Choudhary Charan Singh National Institute of Agricultural Marketing

NIAM

An Autonomous organization under Ministry of Agriculture and Farmers Welfare, Government of India



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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.



"Building the Next Generation of Innovators and Entrepreneurs"

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

MESSAGE FROM THE DIRECTOR GENERAL



Shri Muktanand Agrawal, IAS Director General CCS NIAM

OUR PG DIPLOMA STUDENTS HAVE CONSISTENTLY ACHIEVED A 100% PLACEMENT RATE IN IMPORTANT POSITIONS ACROSS A RANGE OF INDUSTRIES AND MANAGEMENT ORGANIZATIONS.

CCS National Institute of Agricultural Marketing (CCS NIAM), Jaipur, functioning under the Ministry of Agriculture & Farmers' Welfare. Government of India, has always been at the forefront of promoting innovation and industry-oriented education. Our vision has consistently been to bridge the gap between academia and industry, cultivating leaders who are not only knowledgeable but also capable of driving transformation in dynamic business ecosystems.

The PGDM-IEV (Post Graduate Diploma in Management - Innovation, Entrepreneurship and Venture Development) is one of our flagship initiatives, designed to nurture professionals who stand at the intersection of creativity, innovation, and managerial competence. The programme ensures that students develop the ability to address challenges with entrepreneurial thinking while simultaneously excelling in structured corporate environments.

A hallmark of the PGDM-IEV programme is its dual internship structure.

where students gain exposure to both startups and MNCs. Startup experiences sharpen their agility, adaptability, and creativity, fostering entrepreneurial confidence and problem-solving skills.

In contrast, internships with corporates and MNCs provide structured workflows, professional discipline, and exposure to global industry best practices. This unique blend makes our students versatile and capable of balancing innovation with execution excellence.

PGDM-IEV reflects NIAM's commitment to producing future-ready leaders who add immediate value to organizations while serving as catalysts of economic growth and social impact. I am confident that our students will bring dedication, professionalism, and fresh perspectives to the organizations they join.

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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 RIISINESS LANDSCAPES



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 Agribusiness 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 techsavy. It is with great pleasure that I extend a warm welcome to you to join us in recruiting the 24th batch of CCS NIAM. The class of 2025-2027 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 ASSISTANT DIRECTOR



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-1EV program is structured to provide a rich blend of academic rigor, industry insights, and practical exposure.

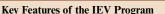
With a curriculum curated in collaboration with experts from premier institutes such as IIMs and EDI Ahmedabad, along with inputs from industry leaders, this program equips students to navigate the challenges of various industry sectors in a dynamic market environment. Our focus is not just on education but also on action. Students are encouraged to engage in industrial visits, milestone-based projects, and handson 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.

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 problemsolving, and the creation of sustainable, impactful ventures.

PEDAGOGY

Multiple	live StartUp	Field	Business
Internships	Projects	Visits	
Classroom lectures	Industrial interactions	Case Studies	Lecture by Eminent Experts





- Experiential Learning & Innovation Labs
- 2 Entrepreneurial Skill-Building
- 3 State-of-the-Art Incubation Support
- **4** Exposure to Industry Experts and Mentors
- 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.
- **2 Intrapreneurs:** Empowered to drive innovation within established organizations.
- **3 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

40 Credits Total Core

Total Elective Courses

43 Credits Ingtergrated Learning & Innovative Programme

Total Program Credits



Skill Development & Certification

Focused on building essential managerial, ethical and communication competencies with added certification for holistic growth.



Experiential Learning

Provide practical exposure to industry and enterprise through projects and internships.



Innovative & Action Labs

Real-world incubation and venture management experience in the CCS NIAM Incubation Center, encouraging creativity & problem solving

PROGRAM STRUCTURE





Management and Strategy



- Management and Organizational
- Strategic Management
- Operations Management
- Negotiation and Decision Making . Marketing Management
- Human Resource Management
- Corporate Experience

Environment and Social Responsibility



- . Sustainability Management . Corporate Social Responsibility
- . Climate Change Agri-Business
- Finance and Economics



- · Accounting & Finance
- . Managerial Economics . Venture Finance



- · Business Law and Corporate
- Governance , Seminar-Business Ethics
- , Intellectual Property Rights & Trade

Technology and Analytics

- · Information Technology Skills E-
- · Commerce & Business Start-up . Business Analytics for Start-up
- . Market Research Lab

Entrepreneurship and Innovation



- · Introduction to Entrepreneurial
- Ecosystem . Family Business and Entrepreneurship
- . Entrepreneurial Leadership Innovation and Design Thinking
- Start-up Project (I. II. III. IV) Boot Camp on Change Making
- Product Design and Development
- Communication and Soft



- Logistics, Trade, and Supply Chain

Skills

- . Supply Chain & Logistics International Trade



- MOOC SWAYAM Course (Semester I
- Consumer and Policy Studies



- · Understanding Consumer Behaviour
- Internship and Practical Learning



- · Winter Internship in Start-up · Summer Internship Corporate



ABHINANDAN TAK

STREAM : BBA in Business Analytics

UNIVERSITY : Bharati Vidyapeeth (IMED), Pune

LANGUAGES: English and Hindi.

HOBBIES: Badminton, Dance, Monoacting

SKILLS : MS Excel, Analytical Thinking, Market

Research, Power BI, Canva.



ANISH BURDAK

STREAM : Bachelor of Arts

UNIVERSITY : University of Rajasthan

LANGUAGES : English, Hindi, Marwari.

HOBBIES: Driving and Interacting with farmers

SKILLS : Wordpress, Canva, SEO, Field Sales, Excel,

AI(Agent Development)





RANI BALA SIVA RAMA SAI AMBARISH

STREAM : B.Sc. (Hons.) Agriculture

UNIVERSITY : Malla Reddy University LANGUAGES : English, Telugu, Hindi.

HOBBIES : Photography, Culinary art, Sizing.

SKILLS : MS Office, Video Editing,

SEO, Power BI, Leadership.



BHUMIKA GUPTA

STREAM : B.Sc. (Hons.) Agriculture

UNIVERSITY : Agriculture University, Kota

LANGUAGES : English, Hindi.

HOBBIES : Playing Badminton, Chess and Cooking

SKILLS : MS Excel, RSCIT, Canva, Power point,

MS Word





DEVIKA KISHOR KUBADE

STREAM : B.Sc. (Hons.) Agri-Business Management

UNIVERSITY : Mahatma Phule Krishi Vidyapeeth, Rahuri

LANGUAGES : English, Hindi, Marathi.

HOBBIES : Painting & Sketching

: MS Excel, Power point, Word, Canva,

Basics of Power BI



PRANAV M

SKILLS

STREAM : B.Sc. (Hons.) Agriculture

UNIVERSITY : Tamil Nadu Agricultural University

LANGUAGES : English, Tamil, Telugu.

HOBBIES : Reading books, playing sports, listening music. SKILLS

: Decision Making, MS Excel, MS Word, Canva





RACHIT RATHI

STREAM : B.Tech Agricultural Engineering

UNIVERSITY : Indira Gandhi Krishi Vishwavidyalay, Raipur

LANGUAGES : Hindi & English

HOBBIES : Chess, Reading Mythological Books

SKILLS : AutoCAD, QGIS, MS Excel, Dedicated for

High-Quality Results, Adaptability



SAKSHI BANDU YETE

STREAM : B.Sc. Environmental Science

UNIVERSITY : Fergusson College, Pune

LANGUAGES: English, Hindi, Marathi

HOBBIES : Dancing, Playing Volleyball, Cooking, Art

SKILLS : Canva, Video Editing, M.S. Office





YASHIKA TAK

STREAM : B. Com (Banking and Insurance)

UNIVERSITY : The Maharaja SayajiRao University of Baroda

LANGUAGES : English, Hindi, Malvi, Gujarati HOBBIES : Painting, Sculpting, Sketching,

SKILLS: Video Editing, Canva, Ms Excel, SEO



ABHILASH MADERNA

STREAM : BBA

UNIVERSITY : Commerce College, Rajasthan University

LANGUAGES : English, Hindi, Haryanvi

HOBBIES : Sports, Reading, Sketching and Cooking

: Communication, Adaptability, Technically &

Socially Equipped











Dr. Shuchi Mathur Assistant Director (IEV program coordinator)



Shri Muktanand Agrawal, IAS Director General CCS NIAM



Dr. Sahadev Singh Director (Administration)



Dr.Akshav Patidar Assistant professor and Placement Coordinator



Dr.Sohan Ganechiua Program Manager



IT Administrator

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