



NETAJI SUBHAS TRAINING INSTITUTE OF AGRICULTURAL MARKETING
(Training Institute of West Bengal State Agricultural Marketing Board)

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NETAJI SUBHAS TRAINING INSTITUTE OF AGRICULTURAL MARKETING, BAIDYABATI

The Institute



Sri Tapan Dasgupta, Hon'ble MIC Dept. of Agril. Marketing, in an Inaugural Session of Training Program

Netaji Subhas Training Institute of Agricultural Marketing, the training institute of West Bengal State Agricultural Marketing Board under Department of Agricultural Marketing, Govt. of West Bengal was inaugurated on 4th April, 2010, the Institute got the affiliation of National Institute of Agricultural Marketing, Jaipur, as a Sub-centre Institute of NIAM, Jaipur, on 2nd February, 2011. Several training programs are being conducted by NSTIAM, Baidyabati, which are mainly funded by NAIM, Jaipur and Govt. of West Bengal, mostly targeting the following:

- ❖ Officials of Department of Agricultural Marketing
- ❖ Officials of Regulated Market Committees
- ❖ Official of WBSMB
- ❖ Individual Farmers
- ❖ Members of Self Help Groups
- ❖ Members of FPOs/FPCs/FIGs
- ❖ Young Members of Farm Families

Since inception, the Institute has trained around **3360 numbers of trainees**. Among which, **1235 number of Farmers / members of Farm Families** have been trained in last three Financial Years.



"It is My Great Pleasure to Visit This Unique Institute. The Type of Training Imperted is Really Marvellous With Very Good Content Mixed With Practical Inputs"

- Sri Manish Gupta, Director, Agriculture Credit, Dept. of Financial Services, Ministry of Finance, Govt. of India

Training Amenities

Training Capacity: Presently the institute is having a seating capacity of 172 trainees.

Classrooms: There are 7 classrooms presently in the Institute where classes can be conducted. 5 classrooms are having seating capacity of 30 people, whereas in the two computer labs, 32 people can attend training at a time. All the classrooms are fully equipped with Audio – Visual aids. A.C is installed in one classroom and the computer labs.

Library: The Institute's library is equipped with several books related to agriculture, agricultural marketing, laws, acts etc. 20 people can be accommodate in the library for reading purpose at a time. At present there are 234 nos. of books there in the library.

Staying Arrangement: Presently the Institute is having a staying capacity of 104 people. There are 6 dormitory rooms and 2 double bedded guest rooms in the main building. Capacity of dormitory rooms varies from 4 to 8 per room.

In the Main hostel of the Institute, there is separate arrangement of 10 numbers of female trainees along with 6 single bedded guest rooms. Other rooms are double bedded.



Distribution of Certificates to the Successful Trainees

Division of Books in the Library

- ❖ Division of Agronomy
- ❖ Division of Agricultural Extension Education
- ❖ Division of Soil Science and Agricultural Chemistry
- ❖ Division of Vegetable Science and Floriculture
- ❖ Division of Post-Harvest Technology
- ❖ Division of Plant Breeding and Genetics
- ❖ Division of Entomology
- ❖ Division of Agro-forestry
- ❖ Division of Agricultural Economics
- ❖ Division of Plant Pathology
- ❖ Division of MBA – Agri Business
- ❖ Division of Journals

Ongoing Training Programs at N.S.T.I.A.M

Funded by Central Government

The training programs under this head is funded by National Institute of Agricultural Marketing, Jaipur, an Institute under Govt. of India.

On an average 300-450 people are undergoing training each year. 40-50% of the trainees mainly are staffs of WBSAMB, Regulated Market Committees, Officers from Department and Directorate of Agricultural Marketing. They are undergoing 3 days residential courses on

- Computer and Office management
- Different topics related to Agricultural Marketing
- Different topics related to Infrastructural development under the Department.

Rest trainees represent the farmers, who are mainly selected by different RMCs for attending one day Farmer Awareness Program (FAP). In the program the farmers are mainly informed about different activities of the Department of Agricultural Marketing.



Fig: Trainees of NIAM Attaining Classes

No. of Trainings Took place at NSTIAM (Financial Year Wise)



Funded by State Govt. / RMC /WBSAMB

Proposal for conducting training courses under State Budget are sent in the beginning of every Financial Year. Presently NSTIAM conducts the following type of trainings:

- A. One 90 days residential training programme is exclusively for the young members of the Small and Marginal Farm Families with special thrust upon the SC and ST communities to ensure them better livelihood opportunities by means of imparting training in a planned manner for boosting their employability by way of making a techno-economically viable rural based agro-farming with special emphasis on organic principles as a means of either direct employment or through entrepreneurship development. Total 192 trainees have been trained so far by the Institute selected from 12 blocks of 6 different districts of the State.
- B. Another 14 days residential training program on Low Cost Techniques of Fruits and Vegetable Preservation and its Marketing. The trainees here are mainly representatives from FPCs, FPOs or FIGs formed by Govt. of West Bengal or Self-help Gosthies registered with Govt. of West Bengal. Total 433 numbers of trainees have been trained so far by the Institute selected from 23 blocks of 14 districts of the State.
- C. Other trainings on E-tendering, Tally Accounting Package, Financial Management and Computer are also conducted by the Institute mainly for the Staffs and Officials of Department of Agricultural Marketing.

Training Schedule for the Farm Family Members

Item	1 st WK	2 nd WK	3 rd WK	4 th WK	5 th WK	6 th WK	7 th WK	8 th WK	9 th WK	10 th WK	11 th WK	12 th WK	13 th WK	14 th WK	15 th WK
Theory	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6
Practical	-	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	-	-
Field	-	-	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	B1, B2	B3, B4	B5, B6	-

Training Programs on F.Y 2015-2016

In the financial year 2015-16, training program for the young members of the Small and Marginal Farm Families has been conducted by NSTIAM in much larger format. Duration of training program is of 90 days. Three batches of trainees, maximum of 30 trainees from each of the two blocks from one district, as recommended by District Magistrate of the concerned district has undergone training simultaneously. In this F.Y, another component called as Field / Application Training has been added apart from the Theory and Practical Classes conducted last year. During Field/application time, the trainees are visiting to their own villages where they are trying to apply and implement the learning of during their training in their own field condition. Additionally they are provided with a stipend of Rs. 2000/- (rupees two thousand only) per month to mitigate the financial hardship that might be faced by his /her family during the training period.

Block wise training module has been developed based on crop diversity and agro-climatic conditions of each of the blocks.

Total 120 classes of 1 hour and 30 minutes each has been conducted in the theory part, which mainly cover the broad areas of a. Modern Pre-harvest technologies, b. Market led production, c. Post-Harvest Management, d. Value addition Modern marketing methods, e. Computer management and its application.

Additionally they were shown about different market linkage activities by visiting and interacting in Koley Market, Mallick Ghat & Thakurnagar flower Haat, Sheorafully Veg. haat, fish, Dairy and Poultry farms



Trainees of Farm Families Attaining Theory Class



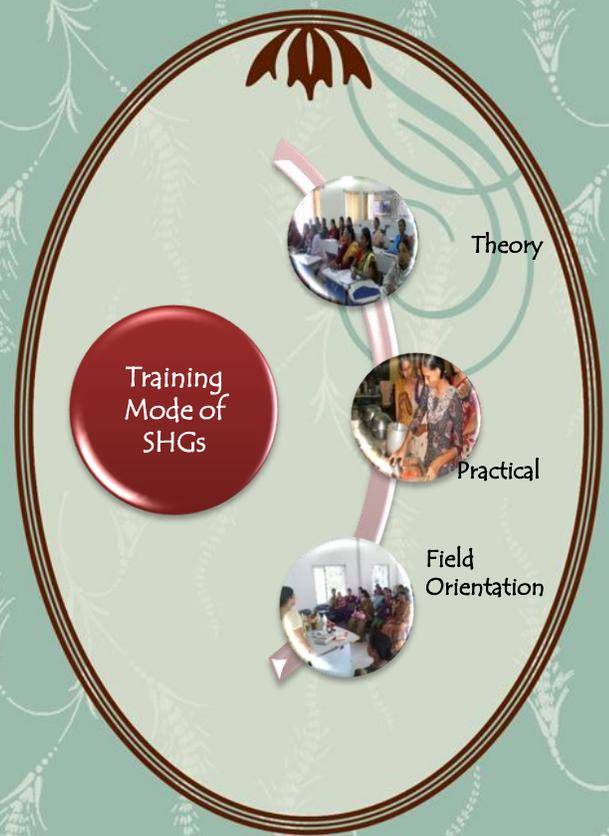
Trainees of Farm Families Attaining Computer Class



Trainees of Farm Families Conducting Field Survey



Trainees of Farm Families Conducting Market Survey



Another 14 days residential training for the members of Self Help Gosthies, working mainly in Fruits & Vegetables Preservation sector, have also been conducted in this year. By utilizing the expertise of the Staffs of Training and Canning Centers under Directorate of Agricultural Marketing, Govt. of West Bengal for the total training purpose, 16 number of 14 days residential courses has been conducted by the Institute. Hands on Practical training were done at Training and Canning Center, Chinsura, Hoogly and Community Canning Center, Kankurgachi. One time financial assistance of Rs 2 lakh has also been provided by the State Government to each of the Gosthies for procurement of mercenaries/ accessories/ reagents for establishing Fruit Processing units at their own block.



Trainees of SHG Members Attaining Practical Class



Trainees of SHG Members Attaining Theory Class

Post Training Activities

A. Trainees of Young Members of Farm Families:

- ✓ Trainees from Binpur I and Daspur II block of Paschim Medinipur has already formed **Binpur Bio-diverse FPO** and **Daspur Bio-diverse FPO**. Presently 13 of them are working in the Singur Krishak Bazar and earning a good remuneration per month thus, a significant income generation has already been created. The trainees are now handling computers, raising invoice, weighing items in Weigh-bridge in Krishak Bazar, driving ventilated vehicles to Kolkata from Singur, selling vegetables in different markets of Kolkata under Sufal Bangla with professional skill.
- ✓ 21 trainees from Deganga Block has already formed a farmers club named "Deganga Udyogpati Farmers club" with NABARD and working as one of the backend team of Sufal Bangla for supplying of fresh vegetables from Deganga. They were also provided additional professional training by Sufal Bangla including visit to SAFAL, New Delhi.
- ✓ Partha Biswas of Bongaon Block is earning about Rs 25000/- per month by rearing Broiler Chicks supplied by "Saguna Chicken". He has involved his brother and other family members in his business.
- ✓ Asis Kapat of Patharpratima Block has earned around Rs. 1.48 Lakh in last one year by cultivating Crab, Prawn, Fish and Vegetables.
- ✓ Dipankar Jana of Sagar Block is earning a descent Rs 12000/- per month by cultivating organic vegetables and providing organic consultancy to the fellow Betel vine farmers.



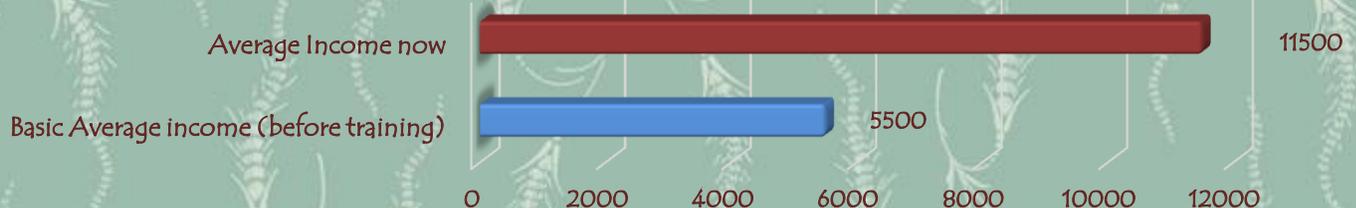
B. Trainees of Self Help Gosthies:

- ✓ **Aragati Mahila Sangha**, P.O and Village: Khanakul, Hooghly received One Time Financial Assistance of Rs 2 Lakh provided to them by Department of Agricultural Marketing in March' 15. The Sangha has **already obtained FPO licensing** as well as **EM II registration** from GM, DIC, Hooghly, after obtaining 14 days training at NSTIAM. They are **supplying Mango Pudding to Mother Dairy** in a better organised way than previous years. **The new sealing machine has increased their speed and quality of packaging.**



Fig: Trainees of Aragati Mahila Sangha in their production unit

Increase in Average Monthly Income (Rs) for 48 Trainees out of 96 (2014-15 batch)



Training Planning F.Y 2016-2017 (Under R.K.V.Y and State Budget)

A. Training of Young Members of the Farm Families:

- ✓ Residential Training of 90 days
- ✓ 15 trainees shall be trained from each of 12 blocks of 6 Districts
- ✓ Selection of trainees through District Magistrate
- ✓ Pre training interaction with the trainees in each blocks
- ✓ Block wise training module along with bank-linked Project development for each group.
- ✓ Financial Assistance of 2.0 Lakh by the State Government to each of the trainee groups for successful operationalization of their Post Training Activities.
- ✓ Emphasis on linkage with Block Krishak Bazars.

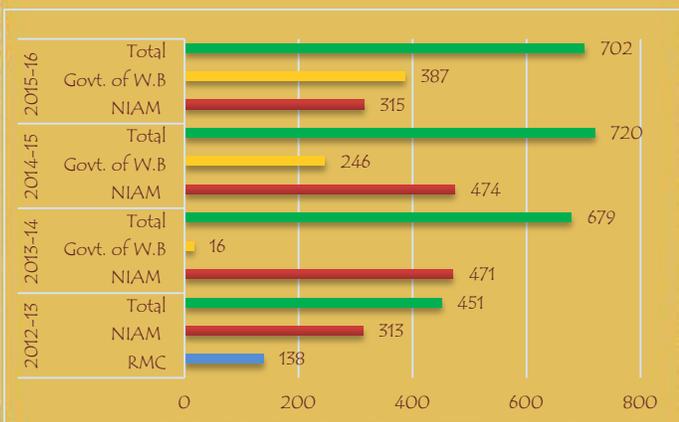
B. Training on Post Harvest Management:

- ✓ Residential Training of 14 days
- ✓ 15 trainees shall be trained from each of 12 blocks of 6 Districts
- ✓ Selection of trainees through District Magistrate
- ✓ Training module includes training at Indian Institute of Packaging, Visit to Sufal Bangla Hubs and different farms dealing with Post Harvest Management activities
- ✓ Financial Assistance of 1.5 Lakh by the State Government to each of the trainee groups for successful operationalization of their bank-linked Projects.
- ✓ Emphasis on linkage with Block Krishak Bazars.

C. Training Financial Management and Computer:

- ✓ Residential Training of 6 days
- ✓ For the Staffs and Officials of Department of Agril, Marketing
- ✓ Participation certificate from Microsoft and Tally shall be provides to the successful trainees

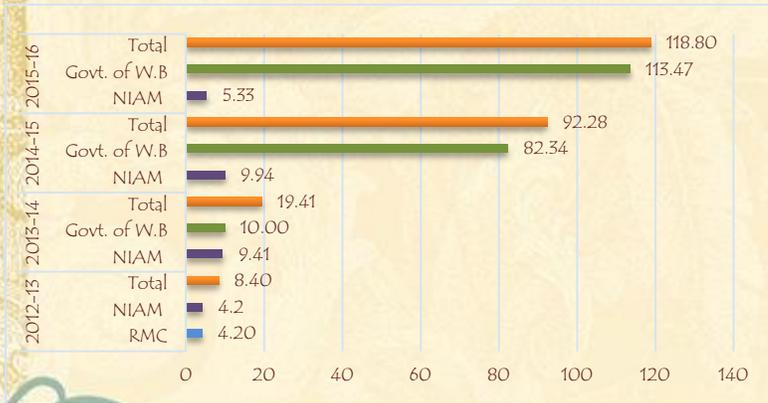
No. of Participants Took Training at NSTIAM Financial Year Wise



The New Hostel

- ❖ Constructed under the fund from RIDF - XIV component.
- ❖ Magnificent Staying Arrangement with Kitchen, Dining and Common Room under a Single Roof.
- ❖ Six Single Rooms for the Guests with Attached Toilet.
- ❖ Separate Arrangement for Ladies - Five Furnished Double Bedded Rooms.
- ❖ 25 Numbers of Furnished Double Bedded Rooms for Trainees.
- ❖ Common Room with Indoor Sports Facility and Television

Financial Year Wise Training Expanse (Lakh)



Upcoming Developments

Proposal has already sent under RKVY 2016-17 for:

- ❖ Demonstration Lab for Commercial Post-Harvest Management.
- ❖ Covered Pathway between Hostel Building to Main Building.
- ❖ New Entrance gate along with installation of Paver block in the Hostel outside area.

Development of a dedicated Website of the Institute has also been sanctioned.



Trainees in a Survey at Flower Market



Classroom Training of SHG Gosthies

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