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FARM *to* FORK



**EXCLUSIVE
NEWSLETTER OF
CCS NIAM**

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Dr. Hema Yadav

Director's Message
PGDM-ABM

The Institute's continued advancement is a reflection of the collective dedication, collaboration, and shared purpose of its academic and administrative community. Recent developments underscore our commitment to strengthening research capabilities, fostering innovation, and expanding community engagement to create lasting value.

By promoting an inclusive academic culture and encouraging excellence across teaching, research, and outreach, we are building a dynamic learning environment that supports continuous improvement. I sincerely thank all faculty members, students, partners, and staff whose efforts have contributed to these achievements and milestones.

As we move forward, the Institute remains firmly committed to advancing knowledge through high-quality research, capacity building, consultancy, and policy-oriented support to the Government. Greater emphasis on interdisciplinary research and innovation has strengthened our academic and research ecosystem. Our programmes are continuously refined through experiential learning, industry interface, and exposure to real-world policy frameworks, ensuring the development of competent and responsible leaders. By reinforcing linkages among academia, industry, and public institutions, we translate ideas into impactful solutions. I sincerely thank our faculty, collaborators, and stakeholders for their continued trust and support.



Shri Muktanand Agrawal, IAS

Director General's Message

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Lohri

Lohri was celebrated at NIAM on 13th January, 2026 with great enthusiasm in a vibrant cultural atmosphere. A traditional bonfire was lit, symbolizing the end of winter and the arrival of a new harvest season.



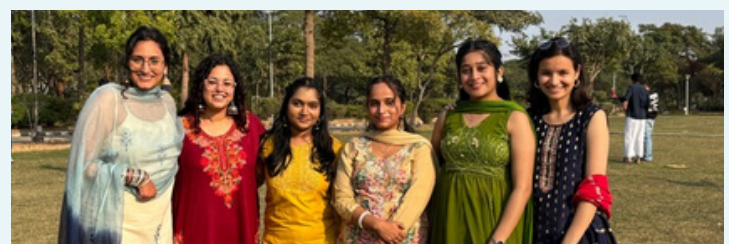
KARWAAN- Music Club of NIAM

KARWAAN – the Music Club of NIAM was originally started in 2019 but had to be closed due to unavoidable circumstances. With the initiative of the 2024–26 batch, the club was revived with fresh motivation and energy. KARWAAN marked its new beginning by presenting its first performance on Republic Day, spreading patriotism and musical spirit across the campus. The program received great appreciation from faculty encouraging the club to grow stronger in the future.



Makar Sankranti

Harvest season is a call for celebrations and joy across India. Makar Sankranti is a Hindu festival in India. It is celebrated every year on the 14th or 15th of January. It honours the Sun God. On this day, the sun enters “Makara” Rashi. The days get longer after Makar Sankranti. The festival also marks the end of the cold winter. The students of CCS NIAM celebrated this festival on 14th January 2026 by flying kites. This tradition of flying kites followed all over the country is supposed to give healthy exposure of the sun from early morning and wipe out sickness brought in by the winter season. Students also got to share their different cultures and values.



Pongal

Pongal celebration was joyfully celebrated on 14th January 2026 with traditional dress, music, and festive activities. Students and staff came together to honor culture, harvest, and togetherness with great enthusiasm. Traditional rituals such as Surya Pongal and Mattu Pongal were symbolically observed to express gratitude to nature and farmers. The celebration also promoted cultural unity, joy, respect, and community spirit.



Basant Panchami

Basant Panchami was celebrated on 23rd January with devotion and enthusiasm. Students and faculty offered prayers to Goddess Saraswati for wisdom and knowledge. The campus was decorated beautifully, with everyone wearing traditional yellow attire. Cultural activities added to the festive spirit and promoted unity and learning. The celebration also marked the joyful arrival of spring.



Republic Day

Republic Day was celebrated at NIAM on 26th January 2026 with pride and patriotism. The campus witnessed the hoisting of the national flag by Shri Muktanand Agrawal, followed by cultural performances and speeches. Students and faculty participated enthusiastically, honouring the Constitution and reflecting on the values of unity, democracy, and national integrity.





After a break of four years, MCL finally returned on 27th January 2026, bringing back the joy and excitement of cricket on campus. Restarted with great enthusiasm by the PGDM ABM 2024–26 batch, the league once again became a platform for fun, teamwork, and healthy competition. MCL was first started by the 2017–19 batch with the idea of enjoying cricket while bringing students together. The league mixes juniors and seniors in the same teams, helping everyone connect beyond batches.

One of the most exciting parts of MCL is the IPL-style bidding, where teams are formed through strategy and smart choices even before the matches begin. From selecting good players and building strong teams to planning strategies and playing with passion, MCL is all about enjoying the game and learning teamwork. This year, the tournament had 9 teams—7 boys' teams and 2 girls' teams. The matches were full of energy and sportsmanship. 'ROYAL TWISTERS' won the boys' category, while 'MAZEDAAR MERMAIDS' lifted the trophy in the girls' category.



Convocation

Aspirations take flight as the new journey begins.

The Convocation Ceremony of CCS NIAM, Jaipur, was successfully organized on 17 February 2026, marking a proud and memorable occasion for the graduating students, faculty members, alumni, and guests. The event was graced by Shri Shivraj Singh Chouhan, Hon'ble Union Minister of Agriculture & Farmers' Welfare, who attended as the Chief Guest. Other distinguished dignitaries included Shri Bhagirath Choudhary, Hon'ble Minister of State for Agriculture & Farmers' Welfare, and Shri Devesh Chaturvedi, Secretary, Ministry of Agriculture & Farmers' Welfare. During the ceremony, the dignitaries also inaugurated the 200-seater new hostel, released the RCM product, unveiled a book, and visited the startup exhibition, highlighting the institute's commitment to innovation and entrepreneurship.

The highlight of the ceremony was the conferment of diplomas to the graduating students of PGDM-ABM (2023–25) and PGDM-IEV (2023–25). Meritorious students from previous batches were also honoured for their outstanding academic performance. In the PGDM-ABM 2021–23 batch, Shankha Subhra Maity received the Gold Medal, Vajrapu Lakshmi Priya received the Silver Medal, and Vishesh Bhatt received the Bronze Medal. From the PGDM-ABM 2022–24 batch, Nancy Batra was awarded the Gold Medal, while I. Parvathy Krishnan received the Silver Medal. In the PGDM-ABM 2023–25 batch, Miss Devanshi was honoured with the Gold Medal, Kalicharan Nayal received the Silver Medal.

The institute congratulated every student and expressed confidence that they would contribute meaningfully to the agricultural and agribusiness sector while bringing pride to the institution in the years to come.



NIAM Premier League 2026



The NIAM Premier League, Season 17, held on 4th March 2026, brought cricket fever back to campus, uniting juniors, seniors and alumni in a spirited battle of bat and ball. Organized to foster team spirit, friendly competition, and cross-batch bonding, NPL saw five teams take the field: three from the junior batch and two from the seniors, each built through careful strategy and team selection.

The tournament delivered high-energy matches packed with sharp fielding, gritty batting, and disciplined bowling, as teams fought their way through the league stage toward the summit clash.

In the final, Team Phoenix locked horns with NIAM Royals in a closely fought contest that kept the campus on its toes till the last over. In the end, it was Team Phoenix who held their nerve to lift the NPL trophy, with NIAM Royals finishing as worthy runners-up after a hard-fought campaign. The tournament once again proved that NPL is more than just a cricket league — it's a platform where students bond, compete, and celebrate the spirit of the game together with the esteemed alumni.



Holi

Holi is known as the festival of colours. This year, it was celebrated on the 2nd of March. It marks the onset of goodness, prosperity, and positivity with spring every year. It is a festival of love and brotherhood. Differences of any sort are drowned in the coloured waters of Holi, and people enjoy being playful. This vibrant celebration brings people together and clears the air of negativity. This year, students at CCS NIAM celebrated this festival of fun and frolic. They rubbed colour on each other's faces and immersed themselves in water. Those who celebrate this festival look forward to it every year, anticipating the opportunity to play with colours and enjoy tasty dishes. It is a festival that celebrates the triumph of good over evil.



Women's Day

The United Nations declared 2026 the International Year of the Woman Farmer (IYWF), led by FAO, to recognize women's contributions to agriculture and promote gender equality.

On 13th March 2026, students of CCS National Institute of Agricultural Marketing (NIAM), Jaipur, visited Government Girls Senior Secondary School, Sanganer, Jaipur, to engage with schoolgirls on women's empowerment and the evolving role of women in agriculture. The session highlighted the contributions of women farmers, the role of Self-Help Groups (SHGs), entrepreneurship opportunities, and the importance of financial independence. The students also discussed diverse career pathways in agriculture and encouraged the girls to share their views, aspirations, and perspectives.



Freshers

College Fresher's party is the beginning of a new era. The Fresher's Day at CCS NIAM, i.e., ORION, was celebrated this year on 9th March 2026. It was a memorable evening that not only brought joy but also strengthened the bonds between students. The event started with the welcoming of the juniors with roses. As the event progressed, several performances were given by the seniors that depicted their enthusiasm and warmth towards the junior batch. In addition to this, there were a few games organised by the seniors that were both engaging and fun. Thereafter, Mr. and Miss Fresher along with Mr. and Miss Best Dressed of the event were announced. The event ended with a video depicting all the delightful and lively memories that brought tears of joy to everyone's eyes. It was a day of happiness, joy, warmth, and emotions.



Farewell

Farewells are often hard when deep bonds are forged, and lifelong friendships are made between people. Farewell for our seniors, i.e., SYONARA, was organized this year on 22nd March 2026. Juniors welcomed seniors by giving roses. A moving speech was delivered by the anchor mentioning the deep association with the seniors and CCS NIAM. Several performances were organized by the juniors like chorus, dancing, singing, etc. Some of the seniors also took over the stage and narrated some shayaris highlighting the connections and bonds they formed at CCS NIAM. Lastly, Mr. and Miss Farewell along with Mr. and Miss Best Dressed were announced. In the end, juniors thanked seniors for always being such a strong support system and wished them all the fortune and success for pursuing their dreams and achieving greater milestones ahead.



The Quiet Return of Gold in Global Reserves



Akhilesh Kotiyal
PGDM-ABM
2025-27

Gold is once again assuming a central place in the reserve strategies of nations. After central banks collectively purchased 863 tonnes of gold in 2025, buying activity remained resilient in 2026, with an estimated 244 tonnes added during the first quarter, while Poland, China, India, Uzbekistan and Kazakhstan continued to strengthen their holdings.

Rather than reflecting a single geopolitical event, this trend illustrates a broader effort to diversify reserve portfolios, manage financial risks and enhance long-term economic resilience. Gold's universal acceptance, independence from sovereign liabilities, and historical role as a store of value continue to make it an important component of national reserves.

Although the pace of purchases has moderated in recent months, central banks overwhelmingly expect global gold reserves to continue rising, signalling enduring confidence in the metal's strategic role. In an increasingly interconnected yet uncertain world, gold remains less a symbol of rivalry than of prudent financial preparedness.

Strait of Hormuz Crisis: Implications for India's Crude Oil Trade



**Ramakuru
Jyotsna Supraja**
PGDM-ABM
2025-27

The Strait of Hormuz is one of the world's most strategic maritime chokepoints, through which nearly one-fifth of global crude oil and liquefied natural gas (LNG) supplies are transported. Any geopolitical tension or disruption in this route significantly affects global energy markets. For India, which imports around 85–88% of its crude oil requirements, the Strait is of immense importance, as a large share of imports originates from Gulf countries such as Saudi Arabia, Iraq, the UAE, Kuwait, and Qatar.

Disruptions in the Strait lead to higher crude oil prices, increased freight and insurance costs, and supply uncertainties. Consequently, India's import bill rises, putting pressure on the current account deficit, inflation, and the value of the rupee. Sectors such as transportation, fertilizers, manufacturing, and power generation face increased input costs, affecting overall economic growth.

To mitigate these risks, India has diversified its crude oil sourcing by increasing imports from Russia, the United States, and Africa, while also strengthening its Strategic Petroleum Reserves (SPR). The crisis highlights the need for greater energy security through renewable energy expansion, domestic exploration, and diversified import strategies.



**Shubham Dilip
Kapgate**

**PGDM-ABM
2025-27**

Fertiliser Geopolitics: How the Middle East Crisis Is Redrawing India's Farm Input Map

India's fertiliser supply has been disrupted by the Middle East crisis, creating concerns for food security. Since Saudi Arabia and Oman are major suppliers of DAP and urea, regional instability has forced India to secure alternative imports from Russia, Belarus, and Morocco before the Kharif season.

India remains heavily dependent on imports, with no domestic potash reserves, 80–90% reliance on imported phosphates, and only 60–70% of urea demand met through domestic production. This makes Indian agriculture vulnerable to global geopolitical tensions and price shocks.

The crisis highlights the need for long-term resilience. While import diversification has reduced immediate risks, India should also invest in domestic potash exploration and phosphate development to strengthen fertiliser security and protect farmers from future supply disruptions.

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