

PROSPECTUS

Post Graduate Diploma in Management Innovation, Entrepreneurship & Venture Development (PGDM-IEV) 2026-28



Chaudhary Charan Singh National Institute of Agricultural Marketing
(An Autonomous Organization of Ministry of Agriculture and Farmers' Welfare,
Government of India)
Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)



Message from Director General

Shri Muktanand Agrawal, IAS

**Joint Secretary, MoA & FW, Government of India &
Director General, CCS NIAM**

Agriculture remains a cornerstone of the Indian economy, contributing significantly to food security, supplying essential raw materials to various industries, and providing livelihoods to a large rural population. It also plays an important role in driving capital formation, rural development, and overall economic progress. In this context, agripreneurship has evolved into a vital force that supports growth within the sector by promoting innovation, improving efficiency, and enhancing economic viability, agripreneurial initiatives help modernize agricultural practices and strengthen rural ecosystems.

CCS National Institute of Agricultural Marketing (CCS NIAM), Jaipur, has steadily grown since its establishment in 1988. The institute introduced its first self-funded program, the PGDM-ABM, in 2001–03, marking a major milestone. Over the years, CCS NIAM has emerged as a leading national institution contributing to the development of the agri-business landscape in India and beyond.

In response to changing industry needs and the growing demand for skilled professionals, CCS NIAM launched the PGDM-IEV, a full-time two-year AICTE-approved programme, in 2023. Designed for innovators and aspiring leaders, the programme blends conceptual learning with practical exposure through projects, field engagements, and internships. The structure enables students to build strong professional competencies, interact with industry experts, and gain insights that prepare them for diverse career paths. This initiative reflects NIAM's commitment to developing capable professionals who can contribute meaningfully to agricultural and allied sectors.

NIAM has also been playing a significant role in supporting entrepreneurial development in agriculture, working closely with various stakeholders across the country. The institute has extended mentoring and capacity-building support to numerous initiatives and continues to contribute to strengthening agri-based enterprise development.

I extend my best wishes to all aspirants and hope that their journey with CCS NIAM leads to meaningful learning, growth, and impactful contributions to the sector.



Message from Director

Dr. Sahdev Singh

Director, PGDM-IEV

CCS NIAM

The CCS National Institute of Agricultural Marketing (CCS NIAM), Jaipur, has made remarkable progress since its establishment in 1988. Over the years, the institute has built a strong reputation through its academic excellence, effective management culture, and the consistent achievements of its students. With each passing batch, NIAM has further strengthened its identity as a prominent institution in the agri-business domain.

The PGDM-IEV programme at CCS NIAM is designed to provide holistic development to students, enabling them to become competent professionals capable of navigating the dynamic agricultural and agri-business landscape.

Through a balanced blend of classroom learning, field exposure, summer internships, guest lectures, academic interactions, and subject-based projects, students acquire a comprehensive understanding of diverse aspects related to the programme.

To deepen this understanding, CCS NIAM offers valuable exposure through corporate interactions, field visits, conferences, workshops, and sector-specific projects. These engagements help students appreciate the complexities faced by farmers and other stakeholders, while equipping them with the ability to conceptualize and support practical solutions. The student-centric environment at NIAM, supported by faculty and industry involvement, nurtures analytical thinking, creativity, problem-solving skills, teamwork, and leadership qualities.

CCS NIAM consistently provides its students with excellent opportunities, resources, and an enriching learning environment. The agri-business sector today requires enthusiastic, adaptable, and technologically aware managers—qualities that NIAM students continue to demonstrate.

Best wishes to all the students joining CCS NIAM and a bright future ahead.



Message from Program Co-Ordinator (IEV)

Dr. Shuchi Mathur
Deputy Director, CCS NIAM

Greetings from the CCS National Institute of Agricultural Marketing!

It is with immense pride and enthusiasm that we welcome you to the Post Graduate Diploma in Management – Innovation, Entrepreneurship, and Venture Development (PGDM-IEV) at CCS NIAM. You are joining a programme created for thinkers, innovators, and change-makers—those who aspire not only to build successful ventures, but also to create meaningful impact.

As an autonomous institution under the Ministry of Agriculture & Farmers Welfare, Government of India, CCS NIAM stands at the confluence of policy, practice, and purpose. We are deeply committed to nurturing innovation and entrepreneurship in agriculture and allied sectors, while empowering ideas that transcend boundaries and address real-world challenges. The PGDM-IEV programme is a carefully crafted journey that blends academic excellence with experiential learning. Designed in collaboration with experts from premier institutions such as the IIMs and EDI Ahmedabad, and guided by accomplished industry leaders, the curriculum equips you to think boldly, act strategically, and navigate the complexities of venture creation in a rapidly evolving global landscape. At CCS NIAM, learning extends far beyond classrooms. Through industrial visits, milestone-driven projects, live assignments, and hands-on training, you will engage directly with the entrepreneurial ecosystem. Students from diverse academic and professional backgrounds come together here, enriching the learning experience and fostering interdisciplinary perspectives that spark innovation. Equally important is the vibrant and supportive academic environment we cultivate. Interactions with distinguished faculty, accomplished entrepreneurs, and domain experts through webinars, masterclasses, and mentoring sessions will inspire you to challenge conventions, collaborate fearlessly, and pursue excellence.

We invite you to embrace this transformative journey with curiosity, courage, and commitment. Let your ideas take shape, your ambitions find direction, and your ventures create lasting value. Together, let us shape enterprises that drive innovation, strengthen livelihoods, and contribute to a more sustainable and progressive future. Wishing you an enriching and successful journey ahead.

About

CCS National Institute of Agricultural Marketing

Established in 1988, under the Ministry of Agriculture and Farmers welfare, Government of India, the Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM) is vested with the responsibility to fortify the agricultural marketing sphere by rendering specialized training, research, and consultancy to India and other South-East Asian countries.

The commencement of the management education at CCS NIAM was from the year 2001 wherein a two year fully residential Post Graduate Diploma in Management(Agri-Business Management) was launched. Management Education, since then, has been a foremost concern for the institute to deliver the most promising human resource to the industry. The students at CCS NIAM go through an intensive academic rigour to come out as the most talented and committed riches for Agri-Business and Food industry.

PGDM- IEV

Post Graduate Diploma in Management (Innovation, Entrepreneurship & Venture Development (PGDM-IEV)) is an AICTE approved two years' full-time non residential programme which provides the necessary knowledge and skills for the development of ideas into sustainable business opportunities.

This programmes connect the theory of innovation and entrepreneurship with practice and enables students to acquire skills, this outcome-oriented programme will facilitate learning on the management of innovation, entrepreneurship, and venture development from foundation to advanced stages and simultaneously enable students to apply their entrepreneurial skills in their family business and in real life situations, validate ideas build innovation, test market and build a successful venture out of it.

This course is not only job oriented but is an innovative milestone based learning initiative whereby every student can build their new enterprise step by step while studying at PGDM-IEV itself. During this course, learning is also imparted on leveraging the strengths of family business management.

Objectives

- Enable students to acquire application-oriented skills through an outcome-oriented curriculum designed to connect the theory of innovation and entrepreneurship with practice.
- Facilitate learning on management of innovations, entrepreneurship and venture development from foundation to advanced stages.
- Empower students to apply their entrepreneurial skills in real life situations, validate ideas, build innovations, test markets and build a successful venture.

Highlights of PGDM IEV

- **Outcome-oriented and experiential learning:** The program is designed to help students launch their own company. It combines theory with practical, hands-on experience through modules, action learning segments, and capstone projects.
- **Outcome-oriented and experiential learning:** The program is designed to help students launch their own company. It combines theory with practical, hands-on experience through modules, action learning segments, and capstone projects.
- **Focus on core entrepreneurial skills:** Students develop a creative and entrepreneurial attitude, along with the ability to manage innovation, build teams, construct business models, and navigate market feasibility.
- **Incubation and acceleration support:** The program includes pre-incubation and handholding support, often within a technology-based incubator, and helps with compliance, IPR management, and commercialization.
- **Industry and expert network:** Students gain access to a network of industry professionals, successful entrepreneurs, and investors through live projects, internships, and specific ecosystem events.
- **Support for diverse ventures:** The program is not limited to tech startups, but is also suitable for those interested in building social enterprises, family businesses, or intrapreneurship within an existing company.

Program Highlights of PGDM IEV

- Two years full time program approved by AICTE
- Three Capstone Projects spread across three semesters
- Fourth semester – Action Learning through live Start-up Establishment
- Aims to develop Techno-Managerial competence.
- Students will have the opportunity to participate in Students Orientation Program (SOP) Agripreneurship Orientation Program (AOP)/Startup Agri Business Incubation Program (SABIP)
- Program as per New Education Policy-2020
- Earn while learn during internship (Students will get the ample opportunities to
- Training & Exposure through Industry Mentors, Top Investors & Entrepreneurs
- Experiential Learning through Agri based incubator
- Innovation & Technology Commercialization in agriculture and allied areas
- Grant & Investment Exposure
- Visiting Faculty from premium Universities/ Institutes from abroad as well as India
- Affordable fee structure – Rs. 6.10 lakhs for two years
- Students from diverse educational backgrounds
- Ample opportunity for learning
- Opportunity to be associated with NIAM incubation program.
- Great opportunity to learn and participate in centre for excellence NIAM
- incubation centre to be entrepreneur or to start your own Agri-start up.

Course Architecture

The first term is focused on the ideation process. The second term encompasses concepts on business foundation process and the third term aids in the process of business model development. The students are imparted learning on the basics of new venture development by means of concept-based action learning modules.

The program has been designed in a way that all the subjects fall within one of the following four core elements - Entrepreneurship, Venture Fundamentals, Startup & Innovation and Project.

The minimum total amount of credits required to be allocated to compulsory subjects should be 102.0 as per AICTE guidelines. The course architecture is in accordance with the guidelines with total compulsory course credit of 115.0 and total optional course credit of 44.0.

LEARNING OUTCOME OF PGDM-IEV



Exposure to entrepreneurial Culture and facility of on- campus CCS NIAM Agri-Business Incubator



Training and mentoring to help conceive and Innovative Business Idea in PoCs



Business Model& Fund Raising



Industry Integrated learning



Sustainability and Growth

Career and Employment Opportunity

The objective of this program is to prepare young minds towards self-employment and create employment opportunity for others through enterprise development in agriculture and allied areas.

PGD IEV graduates will be preferred candidates to coordinate and lead pre- incubation centers in academics such as Entrepreneurship Development Cells (EDC), IEDC, New Gen IEDC, Start-up Cell, Innovation Cell etc.

Entrepreneurs have opportunity to join leadership positions at various organizations

Mentoring & Handholding

Understanding the importance of mentoring and handholding, budding entrepreneurs are provided technical support, guidance, and inspirational networking throughout the program, until they reach a level where they are not only self-sufficient but in turn are able to do business on their own. The program facilitates networking with mentors, industry experts, and business service providers, besides ensuring access to literature, library, faculty resources and facilities available at CCS NIAM Agri Innovation & Incubation Centre for startup innovation and growth.



Faculty

Faculty and experts at CCS NIAM have niche specializations in their own respective fields and are a blend of prominent academicians, researchers, entrepreneurs, consultants, and practitioners

Opportunity to raise fund/grant

CCS NIAM Agri Innovation & Incubation Centre provides support in availing grants, raising angel/equity from venture funds, and also debt funds from the banking system.

MSME Business Incubator (MSME BI)

MSME Business Incubator scheme is to promote and support the untapped creativity of individuals and to promote adoption of the latest technologies in manufacturing as well as knowledge-based innovative MSMEs (ventures) that seek the validation of their ideas at the proof of concept level.

Startup India Scheme (SIS)

The Government of India launched the Startup India Seed Fund Scheme (SISFS) under DPIIT to provide support for developing PoC, prototype, marketing, testing & trial, etc. Funding support provided under SISFS consist of the grant and convertible debentures. CCS NIAM is one of the agri business incubation centers approved under Startup India Scheme.

Ministry of Education's Innovation Cell (MIC) & AICTE

MIC & AICTE funds 45 innovations from HEIs and provides grant support up to Rs. 10 lakhs per innovation towards refining innovation, building the start up and availing incubation services.

Entrepreneurial Ecosystem at CCS NIAM

CCS NIAM Agri Innovation & Incubation Centre



CCS NIAM Agri Innovation & Incubation Centre is a funding incubator supported by RKVY RAFTAAR Division, Ministry of Agriculture & Farmers Welfare, Govt. of India. The Centre promotes and nurtures Agri-Business Startups in the country with grant-in-aid support under two funding programmes namely:

- Students Orientation Programme (SOP) : Upto INR 4 lakhs
- Agipreneurship Orientation Programme (AOP) (Pre-Seed): Upto INR 5 lakhs grant-in-aid support to selected startups
- Startup Agribusiness Incubation Programme (SABIP) (Seed Stage): Upto INR 25 lakhs grant-in-aid support to selected startups



STARTUP AGRI-BUSINESS INCUBATION PROGRAMME



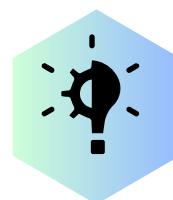
One Month in-house training Programme for Agri based startups
No Registration fees



Any Indian start-up as per DPIIT notification can participate



Seed Funding to startups for scaling up



Grant in aid up to Rs.25 Lakhs to eligible startups by Ministry of Agriculture and Farmers' Welfare

Objectives:

- To ensure timely seed support to deserving incubates
- To enable translation of minimum viable product (MVP) to marketable stage
- To provide a platform for faster experimentation and modification in their approaches or minimum viable product (MVP)

For more details visit our website: www.niam.nabi.com

ACHIEVEMENTS OF CCS NIAM AGRI INNOVATION & INCUBATION CENTRE

750+ agri startups incubated

325+ startups recommended for grant-in-aid

INR 30+ crores grant-in-aid support facilitated

**INR 6+ crores external funding (Angel / VC) raised
by our startups**

**500+ innovative products & services
commercialized**

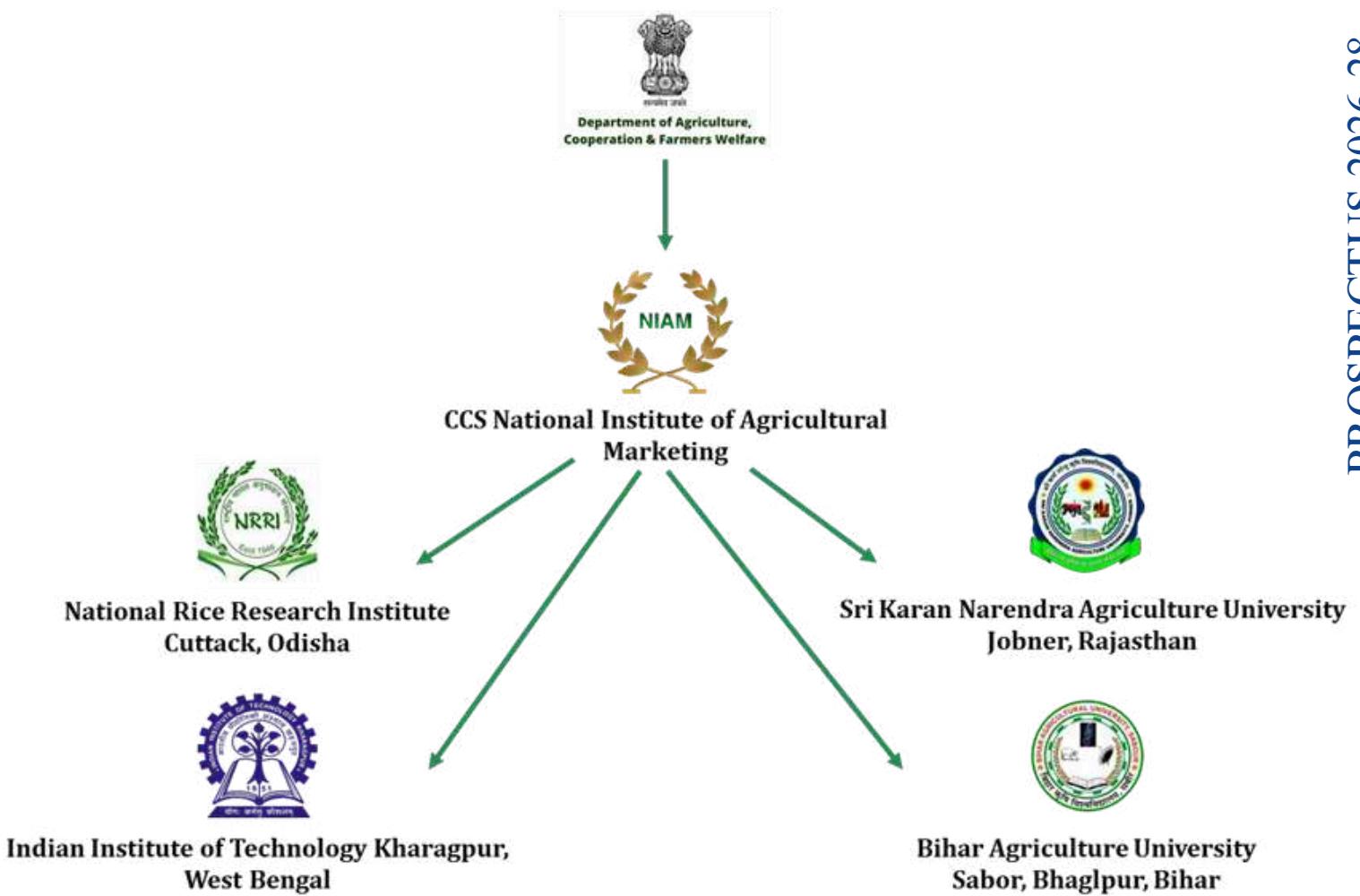
12,000+ livelihood opportunities created

**150+ IPR filed by our startups (Patent, Trademark,
Copyright, etc.)**

Incubation Support



IMPACT AS KNOWLEDGE PARTNER (KP)



ELIGIBILITY FOR ADMISSION

Bachelor's Degree in Agriculture or in any other discipline with at least 50% marks or equivalent CGPA [45% in case of SC/ ST/PH]. Must have a valid Score of CAT/CMAT/XAT/MAT/ATMA/ GMAT.

(Reservation of seats as per Govt. of India rules.)

MULTI – STAGE SELECTION PROCEDURE

Apply for CAT/
C-MAT

Fill Form for PGDM
IEV available on
Website

Short listing based on
CAT/C-MAT Score

Attend Group Discussion
& Personal Interview

Announcement
of Selection

SELECTION PARAMETERS AND THEIR WEIGHTAGE

| Criteria | Weightage |
|--|------------|
| CAT/CMAT/XAT/MAT/ ATMA/ G-MAT Score | 51/34 |
| Diversity Factor * | 06 * |
| Group Discussion | 12 |
| Essay Writing | 10 |
| Personal Interview | 16 |
| Work experience | 05 |
| Total | 100 |

* Diversity Factor weightage of 6% is assigned to agriculture and allied disciplines, 2% for humanities & social sciences and 0% for pure sciences and engineering disciplines.

Fees and Payment Schedules (PGDM IEV 2025-27)

POST GRADUATE DIPLOMA IN MANAGEMENT (INNOVATION, ENTREPRENEURSHIP & VENTURE DEVELOPMENT)

Fee Structure (PGDM-IEV-2025-27)

First Year

| S.No. | Details | Amount of Rs. | Last Date |
|--|---------------------------------------|----------------------|---|
| 1 | Tuition Fee | 2,82,000/- | |
| 2 | Library Fee | 15,000/- | |
| 3 | Caution Money (Refundable) | 10,000/- | |
| 4 | Health Insurance | 3000/- | |
| 5 | Boarding and Lodging Fees (Per Month) | 18,000/- | |
| Total (including registration fee of Rs. 25000/-) | | 3,10,000/- | |
| Without Boarding and Lodging | | | Registration fees of Rs. 25000/- Payable within 07 days of selection/offer letter. Rest balance amount should be deposited at the time of joining the course or 25 days from selection/offer letter, which is earlier |
| Total (including registration fee of Rs. 25000/-) | | 4,72,000/- | |
| With Boarding and Lodging for 9 months | | | |

Second Year

| S.No. | Details | Amount of Rs. | Date |
|---|---------------------------------------|----------------------|---|
| 1 | Tuition Fee | 2,82,000/- | |
| 2 | Library Fee | 15,000/- | |
| 3 | Health Insurance | 3000/- | |
| 4 | Boarding and Lodging Fees (Per Month) | 18,000/- | |
| Total (Without Boarding and Lodging) | | 3,00000/- | Payable on or before 15 days from commencement of classes |
| Total (With Boarding and Lodging for 9 months) | | 4,62,000 | |

| | |
|---|-------------------|
| Grand Total (Without Boarding and Lodging) | 6,10,000/- |
| Grant Total (With Boarding and Lodging) | 9,34,000/- |

* Hostel accommodation will be provided to students requesting residential accommodation.

*During the summer project, if any student stays in the hostel, she will have to pay separately towards boarding and lodging, as per the usual rates of the institute.

ADMISSION PROCESS - PGDM-IEV 2026

1. **Eligibility:** The applicants must have a bachelor's degree in any discipline with at least 50% marks or equivalent CGPA (45% in case of the candidates belonging to Scheduled Caste (SC)/Scheduled Tribe (ST), Persons with Disability (DA) category) from a recognized university or Institution. The Bachelor's Degree or equivalent qualification obtained by the candidates must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent.
2. The candidates must have a valid Score of CAT / XAT/ MAT/ ATMA/ G-MAT CMAT-2025-26
3. Reservation of seats will be applicable for OBC (Non-Creamy Layer), SC, ST, DA/PH, EWS and Kashmiri Migrant categories as per Govt. of India rules.
4. Candidates who are in final year of their graduation can also apply and submit their provisional certificate and mark sheets/grade card indicating up to date and latest cumulative marks/CGPA/OGPA till the previous year/semester and also indicate the same in the application form. Their provisional eligibility will be decided based on the same. If selected, they may seek provisional admission into the programme on payment of the required fee and other charges as specified. After joining the programme, they will have to submit the provisional degree certificate and aggregate marks/CGPA/OGPA latest by August 31, 2026 failing which the provisional admission will automatically stand cancelled.
5. There will be no refund of fee paid by the students, in the event of the cancellation of their admission for the above reasons. All applicants are required to submit attested photocopies of documents along with the application as indicated in the application form. They must produce all original documents for verification at the time of interview and admission.
6. It is the responsibility of the candidates to ascertain and ensure that they possess the requisite qualifications for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility for admission will be decided by NIAM.
7. A multi-stage selection procedure will be followed for admission as described below: Merit list will be prepared for calling candidates for group discussion and personal interview based on CAT / XAT/ MAT/ ATMA/ G-MAT CMAT-2025-26 score as per the weightage formula mentioned in multistage selection procedure.
The merit list will be prepared category wise i.e. General Category, OBC (Non Creamy layer), EWS, SC, ST, PH, Kashmiri Migrants

ADMISSION PROCESS - PGDM-IEV 2026

Work Experience weightage shall be awarded as per the following plan

| S.No. | Years of Experience | Weightage |
|---|------------------------------|-----------|
| 1. | Minimum 6 months to one year | 1.0 |
| 2. | >1 to 1½ years | 1.5 |
| 3. | >1½ to 2 years | 2.0 |
| 4. | >2 to 3 years | 3.0 |
| 5. | >3 Years | 3.5 |
| 0.5 marks extra shall be awarded for each year's job experience in agriculture & allied sectors and in rural development with an upper ceiling of 5 marks in work Experience. | | |

ADMISSION PROCESS - PGDM-IEV 2026

The candidates who have both CAT / XAT/ MAT/ ATMA/ G-MAT CMAT-2024-25 scores should mention both these scores in the appropriate column provided in the application form. Based on the above formula whichever score is advantageous to the candidate will be used to determine the merit in the selection process.

Candidates shall be called for group discussion, personal interview and other testing parameters based on CAT/other Score for different categories. Cut off for CAT and Other score will be decided after last date of filling of application depending on number of applications received. Registration fees will not be refunded to any candidates.

Personal interview and Group Discussion may include subjects to test candidate's aptitude for Agriculture and Management. Candidate's record in extracurricular activities and any additional qualifications or accomplishments may also be considered during the interview process.

The final merit rank list will be based on the summation of points earned in all the assessment items mentioned above.



COURSE STRUCTURE

Programme Structure

| Year/Semester | Total Number of Courses | Credits |
|-----------------------|--|-----------------------|
| First Year | | |
| Semester - I | 2 Programme-specific courses (2 credit each) 5 Core courses (3 credit each) 1 Seminar (1 credit) Boot Camp on Change Making (2 Credit) MOOC SWAYAM Course (3 Credit) Start-up Project (2 Credit) | $4+15+1+2+3+2 = 27$ |
| Semester - II | 2 programme-specific courses (2 credit each) 5 Core courses (3 credit each) 1 Seminar (1 credit) Marketing Lab (2 Credit) MOOC-SWAY AM Course (3 Credit) Start-up Project (2 Credit) Summer Internship (4 Credits) | $4+15+1+2+3+2+4 = 31$ |
| Second Year | | |
| Semester - III | 1 Core Course (2 credits) 7 Elective courses (3 credit each) Innovation Lab (2 Credit) Start-up Project (2 Credit) | $2+21+2+2 = 27$ |
| Semester - IV | Start-up Project (2 Credit) (19 credit) | 19 |
| Total Credits: 104 | | |

| Semester - I | | | |
|---------------------|---|-------------|----------------------|
| Subject Code | Title of the Course | Type | Course Credit |
| IEV-101 | Introduction to Entrepreneurial Ecosystem | Core | 2 |
| IEV-102 | Innovation and Design Thinking | Core | 2 |
| IEV-103 | Management and Organizational Behaviour | Core | 3 |
| IEV-104 | Accounting & Finance | Core | 3 |
| IEV-105 | Managerial Economics | Core | 3 |
| IEV-106 | Information Technology Skills | Core | 3 |
| IEV-107 | Marketing Management | Core | 3 |
| IEV-108 | Seminar-Business communication | | 1 |
| IEV-109 | Boot Camp on Change Making | | 2 |
| IEV-110 | MOOC SWAYAM Course | | 3 |
| IEV-111 | Start-up Project | | 2 |
| | Total Credit = 27 | | |

COURSE STRUCTURE

| Semester - II | | | |
|--------------------------|---------------------------------------|-------------|----------------------|
| Subject Code | Title of the Course | Type | Course Credit |
| IEV-201 | Family Business and Entrepreneurship | Core | 2 |
| IEV-202 | Entrepreneurial Leadership | Core | 2 |
| IEV-203 | Strategic Management | Core | 3 |
| IEV-204 | Operations Management | Core | 3 |
| IEV-205 | Negotiation and Decision Making | Core | 3 |
| IEV-206 | Business Law and Corporate Governance | Core | 3 |
| IEV-207 | Human Resource Management | Core | 3 |
| IEV-208 | Seminar- Business Ethics | Core | 1 |
| IEV-209 | Market Research Lab | | 2 |
| IEV-210 | MOOC SWAYAM Course | | 3 |
| IEV-211 | Start-up Project | | 2 |
| IEV-212 | Summer Internship | | 4 |
| Total Credit = 27 | | | |

| Semester – III | | | |
|--|---|-------------|----------------------|
| Subject Code | Title of the Course | Type | Course Credit |
| IEV-301 | Sustainability Management | Core | 2 |
| IEV-302- IEV- 310 | Any 7 discipline specific electives to be opted (3 Credit Each) | Elective | 7*3=21 |
| IEV-313 | Innovation Lab | | 2 |
| IEV-314 | Start-up Project | | 2 |
| <i>List of Elective Subjects (Discipline Specific Electives)</i> | | | |
| IEV-302 | Venture Finance | Elective | |
| IEV-303 | Supply Chain & Logistics | Elective | |
| IEV-304 | Understanding Consumer Behaviour | Elective | |
| IEV-305 | Product Design and Development | Elective | |
| IEV-306 | E-Commerce & Business Start-up | Elective | |
| IEV-307 | International Trade | Elective | |
| IEV-308 | Business Analytics for Start-up | Elective | |
| IEV-309 | Corporate Social Responsibility | Elective | |
| IEV-310 | Climate Change | Elective | |
| IEV-311 | Intellectual Property Rights & Trade Mark | Elective | |
| IEV-312 | Agri-Business Environment & Policy | Elective | |
| Total Credit = 27 | | | |

| Semester - IV | | | |
|--------------------------|----------------------------|-------------|----------------------|
| Subject Code | Title of the Course | Type | Course Credit |
| IEV-401 | Start-up Project | Core | 04 |
| IEV-402 | Corporate Experience | Core | 15 |
| Total Credit = 19 | | | |

APPLICATION FORM

NIAM Online Application Form

Online application forms can be filled out on the website www.ccsniam.gov.in and candidates are required to upload photographs, digital signatures, and all relevant documents along with a category certificate if the candidate belongs to any category. Registration fees of Rs. 1200/- (Rs. 600/- for SC and ST Candidates) are to be paid through the online gateway only from the NIAM online application form. Application without registration fee will not be considered.

Once the online application form is submitted, it will not allow to edit it. However, applicants will get a chance to upload their CAT / XAT/ MAT/ ATMA/ G-MAT CMAT scorecard once the CAT result is announced if the applicant has not uploaded the score.



IN-HOUSE RESOURCES

Shri Muktanand Agrawal, IAS

Joint Secretary (Marketing) MoA & FW

Director General, CCS NIAM

Dr. Sahdev Singh, Director-PGDM ABM & IEV

Dr. Hema Yadav, Director- PI-RKVV

Dr. Sapna A. Narula, Director-PGDM SM

Dr. S. R. Singh, Deputy Director- PGDM SM

Dr. Shuchi Mathur, Deputy Director Admin & Co-Ordinator -PGDM-IEV

Sh. Deekshith M. , Research Officer

Sh. Rajeeth P.C. , Research Officer

Sh. Shailender Pachar, Research Officer

Dr. Sonali Katoch, Research Officer

Dr. Akshay Patidar, Assistant Professor

Dr. Sohan Singh Ganechiya, Programme Manager

Mr. Sachin Ukey, IT Administrator

GUEST FACULTY

- Mr. K. V. Iyer, Industry Trainer & Agri-Business Consultant
- Prof. A. S. Rao, Innovation Consultant, Ex- CIIE-IIMA
- Dr. Sreedhara Voleti, Managing Director, INDRAS PVT LTD
- Dr. P. C. Panchariya, Director, CSIR-CEERI, Pilani
- Dr. M. K. Goel, IIT (Indore)
- Dr. O. P. Wali, Professor, IIFT
- Dr. Satyendra Kumar Sharma, Associate Professor – Management BITS Pilani
- Dr. Mohit Gambhir, IIT (Jodhpur)
- Dr. Sachin Gupta, Assistant Professor, Mohanlal Sukhadia University, Udaipur
- Mr. Rajeev Saraswat, Director, Solvera Consulting Pvt Ltd, Registered Valuer, SME & Startup Advisory
- CA Rajeev Bhargav, Director, Solvera Consulting Pvt Ltd, Registered Valuer, SME & Startup Advisory
- Dr. Pallavi Mathur, Associate Professor, Sunstone Eduversity, JECRC, Jaipur
- Adv. Rhimjhim Mathur, IPR Expert
- Mr. Premanshu Singh, Chief Business Officer, Fampay
- Ms. Priyanka Sinha, Global Lead - Digital Programs, Du Pont Water Solutions
- Prof. Uday Bhate, Market Researcher and Partner, Nmore
- Dr. Sheenu Jain, Associate Professor, LNMIIT, Jaipur
- Dr. Punya Shloka Pattinaik, Business analytics expert
- Dr. Kritika Tekwani IIM (Ahmedabad)
- Mr. Sachin M Khandelwal, CEO & Founder Spiderlink Group
- Mr. Subhadeep Sanyal, Partner at omnivore, VC in Agritech and Food
- Dr. Rashmi Sharma, Assistant Professor, JECRC University, Jaipur
- Mr. Abhijit Kumar, Assistant Professor, JECRC University, Jaipur
- Dr. Neha Saini, Career Counsellor, Birla Institute of Technology, Jaipur
- Dr. Kuldeep Singh Sawhney, Career Navigator, Co-Trainer HRD OD OV Expertise 4 Decades
- Dr. Ravandranath Tirumalsety, Project Manager, Mphasis
- Ms. Akanksha Joshi, JECRC University, Jaipur
- Dr. Gaurav Kumar, NIT, Jalandhar

FACILITY

Library

The Library at NIAM has an impressive collection of more than 12000 books and numerous periodicals and newspapers. These collections are in the areas of agriculture, management and allied subjects as well as assorted



Agri Innovation and Incubation Centre

CCS NIAM hosts Agri Innovation and Incubation centre was inaugurated by the hands of Hon'ble Shri. Narendra Singh Tomar Ji, Union Minister of Agri. & Farmers Welfare on 19th Feb 2023 This marked a major step in strengthening India's agricultural entrepreneurship ecosystem by providing a dedicated facility for innovation, startup incubation, and agripreneur support.



Classroom

The facility comprises modern co-working spaces equipped with advanced multimedia and audio-visual systems, along with high-speed data communication and seamless Wi-Fi connectivity.



Brahmaputra

Academic Block houses the modern classrooms equipped with the latest multimedia and audio visual facilities as well as high speed data communication and Wi-Fi.

FACILITY

Mahanadi Convention Centre

At NIAM, we believe in the power of discussion and discourse. The campus boasts of a conference hall, seminar room, executive suites, and auditorium, which are used for organizing national and international seminars, conferences, workshops, various cultural activities etc



Barak Recreation Block

There is a whole range of sports facilities including a volleyball court, badminton court, basketball court as well as an indoor sports area. After a long day in classroom, the students break for recreation and sports, which takes care of a healthy life style.



Krishna and Chambal

It is a fully residential program with separate hostels for girls and boys. The rooms are well furnished with coolers, geysers, curtains and an attached washroom. Hostels also receive a daily supply of newspapers. (Hostel were allotted on request of students)



Glimpses of Cultural Programme

Modak - Manthan



Ganesh Visarjan



Nav-Aaradhy



Glimpses of Cultural Programme

Dandiya Night



Udhbhav-Freshers



Diwali Party



Glimpses of Events



Glimpses of Classes



Seminars and Publication

Awards

Mr. C M Yaseen, has secured the 1st Prize of ₹11,000 for presenting his National level online summer internship project presentation competition at the Institute of Rural Management, Jaipur.



Publications

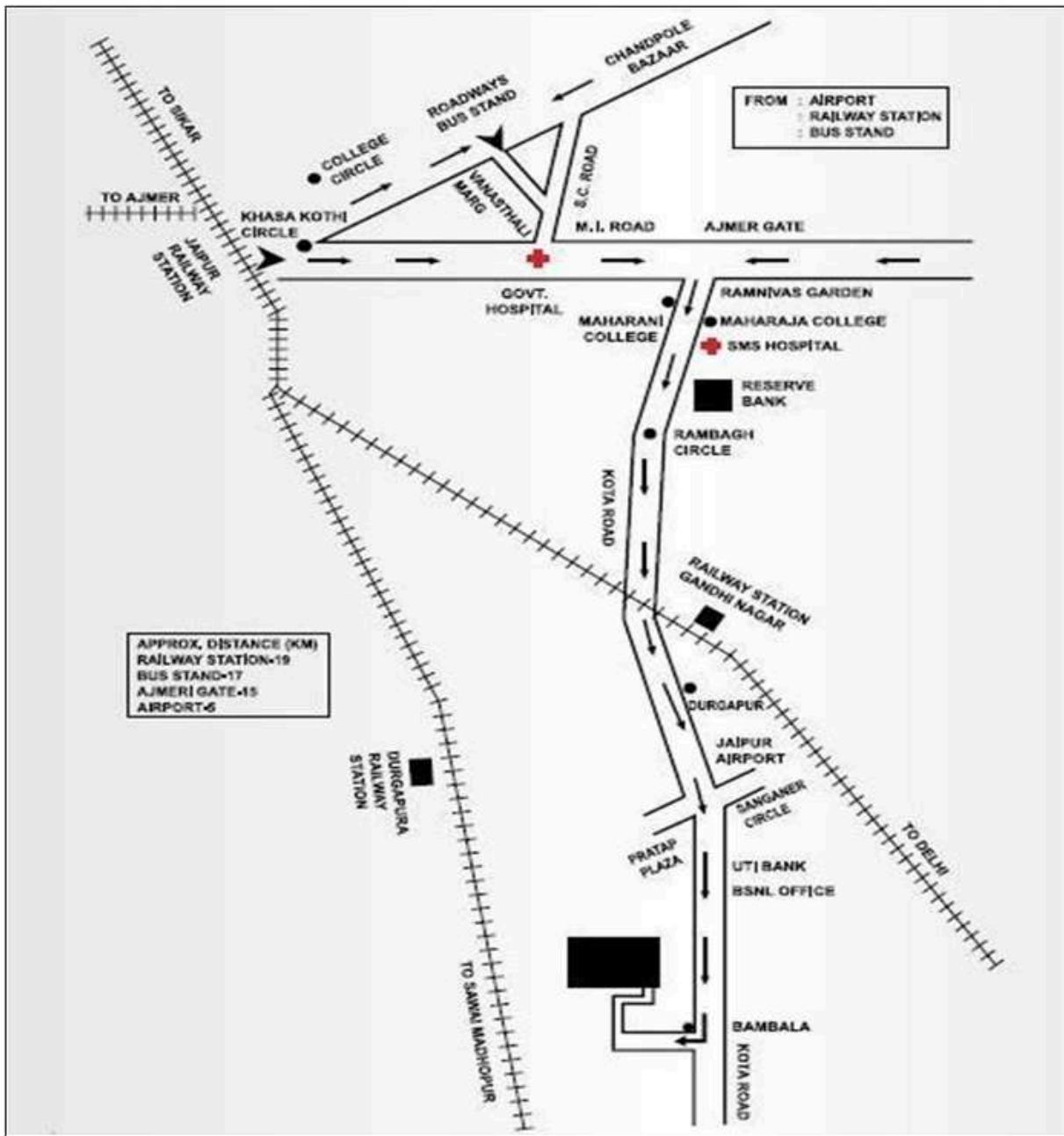
CCS NIAM regularly publishes Coffee table books, Newsletters, Learning modules, Study material, Mentors' presentations, etc. for benefit of startups, entrepreneurs, students and other stakeholders of the startup ecosystem



First Regional Conference on “Water Use Efficiency in the Irrigation Sector”, organized by the Bureau of Water Use Efficiency (BWUE) under the National Water Mission, Ministry of Jal Shakti Govt. of India hosted by CCS National Institute of Agricultural Marketing, Jaipur



How to reach



Chaudhary Charan Singh National Institute of Agricultural Marketing
 (An Autonomous Organization of Ministry of Agriculture and Farmers' Welfare,
 Government of India) Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)
 Phone : +91 141 2795128, +91 8619210388, +91 8275218220
 E-mail : pgdiev@ccsniam.ac.in, Website- www.ccsniam.gov.in
 Instagram : [niam_chronicles](https://www.instagram.com/niam_chronicles)