

# PROSPECTUS 2026–28

**PGDM – Sustainability Management**



**Chaudhary Charan Singh**

**National Institute of Agricultural Marketing, Jaipur**

(An Autonomous Organisation under Ministry of Agriculture & Farmers' Welfare

Government of India)



# ADMISSIONS ANNOUNCEMENT

**2026-2028**

*(Open for graduates and working executives in India and Abroad)*

## **PG Diploma in Sustainability Management (PGDMSM)**



**CCS National Institute of Agricultural Marketing**

**An Autonomous Organization**

**Ministry of Agriculture and Farmers Welfare**

**Government of India**

## Message from Director General



**Shri Muktanand Agrawal IAS**

**Director General**

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,

a congenial teaching-learning environment through a spectrum of course modules, summer internship projects, guest lectures, corporate interactions, and alumni lecture series enriched by activity-based learning.

A three-pronged and judicious blend of diverse pedagogy used at CCS NIAM “student – faculty – industry centric” collectively promote a practical approach, creative thinking, problem-solving ability, and the capacity to work 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!

## Message from Director



**Prof. Sapna A Narula**  
**Director**

Today, the corporates have fully realised that the sustainability is the only way to do business. There is a lot of emphasis on how we design our products, services, and operations to lower our carbon footprint. The changing regulatory landscape and new policies of the Government of India, such as the carbon credit trading scheme, green bond guidelines, net-zero targets, voluntary carbon markets, and the National Framework for Climate Change, favour overall sustainability of our agricultural and food systems, mobility, net zero ambitions, energy systems, smart cities, finance, and banking.

These changes require skilled professionals who are capable of informed decision-making in areas such as renewable energy, net-zero strategy, water resource management, climate-resilient agriculture, nature-based solutions and carbon markets using tools such as GHG accounting, life cycle analysis, water accounting, extended producer responsibility and Artificial Intelligence.

Recognizing this paradigm shift and the growing need for skilled sustainability professionals, the CCS National Institute of Agricultural Marketing (CCS NIAM) has taken a visionary step by launching the Post Graduate Diploma in Management (PGDM) in Sustainability Management. This pioneering programme is designed to develop future-ready professionals equipped to integrate sustainability into policy frameworks, value chains, and long-term organizational strategies.

The programme attracts a diverse and dynamic cohort of students from across India, creating a rich interdisciplinary learning environment. Participants come from varied academic backgrounds such as agriculture, engineering, life sciences, horticulture, and allied disciplines. This diversity fosters critical thinking, collaborative learning, and holistic problem-solving skills that are indispensable in today's sustainability driven global ecosystem.

A key strength of the programme lies in its distinguished faculty comprising accomplished academicians, seasoned industry professionals, and domain experts from premier institutions in India and reputed universities abroad. Their blend of global exposure and hands-on expertise ensures that students gain strong conceptual foundations alongside practical insights aligned with contemporary industry practices.

The curriculum is thoughtfully designed in alignment with the National Education Policy (NEP), emphasizing multidisciplinary learning, experiential pedagogy, and on field learning. A unique feature of the programme is its cafeteria model of electives, which offers academic flexibility and clear career orientation. Students can choose electives from two complementary streams viz sustainable agriculture and entrepreneurship and venture development and can have their own combination according to their respective career goal.

Electives cover contemporary and high-impact domains such as natural resource management, blue economy, carbon accounting, international trade, social enterprise development, net-zero agriculture, and allied areas. This carefully curated framework enables students to build specialized competencies and align themselves with emerging career opportunities in the sustainability sector.

I firmly believe that the upcoming batch of PGDM in Sustainability Management will not only be academically enriched but will also emerge as responsible professionals capable of driving meaningful change. They will carry forward the values, vision, and legacy of CCS NIAM while contributing constructively to sustainable development at local, national, and global levels.

## ABOUT CCS NIAM

Ch. Charan Singh National Institute of Agricultural Marketing (CCS NIAM) is a premier National level Institute set up by the Government of India in August, 1988 to offer specialized training, research, education and consultancy in the field of Agricultural Marketing. CCS NIAM is playing a vital role in expediting the reform process and availability of quality managers through its mandate. CCS NIAM is engaged in organizing training programmes in the field of agricultural marketing and allied areas for senior and middle-level officers from various line departments of State Governments, Cooperatives, Marketing Boards and Agribusiness Entrepreneurs. The institute is also playing an active role in orienting agricultural extension personnel towards agricultural marketing.

## Programme Highlights

CCS NIAM's Post Graduate Diploma in Sustainability Management (PGDM-SM) is a pioneering program designed to equip future leaders with the knowledge and skills to tackle the challenges of sustainable agriculture. The curriculum integrates theoretical insights with practical applications, emphasizing sustainability, agribusiness management, climate-smart practices, and innovative technologies. Featuring industry-focused modules, hands-on training, and exposure to global best practices, the program prepares graduates to lead transformative initiatives in agribusiness, government, NGOs, and global sustainability networks. Tailored for graduates, working professionals, and international students, it offers a dynamic learning environment that fosters leadership and strategic thinking. By bridging the gap between modern agricultural practices and sustainability, CCS NIAM's PGDM-SM is shaping a new generation of responsible and impactful agribusiness professionals.



# Programme Objectives

- Prepare a future workforce for agribusiness professionals in the South Asian region who are sensitive to climate change and sustainable development.
- Develop a global knowledge hub in net zero agricultural systems by strengthening training, research, and extension in the area of sustainable agriculture.
- Establish networking with corporate, institutions, and industry, to create multi-stakeholder partnerships in responsible management of agribusiness

# Why PGDM – Sustainability Management?

## Sustainability as a Global and National Imperative

The world is witnessing unprecedented environmental, social, and economic challenges, ranging from climate change and resource depletion to food security and inclusive growth. Governments, businesses, and institutions across the globe are increasingly recognising sustainability as a strategic priority rather than a peripheral concern. In India, national policies, corporate regulations, and international commitments are accelerating the transition towards sustainable development pathways. This evolving landscape demands professionals who can integrate sustainability principles with sound management practices.

## Relevance of Sustainability Management in Modern Organisations

Sustainability management plays a critical role in aligning organisational objectives with environmental stewardship and social responsibility. Enterprises today require managers who can understand sustainability risks and opportunities, embed ESG considerations into business strategy, and ensure long-term value creation. The PGDM – Sustainability Management programme is designed to equip students with a comprehensive understanding of how sustainability intersects with management, policy, markets, and governance.

## Bridging Management Education with Sustainability Thinking

The programme offers a unique integration of management fundamentals with sustainability frameworks. Students develop competencies in strategic thinking, operations, finance, and governance while applying these concepts to sustainability challenges. This interdisciplinary approach enables graduates to address complex, real-world problems using systems thinking and evidence-based decision-making, preparing them to contribute effectively across sectors.

## Eligibility Criteria

### Eligibility Criteria for Indian students

A minimum of 55 percentage or equivalent Grade point Average in undergraduate degree

Undergraduate degree in agriculture & Allied/agribusiness/sustainability/ Entrepreneurship/ horticulture/ management/ marketing/ engineering/IT/ Humanities, however preference will be given to graduates from agriculture and allied sciences/ sustainability. Students coming from other disciplines than agriculture will have to take basic courses on agriculture as prescribed by the academic committee

Admissions will be based on CAT/ XAT/ MAT score. Every year, the minimum cut off score will be decided by the admissions committee

For international students, a minimum credit score/GPA at Undergraduate level to be 3.0/4.0 GPA or equivalent GPA or relevant GMAT score a proof regarding English proficiency to be submitted (TOEFL/IELTS or any other standard certification in English)

The candidate having full-time degree-level course, entirely taught and assessed in English need not submit any certificate.

### For Working Executives

Minimum 3 years of working experience

No Objection Certificate is required from employer for working executives/sponsored candidates/ candidates on sabbatical/candidates recommended by PSUs/GOI Departments.

CAT/XAT/MAT score will not be applicable for work experience candidates

## Selection Criteria

S. No.	Criteria	Weightage
1.	CAT/ MAT/ XAT	50
2.	Essay writing/ GD/ PI	30
3.	Work Experience	20

## Fee details (Fully residential programme)

Fee structure (Total 9 lakhs/ Approx. 10k USD)			
First Semester			
S. No.	Details	Amount of Rs.	Amount in USD Approx.
1	Tuition Fee	2,45,000/-	2872
2	Library Fee	15,000/-	175
3	Computer Lab Fee	20,000/-	234
4	Caution Money (Refundable)	10,000/-	117
5	Health Insurance	3000/- Per year	35
6	Boarding and Lodging Fees	1,08,000/-six months (@18,000/ month)	1266
<b>Total (including registration fee of Rs. 25000/-) Without Boarding and Lodging</b>		2,93,000/-	3436
<b>Total (including registration fee of Rs. 25000/-) With Boarding and Lodging</b>		4,01,000/-	4702
Second Semester			
S. No.	Details	Amount of Rs.	Amount in USD Approx.
1	Boarding and Lodging Fees	1,08,000/-	1266

**Third Semester**

<b>S. No.</b>	<b>Details</b>	<b>Amount of Rs.</b>	<b>Amount in USD Approx.</b>
1	Tuition Fee	2,45,000/-	2872
2	Library Fee	15,000/-	175
3	Computer Lab Fee	20,000/-	234
4	Health Insurance	3000/- Per year	35
5	Boarding and Lodging Fees	1,08,000/-six months (@18,000/month)	1266
<b>Total (including registration fee of Rs. 25000/-) Without Boarding and Lodging</b>		2,83,000/-	3318
<b>Total (including registration fee of Rs. 25000/-) With Boarding and Lodging</b>		3,91,000/-	4585
<b>Total</b>		1,08,000/-	1266

**Fourth Semester**

<b>S. No.</b>	<b>Details</b>	<b>Amount of Rs.</b>	<b>Amount in USD Approx.</b>
1	Boarding and Lodging Fees (If student stays at hostel)	1,08,000/-	1266
<b>Total</b>		1,08,000/-	1266

# Programme Structure

Year/Semester	Total Number of Courses	Credits	
<b>First Year</b>			
<b>Semester - I</b>	6 Core courses (3 credit each) 2 Core courses (2 credit each) 1 Seminar (1 credit) Boot Camp on change Making (2 Credit)	18+4+1+2= 25	
<b>Semester - II</b>	6 Core courses (3 credit each) 2 Core courses (2 credit each) 1 Seminar (1 credit) Marketing Lab (2 Credit)	18+4+1+2= 25	
<b>Summer</b>	<b>Summer Internship (4 Credits)</b>	<b>4</b>	
<b>Second Year</b>			
<b>Semester - III</b>	8 Elective courses (3 credit each) Innovation Lab (1 Credit)	24+1= 25	
<b>Semester - IV</b>	Dissertation/Start-up/Corporate experience (25 credit)	25	
<b>Total Credits: = 104</b>			
<b>Semester – I</b>			
S. No	Title of the Course	Type	Course Credit
1	Sustainability Management	<b>Core</b>	3
2	Circular Economy and Waste Management		2
3	Management and Organizational Behaviour		3
4	Accounting & Finance		3
5	Macro Economics and Monetary Policy		3
6	Quantitative methods		3
7	Responsible Marketing		3
8	Climate Smart Agriculture		2
9	Seminar-Business Communication		1
10	Boot Camp on Change Making		2
<b>Total Credit = 25</b>			

<b>Semester – II</b>			
S. No	Title of the Course	Type	Course Credit
1	Strategic Management	<b>Core</b>	3
2	Operations Research		3
3	Managerial Economics		3
4	Business Law and Corporate Governance		3
5	Human Resource Management		3

6	Sustainable Food Supply Chains		2
7	Sustainability Measurement and reporting		2
8	Corporate Social Responsibility		3
9	Seminar on Business Ethics		1
10	Marketing Research Lab (2 Credit)		2
<b>Total Credit = 25</b>			

### Summer Internship – 4 credits

<b>Semester - III</b>				
<b>S. No</b>	<b>Title of the Course</b>	<b>Type</b>	<b>Course Credit</b>	
1	Any 8 Electives to be opted (3 Credit Each)	Elective	8*3=24	
2	Innovation Lab		1	
<b>Stream 1- Sustainable Agriculture</b>				
1	Natural Resource Management	Elective	2	
2	Forest Conservation and Management		2	
3	Blue Economy		2	
4	Food and nutritional Security		2	
5	Net Zero Agriculture		2	
6	Integrated Water resource management		2	
7	Soil Conservation and Management		2	
8	Business and Bio-diversity		2	
9	New and Renewable Energy		2	
10	Climate Modelling		2	
11	Sustainable Habitats		2	
12	Sustainable consumption and production		2	
<b>Stream 2-Entrepreneurship and Venture Development</b>				
1	Sustainable Finance	Elective	2	
2	Social Enterprise		2	
5	Supply chain & Logistics		2	
6	Understanding Consumer Behaviour		2	
7	Innovation and Design Thinking		2	
8	Venture Finance		2	
9	E-Commerce & Business Start-up		2	
10	International Trade		2	
11	Business Analytics		2	
12	Management Consulting		2	
<b>Total Credit = 25</b>				
<b>Semester - IV</b>				
<b>S. No</b>	<b>Title of the Course</b>	<b>Type</b>	<b>Course Credit</b>	
1	Dissertation/Start-up/Corporate experience		25	
<b>Total Credit = 25</b>				

**Total Course Credits = 104 (25+25+4+25+25)**

## Faculty and Academic Leadership

The academic strength of the PGDM – Sustainability Management programme is anchored in a diverse pool of experienced faculty members with expertise in sustainability, agribusiness, management, economics, policy, and allied domains. The programme is supported by a blend of core faculty from CCS NIAM and visiting faculty from leading academic institutions and industry, ensuring rigorous, practice-oriented learning.

### Core Faculty – CCS NIAM

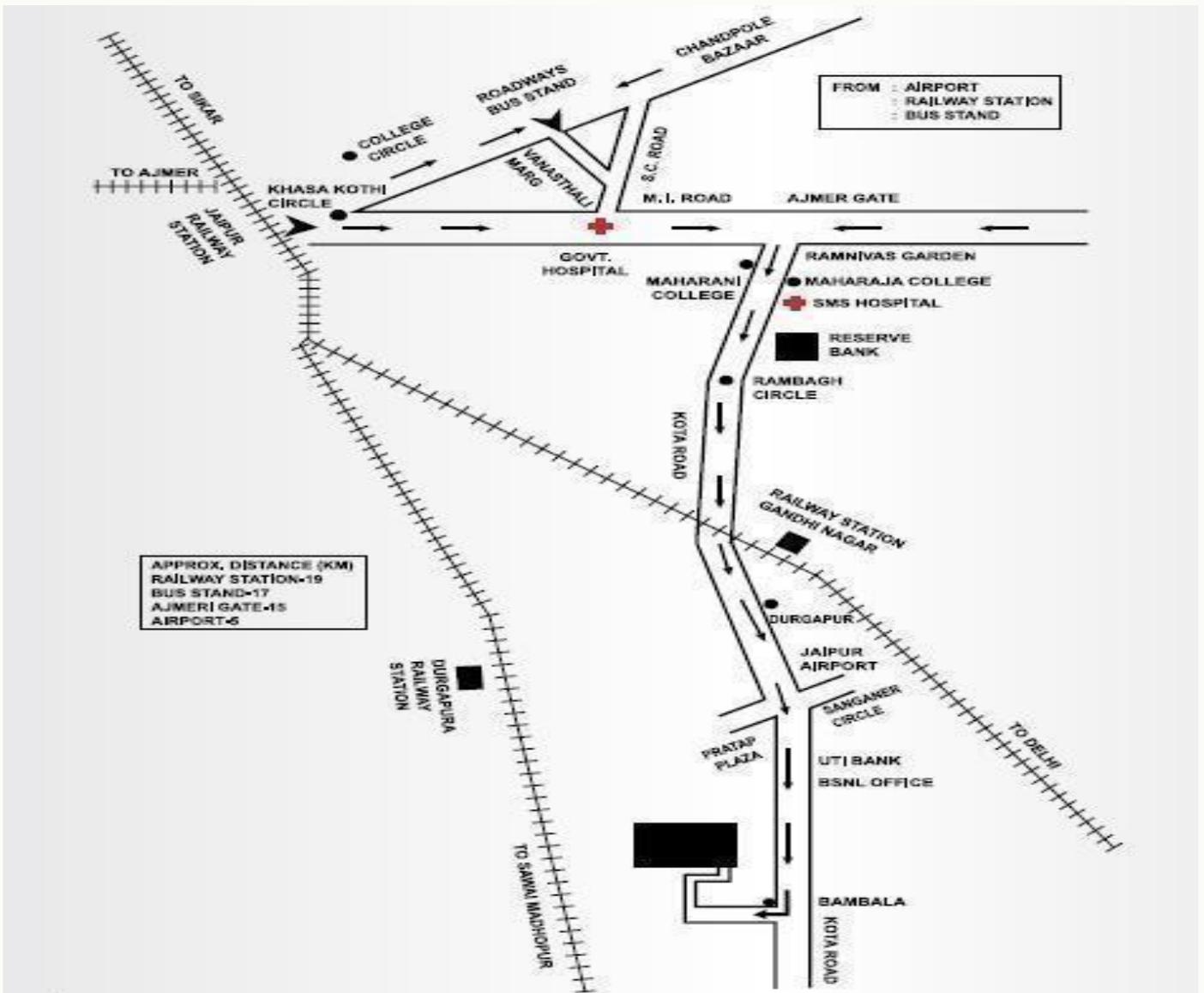
1. **Prof. Sapna A. Narula**, Director
2. **Dr. Hema Yadav**, Director
3. **Dr. S. R Singh** Deputy Director
4. **Dr. Shuchi Mathur**, Deputy Director
5. **Sh. Ranjith PC** Research Officer
6. **Dr. Sonali Katoch** Research Officer
7. **Shri Deekshith**, Research Officer
8. **Shri Shailender Pachar**, Research Officer

### Global Distinguished Faculty

1. **Dr. Rajat Panwar**, Professor Oregon State University, USA
2. **Dr. Ringo Rajagopal** CEO, uMobi Solutions Corporation USA
3. **Dr. Cesar Marolla** Consultant and Lead Author- World Bank
4. **Dr. Deepti Mahajan** Nottingham Trent University, Nottingham, UK

### Distinguished Faculty from Leading Indian Institutions and Industry

1. **Prof. BK Sikka** Former Dean College of Agribusiness Management, Pantnagar
2. **Prof. Vasant P Gandhi** Ex professor, IIM Ahmedabad
3. **Dr. Himanshu Arora** Sr. Manager Sustainable Development Indian Oil limited
4. **Prof. Arun Kansal**, Professor and Centre Director, TERI School of Advanced Studies
5. **Dr Gopal Saragi**, HoD and Associate Professor TERI
6. **Dr. Gurpreet Singh Kapur** Advisor (R&D), GAIL India Ltd
7. **Dr. Nand Kishor Aggarwal** Chief Technical Advisor (International), Government of Nagaland
8. **Prof. Arbinda Mishra** Senior Fellow, World Resources Institute & Senior consultant on climate change Asian Development Bank, Manila
9. **Sh. Chirag Jain** Partner and offering Leader GT Bharat LLP
10. **Sh. Swayam Prakash Chowdhury** Sales Head, Specialty Plant Nutrients, Zuari FarmHub Limited
11. **Dr. Amit Tuteja**, Founder & Executive Director Connecting Dreams Foundation
12. **Sh. Shantanu Gupta**, Executive Director (Alternate Energy & Sustainable Development)  
Indian Oil Corporation Limited
13. **Sh. Anil Gupta** Founder & Coach – Intervuwalla
14. **Dr. Ashima Mathur** Global Network for Sustainable Development (GNSD)



**Chaudhary Charan Singh**

**National Institute of Agricultural Marketing, Jaipur**

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, GoI)

**Kota Road, Bambala, Pratap Nagar, Jaipur-30203 (Rajasthan)**

**For Program Related Queries Contact:**

**+91-9910255027, 8762243310, 8094777748, 9269652423**

**Email-info.pgdmam@ccsniam.ac.in**