



VOICE of CCS NIAM

Better Marketing by Every Farmer

August, 2018

E-Bulletin

Volume 1, Number 5

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.

Pearl Jubilee Celebrations of CCS NIAM



Glimpse of Pearl Jubilee Celebration



Release of Book



Laying of Foundation Stone for International guest house



CCS National Institute of Agricultural Marketing celebrated Pearl Jubilee Celebration i.e. three decades of service to nation on 14th August 2018, marking the foundation day of NIAM on 8th of August. The Day was celebrated with great gusto and enthusiasm. The ceremony witnessed the gracious presence of Dr. S K Pattanayak— Hon'ble Secretary Ministry of Agriculture and Farmer's Welfare, Shri. P K Swain- Jt Secretary (Marketing) & AMA Advisor GoI, Shri D K Jain- Chief Secretary of Maharashtra and former Director General NIAM, former Director Generals of NIAM and the present Director General Dr. P. Chandra Shekara.

During the programme, a logo on Pearl Jubilee Celebration was launched by the dignitaries. CCS NIAM Pearl Jubilee Brochure and a book on "Innovations in Agri Value Chain : Indian Experiences" was also released. The day witnessed the launching of Pearl Jubilee Commemorative Postal Cover and 10 CCS NIAM Academic Centres, Unveiling of Wall of Fame, Screening of Pearl Jubilee Celebration Video and Laying of foundation stone for Pearl Jubilee International guest house..

DG NIAM mentioned about the new initiatives implemented by NIAM for the betterment of farmers like CCS NIAM Banner Programmes, Krishi Gyandeeep Programme for reaching unreached farmers.

Secretary DAC&FW, GoI pointed out the role of CCS NIAM in the development of Agricultural Marketing in India. Chief Secretary-Maharashtra also emphasized on infrastructure and aggregations.

At the end of the programme, students of PGDM (ABM) presented hues of divergent culture of India through their cultural performances in the form of mime, dances and singing .

Independence Day– Colours of Freedom at CCS NIAM

NIAM Building in colour of Indian Flags



Flag Hosting By DG & Jt Secretary



Address by Jt. Secretary



The 72nd year of our Independence was celebrated at CCS NIAM. The Celebration started with the flag hoisting by the chief guest Shri P K Swain Joint Secretary, Ministry of Agriculture & Farmers Welfare followed by address by Hon'ble Director Genral Dr. P Chandra Shekhara. He remembered all great people who sacrificed their lives in making India an independent country. Addressing the students, Shri P K Swain addressed the importance of Farmers' Role in Nation Building.

Address by Director General-NIAM

Students with DG and Jt Secretary

NIAMs Faculty



Time to Upgrade Rural Periodic Markets in Bihar

Bihar Agriculture Produce Market Act, 1960 and Bihar Agriculture Produce Market Rules, 1975, was repealed in 2006. As per the act all immovable assets of the Board or the Committee shall be utilized only for agriculture and farmer relating activities including establishment of agro-processing industries, horticulture, agro-service, agricultural marketing, storage of agricultural produce.

The state had 95 regulated APMC markets out of which 54 markets had basic marketing infrastructure in place. These markets have been developed with the funds from NABARD. Small and marginal farms constitute about 91 per cent of the total land holdings which has affected the viability of agriculture. (Report of the Task Force on Agriculture in Bihar- Niti Ayog) The small and marginal farmers face the constraints in terms of high input costs, unavailability of credit and highly inefficient marketing channels. The market access is further constrained by lack of saleable volume, unavailability of market channel, high cost of transportation, lack of communication which compels the farmer to sell produce to the village level intermediaries or at weekly rural markets. Therefore, there is an urgent need for Institutional Development and Policy framework for Agricultural Marketing in Bihar.

As there no Agriculture Marketing Act in Bihar its an opportunate time to adopt APLM which provides multiple options for establishing orderly marketing system. It is important for Bihar to match the steps with the rapid transformations that are taking in other States of the country by upgrading rural haats as GRAM and establishing e Nam in the upgraded markets. There is a need for forward looking policy for agricultural markets so that State can take advantage of Schemes, incentives and finance required to bring much awaited leap forward– Dr. Hema Yadav, Centre for Policy, Reforms and Programme– CCS NIAM

Training on Integrated Farming, Processing and Marketing of farm produce at Manipur



A three days Training Program on Integrated Farming, Processing and Marketing of farm produces was conducted in Imphal, Manipur from 2nd to 4th August, 2018 for the benefit of stakeholder of Manipur State. In the training program 50 participants from different stream were present. The program was inaugurated by Sh. Letkhogin Haokip, IAS, Chief Secretary, Manipur State. Director Agriculture and Coordinator SFAC were also present in the program. Various topics on Agriculture, Agricultural Marketing and Post Harvest Management were covered during the programme. Participants have had taken keen interest and were actively participated in the same. The programme was coordinated by Dr Sattaram Singh, Deputy Director, CCS NIAM.

NIAM's Participation in Unnat Bharat Abhiyan-Workshop and Gram Sabha



NIAM participated in a Regional Workshop on Unnat Bharat Abhiyan (UBA), organized by IIT Delhi at Udaipur. This workshop was on planning of UBA Activities in Village clusters adopted by Participating Institute. Major point of discussion was 1) Framework for preparation of plan of action 2) Participatory rural appraisal (PRAs) tools and techniques for situation analysis 3) Role of subject expert group (SEGs) for technical consulting & Implementation mechanisms and 4) Participating in school education through digital learning tools (Eckovation) On 15th August 2018, Gramsabha was organized in the adopted villages. Villagers participated in the Gramsabha and stated their problems. The idea behind the programme was to build a relationship among villagers and to find out the solutions at their place. In view of this number of problems were identified and reported to concern authority.

WDR Act One Day Awareness Programme at KVK Sonipat



One day awareness program was conducted on 23rd day of August, 2018 at KVK- Sonipat, Haryana on WDR Act and its benefits. Training was inaugurated by Dr. Anil Rathi, Sr. Scientist and Sr. Coordinator KVK Sonipat. Lead Bank Manager Sonipat- Shri Satish Kumar Chaudhary was also invited to deliver a lecture on Pledge financing. Besides, Dr. Joginder and Dr. Dilbag Singh, Senior Scientists from KVK Sonipat had also given their insights about the benefits of Warehousing and Storage during the session. In the training -aims, objectives & salient features of the Warehousing (Development & Regulation) Act, 2007, Benefits of scientific storage for minimisation of loss, Benefits of Negotiable warehouse Receipts/Pledge loan and farm level storage practices and other storage related topics were covered.

CCS NIAM Value yours feedback and ideas on reforming Agricultural Marketing

Glimpse of Pearl Jubilee Celebration



Invitee Guest– Chief Secretary of Maharashtra & former DG NIAM



Release of Postal Cover by India Post



Award Distribution by Hon'ble Secretary DAC&FW, GOI



Editor-in-Chief

Dr. P. Chandra Shekhara

Director General

Executive Editor

Dr. Hema Yadav

Director

Assistant Editors

Dr. Satish Chandra Pant

Shri. Sathyendra Kumar A D

Asst. Prof. PGDM (ABM)

WDRA One Day Awareness Programme at KVK Jalandhar



One day awareness program was conducted on 24th August, 2018 at KVK– Jalandhar, Punjab on WDRA Act and its benefits. Training was inaugurated by Dr. Kuldeep Singh –Head KVK Jalandhar. Lead Bank Manager–Jalandhar Shri T K Kaul was also invited to deliver a lecture on Negotiable warehouse receipt. The topics covered during the training were Benefits of Warehouses, Uses of Scientific storage, Pledge loan etc.

WDRA Programme for Warehouse Executives



Five days WDRA Training Programme exclusively for Warehouse Executives was organized by CCS NIAM at URICM, Gandhinagar, Gujrat. Twenty Five Warehouse Executives from different Pvt. Warehouses of Gujrat and Rajasthan participated in the training. Dr. Sathyendra Kumar AD coordinated the programme. The objective of the programme was to help participants to understand issues and Challenges of warehouse management and to enable them to evolve an effective and implementable strategy.

Feedback of Readers

- *Very good platform in form of bulletin to link different stakeholders for agricultural development. I will keep sharing my views to this forum— Dr. Vikas Kumar, Scientist-IGFRI, Jhansi*
- *Thanks for sharing the Voice of NIAM to connect people with you. Good efforts— Mr.Mruthyunjaya*

Invitation of Articles

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>



Contact us

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING

(A Govt of India Organization under Ministry of Agriculture and Farmers Welfare)

Bambala, Kota Road, Jaipur-302033, Rajasthan

Ph: 0141-2770027, Fax: 141-2771938, 2770027

Email: dgccsniam@gmail.com | Web: www.ccsniam.gov.in