

NSTIAM

Newsflash

Message from the Chief Editor

The last three months have been one of the busiest quarters in the current financial year for NSTIAM. The Institute conducted **12 different training programs with 06 diversified dimensions** of Agricultural Marketing under State Budget funding during this period. Additionally, **03 workshops** were also conducted in this quarter.

A total number of **436 trainees** availed different trainings during this period.

Institute has introduced one new training program on 'Advanced training on Marketing Management', exclusively for the ex-trainees of NSTIAM who are successfully completed the 90 days entrepreneurship training program in previous financial years.

NSTIAM has also introduced another new training program named 'Training of Trainers' for the officials of the Department of Agricultural Marketing, Govt. of West Bengal with a view to increase the training imparting skills of departmental officials.

Exclusive training on e-NAM activities for RMC officials was also conducted by the Institute for the first time in this quarter.

Other trainings for Sufal Bangla enrolled NABARD FPOs, Farm Family members, RMC officials has also been conducted by NSTIAM during this time, details of which are given in the training wise sections of this News Letter.

We look forward for another busy session in the next quarter ahead.

Sujit K. Bhadra

Sujit Kumar Bhadra
Director, NSTIAM



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Workshop & events

The Institute conducted three different workshops for the officials of the Department of Agricultural Marketing in this quarter. Two one-day workshops were conducted on 'e-tendering and bidding procedure of different projects executed by WBSAMB and different RMCs' for SAEs, Senior SAEs, AEs of RMCs and WBSAMB on **20th and 27th July'2019**. **76 representatives** from all RMCs took part in the two workshops.

Another two days' Workshop of **23 RMC officials** was held on **30th and 31st August' 2019** with the Secretaries, Senior Sub Assistant Engineers, Sub-Assistant Engineers, Inspectors and Accountants of 07 ZRMCs/RMCs viz: Purulia, Bankura, Purba Midinipur, Paschim Midinipur, Paschim Burdwan, Purba Burdwan and Jhargram.

Several important and relevant topics like Tender Rules, Budget & Action plan of RMC, Evaluation of tender papers, e-NAM operationalization, Relevant issues related to WBAPM Act' 1972 and Rule' 1982 and Migration of RMC activity from offline to online along with check post related other issues were vividly discussed in the workshop in presence of a team of officials from West Bengal State Agricultural Marketing Board (WBSAMB). **Mr. Ashok Kr. Das**, Joint Secretary to the Department of Agricultural Marketing, Govt. of West Bengal took one special interactive session on RTI provisions in the second day of the Workshop.



Celebration of Independence Day

Institute celebrated the **73rd Independence Day** of India on 15th August with flag hoisting, paying tribute to all the freedom fighters who had contributed a lot and fought for the Independence of India, in presence of Staffs and Trainees of NSTIAM. Trainees also spend the days in a different mood by attending different interactive games on group building, group behavior etc.

Training on e-NAM

NSTIAM conducted one residential training course under State Budget from **15th to 17th July, 2019 on e-NAM** for **28 participants**, including the RMC Secretaries and officials exclusively dealing with e-NAM activities in 17 e-NAM markets distributed in 14 RMCs of the State. e-NAM administration module, registration & entry-exit module, Land hot operation module, e-Bidding Module and hands on training of different aspects of e-NAM operationalization were imparted to the trainees including online practice sessions. Officials of NFCL helped the institute for conducting the training.



Training on Advanced Marketing Management

Institute introduced **one new training on 'Advanced Marketing Management'** for the ex-trainees of the 90 days Entrepreneurship development training, who are successful entrepreneurs now, with the objective to equip them with advanced marketing mechanisms for better price realization in their existing business. Ideas on Market Survey & risk analysis, FSSAI norms, Basic of Project Planning and Management Tools, scientific packaging etc. were conveyed to the trainees.

Total **52 such trainees** have been trained in **03 trainings**, each with 05 days duration, during the month of July, August and September.



Training of Trainers



NSITAM has introduced this new training program under State Budget, named 'Training of Trainers' **from 26-08-2019 to 30-08-2019** for the officials of the Department of Agricultural Marketing, Govt. of West Bengal with a view to increase the training imparting skills of departmental officials. **22** selected District /sub divisional officers of the Directorate of Agricultural Marketing, Secretary of the RMC, staffs of RMC were trained on Direct Transfer of Skills (DTS), Training need Analysis (TNA), Design of Training (DoT) **by Dr. Kuntal Chakravarty**, Recognized Trainer by Ministry of Personnel, Public Grievances & Pensions Department of Personnel & Training, Govt. of India.

Mrs Mitali Bandyopadhyay, Chief Executive Officer, WBSAMB took one special session on Procedure of Case Study Writing in the last day of the training.

Computer Training

During the month of September, the Institute arranged **4 trainings** on Basic, Advanced computer management and Hardware Management, each with 06 days duration, for the officials of different RMCs of the State. Total **57 officials** have been trained with the faculty support of WEBEL.



Training on Post-Harvest Management



NSITAM has conducted **two number of 14 days Training** program on "Post-Harvest Management, Preservation and Marketing of Fruits & Vegetables" for the NABARD groups enrolled with Sufal Bangla during this quarter. **53 trainees represented 04 such groups from Coochbehar, Nadia, Purba Medinipur and Nadia districts** of the State. Different aspects of agri-marketing of perishables and non-perishables in raw as well as processed form were intimated to the trainees. Each of the groups shall submit one Bank approved project on marketing of agricultural produces, either in raw or in processed form, to avail One Time Assistance (OTA) of Rs 1.5 Lakh from the Government.

Training on Entrepreneurship Development among young members of Farm Family

The Institute initiated the first phase of the 90 days Residential Training Course on 'Entrepreneurship and Marketing Chain Development through Market-led Production and Post-harvest Management' for the Young Members of Farm Families, who are potential next-generation farmers, in the month of August'2019. **87 trainees from 06 blocks of Alipurduar, South 24 Parganas and Purulia district**, most of whom have already successfully completed 06 days Basic training on Entrepreneurship Development as the Outreach Program of NSTIAM at each Zilla RMCs in the F.Y 2018-19, have participated in the training. Scientific production & marketing of different crops; planning for judicious agri-input management; basic computer etc. (both theory & practical) were main focus area for the trainees in the first month of the training.

At the end of the training program, each of the groups shall receive one Rural Agribusiness Start-up fund of Rs 2.00 Lakh as OTA from the Government upon submission of a Bank approved Business Development Project. NSTIAM, in association with the Training provider, shall monitor the groups for next 01 year.



Upcoming / continuation of training programs of NSTIAM for the next quarter

Sl No	Training name	Duration	Participants	Training months
1	Entrepreneurship Development training for the Farm Family Youths	90 days	Farm Family Youths	October to December
2	Training on e-NAM	3 days	RMC Secretaries & Officials	November
3	NIAM funded Training	3 days	Departmental Officials	November
4	Post-Harvest Management Training	14 Days	NABARD groups enrolled with Sufal Bangla / Self Help Gosthies	November, December
5	Various Computer trainings	6 days	RMC Secretaries & Officials	November, December
6	Outreach trainings of NSTIAM	6 days	Farm Family Youths	November, December

Agri-business Start-up with Karamcha (*Carissa carandas*)



Amar, Roni, Abbasauddin, Bijay, Zahid and few other young energetic youths from **Bhangore II block of South 24 Parganas district** had a dream of doing business with their locally produced agricultural commodities, but had no proper idea on business development. The Block is one of the fruits & vegetable basket of South 24 Parganas District. *Carissa carandas* (Local name: Karamcha) is one of them.



During **November, 2017**; they got an opportunity to avail the 90 days long training on “Entrepreneurship and Market-Chain Development through Market-Led Production and Post-Harvest Management” at NSTIAM, Baidyabati. Apart from obtaining a clear-cut knowledge on scientific production of fruits and vegetables at their place, they also got the idea how to preserve them scientifically and develop business based on that during the training. The training also transformed them individually as a genuine entrepreneur.

Through the training, the trainees formed a SHG viz. **Bhangar Nabo Uday Swanirvar Gosti**. Immediately after completion of the training, the group members started purchasing karamcha from their own families as well as neighbors and preserving them in brine solution along with KMS, based on the idea acquired during the training. The One-time financial assistance amounting Rupees 2.00 lakh received by the SHG from the Govt. of West Bengal acted as catalyst during their procurement. Their parents also showed interest in the business initiative of their next generation.

In last one year, they could able to increase their **Karamcha preservation volume from 5 ton to 50 ton**. Buyers from different places are also showing interest to their product due to their organized business approach and quality product.

During the current financial year, the group has already **earned a profit of more than a lakh rupees**. One fourth of their preserved Karamcha is still lying with them, which they are expecting to sell during the coming months at a higher rate.



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