

NSTIAM

Newsflash



Message Form Sri Tapan Dasgupta,
Hon'ble MIC, Dept. of Agricultural
Marketing, Govt. of W.B

I am extremely glad to know that Netaji Subhas Training Institute of Agricultural Marketing is going to publish a Newsletter highlighting the activities of the said training Institute for agri-marketing sector since its rejuvenation with financial help from the State Govt. after 2011.

I sincerely convey my thanks to all the concerned associated with this training Institute for their sincere efforts and with an overall progress and integrity of the Institute for days to come.



Message Form Sri Rajesh Kr. Sinha, IAS; Secretary to
the Govt. of W.B, Dept. of Agricultural Marketing &
Chairman, WBSAMB

I am very happy to know that Netaji Subhas Training Institute of Agricultural Marketing is going to publish their Quarterly newsletter. Hope this newsletter will facilitate the unemployed rural youths of farmers' families, FPOs and FPCs for selecting the ways of market-led production and post-harvest management of agricultural produce to minimize the post-harvest loss in agricultural sector. The objective of the training program organized by NSTIAM will be disseminated in a better way by this newsletter. I am conveying my best wishes for such an innovative initiative.



Message Form Mrs Mitali Bandyopadhyay, WBCS
(Exe); Special Secretary to the Govt. of W.B, &
CEO, WBSAMB

Netaji Subhas Training Institute of Agricultural Marketing is the only Government training Institute in Agricultural Marketing sector in Eastern Region. NSTIAM has conducted 93 trainings covering 2188 trainees during 2018-19. Main objective of these training are to make the rural youths and farm family members aware about how to minimize post-harvest loss and to be self-employed through Market led production. Publishing of the newsletter will help in reaching these information to more and more people who are actually working in this field. Best wishes to the new initiative.

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Workshop & events

NSTIAM conducted one Workshop cum Valedictory session for the 90 days Entrepreneurship development Training for the Farm Family Members of Garbeta – I and Garbeta – III blocks of Paschim Medinipur District and 14 days Post Harvest Management training for 02 FPC groups from Purba Medinipur District on 08-12-2018. The program was followed by One time Financial Assistance (OTA) distribution to 06 trainee groups under 90 days Entrepreneurship development Training and 02 groups under 14 days Post Harvest Management training in gracious presence of Sri. Tapan Dasgupta, Hon'ble MIC, Dept. of Agricultural Marketing, Govt. of W.B; Sri Rajesh Kr. Sinha, IAS; Secretary to the Govt. of W.B, Dept. of Agricultural Marketing & Chairman, WBSAMB; Mrs Mitali Bandyopadhyay, WBCS (Exe); Special Secretary to the Govt. of W.B & CEO, WBSAMB. Other special dignitaries like Managing Director, PAMCL; District Magistrate, Hooghly; Joint Secretary, Dept. of Agricultural Marketing and Director, Directorate of Agricultural Marketing were also present in the program.

The day concluded after another important event: laying of Foundation Stone by Hon'ble MIC, Dept. of Agricultural Marketing, Govt. of W.B for the project 'Construction of New Hostel Building at NSTIAM, Baidyabati, Hooghly' funded under RKVY 2018-19 in the august presence of the above guests.

Apart from this, two more workshops were conducted on 01-12-2018 and 15-12-2018 on 'e- tendering and Development related issues of WBSAMB'. The main participants for the first one were from the Engineering and Accounts section of WBSAMB and with AEs, Sr. SAs, SAs & Accountants & Secretaries of Hooghly, Howrah, North 24 Parganas, South 24 Parganas, Nadia and Purba Medinipur Regulated Market Committees participated in the second one.



14 days training for Farmer Producer Company

This 14 days residential training on 'Post-Harvest Management, Preservation and marketing on Fruits & Vegetables', was conducted by the Institute especially for the officials /members of the Farmer Producers Companies (FPC) registered under Small Farmers Agri-Business Consortium (SFAC), Govt. of India, with the objectives to minimize the post-harvest wastage of fruits & vegetables through Value Addition, Processing and direct marketing of fresh products. 82 members from six FPCs from Purba medinipur, Bankura, Hooghly and Murshidabad successfully completed their training during this period. 04 FPCs availed the One time Assistance (OTA) of Rs 1.5 Lakh, as provided by the Department of Agricultural Marketing, Govt. of West Bengal, after submission of their Bank approved Business development plan (BDP) to the Institute.



6 days Block-level Basic Entrepreneurship Development Training - Outreach Program of NSTIAM at RMCs

With an objective to create a general awareness regarding the activities of Department of Agricultural Marketing as well as schemes and activities of other Agri-allied departments related to marketing of agri-produces at block/district level and to provide a basic idea on entrepreneurship development based on agricultural commodities, the Institute started one 'Basic training on Entrepreneurship development' as the Outreach Program of NSTIAM at Zilla RMCs. Total 38 trainings have been conducted during December'18 to February'19 in 19 districts of the state covering 1131 unemployed youths who represents small/marginal farm families and preferably from SC and ST communities. 15 Successful trainees from each block shall be treated as prospective trainees for 90 days Entrepreneurship development training program to be conducted by NSTIAM during F.Y 2019-20.



Computer training for RMC officials

NSTIAM conducted various computer trainings, mainly for the officials of RMCs, and Zilla RMCs. Institute conducted 3 trainings on 'Basic Application of Computer'; 3 trainings on 'Advance Application of Computer' and 2 trainings on 'Basic Hardware Management and Networking' covering 42, 37 and 25 officials respectively. All the trainings were conducted in collaboration with WEBEL.



90 days Entrepreneurship Development Training for Next Generation Farm Family Youths



The Institute completed the phase 2 of the 90 days residential training program on "Entrepreneurship and Marketing Chain Development through Market-led Production and Post-harvest Management" for Next Generation Farm Family Youths in collaboration with C.T.R.D, the training provider selected for conducting the training. Total 79 Young Members of Farm Families were trained in 06 batches selected from the Blocks of Hirbandh of Bankura district (19-11-18 to 16-02-19), Balurghat & Kumarganj from Dakshin Dinajpur District (26-11-18 to 23-02-19) and Krishnanagar & Nabadwip from Nadia district (08-12-18 to 02-03-19). All the 06 Farmer Interest Groups (FIG) formed with the trainees during the training, availed the One time Assistance (OTA) of Rs 2.0 Lakh, as provided by the Department of Agricultural Marketing, Govt. of West Bengal, after submission of their Bank approved Business development plan (BDP) to the Institute.

An inspiring story of group Start-up Agri-business

Manik Barman, Mahadeb Manna, Tapan Pattanayak, Soumya Roy, Samiran Jana and 6 other friends from Nandakumar, a Block of Purba Medinipur District, never thought of the fact that a 90 days training at NSTIAM can change their livelihood in 02 years in a big way.

Nandakumar is a land of pond and betel leaves. Nearly one fifth of earnings of the people of Nandakumar comes from fisheries. Just like others, all of them are from rural farm family and were engaged in their traditional family farming individually before attending the training in the year 2017.

Focused training at NSTIAM on 'Entrepreneurship and Market-Chain Development through Market-Led Production and Post-Harvest Management' for 13 weeks helped them to prepare a Business development plan (BDP) and understand pros and cons of functioning in groups. During the training, they formed an SHG namely 'Sahid Khudiram Krishak Swasahayak Dal' and submitted a project on 'Fish cultivation and marketing' & 'scientific production and marketing of betel leaves' for subsequent bank linkage.

Through these bank linked projects, they received a Rural Start-up fund of Rupees Two Lakhs only (Rs. 2,00,000/-) from the Govt. of West Bengal at the end of their training for running their projects. The fund was fixed at Allahabad Bank, Sulochona branch to receive an overdraft of Rs.167000.00/- during Jan'2017.

That was the beginning of their new journey towards a successful entrepreneurship development. In the next 15 months, i.e, upto March'2018, the group earned a steady income of Rs. 6,89,200/- (Rs.1,35,000/- by marketing of fish and Rs. 5,54,200/- through selling betel leaves). The group members are now cultivating betel leaves based on the knowledge obtained on the scientific production of betel leaves during the training program. They also collecting it from their group members & from nearby villages and marketing it through their groups' combined effort at the wholesale market of Nandakumar.

In March'2018 the group repaid back the entire OD amount with interest to Allahabad bank. Due to their steady relationship with the bank, they received an added amount of Rs.2,14,000/- from the bank in the month of April'18. They again invested the same for their business. With the help of this added investment they earned an income of Rs. 7,00,000/- (Rs. 1,50,000/- by selling fish from and Rs.5,50,000/- through marketing of betel leaves) in a span of 12 months, i.e, from April'18 to March'2019.

Training at NSTIAM made them to realize the strength of unity and doing business in groups as a risk mitigation strategy and increased bargaining power. Their post training activates under strict monitoring of the Institute has helped the young members of the farm families of Nandakumar block to earn an extra amount of Rs 3000/- to 3500/- individually per month over their normal income before the training. The success in group business has triggered their hope and enhanced the vision of networking to a larger dimension.



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