculture is a crucial sector in the Indian economy, employing more than half of the country's population. To support this sector, the Indian Government provides various subsidies to farmers, including subsidies for fertilizers, seeds, irrigation, and other inputs. These subsidies help reduce the cost of farming and increase productivity, leading to higher incomes for farmers.

In addition, the government also provides subsidies for crop insurance, to protect farmers from losses due to natural calamities, pests, and diseases. The government has also launched various schemes to promote

sustainable agriculture, organic farming, and the use of renewable energy in farming.

Overall, the Indian Government's subsidies for agriculture have played a vital role in improving the livelihoods of millions of farmers and ensuring food security for the country. However, there is a need to address issues such as targeting and efficient delivery of these subsidies to ensure that they reach the intended beneficiaries.

Mr. Mrityunjay Kumar
PGDM(ABM) 2022-24



Topic: Digitalization in Agriculture

Mr. Deepak Pareek Sir initiate the lecture by giving a broad overview of the Indian agriculture and Ag-tech sector at large. This was followed by a discussion on the need for a truly sustainable agri-food system in India. He shares the valuable experience that he has gained over the years and talks about the technology trends shaping today's agriculture. This thought-provoking and insightful session were followed by an engaging Question-answer round.



Mr. Deepak Pareek
Founder
HnyB Tech Incubations Pvt. Ltd.

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