



**Chaudhary Charan Singh**

**National Institute of Agricultural Marketing, Jaipur**

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

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# FARM to FORK

**A Quarterly Newsletter of CCS NIAM PGDM (ABM)**

**EXCLUSIVE  
NEWSLETTER OF  
CCS NIAM**

**Shri Muktanand Agrawal, IAS**  
DIRECTOR GENERAL'S MESSAGE



*It is with great pleasure that I share the continued progress of our Institute in research and innovation, marked by strengthened collaborations with leading national and international organizations. These partnerships have enriched our academic ecosystem and fostered meaningful knowledge exchange with real-world impact and policy relevance.*

*We are equally committed to enhancing our educational programs to equip students for emerging challenges through research-driven learning and active industry engagement. Our focus on diversity, inclusion, and outreach ensures that our initiatives remain both socially responsive and future-ready.*

*I extend my heartfelt appreciation to our faculty, partners, alumni, and stakeholders for their unwavering support in advancing the Institute's vision of excellence and impact*



**DR. S.R. Singh**

DEPUTY DIRECTOR'S MESSAGE

*Our recent achievements reflect the steady growth and forward momentum of our institute. Driven by innovative research, meaningful partnerships, and active involvement in the community, we continue to strengthen our impact. With renewed focus on inclusion, advancing research, wider engagement, and quality education, we move ahead with determination and purpose. We sincerely appreciate the efforts and contributions of everyone who has supported this journey of success. As we look ahead, we are inspired by the vision that guides us and the collective strength that drives us forward. With unwavering dedication and a spirit of collaboration, we aspire to set new benchmarks in academic and professional excellence.*



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**FARM TO FORK IS AN INITIATIVE BY PGDM (ABM), CCS NIAM**

<http://www.ccsniam.gov.in>





## ORIENTATION DAY



C.C.S. NIAM welcomed the 26th batch of its PGDM (ABM) programme on July 5, 2025. The 98-member cohort, comprising 25 girls and 73 boys from 52 universities across 17 states and one union territory, reflects the institute's diverse learning community.

Dr. S. R. Singh, Deputy Director, and Ms. Sonali Katoch, Batch Coordinator, addressed the students, outlining the institute's vision and academic framework. Esteemed alumni shared their experiences and motivated the new batch to embrace opportunities during their journey at NIAM.

## FOUNDATION DAY

CCS NIAM celebrated its 37th Foundation Day on August 9 with a vibrant blend of culture, inspiration, and reflection. The event featured lamp lighting, insightful speeches by dignitaries, and captivating student performances in music and dance. It beautifully highlighted NIAM's 37-year legacy of excellence in agribusiness education, innovation, and leadership development, reaffirming its continued commitment to nurturing future leaders and driving agricultural transformation.



## ANANT 2K25



Anant 2K25, organized by the PGDM (ABM) Batch 2024–26, was a vibrant welcome event for the new batch. It offered a lively platform for students to showcase talents, interact, and build connections. The celebration featured cultural performances, fun games, and creative food stalls, with participants in colorful ethnic attire. The event fostered unity, enthusiasm, and teamwork, marking a memorable beginning to the new academic journey.

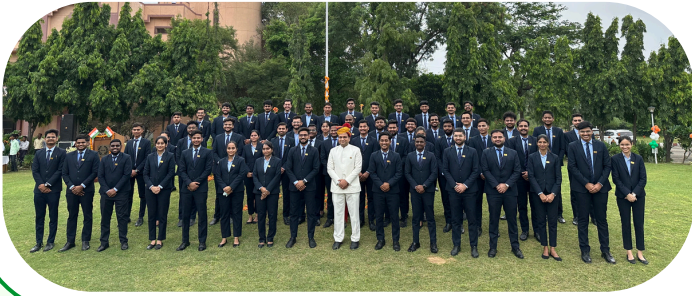
## CARBON CREDITS FARMING

Agriculture has always been the foundation of India's economy, but today it is evolving beyond food production into a driver of environmental sustainability and rural income diversification. Carbon Credit Farming exemplifies this transformation by rewarding farmers for adopting climate-smart practices that capture or reduce carbon dioxide (CO<sub>2</sub>) in soil, crops, and trees. Each ton of CO<sub>2</sub> mitigated earns a tradable carbon credit, which industries purchase to offset their emissions and meet sustainability mandates. Farmers employ methods such as avoidance of stubble burning, reduced tillage, use of organic manure and cultivation of green manure crops like dhaincha and sanai—enhancing both soil health and productivity. Financially, farmers can earn ₹500–₹4,000 per credit while cutting input costs and improving yields. Supported by initiatives like Uttar Pradesh's Carbon Credit Finance Scheme and organizations such as TERI and KVKs, this model integrates sustainability with profitability—redefining agriculture as both an economic and environmental enterprise.



**Priya Tangod**  
PGDM (ABM) 2025-27

## INDEPENDENCE DAY



CCS NIAM celebrated Independence Day with great enthusiasm, honoring the nation and its freedom fighters. The event began with the flag hoisting, followed by cultural performances reflecting patriotism and creativity. Students and staff paid tributes to the heroes of freedom, embracing values of unity and courage. The celebration fostered pride, togetherness, and commitment to national progress and shared heritage.

## KRISHNA JANMASHTMI

CCS NIAM celebrated Krishna Janmashtami with devotion and joy, bringing tradition to life through vibrant activities organized by the Cultural Committee. The dahi-handi event, divine music, and energetic performances showcased students' enthusiasm and cultural pride. The celebration fostered unity and spiritual reflection, beautifully capturing the essence of Janmashtami - love, wisdom, and happiness while strengthening bonds within the NIAM community.



## GANESH CHATURTHI



CCS NIAM celebrated Ganesh Chaturthi with the beats of the dhol, the fragrance of flowers, and hearts brimming with devotion, we joyfully welcome Ganpati Bappa into our lives. Ganesh Chaturthi is a celebration of new beginnings, unity, and faith, reminding us that with His blessings, we can overcome every challenge. The festival brings people together in vibrant rituals, music, and prayers, reflecting our rich cultural heritage.

## HYDROSEEDING

As soil degradation and water scarcity intensify, hydroseeding-or hydraulic mulch seeding-is emerging as a sustainable agricultural innovation. Initially used for landscaping and erosion control, it offers farmers a fast, affordable, and eco-friendly way to boost soil health and crop growth. The process involves spraying a slurry of seeds, water, mulch, fertilizers, and binders onto prepared soil using a hydroseeder. This creates a nutrient-rich layer that promotes rapid germination and strong root development. The mulch, made from wood fibre or straw, retains moisture, prevents erosion, and enriches the soil as it decomposes, enhancing fertility and microbial activity. Beyond planting, hydroseeding helps restore degraded lands and stabilize slopes, ensuring uniform coverage and quicker growth-germination within a week and full coverage in about a month.



**Vishal Kumar Rai**  
PGDM (ABM) 2025-27



## GANESH PREMIER LEAGUE (GPL)



CCS NIAM celebrated Ganesh Chaturthi with joy, unity, and a spirit of healthy competition through the Ganesh Chaturthi Premier League (GPL). Six teams participated with great enthusiasm, showcasing exceptional teamwork and sportsmanship. The event beautifully blended festive celebration with camaraderie, making it a memorable occasion for the entire campus community.

## ONAM

CCS NIAM celebrated Onam with great enthusiasm, reflecting the spirit of culture, unity, and joy. The celebration featured a portrayal of King Mahabali, traditional dances, vibrant pookalams, and a grand sadhya. Fun activities like tug-of-war added excitement and camaraderie. The event beautifully showcased Kerala's rich heritage, student talent, and the joy of togetherness, making it a truly memorable occasion.



## FRIENDSHIP DAY



NIAM celebrated Amistad with enthusiasm, reflecting the spirit of friendship and mentorship. Juniors tied friendship bands to seniors, symbolizing unity, respect, and togetherness across batches. The celebration highlighted kindness, mutual support, and the strong bonds built through shared experiences. Amistad beautifully captured how mentorship evolves into lasting friendships, strengthening the sense of community at NIAM.



## NAVACHAR-AN ENTREPRENEURSHIP SUMMIT BY CORPORATE CONNECT



The Corporate Connect Cell organized an inspiring Entrepreneurship Summit, bringing together over 15 startups from our campus currently incubated at NIAM. The event served as a vibrant platform for aspiring entrepreneurs to interact with founders who shared their real-life experiences, challenges, and success stories. Each speaker highlighted the importance of perseverance, innovation, and adaptability in the entrepreneurial journey. The interactive sessions offered valuable insights into the process of idea validation, business model development, and navigating startup challenges. The summit not only motivated students to think creatively but also strengthened the spirit of entrepreneurship and innovation within the campus community.





# AGROVON 2K25



Chaudhary Charan Singh National Institute of Agricultural Marketing successfully hosted its flagship B-Fest, Agrovon 2K25, on the 4th and 5th of September 2025, bringing together talented students from across the country to exhibit their managerial skills, creativity, and problem-solving abilities. This year's event witnessed remarkable enthusiasm, drawing over 21,500 registrations and participation from leading national and international institutions such as IIMs, IITs, IRMA, MANAGE, NAARM, and many others. Through a series of on campus competitive rounds designed around real-world business challenges, Agrovon 2K25 provided a dynamic platform for students to demonstrate innovation, teamwork, and leadership, further strengthening its reputation as a premier celebration of talent in agribusiness and management.

The event commenced with the blessings of Shri Muktanand Agrawal, IAS, Joint Secretary and Director General, and was graced by the presence of Dr. Hema Yadau (Director RKVY and PI-IEF), Dr. S. R. Singh (Deputy Director), Dr. Suchi Mathur (Assistant Director), along with distinguished administrative officials and eminent industry experts.

## ◆ ◆ OUR SPONSORS ◆ ◆

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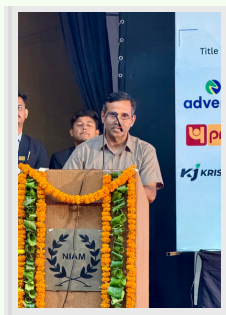
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**Agrovon-2k25** stood out for its dynamic academic competitions, sponsored by leading organizations, where participants showcased their knowledge, creativity, and problem-solving skills. The event served as a platform to blend academic excellence with real-world applications, fostering innovation and leadership among future agribusiness professionals. The competitions included:

**Sankalan – The Article Writing Competition:** Sponsored by Agriculture Today Group, encouraged participants to express their perspectives on diverse topics, bringing out the best of emerging writers.

**Advik – The Live Case Study Competition:** Sponsored by Syngenta Foundation India, challenged participants to tackle real-world problems and propose innovative, practical solutions.

**Vivechan – The Case Study Competition:** Sponsored by Punjab National Bank, engaged participants in analyzing detailed case studies to address complex organizational and business challenges.

**Pratibimb – The Photography Competition:** Sponsored by Krishi Jagran, celebrated the art of visual storytelling through captivating photographs captured by participants.

**Lakshya – The B-Plan Competition:** Sponsored by Adventz Group, invited budding entrepreneurs to showcase innovative business ideas and visionary plans for the future.

**Marketing Quencher's Quiz:** Sponsored by Olam Food Ingredients, challenged participants to demonstrate their marketing knowledge, skills, and quick thinking in a competitive setting.

**Filmania – The Videography Competition:** Invited participants to showcase their creativity, videography, and editing skills by producing engaging videos about CCS NIAM.

**Manthan – The Data Analysis Competition:** Sponsored by Paradeep Phosphate Ltd., required participants to analyze complex datasets and present insights in impactful ways, offering real-time solutions to the given problems.

**Manthan – The Data Analysis Competition:** was a new addition to Agrovon 2025, introduced this year to broaden the spectrum of analytical and problem-solving challenges. The academic competitions concluded with **Rangmanch – the Cultural Festival**, sponsored by NAFED, which showcased a vibrant blend of performances, talent shows, and artistic expressions, fostering unity and cultural exchange.

CCS NIAM's Agrovon 2025 underscored the institute's unwavering commitment to nurturing talent, fostering intellectual excellence, and promoting the holistic development of students. Aligned with the vision of Vikshit Bharat, the fest reflected NIAM's dedication to driving India's growth by championing innovation, sustainability, and entrepreneurship in the agricultural sector.





Sr. No.	Event	Winners	Runners Up
1	Advik: Live Case Study	Team Synergy IIHMR, Jaipur	Team Umang C.C.S. NIAM, Jaipur
2	Lakshya: B-Plan Competition	Team Pinak C.C.S. NIAM, Jaipur	Team Chanakya MANAGE, Hyderabad
3	Vivechan: The Case Study	Team Bhishma C.C.S. NIAM, Jaipur	Team Manthan IRMA, Anand
4	Saksham: The Best Manager	Sujay Partrimath Welingkar Institute of Management, Mumbai	Varun Sharma C.C.S. NIAM, Jaipur
5	Manthan: Data Analysis	Team Legend NIT, Jalandhar	Team Alokik C.C.S. NIAM, Jaipur
6	Marketing Quencher's Quiz	Saurabh Pandey C.C.S. NIAM, Jaipur	Nainika Negi C.C.S. NIAM, Jaipur
7	Filmania: Video Competition	Manne Sravan Kumar C.C.S. NIAM, Jaipur Tushar Kanojia C.C.S. NIAM, Jaipur	Ashutosh Pal, GBPAUT, Uttarakhand
8	Pratibimb: Photography Competition	Sinchon Majumder C.C.S. NIAM, Jaipur	-
10	Sankalan: Article Writng	Sajay E J C.C.S. NIAM, Jaipur	-
9	Campus Ambassador Program	Varute Shushant Prakash C.C.S. NIAM, Jaipur	-

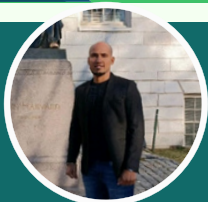
## WETLANDS AS NATURE'S KIDNEY AND CARBON SINKS



**Atulya Anupam**  
PGDM (ABM) 2025-27

Wetlands, including marshes, mangroves, and lakes, are invaluable ecosystems, often dubbed "Nature's Kidneys" and effective Carbon Sinks. Much like human kidneys purify blood, these ecosystems naturally cleanse the landscape by trapping sediments, absorbing pollutants, and neutralizing toxins through biological and chemical processes. As carbon sinks, wetlands are disproportionately effective. Globally, they cover only 5–6% of the land surface but store nearly 30% of global soil carbon. The waterlogged conditions slow down decomposition, allowing vast amounts of organic carbon to accumulate & sequester for years. In India, where wetlands cover about 18.4% of the land area and are home to 93 Ramsar sites, their role in climate mitigation is crucial.





**Mr. Sathya Narayanan R**  
Senior Director, Global to Global  
business, Captain Fresh

### Topic-“Strategic Branding and Supply Chain Resilience in the Global Seafood Trade”

The guest lecture began with the speaker sharing his professional journey in the seafood export industry, highlighting the complexities of navigating international markets. He emphasised the importance of food processing in seafood exports, noting that processing techniques such as freezing and canning are crucial for extending shelf life.



**Dr. Ravindra Pastor**  
Co-Founder & CEO, e-Fasal

### Topic-Transforming Agri-Input Supply Chains: Challenges and Opportunities in Last-Mile Delivery”

The guest lecture began with the speaker sharing his professional journey and regulatory landscape of Indian agriculture, shaped by land ownership and tenancy laws, and explained how these factors impact the efficiency of agri-input supply chains.



**Mr. Raghavendra Salagame**  
MITC Limited General  
Manager & Head, MAPE

### Topic-“Industry insights and career opportunities for young professionals in the emerging fields of nutraceuticals, wellness, and green marketing”

It began with the speaker elaborating on raw material sourcing, value addition, and export potential of Indian commodities like frozen shrimp, coffee, wheat, and potatoes. He emphasized leveraging functional foods, botanicals, and AYUSH-based formulations in global nutraceutical markets and discussed synthetic versus natural formulations, base mutations.



**Mr. Pankaj Bhatt,**  
(NCDEX) Vice President  
FPO Business

### Topic-"Commodity Exchanges and Rural India: Demystifying Derivatives for Farmer Aggregators"

The speaker offered a comprehensive view of India's agri-economy, highlighting its production potential, fragmented land holdings, and the challenges posed by market volatility. The session focused on how tools like futures contracts and put options help mitigate price risk, along with institutional support from SEBI, NABARD, and initiatives like Maharashtra's hedging desk.



**Mr. Manish Jha**  
FeedSCO Global  
Private Limited  
Co-founder and  
COO Manager



**Mr. Sagar Trivedi**  
FeedSCO Global  
Private Limited Sales  
and Marketing

### Topic-Rise of health focused food brands: opportunities and challenges”

The session provided a deep dive into FeedSCO innovative journey in the Better-For-You (BFY) snacking sector, especially targeting Tier II and III markets. The speakers showcased how FeedSCO is streamlining the packaged food value chain through hyper-localized food manufacturing, affordable product development, and strategic collaborations.



**Mr. Puru Gupta**  
True Elements  
Co-Founder & CEO

### Topic: “Corporate vs Startup vs Scale Up”

The speaker highlighted India's export potential in commodities like shrimp, coffee, wheat, and potatoes, stressing value addition and raw material sourcing. He advocated leveraging functional foods, botanicals, and AYUSH-based formulations in global nutraceuticals. The talk explored synthetic vs. natural formulations, base mutations.



**Dr. Suresh L.**  
Natural Remedies Private Limited  
Chief Business Officer

### Topic: “Market trends and Opportunities in Agri Business Sector for Natural Health Products”

The speaker delivered insightful perspectives on the growing convergence of agriculture, health, and innovation. He emphasized the urgent need for sustainable solutions, highlighting that global food production must increase by 70% by 2050 to feed the rising population. Within this context, he spoke about the surging demand for natural and plant-based products.



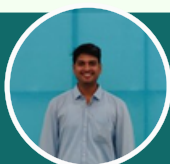
**Mr. Kundan Raut**  
Tim Hortons India Private Limited  
Head of Supply Chain Operations  
India

### Topic: “Farm to Fork: How Supply Chains Work in the FMCG Sector”

The speaker outlined key trends and challenges in FMCG and QSR sectors, emphasizing sales and operations planning, strategic sourcing, and contract manufacturing to manage COGS and boost efficiency. He detailed supply chain elements and procurement models, highlighting strategic sourcing's role in profitability.



**Mr. Tajender Chawla**  
Scimplify AVP –  
Strategic Business &  
Alliance



**Mr. Anil Sharma**  
Scimplify  
Lead Agro Product  
Commercialisation &  
Mfg.

### Topic- "Agrochemicals, Innovation & Industry Impact: A Strategic Deep Dive into Scimplify's Journey"

The session offered a strategic overview of Scimplify's operations and the critical role of agrochemicals in agriculture. Speakers covered the processes of discovery, development, manufacturing, and distribution. The life cycle of an agri product and an introduction to Contract Manufacturing Organizations (CMOs) were also discussed.



**Mr. Dinesh Singh**  
Reliance  
Industries Limited  
Business Head –  
Fertilizer



**Mr. Asnil Kanojia**  
Reliance Industries  
Limited Deputy  
General Manager –  
Fertilizer

### Topic-“Powering the Future: Integrating Green Energy into Sustainable Agricultural Systems”

The speakers provided an insightful overview of the evolving agri-energy interface, emphasizing the critical role of green energy in redefining agricultural input ecosystems. They highlighted challenges such as fertilizer affordability, and rising subsidy burdens—with a 124% increase in the last five years against just 11% food production growth.





**Mr. Manoj Kumar**  
Rupa CapsberAgriscience.  
Chief Executive Officer

### Topic-Agri Biological-Inputs in India & Beyond: Scaling Science, Shaping Sustainability”

The speaker provided an in-depth overview of the biological agri-inputs landscape, touching upon the critical role of microbial formulations, plant extract-based solutions, and sustainable practices in modern agriculture. He highlighted how excessive dependence on chemical inputs has negatively impacted soil health, crop resilience, and farmer income.



**Mr. Pranjal P.**  
MarketsandMarkets™ Research  
Private Ltd. Associate  
Vice President - Strategic Growth

### Topic-"Navigating the Future of Agribusiness in India: Strategic Industry Verticals for Emerging Professionals"

The speaker provided an in-depth overview of the company later on provided a concise overview of the Indian agri landscape and its future potential, emphasizing its role as the nation's economic backbone. The speaker discussed the integration of blockchain, data-driven SCM, and emerging technologies like drones, IoT, and big data in shaping the agrochemical industry.



**Mr. Kushaal Bothra**  
TruAlt Bioenergy Limited  
Vice President-Grains

### Topic-“Grain Economics in the Bioenergy Industry: Strategies for Value Creation and Profitability”

The speaker presented a comprehensive view of India's biofuel landscape, with a focus on India's leading ethanol producer and its diversified product portfolio including 1G and 2G ethanol, compressed biogas, and green hydrogen. Key insights were shared on the role of maize and rice in the high-value ethanol production chain, particularly through starch conversion.



**Mr. Hemasundar Dhavili**  
Aqua Exchange agritech Pvt Ltd  
Co-founder and COO

### Topic-“Technology enabled full stack services for Shrimp farming”

The speaker offered a detailed perspective on the evolving landscape of tech-enabled shrimp farming in India, highlighting the integration of IoT-based monitoring, collateral-free financing, and full-stack service delivery. Key challenges such as a 35–40% crop failure rate and limited credit access were addressed through innovative solutions that enabled real-time data-driven lending and insurance services.



**Mr. Sachin Wagle**  
National e-Repository Limited  
(NeRL) Chief of Operations

### Topic-Unlocking Value in Agri Supply Chains: Post-Harvest Finance and the WDRA–NeRL Ecosystem”

The speaker provided an insightful overview of the Warehousing (Development & Regulation) Act, the mission of the Warehousing Development and Regulatory Authority (WDRA), and the pivotal role of NeRL in digitizing and regulating negotiable warehouse receipts. He discussed the WDRA prescribed framework, state warehousing regulations, and the integration of NeRL with platforms like eNAM, commodity exchanges, and e-auctions.



**Mr. Atul Jain**  
Shriram Bioseed  
Genetics (A Division  
of DCM Shriram Ltd)  
Vice President & Head  
- Procurement &  
Commercial



**Ms. Priyanka  
Gatadi**, Shriram  
Bioseed Genetics (A  
Division of DCM  
Shriram Ltd)  
Assistant Manager -  
HR



**Mr. Jagdish Prasad**  
Shriram Bioseed  
Genetics (A Division  
of DCM Shriram Ltd)  
Zonal Business  
Manager

### Topic-"End-to-End Supply Chain Optimization in the Seed Industry"

The speaker provided an insightful overview of the seed business, highlighting the significant scope for value addition in the sector. The session covered the company's core values and operating principles, offering a clear perspective on its strategic vision. From the customer's viewpoint, the discussion emphasized quality, reliability, and innovation as key differentiators.



**Mr. Jai Prakash Singh**  
Beej Sahakari Samiti  
Limited (BBSSL)  
Head of Cooperative  
Services



**Dr. Omveer Singh**  
Bharatiya Beej  
Sahakari Samiti  
Limited (BBSSL)  
Advisor

### Topic-"Cooperative Empowerment and Institutional Innovation: Advancing Sustainable Agriculture through BBSSL, FPOs, and Integrated Agri-Dairy Value Chain's"

The speaker offered an insightful overview of the origins of multi-state cooperatives in India, emphasizing the distinctions between cooperatives, producer companies, and similar entities. He also discussed the seed sector, highlighting underserved areas and major seed segments within the country.



**Mr. Tarun Teja Goli**  
Agristo India Head of  
Supply Chain

### Topic-"From Farm Gate to Market: Building Resilient Potato Supply Chains – A Practitioner's Journey"

The speaker provided an insightful overview of Agristo's global journey and its expansion in India, highlighting the company's investment roadmap and potato processing operations. He elaborated on the adoption of guided farming practices in Uttar Pradesh, including precision farming techniques, advanced European machinery, and a zero-investment contract farming model that has reduced production costs and improved farmer incomes.



**Mr. Vaibhav Rajput**  
Cargill Inc. Director -Soft  
Oil and Speciality Trading

### Topic-"Global Commodities market"

The speaker shed light on the key factors impacting global commodity prices such as demand and supply dynamics, interest rates, geopolitical tensions, macroeconomic indicators like inflation, and government interventions. He elaborated on the distribution chain in India with reference to Cargill, highlighting the role of distributors, super stockists, retailers, and consumers, while emphasizing how retailers often capture the highest margins.



**Mr. Ashrit Pattanaik**  
CavinKare Private Limited  
Vice President Sales  
Marketing

### Topic-"The Glam Hustle: Real-World MBA Lessons from India's Beauty Salon professional & Lifestyle Market."

The speaker provided an insightful overview of the company and its various products. Then he elaborated about the billion dollar beauty industry of India and its growth. He explained about the various segments in the beauty industry and various lessons that we can learn from them as a management student. He elucidated the key trends that shape the beauty and lifestyle market.





**Mr. Sanjeev Kumar**  
Suguna Foods Private  
Limited Head of  
Procurement &  
Distribution

### Topic-“Driving Sustainable Transformation: Integrating Green Practices and Digital Innovation in Modern Supply Chains”

The speaker provided an insightful overview of the poultry supply chain, highlighting the challenges of balancing cost efficiency, sustainability, and consumer demand. He elaborated on the integration of green practices across procurement and distribution, emphasizing waste reduction, traceability, and sustainable sourcing models. The speaker also shared how digital innovation is reshaping supply chains through predictive analytics, automation, and data-driven decision-making, making them more agile and resilient.



**Mr. Manish Agarwal**  
Adani Agri Fresh Limited  
Business Head - Adani Agri  
Fresh Limited

### Topic-“Revolutionizing Agri Marketing through the Digital Marketplace”

The speaker began by highlighting the transformation of traditional agri-value chains through Digital Mandi – India’s first digital marketplace for fruits. He explained how transparency in price discovery, standardized grading and packaging, wider buyer access through physical and virtual platforms, faster payments to farmers, and building a sustainable ecosystem are crucial for creating farmer-centric, trust-driven, and scalable agri-marketing models.



**Mr. Deepak Gopinath,**  
Synthite Industries Pvt. Ltd  
Assistant General Manager  
- Sales

### Topic-“Use of Essential Oils and Extracts in Food Fragrance and Pharma Industry”

The speaker began by explaining the core business of Synthite, the global leader in spice extracts. He masterfully broke down complex concepts, distinguishing between oleoresins (possessing both taste and smell) and essential oils (aroma-only), and detailed their extraction processes. He elaborated on the versatile applications of these extracts across various sectors, including food (tea, dairy), pharma (painkillers), feed (poultry), and fragrance.



**Mr. Chirag Jain,**  
Grant Thornton Bharat LLP  
Partner

### Topic- “A Vision for Indian Agribusiness: Prospects for 2047”

The speaker began with a data-driven forecast of India's agricultural landscape by 2047, outlining the four pillars for a developed agri-ecosystem: economic growth, food & nutrition security, climate resilience, and enabling partnerships. He detailed the critical need for a 9.5% CAGR in agriculture to sustain its economic contribution and highlighted the significant value-addition gap in horticulture. The session was made exceptionally valuable with the inclusion of NIAM alumni from Grant Thornton, who shared their experiences in consulting.



**Mr. Divaker Jha Spandana**  
Sphoorty Financial Limited Senior  
Vice President, Head Product and  
Operational Excellence

### Topic- “The Evolving Landscape of Microfinance in India.”

The speaker highlighted the vital role of MFIs in serving a significant share of rural credit demand, particularly among underserved households. He pointed to their strong rural presence and ability to drive financial inclusion, while also noting challenges such as high operating costs and the need for greater efficiency. Looking ahead, he emphasized the opportunities offered by Digitization.



**Ms. Gayatri Aradhana**  
DIAGEO

India Head of Marketing and  
Indirects Procurement

### Topic-“Procurement as a Strategic Function, Marketing and Procurement Synergy”

The speaker highlighted how procurement today goes beyond transactional buying—it is a strategic enabler ensuring wise decisions, uncompromised quality, ethical sourcing, and transforming vendors into long-term partners. Through interactive discussions and real-world cases.



**Ms. Sangita Sarkar,**  
National Lead Talent  
Acquisition & Talent  
Mentor

### Topic-“Future of Work in Agribusiness & Poultry: Competency Mapping to Align Student Skills with Emerging Industry Needs”

The speaker shared valuable perspectives on the evolution of agribusiness, with a special focus on IB Group’s journey and integrated poultry models. Also highlighted the need for curriculum relevance in preparing students to meet the growing role of digitalization, automation, and data-driven insights in the sector.



**Dr. Chandrakumar S S,**  
CEO, Mahyco Private  
Limited

### Topic- “Exploring the Seed Industry: Insights into Mahyco’s Journey, the Seed-to-Market Cycle, and Emerging Opportunities in Indian Agriculture”

The speaker began by detailing the illustrious legacy of Mahyco as a pioneer in India's private seed sector, built on a foundation of science and a "farmer-first" culture. He presented a thorough analysis of the Indian seed industry, covering its market size, key drivers like diverse agro-climatic conditions, and significant challenges such as long product development cycles and the complexities of managing a biological inventory.



**Mr Hiamanshu Panwar**  
Business Head, LATAM  
UPL

### Topic- "Evolving Dynamics of the Agrochemical Industry with UPL: Insights and Career Growth Pathways for Future Agri-Managers"

The discourse provided an immensely enriching and insightful experience as the speakers shared multifaceted perspectives on the dynamic and ever-evolving agrochemical industry. Mr. Kashid commenced the session with a comprehensive and well-structured corporate overview of UPL, elaborating on its global presence, vision, mission, and strategic objectives. He highlighted the company’s growth trajectory and market positioning while offering an in-depth analysis of the emerging opportunities within the agrochemical sector.



**Mr. Ganesh Kashid,**  
HR Lead- Speciality  
Chemicals and Campus  
Relation

Furthermore, Mr. Kashid delved into career-oriented aspects, providing valuable guidance on the competencies, technical expertise, and soft skills required to thrive in the agrochemical industry. He underlined the importance of adaptability, research-oriented thinking, and continuous learning in shaping a successful professional journey. His discussion not only broadened our understanding of UPL’s organizational ecosystem but also illuminated the promising future of the company’s agrochemical and specialty chemical ventures, reflecting its commitment to advancing sustainable agriculture.



SAMVIDH ALUMNI  
LECTURE SERIES

**Mr. Anil Kishore**  
Devalapally, Mondelez  
International  
Global Commodity Price  
Risk Manager

### Topic- “Driving Competitive Advantage in the FMCG Sector through Supply Chain Excellence.”

Mr. Devalapally began by highlighting the transformative role of supply chains in enabling FMCG companies to maintain product availability, quality, and affordability in a highly competitive market. He emphasized that the modern supply chain is no longer a mere operational function but a strategic differentiator that drives efficiency, agility, and innovation. Through practical examples from Mondelez’s global operations, he illustrated how integrating data analytics, digital traceability, and demand forecasting helps optimize inventory levels, minimize waste, and respond swiftly to market fluctuations.

### SEED PELLETING

Seed pelleting is an emerging innovation that coats and enlarges small or irregular seeds with inert or active materials, making them uniform and suitable for precision sowing. This technique improves mechanical planting efficiency, reduces seed wastage, and promotes uniform crop establishment in crops like vegetables, herbs, and grasses. Recent studies (MDPI, ScienceDirect 2024) show that pelleted seeds enhance germination, vigor, and disease resistance—achieving up to 60% disease control when combined with beneficial microbes and botanicals. The global seed pelleting market, valued at around USD 2–2.8 billion in 2024, is expected to grow at 7–8% annually due to demand for sustainable and precision agriculture solutions. By integrating



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formulation science, microbiology, and engineering, seed pelleting offers a sustainable, next-generation technology to boost crop productivity and resilience in modern farming systems.

### STUBBLE BURNING AND GPS TRACKING OF RESIDUE MANAGEMENT MACHINES IN PUNJAB

Every October and November, Punjab’s farmlands turn golden after the paddy harvest—but soon the skies grow grey. Pressed for time to sow wheat, farmers often burn leftover paddy straw as it’s the quickest and cheapest option. However, this practice severely worsens air pollution, depletes soil nutrients, and harms both human and environmental health. To tackle this, the government promotes residue management machines like Happy Seeders, Super Straw Management Systems, and balers. These machines chop leftover straw and either spread it as mulch while sowing the next crop or collect it into bales for use as fodder or biofuel—helping farmers save time and prevent stubble burning. Now, GPS tracking of these subsidised machines allows officials to monitor their movement and usage in real time, ensuring transparent subsidy utilisation, efficient deployment, and informed policymaking.



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Team Name	Competition	Position	Batch	Institute
Team Lakshya C.C.S. NIAM, Jaipur	Business Simulation Competition	Runner Up	2025-27	IIM Lucknow
Dipanshu Tiwari C.C.S. NIAM, Jaipur	Abhinayak: The Best Manager	Finalist	2025-27	MANAGE, Hyderabad
Team Stratos C.C.S. NIAM, Jaipur	Guesstimania	Finalist	2025-27	MANAGE, Hyderabad
Panga Nikshal Reddy C.C.S. NIAM, Jaipur	Adhishtatha: The Best Manager	Finalist	2025-27	NAARM, Hyderabad
Team Zenith C.C.S. NIAM, Jaipur	Samarthya: The Marketing Challenge	Finalist	2025-27	NAARM, Hyderabad
Team Helios C.C.S. NIAM, Jaipur	Advitiya: The B-Plan Competition	Finalist	2025-27	NAARM, Hyderabad
Team Nayakrit C.C.S. NIAM, Jaipur	Spark Tank: B-Plan Competition	Finalist	2025-27	IIFM, Bhopal
Team Pinak C.C.S. NIAM, Jaipur	Lakshya: B-Plan Competition	Winner	2025-27	C.C.S. Niam, Jaipur
Team Bhishma C.C.S. NIAM, Jaipur	Vivechan: The Case Study	Winner	2025-27	C.C.S. Niam, Jaipur
Team Umang C.C.S. NIAM, Jaipur	Advik: Live Case Study	Runner Up	2025-27	C.C.S. Niam, Jaipur
Varun Sharma C.C.S. NIAM, Jaipur	Saksham: The Best Manager	Runner Up	2025-27	C.C.S. Niam, Jaipur
Sinchan Majumder C.C.S. NIAM, Jaipur	Pratibimb: Photography Competition	Winner	2025-27	C.C.S. Niam, Jaipur
Saurabh Pandey C.C.S. NIAM, Jaipur	Marketing Quencher's Quiz	Winner	2025-27	C.C.S. Niam, Jaipur
Manne Sravan Kumar & Tushar Kanojia C.C.S. NIAM, Jaipur	Filmania: Video Competition	Winner	2025-27	C.C.S. Niam, Jaipur
Sajay E J C.C.S. NIAM, Jaipur	Sankalan: Article Writng	Winner	2025-27	C.C.S. Niam, Jaipur
Team Anmol C.C.S. NIAM, Jaipur	Advik: Live Case Study	Finalist	2025-27	C.C.S. Niam, Jaipur

Team Name	Competition	Position	Batch	Institute
Panga Nikshal Reddy C.C.S. NIAM, Jaipur	Saksham: The Best Manager	Finalist	2025-27	C.C.S. Niam, Jaipur
Team Vijapath C.C.S. NIAM, Jaipur	Lakshya: B-Plan Competition	Finalist	2025-27	C.C.S. Niam, Jaipur

## AGRI-WASTE UTILISATION IN FOOD PROCESSING

Agri-waste utilisation converts residues like peels, husks, bran, and seeds into value-added products using food processing and biotechnological methods. It reduces post-harvest losses, recovers nutrients, and promote sustainability. Examples include fruit peels for powders or flavoring, rice bran for oil, and residues for compost, biofertilizers, biochar, animal feed, and bioenergy. In food processing, wastes are used to make fiber powders, natural colorants, nutraceuticals, functional foods, fortified bakery items, and eco-friendly packaging. It offers environmental, economic, and social benefits—reducing pollution, generating income, and creating rural jobs. With proper processing and eco-friendly marketing, agri-waste utilisation turns waste into wealth, supporting a circular and sustainable food system.



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- SIP
- Final Placement

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