Annual Administrative Report - 2019-20





Netaji Subhas Training Institute of Agricultural Marketing, Baidyabati

(Training Institute of West Bengal State Agricultural Marketing Board)
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CEO, WBSAMB; SMEDO, WBSAMB; CPE, WBSAMB; FC, WBSAMB; OSD (Law), WBSAMB; OSD (T), WBSAMB; Secretary, Hooghly ZRMC; CTRD representatives along with Director, NSTIAM; Lecturer, NSTIAM and trainees in front of the Institute



Since inception, the Institute has trained 9392 trainees cumulatively, among which, 5719 trainees representing Farmers / Farm Families members. In the Financial Year 2019-20, 2341 trainees were trained through 15 different types of trainings. Total 103 training batches have been trained in this year. All these achievements are the highest in any Financial Year in the history of the Institute. Total budget utilization during this period is Rs 187.5962 lakh. Out of which, Rs 184.40 lakh was sanctioned under the State Budget-2019-20; Rs 2.75 Lakh was sanctioned by NIAM, Jaipur and Rs 0.451 Lakh was sanctioned under ATMA fund.

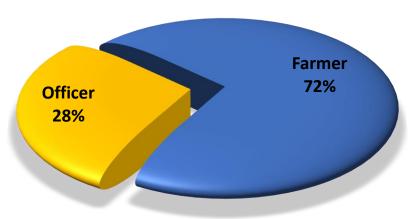
Till date NSTIAM has covered 140 blocks from 22 Districts, which is 41.1% of the total blocks of the State.

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-Center Institute of NIAM, Jaipur, on 2th February, 2011. The building was constructed with the help of the NABARD, who had sanctioned Rs. 1.76 Crores under RIDF XIII.

Several training programs are being conducted by NSTIAM, Baidyabati, which are mainly funded from the State Budget of Govt. of West Bengal and by NAIM, Jaipur. The Institute imparts training mostly targeting the following segments:

- Officials of Department of Agricultural Marketing
- Officials of Regulated Market Committees
- ❖ Official of WBSAMB
- Individual Farmers
- **❖** Members of Self-Help Groups
- Members of FPOs/FPCs/FIGs
- Young Members of Farm Families
- Other Market Functionaries like trader, wholesalers etc.

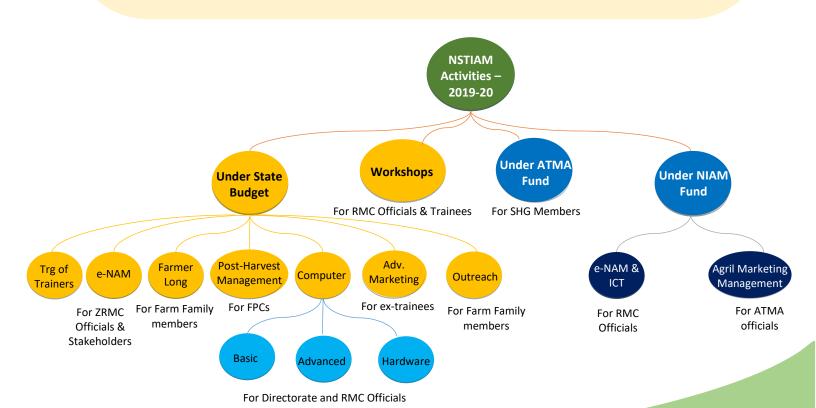
Trainee Distribution from F.Y 2015-16 to 2019-20



Training Programs at N.S.T.I.A.M during 2019-20

Proposals for conducting training courses under State Budget and NIAM are sent to the Department in the beginning of every Financial Year. During the F.Y 2019-20, NSTIAM conducted the following type of trainings:

- A. Continuation of 90 days residential training programme 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 boosting their employability through entrepreneurship development.
- B. Continuation of the 6 days 'Basic training on Entrepreneurship development' as the Outreach Program of NSTIAM at Zilla RMCs with an objective to create a general awareness regarding the schemes & activities of Agri-allied departments related to marketing of agri-produces at block level and to provide a basic idea on Agri-entrepreneurship development.
- C. Institute introduced one **new 5 days training** on 'Advanced Marketing Management' for the ex-trainees of the institute who are successfully running their own agri-business.
- D. Another 5 day new training was introduced as 'Training of Trainers' for the departmental officials.
- E. Continuation of the 14 days residential training program on Post Harvest Management, Preservation and Marketing of Fruits and Vegetables was also conducted by the Institute. The trainees were the representatives from Sufal Bangla enrolled NABARD FPO/FPCs.
- F. Other trainings on Computer (Basic, Hardware and Advanced), e-NAM were also conducted by the Institute mainly for the market functionaries, Staffs & Officials of Department of Agricultural Marketing.
- G. Institute also conducted trainings sponsored by National Institute of Agricultural Marketing (NIAM), Jaipur.

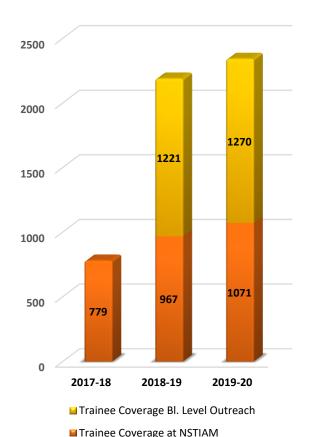


Trainings Under NIAM Fund

Institute conduced two (02) trainings, one of 03 days and another of 02 days duration during this financial year. The first one was from 20th to 22th November'2019 on 'Role of e-NAM and ICT use in Agricultural Marketing' exclusively for the 20 officials, including Secretaries of the 08 RMC / ZRMCs where the e-NAM program is yet to be implemented. The trainees also gained knowledge about different ICT technologies and equipment developed by C-DAC.

The second one was exclusively for the ATMA officials of the State. The training on 'Project Planning & management tools' held on 9th & 10th January'20 with 20 such officials from different districts of the State. Concepts of FPC formation, Future Marketing, Vegetable export, e-NAM, FSSAI etc. were provided to the trainees.

Trainee Coverage during last 03 F.Y











Training Under ATMA Fund

Institute for the first time, organized one 05 days training program on 'Post Harvest Management, Preservation and Marketing of Fruits & Vegetables', which was sponsored by ATMA, Dakshin Dinajpur. 07 trainees, as was nominated by Project Director, ATMA, Dakshin Dinajpur, participated the training from 9th December to 13th December 2019.

Knowledge of marketing of fruits and vegetables in raw and processed form, export of fruits and vegetables, activities of Sufal Bangla, e-NAM operation & registration procedure etc. were communicated to the trainees through theory & practical sessions.





TRAININGS UNDER STATE BUDGET

Computer Training

Three type of computer trainings were organized by the Institute in the current Financial Year.

- a. Training on Basic Computer Application: This 06 days training was conducted in association with WEBEL for the staffs of RMCs having meagre knowledge on computer. The training was followed by the Post Training Online Evaluation. Successful candidates were provided with Microsoft participation certificates.
 - Total 57 candidates have been trained in 04 trainings in the F.Y 2019-20.
- b. Training on Advanced Computer Application: This was also a 06 days training and was arranged for the staffs of RMCs as per the nominations sent by the Secretary RMC. The training as well as Post Training Online Evaluation was done by WEBEL. Successful candidates are provided with Merit certificates of WEBEL.
 - Total 57 candidates have been trained in 04 trainings in the F.Y 2019-20.
- c. Training on Basic Hardware Management & Networking: The Training Duration was of 6 days. It was conducted in association with WEBEL for the staffs of RMCs who had basic knowledge of Computer. Post Training Online Evaluation was also done by WEBEL. Successful candidates ware provided with Merit certificates of WEBEL.
 - **Total 58 candidates** undergone this training in 04 trainings in the F.Y 2019-20.

In total, 172 trainees from different RMC/ZRMCs of the State has been trained by the Institute through 12 different computer training programs in throughout the F.Y-2019-20.







Advanced Training on 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. The objective of the training was to equip them with the knowledge of advanced marketing mechanisms for better price realization from 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-2019.

Training of Trainers

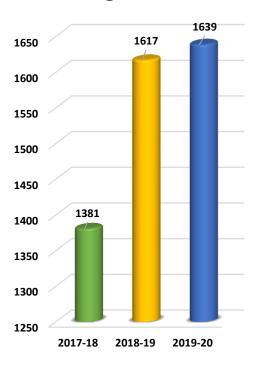
NSITAM has introduced this new training program for the officials of the Department of Agricultural Marketing, Govt. of West Bengal with a view to increase the training imparting skills of the Departmental officials. Two of such 05 days training were conducted during 26th to 30th August 2019 and 13th to 17th January 2020.

Total 46 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 of 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.





Cumulative days of Training in last 03 F.Y









Training on e-NAM

Institute, for the first time, conducted rigours trainings exclusively on e-NAM for all type of stakeholders of the State, which include RMC officials, traders, farmers and FPC members.

One 03-days training was conducted from 15th to 17th July, 2019 on e-NAM with 28 participants, including the RMC Secretaries and officials exclusively dealing with e-NAM activities at 17 e-NAM markets distributed in 14 RMCs of the State. This was followed by two 02-days refresher trainings during November-19 and January-20. Total 54 participants attended the 02 refresher trainings.

Additionally, three 02-days training for the other Stakeholder representatives of e-NAM consisting of 71 traders, farmers and FPC members from 17 e-NAM markets of the State were conducted during **December-19 and January-20**. These were again followed up by three 01-day refresher trainings during **January & February-20**. Total 51 trainees participated in the 03 trainings.

Thorough knowledge on e-NAM administration module, registration & entry-exit module, lot operation, e-Bidding module & hands on online practical session of different aspects of e-NAM operationalization, including new features of e-NAM V-2.0 were imparted to the trainees.

Officials of NFCL, (Strategic Partner of e-NAM) helped the Institute for conducting the training.

Outreach Training on Entrepreneurship Development

Just like previous year, Institute continued the six-days basic training on Entrepreneurship Development as the Outreach Program of NSTIAM at Zilla RMCs. This was organised at block level in collaboration with RMC/ZRMCs of 22 districts with objectives 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 level and to provide a basic idea on entrepreneurship development based on agricultural commodities.

The Secretary RMC, along with the master trainers trained at NSTIAM during F.Y 2018-19, were entrusted to conduct the **06-days training** targeting the young representative members of farm families, who are having a minimum educational qualification of standard X pass selected from 02 blocks of each districts. District level officials from the Agri-allied sectors like Agriculture, Horticulture, Animal Husbandry, Fisheries etc. also share their experiences and knowledge with the trainees during the program.

Apart from the classroom trainings, trainees were provided with hands-on training on Scientific Preservation of Fruits and Vegetables and low-cost packaging at the Training Canning centre of the respective district. The trainees were also taken to the nearest Krishak Bazars and Sufal Bangla outlet for providing a vivid practical idea on the activities of the Department.

Out of 43 such trainings during this F.Y through 22 RMCs/ZRMCs, 04 trainings remain incomplete because of the Lockdown imposed by the Central Govt. for the unprecedented situation occurred due to COVID-19. Institute has covered 1270 trainees throughout the F.Y 2019-20.

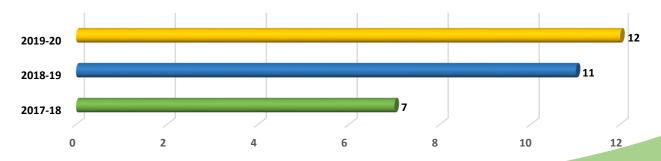








Types of Training in last 03 F.Y



Post-Harvest Management Training

The 14-days residential training was conducted by the Institute especially for the officials /members of the NABARD enrolled FPO/FPC registered with Sufal Bangla PMU and the Farmers Groups nominated by ZRMCs.

During the training, the participants were focused on

- ➤ Marketing of Fruits & Vegetables and Supply chain management along with their Scientific preservations.
- Forward backward linkages for Agri-Business
- ➤ How to prepare bankable projects (BDP)
- Documentation, Accounts keeping and auditing.
- Various departmental schemes of our Department
- > FSSAI licensing etc.

The trainees also visited

- ✓ Indian Institute of Packaging, Salt Lake
- ✓ Training and Canning Center, Chinsura, Hooghly
- ✓ APEDA approved Pack House for E.U at Duttapukur
- ✓ Sufal Bangla Singur Hub and Stalls
- ✓ State of art Grading Laboratory of C-DAC.

Total **169 trainees** successfully completed the training program who were selected from **12 blocks representing 7 districts** of the State in the Financial Year 2019-20.

07 trainee groups, out of 12, received @ Rs. 1.5 lakh as One Time Financial Assistance in their group account after submission of their Business Development Plan (BDP) through a Bank Approved Project as a part of post training assistance. Total 10.5 Lakh rupees has been disbursed for this purpose from the State Budget 19-20.







Components of PHM Training Program

Bankable Projects ✓ Interaction with Bank officials ✓ Project out-line layout ✓ Valediction of Project	04	H
PHM Practical ✓ Preparation of Processed Food Items ✓ Practical at Indian Institute of Packaging	03	H
PHM Field ✓ Sufal Bangla Hub ✓ APEDA Approved Pack House ✓ C-DAC Grading Lab	02	H
PHM Theory ✓ Raw F & V Marketing ✓ Processed F & V Marketing ✓ FSSAI Norms	01	H

Groups Completed PHM Training during 2019-20

Name of the District	Block	Group Name	Training date	
Coochbehar	Mathabhanga II	National Agri Producer Organization	18-08-19 to	
Nadia	Ranaghat II	Vivekananda Agriculture Producer Trust	31-08-19	
Purba Medinipur	Egra II	Nabadisha Farmers Producer Co. Ltd.	09-09-19 to	
Nadia	Krishnanagar I	Krishnagar Agriculture Development & Producer Organization	21-09-19	
Birbhum	Bolpur- Shantineketan	Tarasankar Panchagram Producer Co. Ltd	03-11-19 to	
Alipurdwar	Falakata	Shibnathpur Yuba Sangha	16-11-19	
Nadia	Chakadh	Gontra Samabay Krishi Unnyan Samity Ltd	12-01-20 to	
	Krishnanagar I	Kojagori Women Credit Cooperative Society Ltd	25-01-20	
	Jhargram	Sapdhara Madhur Milan Sangha	02-02-19 to	
Jhargram	Jamboni	Lalbandh Mahuya Bahumukhi Prathamik Sangha Samabay Samity Ltd.	15-02-19	
Jalpaiguri	Jalpaiguri	Bishwarup Agriculture Producer Organizaion	16-02-20 to	
	Dhupguri	Mohashakti Farmer Producer Co. Ltd	29-02-20	



Training of Young Members of Farm Families





In the financial year 2019-20, the 90 days' residential training program on Entrepreneurship and Marketing Chain Development through Market-led Production and Post-harvest Management for the young members of the Small and Marginal Farm Families has been conducted by NSTIAM for 11 batches. Candidates who have completed 06 days outreach trainings at Block during previous F.Y and also as nominated by the District Magistrates of respective districts, participated in the training.

Apart from the Theory and Practical Classes, Field / Application training were also imparted to the trainees. During Field / application time, the trainees visited to their own villages where they tried to apply and implement the learning process during their training in their own field condition. Additionally, each of the trainees were provided with a stipend of Rs. 1000/- (rupees one thousand only) per month to mitigate the financial hardship that might be faced by his /her family during the training period.

Block wise training modules were developed based on crop diversity and agro-climatic conditions of each of the blocks.

Institute selected C.T.R.D as Training Provider (TP) though inviting Expression of Interest for conducting the program in association and under guidelines of the Institute.



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 (e) Modern marketing methods and (f) Computer management & its application in agril-marketing sector.

Additionally, they were shown about different market linkage activities while visiting and interacting with traders of several primary and secondary wholesale markets like Madanpur haat, Sheorafully veg. haat, Naihati fish market, different fruit and vegetable orchards, fish, dairy and poultry farms, flower nurseries.

Total 140 trainees successfully completed the training program who were selected from 11 blocks representing 6 districts of the State during the Financial Year 2019-20. At the end of the training, trainees formed block-wise FIGs. Total 11 FIGs have been formed during the training. Group Bank Accounts were opened and the groups received @ Rs 2.0 lakh as One Time Financial Assistance (OTA) in their group account after submission of their Business Development Plan (BDP) through a Bank Approved Project as a part of post training assistance.

Groups Formed During Farm Family Training in 2019-20

District	Block	Name of the New SHGs/FIGs Formed	Conducted on
Alipurdwar	Kumargram	Uttarkanya Sensitive Activity Cluster	Aug -2019 to Dec - 2019
	Falakata	Satpukria Farmers Producers Co. Ltd	
South 24 parganas	Joinagar II	Joinagar Kishan Bikash Parishad FIG	
	Bishnupur II	Sabuj Aranya FIG	
Purulia	Bandwan	Jangal Mahal Pragati FIG	
	Jhalda I	Jhalda Netaji Subhas FIG	
Purba Burdwan	Purbasthali I	Sabuj Bangla FIG	Dec -2019 to Mar- 2020
	Purbasthali II	Biswarambha Nibedita FIG	
Kalimpong	Garubathan	Garubathan FIG	
	Kumarganj	Hazar Pakhir Angina FIG	
Purba Medinipur	Egra II	Krishidarpan FIG	
	Patashpur I	Vivekananda FIG	





The Institute with the help of the T.P, monitors the proposed project activities of the trainees **for next one year** after the training followed by submitting a monthly progress report for each of the groups to the Institute so that the Government can also be aware of the post training activities of the trainee groups.

OTA Releasing Mechanism



Workshops organized in the F.Y 2019-20

Apart from organizing different trainings throughout the year, NSTIAM has organized **3 workshops** for the trainees, and **6 workshops** for WBSAMB and RMC officials covering different issues.

NSTIAM conducted one Workshop cum Valedictory session for the Farm Family Members trained under 90 days Entrepreneurship development Training and FPC groups trained under 14 days Post Harvest Management training on 29th February, 2020. The program was followed by Certificate and Onetime Financial Assistance (OTA) distribution to 06 trainee groups under 90 days Entrepreneurship development Training and 06 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 Abhinav Chandra, IAS; Secretary, Dept. of Agricultural Marketing & Chairman, WBSAMB; Mrs Mitali Bandyopadhyay, IAS; CEO, WBSAMB & Commissioner in the Dept. of Agricultural Marketing. Other special dignitaries like Managing Director, PAMCL; Joint Secretary, Dept. of Agricultural Marketing and Secretaries of different RMCs were also present in the program.

On 22nd January, 2020, another one-day workshop was conducted for the groups under 14 days Post Harvest Management training to discuss about their Post Training Financial Assistance release procedure. Representative of Sufal Bangla PMU was also present in the program. Total 09 representatives from different FPO/FPCs participated in the program.









Additionally, the Institute conducted three different workshops for the officials of the Department of Agricultural Marketing during this F.Y. 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.

The Institute conducted a one-day workshop on 'e-Office Management' which are to be implemented by WBSAMB. 37 representatives from WBSAMB and NSTIAM took part in the Workshop on 1* November' 2019, where different aspects of e-Office operation were discussed and clarified by Mr. Amitava Bose, Sr. Technical Director, NIC and his team.





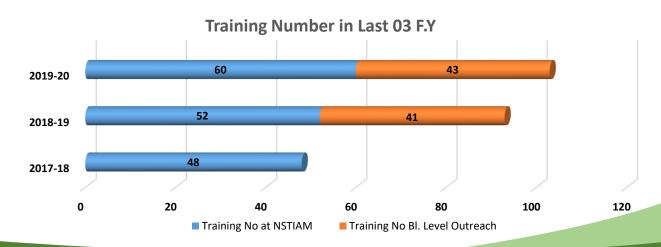


NSTIAM, in association with Siliguri RMC, conducted a two days' workshop for the Secretaries, Senior Sub Assistant Engineers, Sub-Assistant Engineers, Inspectors and Accountants of 8 Zilla Regulated Market committees / Regulated Market Committees of North Bengal viz: Alipurdwar Zilla RMC, Coochbehar Zilla RMC, Jalpaiguri Zilla RMC, Siliguri RMC, Kalimpong RMC, Uttar Dinajpur Zilla RMC, Dakshin Dinajpur Zilla RMC and Malda Zilla RMC during 29th and 30th April' 2019 in the Conference room of Siliguri State Guest House.

Several important and relevant topics like RTI provisions, Tender Rules - SBD preparation, e-tender floating, downloading, Budget & Action plan of RMC, Evaluation of tender papers from accounts and engineering Point of View, e-NAM operationalization, Relevant issues related to WBAPM Act' 1972 and Rule' 1982, Establishment related Matters in the light of WBSR, CCA Rule, DRO Rule & Office Procedure 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).

Mrs Mitali Bandyopadhyay, IAS; CEO, WBSAMB & Commissioner in the Dept. of Agricultural Marketing, was present on the concluding day of the workshop. Her valuable suggestions provided enthusiasm to the RMC officials for conducting their official activities in more planned manner in future.

Two similar workshops with 23 RMC officials of above-mentioned category from 07 ZRMCs/RMCs viz: Purulia, Bankura, Purba Midinipur, Paschim Midinipur, Paschim Burdwan, Purba Burdwan & Jhargram and with 27 RMC officials from 07 ZRMC/RMCs viz: Howrah, Hooghy, 24 Parganas (N), 24 Parganas (S), Nadia, Murshidabad and Birbhum were organized at NSTIAM campus on 30th and 31th August' 2019 and 29th and 30th November' 2019 respectively. 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 each of the second day of the Workshop.



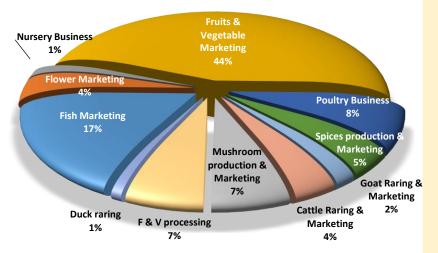
Post-training Monitoring activities of NSTIAM

The Institute is keeping a close monitoring on the post-training activities of the trainee groups apart from imparting training to them. From F.Y 2016-17 onwards, 28 new SHGs, 19 new FIGs and 03 FPCs have been formed with the trainees representing 90 days Young Members of Farm Families, selected from 57 Blocks of 18 Districts of the State.

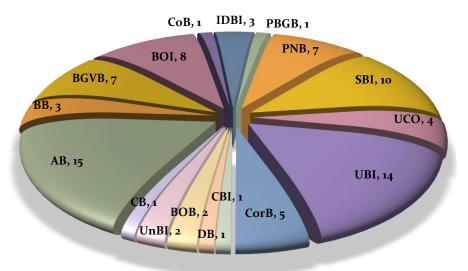
Till date, total 85 branches of 17 Banks throughout the State have been involved for a Maximum Credit Linkage of Rs 134.89 lakh for the 85 Bank Linked Business Development Projects.

The trainee groups are involving in the business of Betel leaf, Flower, Goatary, Fruits & Vegetables-Fresh and processed, Gobindobhog & Tulaipanji Paddy, Fish, Poultry, Spices, Mushroom, Amla, Broomstick, Herbal Abir, Mixed Sattu, Bori and Daal.

Trainee wise Business Activity Distribution 18-19 batch



Bank Branch Distribution



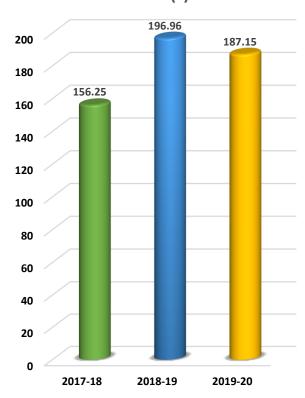
The groups who have successfully completed the 90 days Entrepreneurship and Skill Development Training during the Financial Year 2018-19, have already availed a total loan (in the form of overdraft) of 13.30 lakhs from their Banks. During the period from April'19 to Mar'20, the average income per group is Rs. 95,575/- and average income per member per month is Rs 8,689/- during the same period (considering av. 11 active members per gr.). This shows an encouraging return on their investment during this period. The OTA provided by the State Government, which has been converted to Fixed Deposit by the Groups, has acted as a Rural Agri-business Start-up Fund as well as a guaranty for the loan that the Group availed from the banks for their projects.

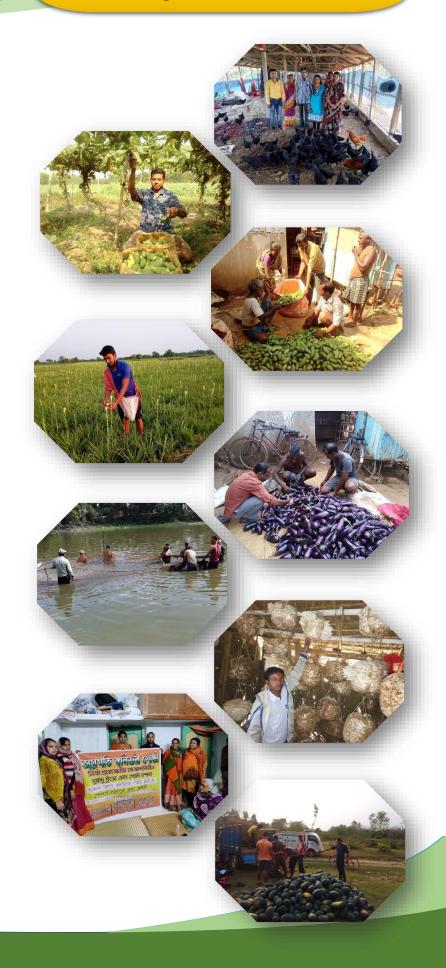
In addition to their group business, the trainees are also conducing several business activities related to agriculture and /or agri-allied sectors individually. Several trainees trained under 14 days "Post-Harvest Management, Preservation and Marketing of Fruits & Vegetables Training" from Birbhum, Paschim Medinipur, Purba Medinipur, Bankura and Hooghly districts are already involved with front-end as well as back-end management of Sufal Bangla stalls in different districts of the State.

TRAINEE GROUPS SUCCESSFULLY RUNNING AGRIBUSINESS

- 1. Kishalaya Swanirbhar Gosti
- 2. Krishak Bandhu Swanirvar Dal
- 3. Nachanjam Nayakpara Krishak FIG
- 4. Bhangor Naba Uday Swanirbhar Gosthi
- 5. Rangamati Swanirbhar Gosthi
- 6. Chanchhagot Agragami FIG
- 7. Krishnagar Astha FIG
- 8. Nachanjam Nayakpara Krishak FIG
- 9. Agragati Swanirvar Goisthi
- 10. National Agri Producer Organization
- 11. Vidya Sagar Swanirbhar Gosthi
- 12. Sahid Khudiram Krishak Swasahayak Dal

Budget utilization during last 03 F.Y (L)





Location of 140 Blocks Covered by NSTIAM up to March'2020

