

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.

National Facilitator Development Programme- Extending NIAM Family



Ten days National Facilitator Development Programme (NFDP) was started on 26th November, 2018. In the programme 16 participants from various ICAR organizations, State Agricultural Universities have participated under the leadership of Dr. Vikram Singh, DEAN-PGDM(ABM). The main objective of NFDP was to equip the participants with Managerial Skills and Technical knowledge in Agricultural Marketing, so that they can play key role in conduct of training programs for and on behalf of CCS NIAM .

Participants under this program were trained in technical and managerial issues of agricultural marketing and soft skill issues including Schemes & Program (e-NAM, APMC Act, Contract Farming Act etc.), Agricultural Marketing and Pricing Mechanism, Agricultural Supply Chain Management and Logistics, Agricultural Marketing: Laws and Policies, Post-Harvest Management and Food Safety, Storage, Transportation and Packaging, Project Management and Logical Framework Approach (LFA), Systematic Approach to work in teams.

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING, JAIPUR



Training Programme on
“National Facilitator’s Development Program”
Date : 26 Nov.2018 to 05 Dec. 2018

Krishi Gyan Deep Knowledge Series Lecture 2 on Agripreneurship

Krishi Gyan Deep Knowledge Series lecture 2 was delivered on “Profitable & Sustainable Farming through Agripreneurship” by Prof. K Narayana Gowda- President, INSEE, Nagpur and Former Vice chancellor, University of Agricultural Sciences Bangalore, on 20 November, 2018. During the talk speaker emphasised on the importance of agripreneurship among rural youth for holistic development of Agricultural marketing and rural development. He further added, Agri-entrepreneurship employs entrepreneurial skills, models and innovative ideas to economically solve problems in the agriculture sector and increase the profitability of the farming business. In the past few years, some notable start-ups have come up in the agriculture sector and are disrupting the way Indian farmers have been interacting with their farms. Agri-entrepreneurship can play a significant role in solving the challenges related to information dissemination, farm management, capital availability, mechanization of farm and the agriculture supply chain.



Banner Programme at PAMETI Ludhiana : Focus on Agri Processing

A Banner programme on New Dimensions in Agricultural Marketing was organized by CCS NIAM in collaboration with PAMETI, Ludhiana from 27 to 29 November, 2018. The programme provided information of new schemes of Ministry of Agriculture and Farmers’ Welfare and Ministry of Food Processing. The program also focused on emerging technologies in Agri-processing technologies. Inauguration of the programme was done by Dr. Rajveer Brar, Director ATARI - ZPD, Ludhiana, Dr. H S Dhaliwal Director PAMETI and Dr. Hema Yadav, Director, CCS NIAM, Jaipur. In the programme 30 participants including extension officials from Department of Agriculture - Marketing Wing, ATMA Staff, PAMETI staff, HDOs, Marketing Officer from MARKFED and VERKA and promising entrepreneurs of Punjab had participated. The training was appreciated by the participants and interaction with eminent resource person like Dr. Sukhpal Singh, Prof. IIM Ahmedabad enabled participants to understand the upcoming changes in market scenario. In addition, a visit to food processing centre of PAU was also organized.



Certificate course for the CEOs of FPO for the state of Punjab and Haryana

CCS National Institute of Agricultural Marketing, Jaipur has successfully completed its third 3-months certificate course on “FPO Management for CEOs” from 24th Sept., 2018 to 30th Nov., 2018 in collaboration with Banker Institute of Rural Development, Lucknow for the state of Punjab and Haryana. Fifteen CEOs of Farmer Producer Organisation from the state of Punjab and Haryana have attended the course. The objective of the course was to strengthen participant’s managerial capabilities in terms of best practices for production, aggregation, marketing, distribution and sales.



WDR Act Awareness Programmes at Haryana and Punjab

Two awareness programmes were organized on Warehouse Development and Regulatory Act 2007 at KVK Sirsa, Haryana and KVK, Samrala, Ludhiana, Punjab in the month of November. Total 108 farmers have participated in the programmes. The programme was designed to help participants to understand the importance of scientific storage practices, role of warehouses, market linkage, role of negotiable warehouse receipt etc. to minimise post-harvest losses and market risks.



Training programme on Entrepreneurship Development at North-Eastern States

One-day training programme on Entrepreneurship Development numbering six were conducted at various locations of Northeastern states from 16th November to 30th November, 2018 by CCS NIAM Jaipur. Trainings were conducted to encourage the participants towards Agri-entrepreneurship and agribusiness. Successful case studies along with new schemes were discussed with participants. Eminent persons from various government organizations were invited to deliver the talks on agri-entrepreneurship.



Training on “Project Planning and Management Tool” at NSTIAM, West Bengal

The institute has successfully completed two days training programme on “Project Planning and Management Tool” at NSTIAM, West Bengal from 15th to 16th November, 2018. Twenty-three CEOs and Board of Directors of Farmer Producer Organisations from West Bengal have attended the programme. The aim of the programme was to develop understanding among participants for better project planning, execution and management of farm practices .



Brain Storming Session

Brain Storming Session on "Innovation and Entrepreneurship for Rural Prosperity, Doubling Farmers' Income by 2022" was attended by Dr. S. R. Singh, Deputy Director (Skill & Mktg.) on 2nd November, 2018 at IARI, New Delhi. The program was organised by Division of Agricultural Extension, IARI, New Delhi and attended by more than 60 officers of different streams .

Feedback from Reader

Thank you for updating recent happenings at ccs NIAM of September, 2018 through Voice of NIAM e-Bulletin. Happy to know that many innovative events have happened at your Institute during month including distinct recognition to DG-NIAM by the International Organisation.— Prof K. Narayana Gowda, President, International Society of Extension Education (INSEE) and Former Vice-Chancellor, Univ. of Agril. Sciences, Bengaluru

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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>



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