

# VOICE of CCS NIAM

Better Marketing by Every Farmer

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E-Bulletin

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**About E-Bulletin:** Voice of CCS NIAM is a time and cost efficient outreach tool of NIAM on e-platform to connect all its stakeholders namely Policy Makers, Administrators, Academicians, Scientist, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

## Launching of Model Contract Farming & Services Act, 2018



“Model Contract Farming & Services Act, 2018 was Launched on 22nd May, 2018 by Honorable Union Minister of Agriculture and Farmers Welfare, GOI, Shri Radha Mohan Singh Ji, at Vigyan Bhawan, New Delhi. This act will be a revolutionary tool for securing small and marginal farmers interest, as the small size of farms has brought in challenges of operational inefficiency, market insecurity, unfair price discovery etc. The act provides a solution with contract farming which in essence is a pre-production agreement between farmers (individually or collectively) and sponsors, transfers the risk of post harvest market unpredictability from the former to the latter. The provisions of this act are to build a win-win situation for the two principle parties to the agreement. In addition, provision of promoting Farmer Producer Organization (FPOs)/ Farmer Producer Companies (FPCs) to mobilize small and marginal farmers interest viz. benefit of economy of scale and economy of scope through various activities is also one of the salient features of this act. This act is an effective tool towards Doubling farmers’ Income.

## RKVY-RAFTAAR: Promotes Agri Incubators

The Rashtriya Krishi Vikash Yojna-Remunerative Approach for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR) Scheme's aims at making farming remunerative and economic activity by strengthening farmer's effort, risk mitigation and promoting agribusiness entrepreneurship.

CCS NIAM Offers PG Diploma Programme in Agri Business Management and has been proactive in inculcation of entrepreneurship in agribusiness through systematic pedagogy and mentorship, students are imbued with entrepreneurship and ideas for innovation and have made a definitive mark in Agri entrepreneurship and Startup. AgroStar is one



**Chaudhary Charan Singh  
National Institute of Agricultural Marketing**

A Government of India autonomous organization under Ministry of Agriculture and Farmers Welfare

of the most successful Startup in Agri sector of the country is lead by alumni of NIAM.

The incubator A-idea is lead by two students of NIAM and are successfully incubating agri business. There are host of other alumni of NIAM who are entrepreneur in food processing, organic sector, project consultation, business development etc. NIAM has been consistently promoting Agri entrepreneurship and has infrastructure to support Agri-Business Incubator. This plan is very much there in the future plans of NIAM.

**Participation in National Conference on "Model Act 2017-Regional Understanding"**



National Council of State Agricultural Marketing Boards (COSAMB), New Delhi organized a National Conference on "Model Act 2017- Regional Understanding" from 20th to 23rd May, 2018 at Mussorie, Uttarakhand. Dr. Ramesh Mittal, Dy. Director, CCS-NIAM gave a presentation on APMC act and APLM act. He addressed the issues and challenges faced by farmers in the past and stated that the model Act-2017 would be a game

changer for the farming community and certainly going to enhance the livelihood, standard of living and income of the farmers. It is to emphasize that formulation of APLM Act 2017 will have a significant impact on the existing marketing sector challenges, and it is being shared with the States for implementation.

**Farmers' Visit CCS NIAM**



On 21st of May 2018, a group of 35 farmers and extension workers from Faizabad Region of Uttar Pradesh visited CCS-National Institute of Agricultural Marketing as part of Educational Tour organized by SAMETI Lucknow, Govt of Uttar Pradesh. Discussion on Contemporary Agricultural Marketing Practices, Tools and Current Scenario for doubling the farmer income was discussed by Dr. Satish Chandra Pant. Various topics of contemporary Agrimarketing practices were discussed during the session with relevant cases and examples viz. value addition, diversification of crops, Electronic National Agricultural Market (e-NAM), Negotiable Warehouse Receipt, Farmers Producer Organization (FPO), Integrated farming system etc.



**Education @ CCS-NIAM**  
**Summer Internship Project: Faculty-Student-Mentor Interaction and Feedback**



CCS National Institute of Agricultural Marketing has Two Year full time PG Diploma in Management (Agri Business Management). Summer Internship Project (SIP) is an integral part of the course curriculum. It is a Student-Industry Interaction programme, where students are required to work in an organization for at least 8 weeks. To evaluate the students' learning during the summer internship, an inspection cum mentoring activity has been initiated by NIAM. All faculty members were actively participated in the planned

activities and visited company as well as field to ensure the students active participation and learning in the project. Faculty visited Bangalore, Hyderabad, Mumbai, Vijaypura, Ahmadabad, Jalna, Nanded, Vidarbha, Jaipur, Lucknow and interacted with students and company. During the visit, observations of faculty members were discussed with mentors, Agribusiness company and students for improvement.

**INTERNSHIP EXPERIENCE**

**Company: a-IDEA** (Association for Innovation Development of Entrepreneurship in Agriculture)

**Date:** 22 May, 2018

My internship started on 2<sup>nd</sup> April 2018. During the joining of my internship, I was offered two projects to work on. The first initial week was spent for finalization of the project, titles, objectives and the scope of work along with a formal induction on the incubator ecosystem including topics like incubator, accelerator, startups, innovations, investments, scope of the sector etc. In consultation with the company mentor, I have almost completed my first project on Food and Agribusiness Accelerators. It's a publication scoping the global accelerator and insights of the startups that have applied for the accelerator program. This draft is being jointly revised by a-IDEA and Yes Bank which in the due course would suggest content modifications and then take care of designing and publishing the publication. During this project stint, I got to learn various aspects of Startup ecosystem, terminologies used in Startup world, Incubators and Accelerators, startup trends, global innovation trends. I am sure this project would add immense value for me at an entry level of my career to understand an emerging sector of incubator-accelerator in Agribusiness and to understand the finer details of the startup ecosystem in Agriculture.

**Intern: Sajag Ved**



## Certification Programme for Farmer Producer Organization



Three Months Certification Programme for Farmers Producer Organization (FPO) was concluded on 09<sup>th</sup> June 2018. The participants were Chief Executive Officers (CEOs) of FPOs from Uttarakhand. The programme was sponsored by BIRD. The program focused on business planning and market linkages for FPOs

## Launch of CCS NIAM Journal of Agricultural Marketing

CCS NIAM welcomes articles representing original research, analytical papers, papers covering new developments and concepts in the field of Agricultural Marketing, Agribusiness and other relevant areas from across the globe for publication in CCS NIAM Journal. For further details visit- <http://ccsniam.gov.in/images/pdfs/DG-Invitation-for-Journal.pdf>

## CCS NIAM Value yours feedback and ideas on reforming Agricultural Marketing

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