



CHAUDHARY CHARAN SINGH NATIONAL INSTITUTE OF AGRICULTURAL MARKETING

A Govt. of India Autonomous organization under Ministry of Agriculture and Farmers Welfare

“ Empowering
Minds to
Innovate, Inspire
& Impact ”

BATCH
PROFILE
2024-26

POST GRADUATE DIPLOMA IN MANAGEMENT
INNOVATION, ENTREPRENEURSHIP &
VENTURE DEVELOPMENT

Bambala, Sector-5, Pratap nagar, Kota road, Jaipur - 302033 (Rajasthan) .



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ABOUT CCS NIAM



Leading the Way in Agricultural Innovation and Entrepreneurship

Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM), established in 1988, has grown into a trusted brand in agricultural marketing across the Southeast Asian continent. CCS NIAM's legacy in specialized training, research, education, and consultancy has reinforced multiple spheres of agricultural marketing. Since the inception of its prestigious two-year residential Post Graduate Diploma in Agribusiness Management (PGDM-ABM) program in 2001, CCS NIAM has continuously advanced its role in shaping the agribusiness landscape, setting itself apart as a center of excellence.

In line with its mission to foster innovation, CCS NIAM has expanded its offerings to include the PGDM in Innovation, Entrepreneurship, and Venture Development (IEV) program. This program is designed to nurture future leaders and intrapreneurs, providing students with the tools to drive transformative change within organizations and across the agri- industry. Through this program, students develop the skills necessary to generate and execute impactful, sustainable business models.



MESSAGE FROM THE DIRECTOR GENERAL



Our PG Diploma students have consistently achieved a 100% placement rate in important positions across a range of industries and management organizations.



Shri Faiz Ahmed Kidwai, IAS

Director General, CCS NIAM, Additional
Secretary (Marketing), MoA&FW, GOI

The Ministry of Agriculture & Farmers' Welfare of India's CCS National Institute of Agricultural Marketing (CCS NIAM), Jaipur, is a renowned national institute that has been instrumental in meeting the needs of agribusiness organisations, food processing industries, FMCG companies, agri-exporting organisations, global and domestic supply chains, and the retail industry for the past 22 years. The best future managers, destined to hold leadership positions in various industries, business entities, and multinational organisations, join CCS NIAM through a rigorous selection process. Students from numerous prestigious institutions and universities across India, with varying educational and cultural backgrounds, apply. These students pursue the esteemed PGDM-IEV programme at the CCS NIAM Campus for the most significant two years of their careers.

These two years have been revolutionary in their lives. They gain knowledge from one another and grow in alignment with changes within the national institution and the agribusiness industry. In this environment, students are encouraged and exposed to the issues and realities that farmers face on the ground, as well as those challenges faced by top industry executives, thus broadening their perspectives in the process. This growth signifies a transition from being mere students to becoming techno managers, from a focus on agriculture to a deeper understanding of agribusiness. It's the birth of a new breed of professionals who stand as companions to farmers.

Each student possesses the knowledge, abilities, and attitude required to drive improvements in agriculture. They represent our institution and stand as future change leaders within the agribusiness industry. Empowered with the authority to innovate, transform, and sustain the expansion of agribusiness, they receive training that equips them for both present and future challenges.

Our PG Diploma students have consistently achieved a 100% placement rate in important positions across a range of industries and management organizations. Eminent visiting faculty from renowned management institutes in India and abroad, along with our in house faculty, have collectively contributed to CCS NIAM's consistent track record in producing professionally competent Agribusiness Managers over the years. Consequently, our alumni hold key positions in leading Agribusiness corporations. It is with great enthusiasm that I extend an invitation to you to consider hiring our skilled and energized Agribusiness Managers to enhance your company. They embody the future transformations of the agribusiness landscape. CCS NIAM looks forward to nurturing and strengthening the positive relationship we have cultivated over the years with your company. This relationship is a testament to the unwavering trust that our recruiters place in the expertise and capabilities of CCS NIAM students. All of the students have my best wishes for a successful

MESSAGE FROM THE DIRECTOR



“ *The PGDM-IEV program at CCS NIAM is designed to holistically develop students, equipping them to become effective business leaders capable of navigating complex business landscapes*

”

Dr. Sahdev Singh

Director, PGDM-IEV CCS NIAM

The CCS National Institute of Agricultural Marketing (CCS NIAM), Jaipur, has come a long way since it was founded in 1988. Each student received a placement through campus placement. CCS NIAM has successfully carved out its own identity in the Agri-business market thanks to a fantastic management work culture and gifted pupils.

The PGDM-IEV programme at CCS NIAM aims to develop students holistically and prepare them to be effective agribusiness managers who can adapt to the ever-changing agribusiness environment. Through classroom instruction, summer internships, corporate guest speakers, academicians, alumni interactions, and projects related to the subjects, our students gain knowledge of the whole range of course modules. Through corporate interfaces, field trips, conferences, workshops and projects, CCS NIAM exposes students to various agricultural sectors so they can have deeper awareness of the difficulties farmers confront and how enabling solutions are to be implemented.

The environment of CCS NIAM, which is centred on students, faculty, and industry, fosters practical thinking, creative & design thinking, problem-solving skills, the capacity to work in cross-cultural teams, and entrepreneurial leadership.

At CCS NIAM, students are provided with the best opportunities, facilities, and diversity in every way. The agribusiness sector needs youthful, energetic managers who are tech-savvy. It is with great pleasure that I extend a warm welcome to you to join us in recruiting the 22nd batch of CCS NIAM. The class of 2023-2025 students is prepared to meet the difficulties of the business world with optimism. The ongoing confidence and support of our recruiters in the expertise and abilities of NIAM graduates have allowed NIAM to look forward to strengthening the solid relationships they have developed over the years.

MESSAGE FROM THE PROGRAM COORDINATOR



“ *The PGDM-IEV is specifically designed to cultivate a mindset of innovation among students, empowering them to think critically, identify problems and develop effective solutions.*

”

Dr. Shuchi Mathur

Assistant Director,
Program coordinator (PGDM-IEV)
CCS NIAM

It gives me immense pleasure to welcome you to the Post Graduate Diploma in Management – Innovation, Entrepreneurship, and Venture Development (PGDM-IEV) program at CCS NIAM. This program is a unique initiative designed to nurture entrepreneurial minds and empower aspiring innovators with the skills, knowledge, and ecosystem support necessary to transform their ideas into successful ventures.

As an autonomous institute under the Ministry of Agriculture and Farmers Welfare, Government of India, CCS NIAM is committed to fostering innovation and entrepreneurship in agriculture and allied sectors while embracing cross-sectoral opportunities. The PGDM-IEV program is structured to provide a rich blend of academic rigor, industry insights, and practical exposure.

With a curriculum curated in collaboration with experts from premier institutes such as IIMs and EDI Ahmedabad, along with inputs from industry leaders, this program equips students to navigate the challenges of various industry sectors in a dynamic market environment.

Our focus is not just on education but also on action. Students are encouraged to engage in industrial visits, milestone-based projects, and hands-on training programs conducted by NIAM to ensure real-world application of their learning. Moreover, our inclusive approach extends beyond agriculture, opening doors for aspiring entrepreneurs from diverse fields.






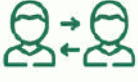


We take pride in providing a supportive learning environment enriched by webinars, expert lectures, and networking opportunities with renowned faculty from centrally funded institutes and successful entrepreneurs. At CCS NIAM, we strive to create a vibrant entrepreneurial ecosystem that inspires innovation, fosters collaboration, and delivers impact.

ABOUT PROGRAM

PGDM (IEV)

The PGDM in Innovation, Entrepreneurship, and Venture Development (IEV) at Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM) is a flagship program designed to equip aspiring entrepreneurs, innovators, and intrapreneurs with the tools to drive transformative change across industries. Launched to address the rapidly evolving demands of the business landscape, the IEV program emphasizes hands-on learning, practical problem-solving, and the creation of sustainable, impactful ventures.

PEDALOGY

 <p>Multiple Internships</p>	 <p>live StartUp Projects</p>	 <p>Field Visits</p>	 <p>Business Seminars</p>
 <p>Classroom lectures</p>	 <p>Industrial interactions</p>	 <p>Case Studies</p>	 <p>Lecture by Eminent Experts</p>

Key Features of the IEV Program

- 1 Experiential Learning & Innovation Labs
- 2 Entrepreneurial Skill-Building
- 3 State-of-the-Art Incubation Support
- 4 Exposure to Industry Experts and Mentors
- 5 Real-World Projects and Startup Challenges
- 6 Global Perspective sand Sustainable Development

Graduates of the IEV program are uniquely positioned to excel in various roles, including:

- *Entrepreneurs*: Equipped to launch and manage new ventures across diverse industries.
- *Intrapreneurs* : Empowered to drive innovation within established organizations.
- *Innovation Consultants*: Skilled to advise companies on and technologies.
- *Startup Mentors and Advisors*: With an understanding of early-stage growth, graduates can guide new businesses on their journey.

PROGRAM STRUCTURE

The PGDM in Innovation, Entrepreneurship, and Venture Development (IEV) at CCS NIAM is a transformative, two-year AICTE- approved program designed to cultivate entrepreneurial mindsets and foster innovation. Students gain a comprehensive foundation in essential skills like venture financing, digital marketing, managerial economics, and strategic leadership, alongside specialized courses in start-up law, ethics, and global business strategies. The curriculum blends classroom learning with action-based projects, enabling students to work on Proof-of-Concept (POC) designs, develop prototypes, and refine business models.

Key Features of the IEV Program

41 Credits Total Core Courses	24 Credits Total Elective Courses
20 Credits Action Learning Segments	104 Credits Total Program Credits

- Skill Development & Certification**
Included as part of each semester for practical exposure
- Projects**
Proof-of-Concept (POC), Prototype Development, and Business Model Evaluation
- Action Learning Segments**
Real-world incubation and venture management experience in the CCS NIAM Incubation Center

PROGRAM STRUCTURE

Fundamental courses



- Economics of Innovation and Entrepreneurship in Market Economy
- Ideation & Design Thinking for Problem- Solution Fit New Venture
- Creation ,Planning, Legal and Regulatory Compliances

Innovation and Entrepreneurship



- Incubation, Innovation & Startup Landscape, Opportunities and practices in India & Emerging Economics Innovation, Social, Entrepreneurship and
- Sustainability Commercialization Strategies for new
- Technologies and Innovations Venture Growth Planning & Venture Financing

Human Resource Development



- Entrepreneurial Leadership Essentials, People, Team Building & Management Business
- Communication & Presentation Skills

Quantitative, Business Analytics and Research



- Market Analysis and Dealing Big Data
- Data Driven Decision modeling for venture planning and growth

Banking and Finance



- Entrepreneurial Finance & Accounting for Entrepreneur Business Valuation
- Methods, Financial Investments & Financial Reporting for Startups Investment
- Portfolio management in Angel & VC firms

Management Consultancy



- Management Consultancy in Practise Negotiations
- and Strategic Decision Making in Startups

Digital Transformation



- Commodity Trading, Futures & Options
- Agricultural Export Management & International Trade
- Operations Research
- Risk Management in Agri-business

Marketing Management



- Marketing Research and Customer Insight for Problem-Market Fit
- Marketing Strategies and Techniques & Procurement Management
- Marketing Communications and Advertising Strategy for Startup
- Entrepreneurial Marketing and Customer Thinking

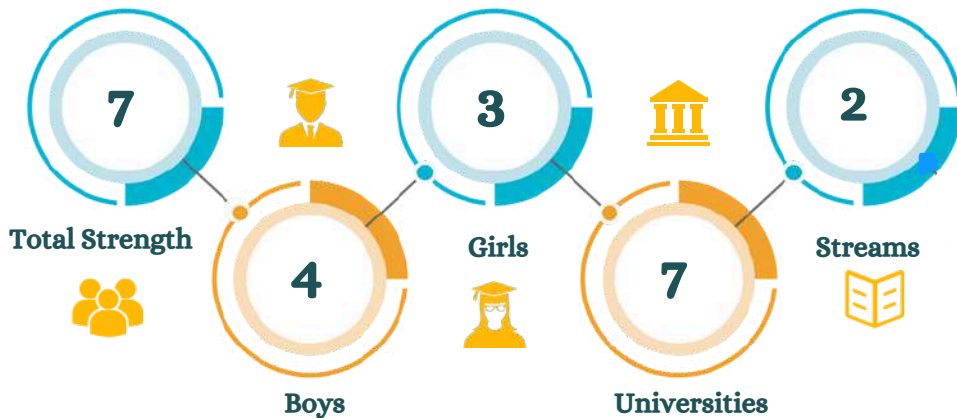
Other related courses



- Production Planning, Resource and Quality Management Procurement
- Management CSR and Sustainable
- Finance Sustainability Management
- Supply Chain & Logistics International
- Trade Agribusiness Management

BATCH PROFILE 2024-26

GEOGRAPHICAL REPRESENTATION



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BATCH PROFILE 2024-26

C M YASEEN



State : Karnataka
Stream : BSc (Hons.) Sericulture
University : University of Agricultural Sciences ,
Bengaluru, Karnataka.
Languages : English, Hindi, Kannada, Telegu and Urdu
Hobbies : Playing Basketball and Painting

DEBA PRASAD CHOUHAN



State : Assam
Stream : B.Sc. (Hons.) Agriculture
University : Sri Dev Suman Uttrakhand University.
Languages : English, Hindi, Assamese and Bhojpuri
Hobbies : Playing Chess and Travelling.

PALAK TIWARI



State : Madhya Pradesh
Stream : BSc (Hons.) Agriculture
University : Indira Gandhi Krishi Vishwavidyalaya
Languages : English and Hindi
Hobbies : Dancing, Painting & Playing Badminton.



BATCH PROFILE 2024-26



PRASANJEET KARMAKAR



State : Jharkhand
Stream : B.Sc. (Hons.) Agriculture
University : Birsa Agricultural University, Ranchi,
Jharkhand
Languages : English, Hindi and Bengali
Hobbies : Painting , Travelling and Cooking..



PURNIMA PATIDAR



State : Madhya Pradesh
Stream : BSc (Hons.) Agriculture.
University : Medicaps University, Indore, Madhya
Pradesh
Languages : English, Hindi and Gujarati
Hobbies : Travelling and playing Badmiton.



BATCH PROFILE 2024-26



SHOBHIT VERMA



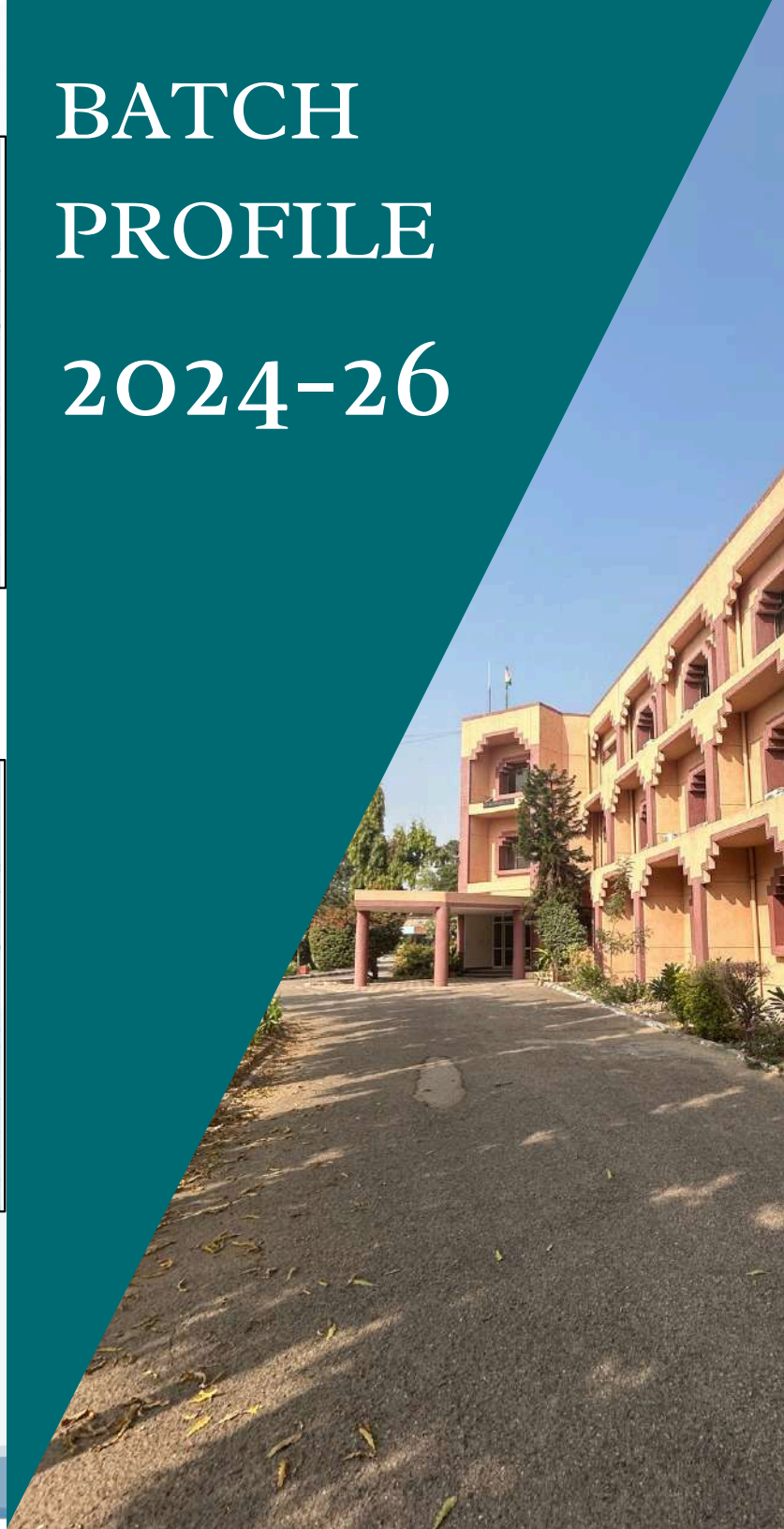
State : Uttar Pradesh
Stream : B.Sc. (Hons.) Agriculture
University : Integral University , Lucknow, Uttar Pradesh.
Languages : English and Hindi
Hobbies : Playing Cricket and Riding bike.



SHRUTI



State : Uttar Pradesh
Stream : BSc (Hons.) Agriculture.
University : Chandra Shekhar Azad University of Agriculture and Technology, Kanpur
Languages : English and Hindi
Hobbies : Dancing, Badminton and Making Crafts.



INTERNSHIP ENGAGEMENTS (BATCH 2023-25)



INTERN SECTORS

- Agri Inputs
- FMCG
- Agro-Commodity
- Consultancy
- Food Technology & Value Addition
- Supply Chain Management
- Agro processing

ROLES AND POSITIONS

- Project intern
- Supply Chain
- Product Management
- Business Development intern
- Entrepreneur Residence
- Sales and Marketing

VEGROW



dhanuka

EAT
confetti



बस्तर से बाजार तक
BastaR se BazaAR tak

27k

**AVERAGE
STIPENED FOR THE
BATCH 2023-25**

Verdant
COMMERCE • CREDIT • CARE

Work experience

tcs TATA
CONSULTANCY
SERVICES





OFFICERS OF CCS NIAM



Shri Faiz Ahmed Kidwai, IAS
Additional Secretary
(Marketing) MoA& FW GOI,
Director General of CCS NIAM



Dr. Shuchi Mathur
Assistant Director
(IEV program coordinator)



Dr. Sahadev Singh
Director
(Administration)



Dr. Sohan Ganechiya
Program Manager



Dr. Akshay Patidar
Assistant professor and
Placement Coordinator

Chaudhary Charan Singh National Institute of Agricultural Marketing
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