



PROSPECTUS

PGDM-ABM 2024-26



Chaudhary Charan Singh National Institute of Agricultural Marketing, Jaipur
(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Government of India)

Message From Director General's Desk



**Shri Faiz Ahmed Kidwai, IAS
Director General, CCS NIAM**

CCS National Institute of Agricultural Marketing (CCS NIAM), Jaipur has come a long way since its inception in the year 1988. Having been placed all the students through campus placement. CCS NIAM-Jaipur has successfully carved out its own identity in the Agri- business industry with an impressive managerial work culture through bright students. Our students are able to make greater strides to deliver need of agribusiness industry i.e., Agri Input, Banking & Finance, Agri-Retail, FMCG, Agri-Commodity, Warehouse, Logistics etc. CCS NIAM, Jaipur offers a vibrant campus life, serene learning environment powered with the state-of- the-art infrastructure, widely experienced faculty

members that facilitate a congenial teaching-learning environment through spectrum of course modules, summer internship projects, guest lectures, corporate interactions, alumni lecture series enriched by activity-based learning. A three-prong judicious blend of diverse pedagogy used at CCS NIAM is Student Faculty-Industry centric that collectively promotes practical approach, creative thinking, problem solving ability, and enable

working in cross-cultural teams. In short, CCS NIAM offers the best in terms of diversity, infrastructure, and opportunity in every respect. The campus also houses Agri-Incubation Centre for strengthening agribusiness incubators and rejuvenation of technology and business development ecosystem, Student Activity Cell, Social Outreach Cell, Corporate Relations and Placement Team, Consultancy wing, Research wing and Training wing to cater international trainings, workshops, and seminars, Indo- German cooperation on Agricultural Market Development (AMD project) for supporting the implementation of India's strategy for enhancing export value chains in international market, all of which add further value to the overall ecosystem. Welcome to CCS National Institute of Agricultural Marketing, Jaipur!

About C.C.S. National Institute of Agricultural Marketing

Established in 1988, under the Ministry of Agriculture and Farmers welfare, Government of India, the Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM) is vested with the responsibility to fortify the agricultural marketing sphere by rendering specialized training, research, and consultancy to India and other South-East Asian countries.

The commencement of the management education was from the year 2001 wherein a two year fully residential Post Graduate Diploma in Management (Agri-Business Management) was launched. Management Education, since then, has been a foremost concern for the institute to deliver the most promising human resource to the industry. The students at CCS NIAM go through an intensive academic rigour to come out as the most talented and committed riches for Agri-Business and Food industry.

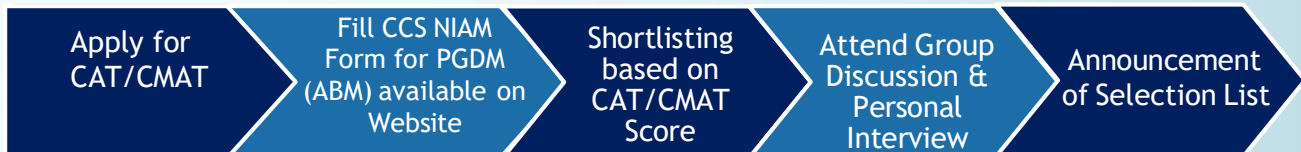
Highlights of PGDM (ABM)

- Two-year residential program started in 2001, approved by AICTE.
- Aims to develop Techno-Managerial competence.
- Program delivered through 7 trimesters, 121 credits and 45 courses.
- EXIM Bank Merit Scholarship for meritorious students.
- 900+ Alumni base serving agriculture value chain
- Affordable fee structure- Rs. 9.00 Lacs for two years all inclusive (tuition, boarding, lodging and medical insurance)
- 100% placement since inception.
- Guest Lecture series by industry professionals.
- Students come from diverse educational backgrounds and geographical diversity
- Ample opportunity for learning
- Opportunity to be associated with CCS NIAM consultancy program.
- Good opportunity for empirical research organized by CCS NIAM
- Great opportunity to learn and participate in center for excellence CCS NIAM incubation center to be entrepreneur or to start your own Agri-start up.

Eligibility

- Bachelor's Degree in Agriculture Sciences or in any other discipline with at least 50% marks or equivalent CGPA [45% in case of SC/ ST/PH]. Must have a valid Score of CAT-2023 or CMAT-2024.
- Reservation of seats as per Govt. of India rules.

Multi – Stage Selection Procedure



Selection parameters and their weightage:

| Criteria | Weight |
|--------------------|------------|
| CAT/CMAT Score | 51/34 |
| Diversity Factor * | 06 * |
| Group Discussion | 12 |
| Essay Writing | 10 |
| Personal Interview | 16 |
| Work experience | 05 |
| Total | 100 |

* Diversity Factor weightage of 6% is assigned to agriculture and allied disciplines, 2% for humanities & social sciences and 0% for pure sciences and engineering disciplines.



Fees and Payment Schedules (PGDM-ABM-2024-26)

First Trimester (July - September 2024)

| S. No. | Details | Amount of Rs. | Last Date |
|--------------|----------------------------|-------------------|-------------|
| 1 | Tuition Fee | 2,72,000/- | 1 July 2024 |
| 2 | Boarding and Lodging Fee | 45,000/- | |
| 3 | Computer Lab Fee | 20,000/- | |
| 4 | Library Fee | 15,000/- | |
| 5 | Caution Money (Refundable) | 10,000/- | |
| 6 | Health Insurance | 3,000/- per year | |
| Total | | 3,65,000/- | |

Second Trimester (October - December 2024)

| S. No. | Details | Amount of Rs. | Date |
|--------------|--------------------------|-----------------|--|
| 1 | Boarding and Lodging Fee | 45,000/- | Payable on or before 1 October 2024 |
| Total | | 45,000/- | |

Third Trimester (January - March 2025)

| S. No. | Details | Amount of Rs. | Date |
|--------------|--------------------------|-----------------|---|
| 1 | Boarding and Lodging Fee | 45,000/- | Payable on or before 01 January 2025 |
| Total | | 45,000/- | |

Fifth Trimester (July – September 2025)

| S. No. | Details | Amount of Rs. | Date |
|--------------|--------------------------|-------------------|-------------------------------------|
| 1 | Tuition Fee | 2,72,000/- | Payable on or before 1 July 2025 |
| 2 | Boarding and Lodging Fee | 45,000/- | |
| 3 | Computer Lab Fee | 20,000/- | |
| 4 | Library Fee | 15,000/- | |
| 5 | Health Insurance | 3,000/- per year | |
| Total | | 3,55,000/- | |

Fees and Payment Schedules (PGDM-ABM-2024-26)

Sixth Trimester (October – December 2025)

| S. No. | Details | Amount of Rs. | Date |
|--------------|--------------------------|-----------------|---|
| 1 | Boarding and Lodging Fee | 45,000/- | Payable on or before 1 October 2025 |
| Total | | 45,000/- | |

Seventh Trimester (January –March 2026)

| S. No. | Details | Amount of Rs. | Date |
|--------------|--------------------------|-----------------|---|
| 1 | Boarding and Lodging Fee | 45,000/- | Payable on or before 01 January 2026 |
| Total | | 45,000/- | |

During the summer project, if any student stays in the hostel, he/she will have to pay separately towards boarding and lodging charges, as per the usual rates of the institute.

A Laptop with latest configuration is required for PGDM-ABM course. Therefore, students are strongly advised to bring the same.



COURSE STRUCTURE

The courses designed for this program provide a progressive learning sequence step by step from concepts, tools and techniques to their application in the context of agribusiness sector. The details of courses are mentioned in Trimester Plan and all courses are compulsory.

| FIRST TRIMESTER | Credit | SECOND TRIMESTER | Credit | THIRD TRIMESTER | Credit |
|--|---------------|--|---------------|--|---------------|
| Business Communication & Presentation Skills | 2 | Business Statistics | 3 | Human Resource Management | 3 |
| Culture Ethics & Attitudes in Agriculture | 2 | Marketing Strategies & Techniques | 3 | Operations Research | 3 |
| Principles of Marketing Management | 3 | Macro-Economic Theory & Policy | 3 | Financial Management paper –I I | 2 |
| Principles & Practices of Management | 2 | Agricultural Extension Management | 2 | Quantitative Techniques for Agri-Business | 2 |
| Organizational Behaviour | 3 | Cost & Management Accounting for Decision Making | 3 | Agri -Business Projects Management | 2 |
| Business Mathematics | 3 | Agricultural Input Marketing | 3 | Marketing Research | 3 |
| Accounting For Managers | 3 | Financial Management paper –I | 2 | Procurement Management | 3 |
| Managerial Economics (Micro) | 3 | Block Chain Technology | 2 | Business & Data Analytics | 2 |
| | | | | Principles & Practices in Agricultural Marketing | 2 |
| Total Credits | 21 | Total Credits | 21 | Total Credit | 22 |

**Fourth Trimester:
Summer Internship Program**

10 Credits



| FIFTH TRIMESTER | Credit | SIXTH TRIMESTER | Credit | SEVENTH TRIMESTER | Credit |
|--|---------------|--|---------------|--|---------------|
| Sales and Distribution Management | 3 | Agri Supply Chain Management | 3 | Advertising and Communication | 2 |
| Risk Management in Agribusiness | 2 | Digital & Concept Marketing | 2 | Legal & Regulatory Framework | 2 |
| Commodity Trading, Futures & Options | 3 | Customer Relationship Management | 2 | Total Quality Management | 2 |
| Enterprise Resource Planning(ERP) System | 2 | Agricultural Export Management & International Trade | 3 | Entrepreneurship Development and Skill Development | 2 |
| Agricultural Business Environment | 2 | Management Information Systems & E-commerce | 2 | AI Application in Agriculture Marketing | 2 |
| Strategic Management | 3 | Business Analysis & Valuation | 2 | Individual Project/Village visit of students | 3 |
| Banking & Agri-Finance | 3 | | | | |
| Infrastructure & Agri Warehousing Management | 2 | | | | |
| Total Credits | 20 | Total Credits | 14 | Total Credits | 13 |

ADMISSION Process - PGDM (ABM) 2024-26

1. Eligibility: The candidate must hold a Bachelor's Degree in Agriculture Sciences or in Agriculture-related disciplines, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to Scheduled Caste (SC)/ Scheduled Tribe (ST), Persons with Disability (DA) category] of any of the Universities incorporated by an act of the Central or State legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India or a Bachelor's degree in Agriculture Sciences or Agriculture-related disciplines recognized by ICAR. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. Agriculture related disciplines shall include: Agriculture, Agri Business Management, Commercial Agriculture, Agricultural Marketing and Cooperation, Agricultural Engineering, Agricultural Information Technology, Bioinformatics, Biotechnology, Dairy Technology, Fisheries, Food Technology, Food Processing Engineering, Forestry, Horticulture, Sericulture, Veterinary Science & Animal Husbandry and all other streams of Agriculture and Allied subjects as mentioned in the Diversity Factor Table

(OR)

The candidate must hold at least a Bachelor's degree or equivalent qualification in any other subject like Humanities, Social Sciences, Engineering, Pure Sciences, Commerce etc. with at least 50% marks or equivalent CGPA (45% in case of the candidates belonging to Scheduled Caste (SC)/ Scheduled Tribe (ST), Persons with Disability (DA) category) from a University or Institution as defined in the above paragraph. The Bachelor's Degree or equivalent qualification obtained by the candidates must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent.

2. The candidates must have a valid Score of CAT-2023 or CMAT-2024.

3. Reservation of seats will be applicable for OBC (Non-Creamy Layer), SC, ST, DA/PH, EWS and Kashmiri Migrant categories as per Govt. of India rules.

4. Candidates who are in final year of their graduation can also apply and submit their provisional certificate and mark sheets/grade card indicating up to date and latest cumulative marks/CGPA/OGPA till the previous year/semester and also indicate the same in the application form. Their provisional eligibility will be decided based on the same. If selected, they may seek provisional admission into the program on payment of the required fee and other charges as specified. After joining the program, they will have to submit the provisional degree certificate and aggregate marks/CGPA/OGPA latest by August 31, 2024 failing which the provisional admission will automatically stand cancelled.

5. There will be no refund of fee paid by the students, in the event of the cancellation of their admission for the above reasons. All applicants are required to submit attested photocopies of documents along with the application as indicated in the application form. They must produce all original documents for verification at the time of interview and admission.

6. It is the responsibility of the candidates to ascertain and ensure that they possess the requisite qualifications for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility for admission will be decided by CCS NIAM.

7. A multi-stage selection procedure will be followed for admission as described below.

Merit list will be prepared for calling candidates for Group Discussion and Personal Interview based on CAT/CMAT Score as per the weightage formula mentioned in Multi-Stage Selection Procedure

The merit list will be prepared category wise i.e. General Category, OBC (Non Creamy layer), EWS, SC, ST, PH, Kashmiri Migrants.

Diversity Factor weightage will be assigned to various academic disciplines as per the list given below.

| Column No. | Diversity Factor | Weight |
|------------|---|--------|
| 1. | Graduates in the Agriculture and allied sectors which would include: Agronomy, Soil Science, Agriculture Biochemistry, Agricultural Economics, Agricultural Extension, Plant Breeding and Genetics, Entomology, Plant Pathology etc., Agricultural Engineering, Bioinformatics, Animal Husbandry, Dairy Science/ Technology, Forestry, Food Technology, Horticulture, Rural Studies/ Rural Sociology/ Rural Cooperatives / Rural Banking, Biochemistry, Bio- technology, Botany, Zoology, Veterinary Science and all other streams of Agriculture and allied sectors. | 6.0 |
| 2. | Graduates in various fields including Humanities, Economics, Commerce, Management, Medicine, Accountancy etc. including: Humanities, Economics, Commerce, Management, Medicine, Accountancy etc. including: Archaeology, Education, Fine Arts, Geography, History, Journalism, Languages, Library Science, Literature, Philosophy, Political Science, Psychology, Public Administration, Accountancy, Auditing, Banking, Business, Mathematics, Business Organization, Economics, Economic Development and Planning, Public Administration, Public Finance, | 2.0 |

| | | |
|----|--|---|
| | Secretarial Practices etc., Chartered Accountancy, Cost and Works Accountancy, Company Secretary ship, Education (including Physical Education and Sports), Law, Medicine/Dentistry, Pharmacology/ Pharmacy, Management (BBA) and any other. | |
| 3. | Graduates in all other disciplines including Pure Sciences and Engineering like Physics, Chemistry, Mathematics, Computer Science Engineering, Electrical Engineering, Mechanical Engineering, Automobile Engineering, Civil Engineering, Architecture, Electronics and Computer Science, Statistics and any other discipline. | 0 |

The CAT/CMAT Score weightage will be computed as per the following formula:

| | | |
|----|-------------------------|--|
| 1. | CAT Score (CS) | $CS = (\text{Candidate's CAT Score} / \text{Highest CAT Score}) * 51$ |
| 2. | CMAT Score (CMS) | $CMS = (\text{Candidate's CMAT Score} / \text{Highest CMAT Score}) * 34$ |

The candidates who have both CAT and CMAT scores should mention both these scores in the appropriate column provided in the application form. Based on the above formula whichever score is advantageous to the candidate will be used to determine the merit in the selection process.

Candidates shall be called for group discussion, personal interview and other testing parameters based on CAT/CMAT Score for different categories. Cut off for CAT and CMAT score will be decided after last date of filling of application depending on number of applications received. Registration fees will not be refunded to any candidates.

Personal interview and Group Discussion may include subjects to test candidate's aptitude for Agriculture and Management. Candidate's record in extracurricular activities and any additional qualifications or accomplishments may also be considered during the interview process.

Work Experience weightage shall be awarded as per the following plan.

| S. No. | Years of Experience | Weight |
|---------------|------------------------------|---------------|
| 1. | Minimum 6 months to one year | 1.0 |
| 2. | >1 year to 1½ years | 1.5 |
| 3. | >1½ years to 2 years | 2.0 |
| 4. | >2 years to 3 years | 3.0 |
| 5. | >3 Years | 3.5 |

0.5 marks extra shall be awarded for each year's job experience in agriculture & allied sectors and in rural development with an upper ceiling of 5 marks in work Experience.

The final merit rank list will be based on the summation of points earned in all the assessment items mentioned above.

Application Form

Online application form can be filled on the website www.ccsniam.gov.in. Candidates required to upload photograph, digital signature, all relevant documents along with category certificate if candidate belongs to any category. Registration fees of Rs. 1200/- (Rs. 600/- for SC and ST Candidates) to be paid through online gateway only from NIAM online application form Application without registration fee will not be considered. Once online application form is submitted, it will not allow to edit it. However, applicants will get a chance to upload their CAT/CMAT score card once CAT result is announced, if the applicant has not uploaded the score. **Application and Fees received after last date and time will not be considered.**

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING,
Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)

**Last Date for submission of online application at CCS NIAM Website is
28th February 2024**

IN-HOUSE RESOURCES

Shri Faiz Ahmed Kidwai, IAS Director General, CCS NIAM & Additional Secretary (Marketing), MoA

Dr. S.R. Singh, Deputy Director

Dr. Shuchi Mathur, Assistant Director

Dr. Debashish Kumar Sahoo, Asst. Professor

Dr. Suresh Chandra Sharma, Asst. Professor

Mr. Ranjith P.C., Research Officer

Mr. Deekshith M., Research Officer

GUEST FACULTY

Prof. Suraksha Gupta, Newcastle University, London

Dr. Durga Prasad Samantaray, Associate Professor, Finance King Saud University, Riyadh, Saudi Arabia

Mr. Rajeev Dar, Executive Director, NASSCOM

Dr. Pingali Venugopal, XLRI, Jamshedpur

Dr. OP Wali, Consultant IIFT, Delhi

Mr. Ram Kaundinya, General Federation of Seed Industry, Ex-CEO at Advanta India Ltd.

Dr. Amit Bardhan, FMS, University of Delhi, Delhi

Prof. Mala Sinha, FMS, University of Delhi, Delhi

Dr. Gaurav Kumar, NIT, Jalandhar

Mr. Chirag Badala, Head Risk Management Ruchi Soya

Prof. James J Nedumpara, Professor and Head Centre for Trade and Investment Law from IIFT

Prof. Usha Lenka, IIT Roorkee

Dr. Gitika Kapoor, Professor, R.A. Poddar Institute of Management, Jaipur

Mr. Anupam Satpathy, Global Portfolio & Assistant Manager, UPL

Dr. Poonam Garg, IMT Ghaziabad

Prof. Satyendra Kr Sharma, BITS Pilani

Dr. Sangita Kamdar, NMIMS Mumbai

Mr. Sukaran Thakur, Adjunct Faculty, MICA

Prof. James J Nedumpara, Professor and Head Centre for Trade and Investment Law from IIFT

Dr. Anurag Dugar, Marketing/Branding Trainer & Consultant, Goa Institute of Management

Dr. Sunil Sharma, Professor & Converter-Management Development Program, Faculty of Management Studies (FMS), Delhi

Mr. Anand Chandra, Executive Director, Arya Collateral Warehousing Services Pvt. Ltd.

Mr. Shenoy Mathew, General Manager, Arya Collateral Warehousing Services Pvt. Ltd.

Dr. Senthil Vinayagam, Principal Scientist & Head, NAARM

Prof. Madhu Vij, FMS, University of Delhi, Delhi

Facilities



Brahmaputra

Academic Block houses the modern classrooms equipped with the latest multimedia and audio visual facilities as well as high speed data communication and Wi-Fi.

Committees and Clubs

ACE- The Academic Committee
ILLUMINATI- Literary Committee
AMIGOS- Sports Committee
MRIDANG- Cultural Committee
FINANCA- Finance Committee
TECHNOCRATS- IT Committee
GOURMET- Mess committee
INFRA- Infrastructure Committee
NEWSCOM- Newsletter Committee



Library

The Library at CCS NIAM has an impressive collection of more than 12000 books and numerous periodicals and newspapers. These collections are in the areas of agriculture, management and allied

subjects as well as assorted literature and database for all round learning.



Mahanadi Convention Centre

At CCS NIAM, we believe in the power of discussion and discourse. The campus boasts of a conference hall, seminar room, executive suites, and auditorium, which are used for organizing national and international seminars, conferences, workshops, various cultural activities etc.

Barak Recreation Block

There is a whole range of sports facilities including a volleyball court, badminton court, basketball court as well as an indoor sports area. After a long day in classroom, the students break for recreation and sports, which takes care of a healthy life style.



Krishna & Chambal Student Hostels

It is a fully residential program with separate hostels for girls and boys. The rooms are well furnished with coolers, geysers, curtains and an attached washroom. Hostels also receive a daily supply of newspapers.



Farm to Fork

A Quarterly Newsletter It covers the latest campus information, cultural and sports events, conferences and workshops attended, and articles contributed by students and faculty.



FARMAURA ANDROID APP

NIAM Student blog where students post their views and ideas about the various ongoing events in Agribusiness sector.

AGROVON

The annual B-Fest provides a platform to showcase talent of students. The events included are Lakshya, Vivechan, Manthan, Marketing Kshetra, Sankalan, Pratibimb, Srijan and Pratibha.



SOCIAL MEDIA REACH OUT



Placement cell NIAM
2800+ Connections

Media e NIAM
850+ Connections



Media-e-NIAM
450+ Followers

CCS CULCOM NIAM
350+ Connections



Club Genio
5000+ Followers

CUCLCOM
1100+ Followers



Media-e-NIAM
1150+ Subscribers

64 Videos
10.6k + Impressions

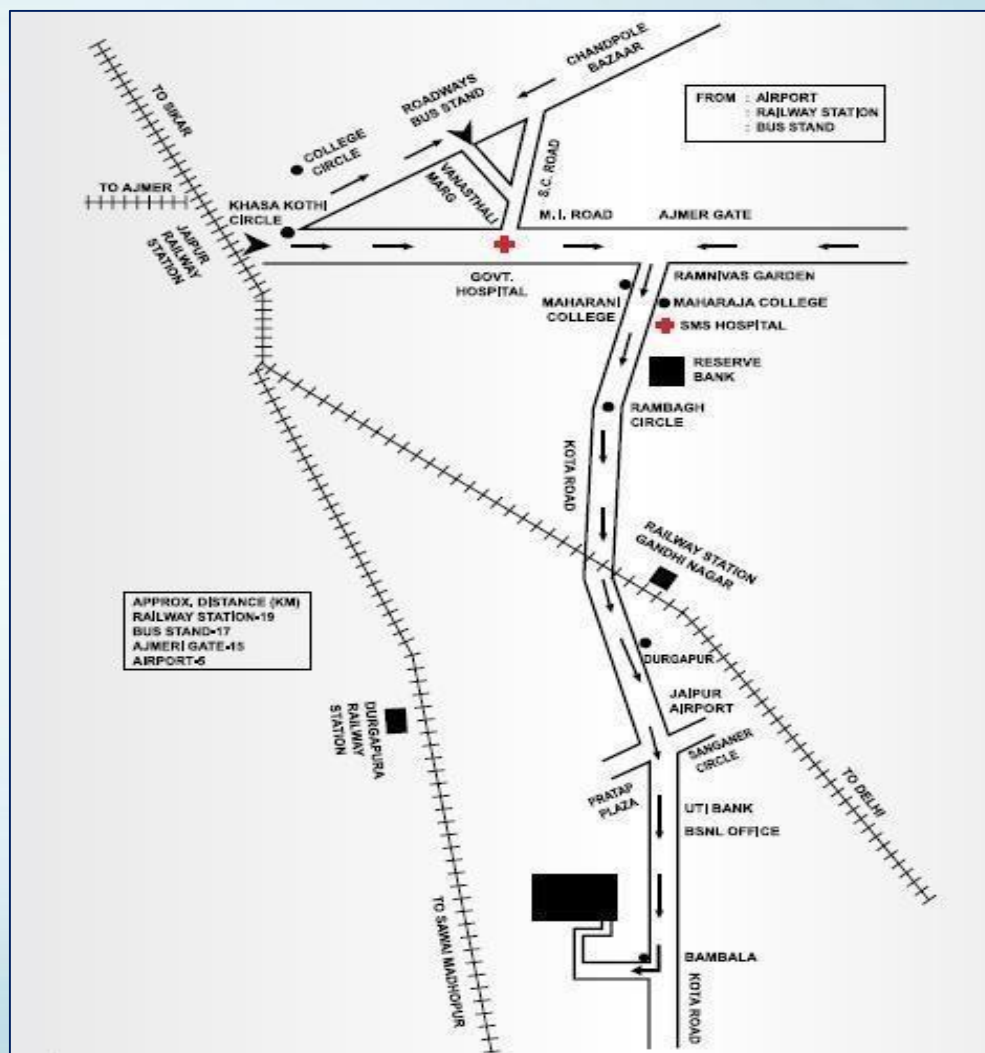


FARMAURA - 4000+
views per article

FARM 2 FORK
300+ Subscribers

Companies Participated in Placements

| | | | |
|------------------------------------|-----------------------|-----------------------------|-----------------------------------|
| Adama | COFCO | JK Seeds | PI Industries |
| ADM | Coromandel | Jubilant Food | PwC |
| ADVANTA | Corteva Agriscience | Kotak Mahindra Bank | Reliance Retail |
| Adventz Group | DCM Shriram | Louis Dreyfus Company Group | Samunnati |
| Agrocorp | Dhanuka Agritech | L&T Financial Services | Savannah Seeds |
| Alpha Alternatives | DSCL | Mahindra Rise | Sulphur Mills Ltd. |
| Amul | E&Y | Mahyco | Syngenta India |
| Annapurna Finance | ETG | MONSANTO | TAFE |
| ARISE IIP | EXIM Bank | NABCONS | TATA Rallies |
| Arya Collateral & Warehousing | FMC | NAFED | TCS |
| ASCI | Fullerton India | Nagarjuna Fertilizers | Technoserve India |
| Axis Bank | Godrej Agrovet | Namdhari Seeds | Terviva |
| BASF | Golden Agri Resources | NBHC | Udaan |
| BASIX Sub-K | Gyan Dairy | NCDEX | UPL Ltd. |
| Bayer Crop Science | HDFC Bank Ltd | NCMI | Vegrow (Chifu Agritech Pvt. Ltd.) |
| Bharat Insecticides | HM Clause | NDDDB | VKL Seasoning |
| Big Basket | ICICI Bank | Nestle | VNR Seeds |
| Cargill | IDBI Bank | Olam | Walmart |
| Chambal Fertilizers Chemicals Ltd. | IDFC First Bharat | Origo Commodities | Yes Bank |



Chaudhary Charan Singh

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