



Chaudhary Charan Singh

National Institute of Agricultural Marketing, Jaipur

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

VOLUME 9

ISSUE 2

OCT-DEC
2025

FARM *to* FORK



**EXCLUSIVE
NEWSLETTER OF
CCS NIAM**

A Quarterly Newsletter of CCS NIAM PGDM (ABM)



Dr. Shailendra Pachar

Research officer

PGDM-ABM Coordinator's Message

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

INSIDE THIS ISSUE

- ✓ **ACADEMIC**
 - Student Articles
- ✓ **CO-CURRICULAR**
 - Achievements
 - Spandan
 - Netritva and Samvidh Guest Lecture Series
- ✓ **CULTURAL**
 - Navaratri
 - Diwali
 - Friendship Day
 - Christmas

Friendship Day

As Helen Keller beautifully said, “Walking with a friend in the dark is better than walking alone in the light.” At CCS NIAM, the essence of friendship is highlighted through the allotment of mentors from the senior batch (2024–2026) to the junior batch students (2025–2027), who guide, motivate, and support their mentees throughout their journey at the institution. These mentors become not just guides, but also lifelong friends to the students they mentor.

AMISTAD

The importance of this day holds deep meaning for the students of NIAM, and the celebration was marked with remarkable energy and joy. The program included games, dances, and songs performed by the junior batch students. The evening ended with a cake cutting ceremony, as everyone gathered together to welcome the beginning of new bonds. Friendship Day is a meaningful day to honor the spirit of love, trust, and understanding among friends.



Navaratri

Navaratri, the vibrant festival dedicated to the worship of Goddess Durga, was celebrated with great devotion at NIAM. As 'Nav' signifies nine, all students came together dressed in a common colour to represent the day of the goddess and honor the nine sacred days of the festival. The ninth day featured a lively Dandiya celebration, where students gathered together, danced to the beats, enjoyed the occasion, and kept the festive spirit alive.



Diwali

Diwali, the festival symbolizing light, joy, unity, and triumph, was celebrated by the students of NIAM with immense enthusiasm on 20th October. The occasion included the traditional Laxmi Pooja along with the chanting of sacred mantras, seeking blessings from the Goddess of prosperity and well-being. The campus was beautifully decorated with vibrant lights and rangolis, creating an environment full of positivity and cheer.



Mr. Soundaradjane
CEO
Hyfarm (Agri business
Unit of HyFun Foods)

Topic: From Seed to Shelf: Building Integrated Potato-Processing Value Chains and Capturing Growth in India's Frozen Snacks Market

The session was incredibly interactive, offering students a comprehensive journey through the world of potatoes. The speaker began by highlighting the overview and benefits of potato, followed by a deep dive into the dynamics of the Global and Indian Potato Market. The speaker addressed the in-depth look at the Crisping Industry and the French Fries Industry which is growing with 11% CAGR

Christmas



The Christmas tree sparkled with twinkling stars, vibrant baubles danced in joy, and the cheerful jingle of bells filled the atmosphere with festive warmth. The season of gifts, carols, lights, and decorations was celebrated at NIAM with great enthusiasm and heartfelt joy. Observed every year on December 25, Christmas commemorates the birth of Jesus Christ and symbolizes love, hope, and togetherness.

This year's celebration began on a melodious note with soulful Christmas carols, followed by lively dance performances and music that uplifted everyone's spirits. The energy and excitement during the games and activities reflected the true essence of the festival. Christmas Eve turned into a memorable evening to share happiness, express affection, and strengthen the bonds that bring us together as a community.

As Dale Evans beautifully said, "Christmas, my child, is love in action. Every time we love and give, it's Christmas."



COP30 & The Global Mutirão: Seeding a Climate-Resilient Future

In the heart of the Amazon at Belém, COP30 didn't just discuss carbon; it centered on survival. The theme "Global Mutirão" shifted the focus from emissions to adaptation. To support this, the RAIZ initiative was launched to finance regenerative agriculture.

For India, the summit was a geopolitical victory. Championing the Global South, India fought against "green protectionism" and secured the Baku-to-Belém Roadmap, prioritizing adaptation finance for smallholders.

This movement offers a new philosophy: rebranding the farmer from "polluter" to "Steward of the Biosphere," making carbon credits a standard crop.

The challenge ahead is implementation. Can the \$1.3 trillion climate finance target actually bypass bureaucracy to reach the farm gate? The soil is ready; the funding must now follow.



Sarthak Parmar
PGDM ABM 2025-27

SPANDAN 2025



Sports brings together people from all walks of life who share a passion for competition and a desire to excel. Athletes push themselves to the limit on the field, court, or track, inspiring us all to strive for greatness. At NIAM, students eagerly anticipate the annual SPANDAN sports event, which offers a week of exciting competitions and activities. This year, SPANDAN began on December 26, 2025, with more energy and enthusiasm than ever before. The event featured a range of ac-

activities, including Badminton, Basketball, Volleyball, Carrom, Chess, Table Tennis, and Futsal. The campus was filled with a noticeable increase in enthusiasm throughout the week, and the energy could be felt as soon as one stepped inside the sports facility, Barak. Student came together to celebrate sportsmanship, teamwork, and healthy competition, making the atmosphere even more vibrant. The event was characterized by energy, enthusiasm, and exuberance.



Agri-Biotech & Gene Editing: Shaping the Future of Food



Manoj
PGDM ABM 2025-27

As climate change intensifies and geopolitical competition over food security grows, agri-biotechnology has become a strategic necessity. With the global population projected to reach 9.8 billion by 2050, gene-editing tools like CRISPR enable precise development of climate-resilient, nutrient-rich crops. Global forums such as the G20 emphasize biotech-led sustainable agriculture. India's relaxed regulations for gene-edited crops support innovation through public institutions. For drought-prone regions like Rajasthan, gene editing addresses water stress and yield instability. By 2030, integrating gene editing with digital farming will reshape resilient agriculture.



Mr. Krishnendu Chatterjee
Vice President
Nature Bio Foods

Topic: Organic Farming and Circular Inter-dependency among Plants, Animals, and Soil

The speaker highlighted how a society's progress is rooted in the vitality of its soil, explaining that the food we nourish in the soil ultimately shapes our health, mindset, and actions. He seamlessly connected ancient food philosophies such as Raja, Tama and Ayurvedic classifications with modern agroecology, emphasizing the link between traditional wisdom and soil science.

The Superfood of the Future: Nutrition, Sustainability and Science

The future of food is being shaped by science, sustainability, and rediscovered traditional wisdom. In the coming decades, "superfoods" may emerge from unexpected sources. Microalgae such as Chlorella and Spirulina are gaining attention as efficient protein sources, providing high-quality nutrition while requiring very little land and water. Their rich antioxidant content and health benefits make them suitable for feeding a rapidly growing population. Another major innovation is "air protein," such as Solein, produced by fermenting microbes using carbon dioxide and renewable energy. This technology offers protein with an exceptionally low environmental footprint. Alongside these high-tech solutions, underutilized crops like millets and amaranth are

returning to mainstream diets. These climate-resilient, enhance food security, reduce malnutrition, and align well with sustainable and inclusive agri-business models worldwide.



Sagarika Nath
PGDM ABM 2025-27

Inflation: The Silent Force Shaping Economies, Inequality, and Everyday Life

"Inflation does not knock at the door. It enters through the market, settles into household budgets, and quietly rewrites the meaning of enough."

Noble laureate Milton Friedman said that "Inflation is taxation without legislation," felt more in homes than in policy speeches. Inflation has eased from post-pandemic peaks, with the IMF projecting moderation toward 4.2% in 2025, even as economic growth remains subdued. India mirrors this trend. Retail inflation declined from 5.4% in 2023–24 to about 4.6% in 2024–25, easing loan burdens but leaving daily expenses tight. Inflation affects lives unevenly. Salaried workers stretch incomes, rural households absorb rising food costs, and habits change—subscriptions canceled, purchases delayed, savings guarded. Inflation does not affect all equally.

Inflation may move in silence, but its impact seeps into everyday life. From kitchen budgets to market prices, it shapes choices, compromises, and priorities. Its imprint lingers quietly, long after the numbers fall.



Manne Sravan Kumar
PGDM-ABM 2025-27

Achievements

Team Name	Competition	Position	Batch	Institute
Suyoga C.C.S. NIAM, Jaipur	Auctionnaire-Casecom	Finalist	2025-27	IIM Udaipur
Suyoga C.C.S. NIAM, Jaipur	Marc-X (Marketing Casecom)	Finalist	2025-27	IIM Udaipur



Mrs Sana Parveen
Business development
manager
(Organic fertilisers)



Dr. Jaiveer Jhatwal
(Sr. Agronomist)



Totaram Dhakad
Sr. Zonal Manager
Jaipur

Topic: Soil Health & its Importance – Benefits of Using Organic Fertilisers in Crops

This guest lecture highlighted the vital role of healthy soil in achieving sustainable agricultural productivity. The speakers explained that excessive and imbalanced use of chemical fertilisers has led to soil degradation, reduced microbial activity, and declining fertility, making it essential to adopt integrated nutrient management practices.

CHAIRPERSON

Shri Muktanand Agrawal, IAS
Additional Secretary (Marketing)
Govt. of India, Ministry of
Agriculture & Farmers Welfare and
Director General, CCS NIAM

CHIEF EDITOR

Dr. Shailendra Pachar
Research officer
Program Co-ordinator (PGDM-ABM)
shailender.pachar93@gov.in
+91 98282 28080

EXECUTIVE DIRECTOR

Dr. Sahdev Singh,
Director PGDM (ABM)
niam.pgdmabm@gmail.com
+91 8826139738

MEET OUR TEAM



NEWSCOM NEWSLETTER COMMITTEE



MR. DESHMUKH
SUSHIL



MR. GOSAVI
SHUBHAM



MR. KARNESH
PATIDAR



MS. MEHA GURURANI



MR. PAWAN KALYAN
K.



MS. RIYANSHI
MAHESHWARI



MR. ROMIT DUTTA



MR. VINAYAK T S



MS. ASHMITA
PARKHE



MS. ADITI BISHT



MR. DIPANSHU
TIWARI



MR. INGALE
SHIVANAND



MR. MADHAV
DADHICH



MR. PRAJWAL U
PATIL



MS. PUDI MAHEETHA



MS. ROSEMARY
JOSEPH



MR. SINCHAN
MAJUMDER

Upcoming Events

- Managers' Cricket League
- Makar Sankranti
- Final Placement

@blog_farmaura

MEDIA-E-NIAM

FARMAURA- Spheres of Knowledge

