

Annual Administrative Report - 2018-19

NSTIAM
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Netaji Subhas Training Institute of Agricultural Marketing, Baidyabati

(Training Institute of West Bengal State Agricultural Marketing Board)

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CEO, WBSAMB; MD, PAMCL; SMEDO, WBSAMB; CPE, WBSAMB; OSD (Law), WBSAMB; OSD (T), WBSAMB; AMO (T&C), Hooghly; CTRD representatives along with Director, NSTIAM; Lecturer, NSTIAM and trainees inform of the Institute after completion of Renovation & Maintenance job of NSTIAM under State Budget



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 2nd February, 2011. The building was constructed with the help of the NABARD, who had sanctioned Rs. 1.76 Crores under RIDF XIII.

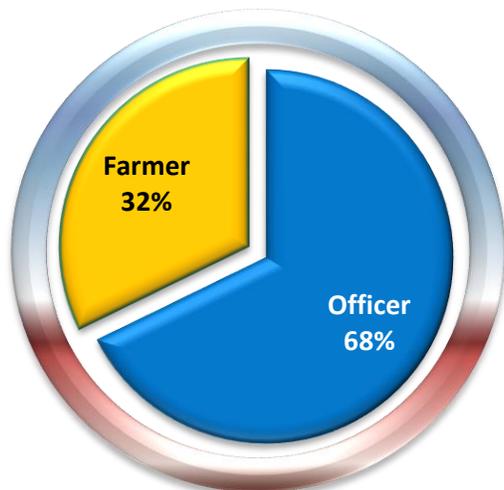
Several training programs are being conducted by NSTIAM, Baidyabati, which are mainly funded by NAIM, Jaipur and Govt. of West Bengal, mostly targeting the following:

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

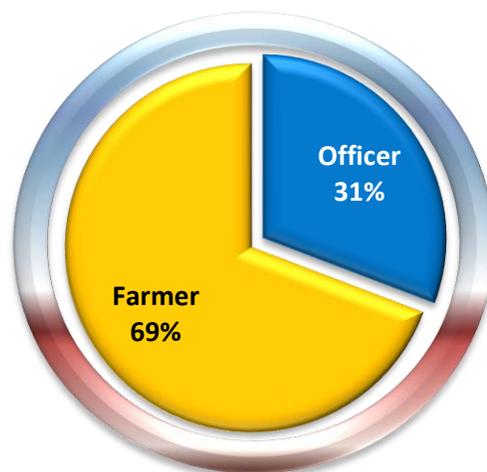
Since inception, the Institute has trained around **7051 numbers of trainees**. Among which, **4396 number of Farmers / members of Farm Families** have been trained in last four Financial Years. **In the Financial Year 2018-19, 2188 number of trainees** were trained through 11 different types of trainings. Total **93 training batches** have been trained in this year, utilizing a **budget of 196.96 lakh**. All these achievements are the highest in any Financial Year in the history of the Institute.

Till date NSTIAM has covered **111 blocks from 22 Districts**, which is around **33% of the total blocks of the State**.

Trainee Distribution from F.Y 2011-12 to 2014-15



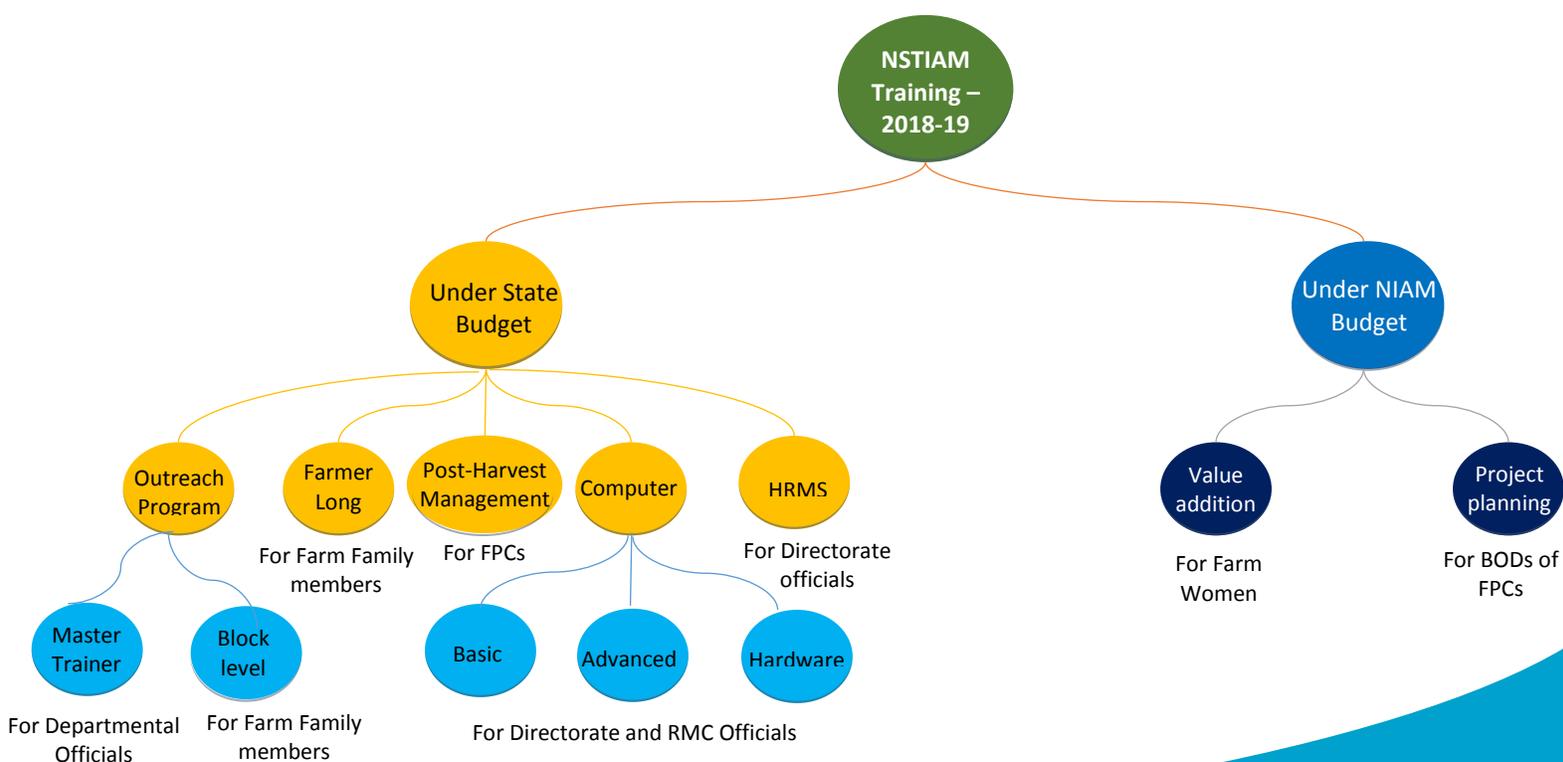
Trainee Distribution from F.Y 2015-16 to 2018-19



Training Programs at N.S.T.I.A.M in 2018-19

Proposals for conducting training courses under State Budget and NIAM are sent in the beginning of every Financial Year. In the F.Y 2018-19, NSTIAM conducted the following type of trainings:

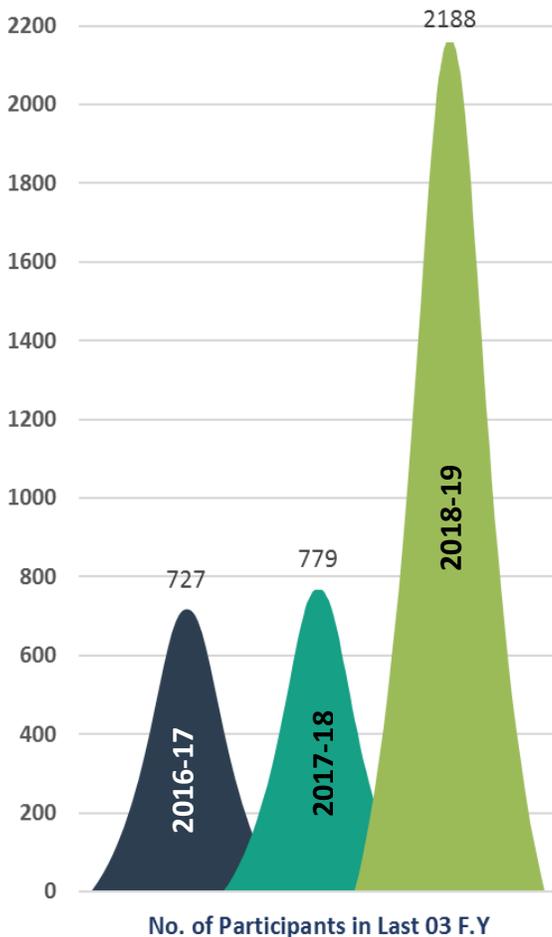
- A. One **90 days residential training** programme exclusively for the young members of the Small and Marginal Farm Families with special thrust upon the SC and ST communities to ensure them better livelihood opportunities by means of boosting their employability through entrepreneurship development.
- B. Institute introduced one **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. The Master Trainers for imparting this training were developed by the Institute in another 4-days residential training.
- C. Another **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 FPCs registered with Small Farmers Agribusiness Consortium (SFAC).
- D. **Other trainings** on HRMS, Computer (Basic, Hardware and Advanced), e-NAM were also conducted by the Institute mainly for the Staffs and Officials of Department of Agricultural Marketing.
- E. Institute also conducted trainings sponsored by **National Institute of Agricultural Marketing (NIAM)**, Jaipur.



Trainings Under NIAM Fund

Institute conducted two (02) trainings, each with 02 days duration during this financial year. The first one was on 'Value Addition to Agricultural Produce at Farm Gate'. This program was exclusively for the farm women. Total **29 farm women** from Polba Dadpur block of Hooghly district participated in the training held from 10th to 11th October'18.

The second one was for the Chief Executive officers and Board of Directors of FPCs. The training on 'Project Planning & management tools' held on 15th & 16th November'18 with **23 such members** from 06 FPCs of Birbhum and Hooghly district.



HRMS Trainings Under State Budget

Institute organized a one-day training on GPF module of HRMS for Officials of Directorate of Agricultural Marketing. Total 46 officials from different districts and Directorate participated in the training program on 10th April'18.



Computer Trainings Under State Budget

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 83 candidates have been trained in 6 trainings in the F.Y 2018-19.

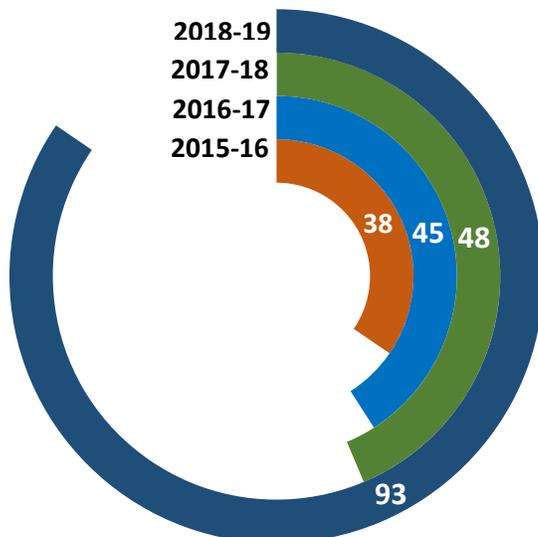
b. **Training on Advanced Computer Application:** This was also a 06 days training and was arranged for the staffs of RMCs who had scored good marks in the Basic Computer Application in the F.Y 2017-18. The training as well as Post Training Online Evaluation was done by WEBEL. Successful candidates are provided with Merit certificates of WEBEL.

Total 81 candidates undergone this training in 06 trainings in the F.Y 2018-19.

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 were provided with Merit certificates of WEBEL.

Total 52 candidates undergone this training in 04 trainings in the F.Y 2018-19.

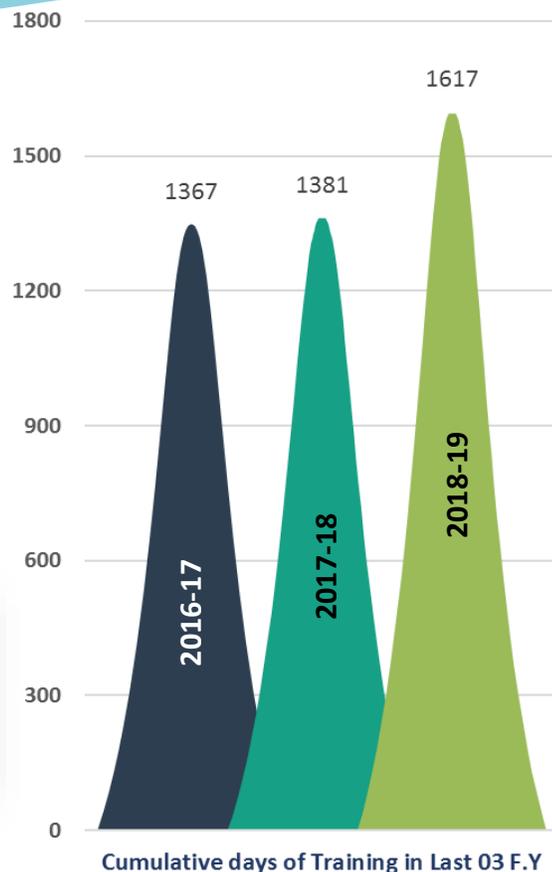
In total, **216 trainees** from different RMC/ZRMCs of the State has been trained by the Institute through **16 different computer training programs** in this F.Y.



No. of Trainee Batches in last 04 F.Y

Training on e-NAM Under State Budget

A two-day training on implementation procedure of e-NAM project in 17 Markets of the State was organized by the Institute on 24th & 25th June'18. Secretaries from 14 RMCs along with Market-in-charges of the e-NAM markets participated in the 1st day. A team of Mandi Analysts joined the training program in the 2nd day. **Total 44 candidates** participated in the training program.



Training on Master Trainer Development Under State Budget



Institute introduced one new four-day training on 'Developing Master Trainers' for the Outreach Program at District Level. This was organised for the different officials of the Department. Accordingly, as approved by the Department, The District /sub divisional officers as well as Training Canning officers of the Directorate of Agricultural Marketing, Secretaries & Staffs of the RMC/ZRMC, etc. were trained in **04 trainings** throughout the financial year.

Relevant sections of APMC act & rule, issues related to financial matter, FPO/FPC formation and management, Basics of DTS and DOT, Basics of Entrepreneurship Development, issues related to export of vegetables etc. were covered in the training.

The Master Trainers, so developed, were **entrusted to conduct 06-days Basic training on Entrepreneurship development - Outreach Program of NSTIAM at Zilla RMCs.**

Total 52 officials from different RMC/ZRMC, WBSAMB and Directorate of Agricultural Marketing, participated in the training program in the months of July, September, October and December'2018.

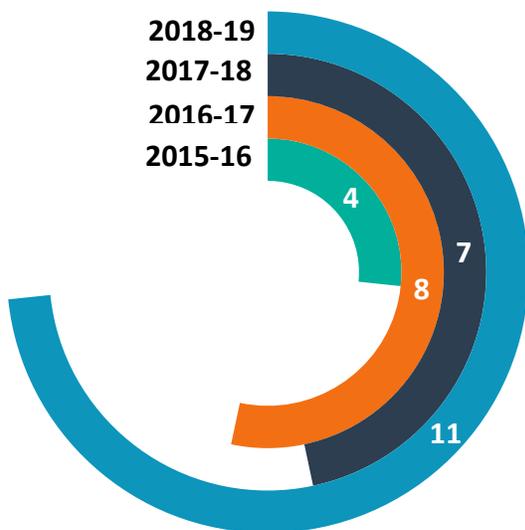
Outreach Training on Entrepreneurship Development Under State Budget

Institute introduced one new six-day 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 in **21 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 Master Trainers developed through Master Trainer development training at NSTIAM, 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.

Institute has successfully completed **41 such trainings** through 21 RMCs/ZRMCs and covered **1221 trainees** throughout the F.Y 2018-19.



Types of Trainings in last 04 F.Y

Post-Harvest Management Training Under State Budget



The **14 days residential** training was conducted by the Institute especially for the officials /members of the Farmer Producers Organizations / Farmer Producers Companies registered with Small farmers Agribusiness Consortium (SFAC).

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.

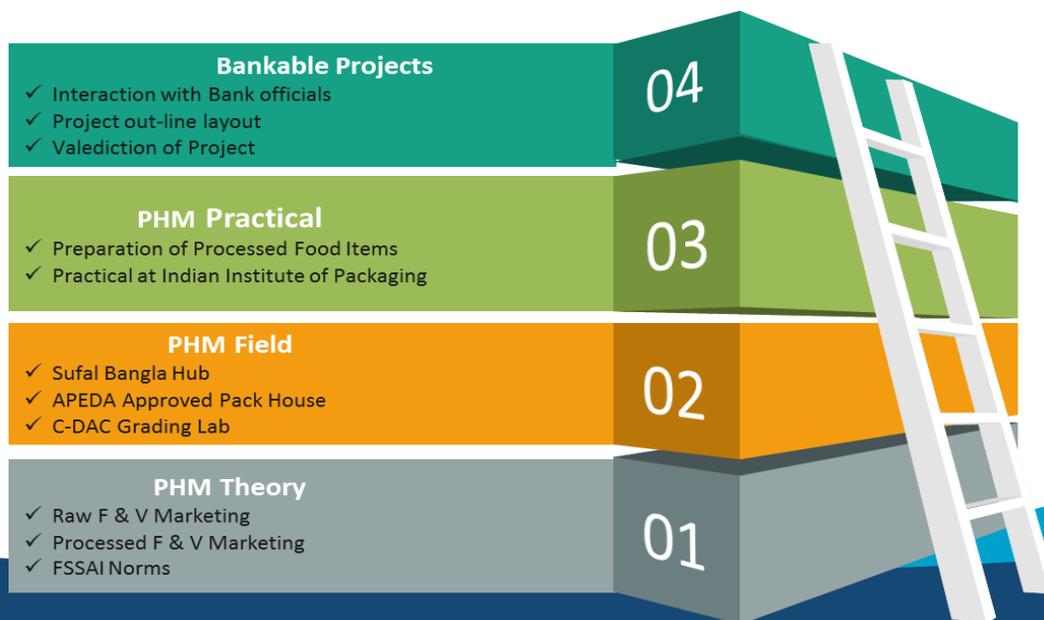
The trainees also visited

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

Total **170 trainees** successfully completed the training program who were selected from **12 blocks representing 7 districts** of the State in the Financial Year 2018-19.

10 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 15.0 Lakh rupees has been disbursed** in this purpose from the State Budget 18-19.

Components of PHM Training Program



Groups Completed PHM Training in 2018-19

Name of the District	Block	Group Name	Training month
Paschim Medinipur	Garbeta III	Digrigarbeta Agro Producer Company Ltd	July'18
	Dantan II	Dantan Agro Producer Company Limited	
Uttar Dinajpur	Hemtabad	Bangla Bari Modern Agricultural Farmers Producer Company Ltd	Aug'18
	Kalyaganj	Baruna Farmers Producer Company Ltd.	
Birbhum	Dubrajpur	Dubrajpur Krishi Vikash Producer Company Ltd.	Sep'18
	Bolpur	Shantiniketan Krishi Utpadak Producer Company Limited	
Purba Medinipur	Panskura	Panskura Vegetable Producer Company Limited	Dec'18
	Kolaghat	Purba Medinipur Agro Producer Company Ltd.	
Bankura	Borjora	Damodar Agro Producer Company Limited	Jan'19
	Simlapal	Simlapal Agro Producer Company Limited	
Murshidabad	Bhagabangola II	Bhagwangola Agro Producer Company	Feb'19
Hooghly	Haripal	Hooghly Krushak Agro Producer Company ltd	



Training of Young Members of Farm Families Under State Budget

In the financial year 2018-19, 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. 12 batches (with maximum number of 30 trainees from each of the two blocks from one district), as recommended by the District Magistrate of the concerned district, were trained under State Budget fund.

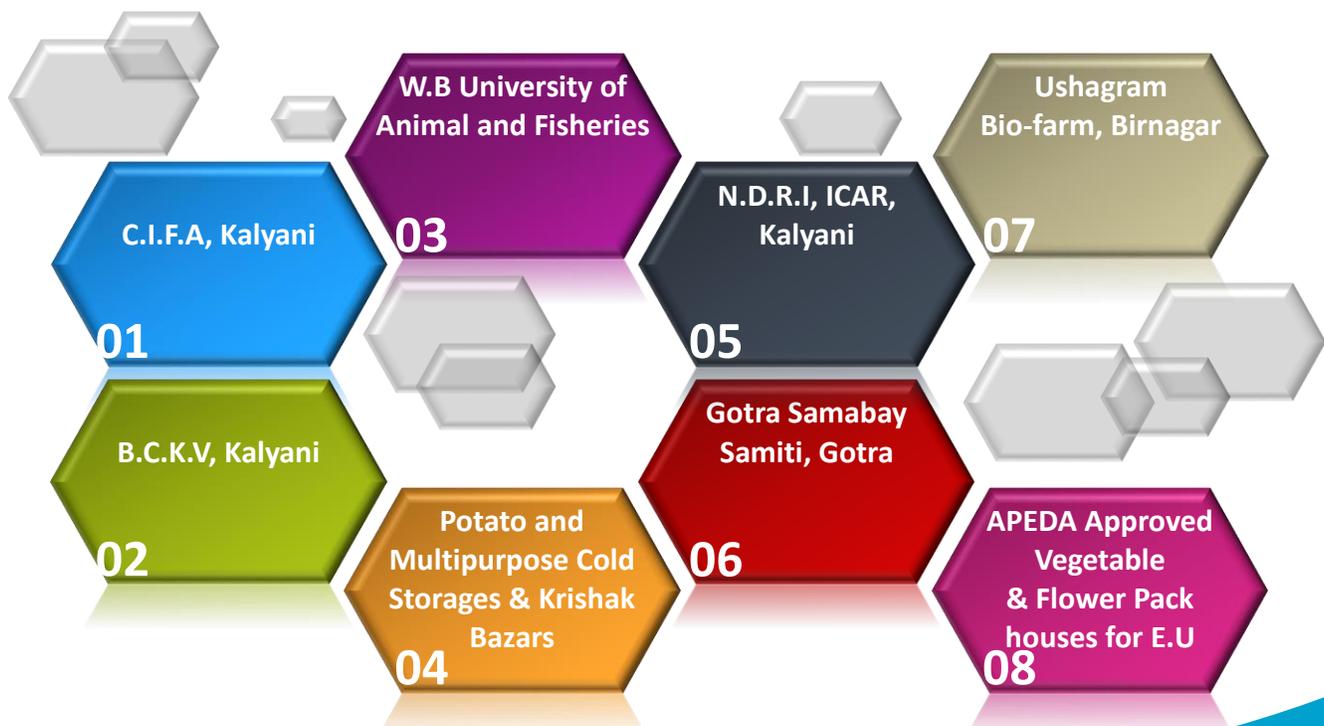
Apart from the Theory and Practical Classes, Field / Application training were also imparted to the trainees. During Field / application time, the trainees visited to their own villages where they tried to apply and implement the learning process during their training in their own field condition. Additionally, 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.



TRAINEE VISITS DURING THEIR PRACTICAL TRAINING



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 f. Computer management and its application.

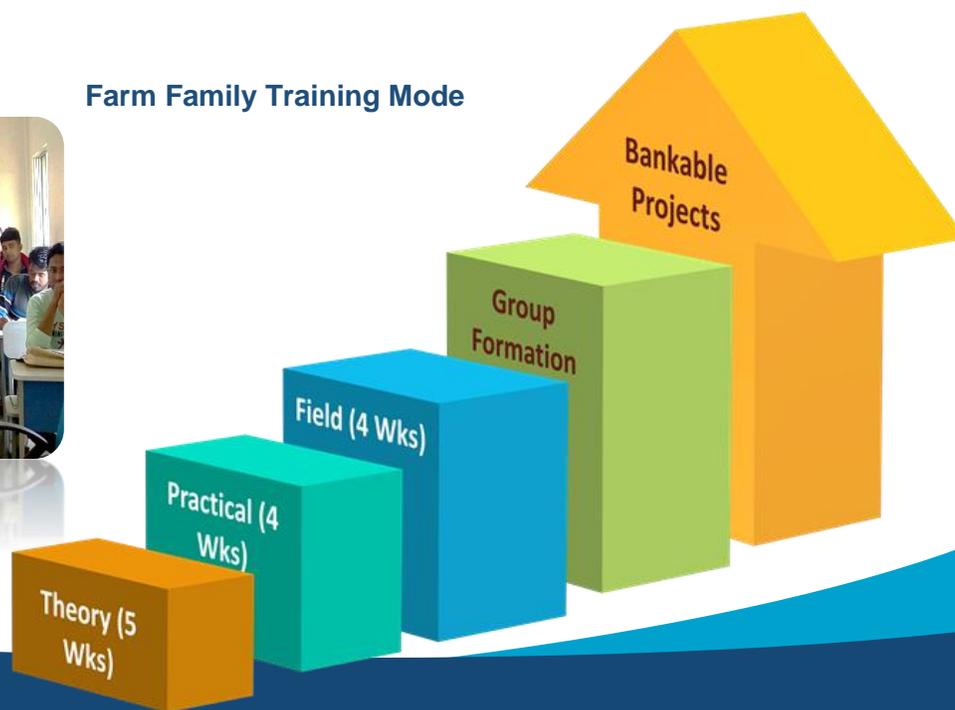
Additionally, they were shown about different market linkage activities by visiting and interacting with traders of several primary and secondary wholesale markets like Madanpur haat, Sheorafully veg. Haat, Naihati fish market, different fruit and vegetable orchards, fish, dairy and poultry farms, flower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

Total 161 trainees successfully completed the training program who were selected from **11 blocks representing 6 districts** of the State in the Financial Year 2018-19. At the end of the training, they formed SHGs/FIGs (block wise). **Total 4 SHGs and 8 FIGs have been formed** during the training. Group Bank Account were opened and each of 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. **Total 24 Lakh rupees** has been disbursed in this purpose from the State Budget 18-19.

Groups Formed During Farm Family Training in 2018-19

District	Block	Name of the New SHGs/FIGs Formed	Conducted on
Hooghly	Polba-Dadpur	Aragati Swanirbhar Gosthi	July - 2018 to Nov - 2018
	Pandua	Pandua Krishi Unmyan Swanirbhar Gosthi	
Birbhum	Rampurhat II	Maa Tara Swanirbhar Gosti	
	Dubrajpur	Kishalaya Swanirbhar Gosti	
Paschim Medinipur	Garbeta I	Nachanjam Nayakpara Krishak FIG	
	Garbeta III	Chanchhagot Agragami FIG	
Bankura	Hirbandh Gr 1	Hirbandh Naba Yuba FIG	Nov - 2018 to Mar - 2019
	Hirbandh Gr 2	Swani Vivekananda FIG	
Dakshin Dinajpur	Balurghat	Tarun Dal FIG	
	Kumarganj	Hazar Pakhir Angina FIG	
Nadia	Krishnanagar I	Krishnanagar Astha FIG	
	Nabadweep	Nabadwip Magaprabhu FIG	

Farm Family Training Mode





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.

From F.Y 2016-17 onwards, **28 new SHGs, 08 new FIGs and 02 FPCs** have been formed with the trainees representing Young Members of Farm Families, selected from **36 Blocks of 16 Districts** of the State under 90 days Farm Family Member's Training.

OTA Releasing Mechanism

Obtaining Overdraft

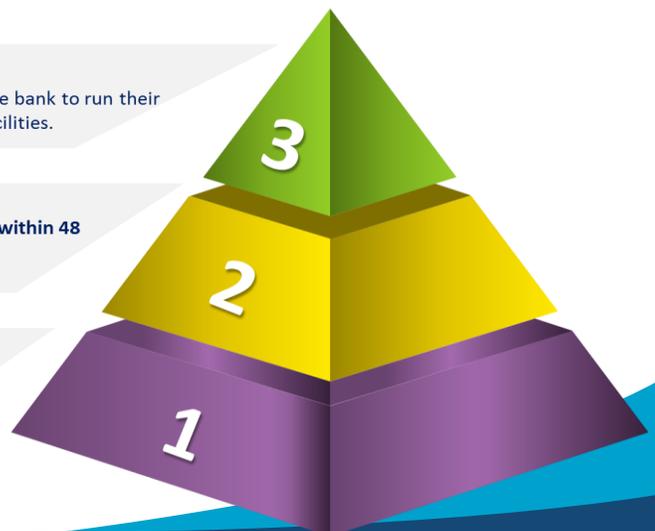
The groups avail overdraft facilities / loan **against the term deposit** from the bank to run their submitted project until their Group is becoming eligible for availing loan facilities.

Conversion to Term Deposit

The Groups convert the said subsidy into Term Deposit **for at least 01 year within 48 working hours** after receiving such fund in their account. Copy of the T.D is deposited to the Institute

Release of OTA

The OTA releases to the Bank accounts of the Groups directly by NSTIAM as front ended subsidy upon submission of a bankable project, duly approved by bank.



Workshops organized in the F.Y 2018-19

Apart from organizing different trainings throughout the year, NSTIAM has organized 3 workshops for the trainees, and 4 workshops for WBSAMB and RMC officials covering different issues.

One-day workshop on “Modalities of Formation of FPC” was conducted by the Institute on **24-08-2018** with the ex-trainees of 90 days’ Entrepreneurship development training program. **Total 24 ex-trainees** from different districts participated in the workshop. NSTIAM conducted another Workshop cum Valedictory session for the 90 days Entrepreneurship development Training for the Farm Family Members and 14 days Post Harvest Management training for FPC groups 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 Govt. of W.B, Dept. of Agricultural Marketing & Chairman, WBSAMB; Mrs Mitali Bandyopadhyay, WBCS (Exe); Special Secretary to Govt. of W.B, Dept. of Agricultural Marketing & 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.



On **25-04-2018**, Institute conducted one workshop on EPFO and Amendment of APMC act’1972. **Total 44 participants** from WBSAMB and RMCs/ZRMCs were present in the program.

Another workshop on e-Permit solution was conducted at NSTIAM on **29-09-2018**, where NEML, the organization entrusted to develop systems so that RMC’s activities can be migrated from offline to online and e-Permit generation, discussed and demonstrate their software to **53 representatives** from different RMCs/ZRMCs and WBSAMB.

Apart from these, two more workshops were conducted on **01-12-2018** and **15-12-2018** on ‘e- tendering and Development related issues of WBSAMB’. **43 participants** from the Engineering and Accounts section of WBSAMB were present in the first one and **29 AEs, Sr. SAEs, SAEs & Accountants & Secretaries** of Hooghly, Howrah, Norh 24 Parganas, South 24 Parganas, Nadia and Purba Medinipur Regulated Market Committees participated in the second one.

Internship program of NSTIAM



Amity School of Economics, Amity University, Rajarhat, Kolkata approached to the Institute for conducting one Internship program for their students. Accordingly, Mr. Ayan Saha, student of Economics was allowed to conduct the **08 weeks Internship program** at NSTIAM on the topic 'Economic impact of the Government Intervention on Rural Agribusiness Start-up through NSTIAM'.

The student conducted an overall economic study on the Trainee groups formed during the 90 days residential training program on 'Entrepreneurship and Marketing Chain Development through Market-led Production and Post-harvest Management' for the last 04 financial years. He also interacted with different trainee groups, individual trainees at their field based on a semi-structured questionnaire. Evaluation of Economic development at the farm family level of the trainees before and after obtaining the training was also conducted. One summarized Final Project Report was submitted by the Intern after end of the Internship.

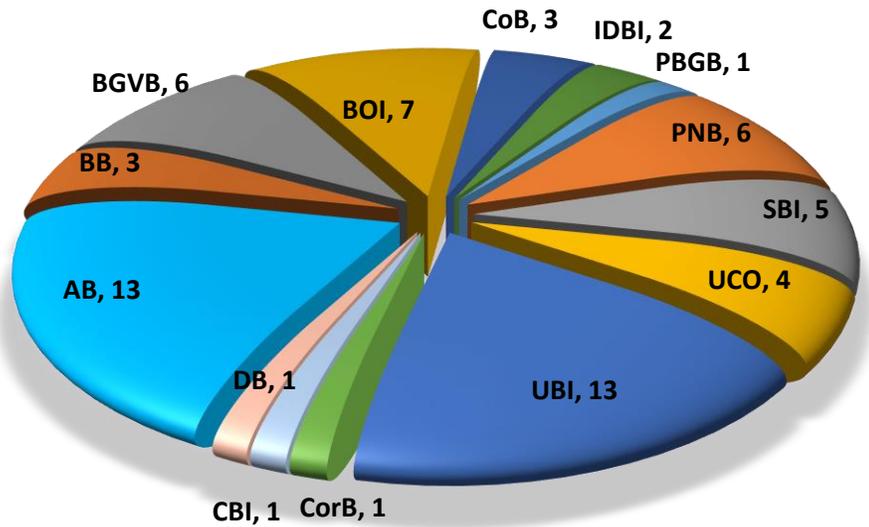
Foundation Stone Laying of New Hostel of NSTIAM under RKVY-2018-19

Laying of Foundation Stone for the project 'Construction of New Hostel Building at NSTIAM, Baidyabati, Hooghly funded under **RKVY 2018-19** was done by Sri. Tapan Dasgupta, Hon'ble MIC, Dept. of Agricultural Marketing, Govt. of W.B; Sri Rajesh Kr. Sinha, IAS; Secretary to Govt. of W.B, Dept. of Agricultural Marketing & Chairman, WBSAMB and Mrs Mitali Bandyopadhyay, WBCS (Exe); Special Secretary to the Govt. of W.B, Dept. of Agricultural Marketing & 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. There shall be 24 double-bedded rooms in the G+3 building where 48 trainees can be accommodated along with a state-of-art conference room with a seating capacity of 100 people.



Post-training Monitoring activities of NSTIAM

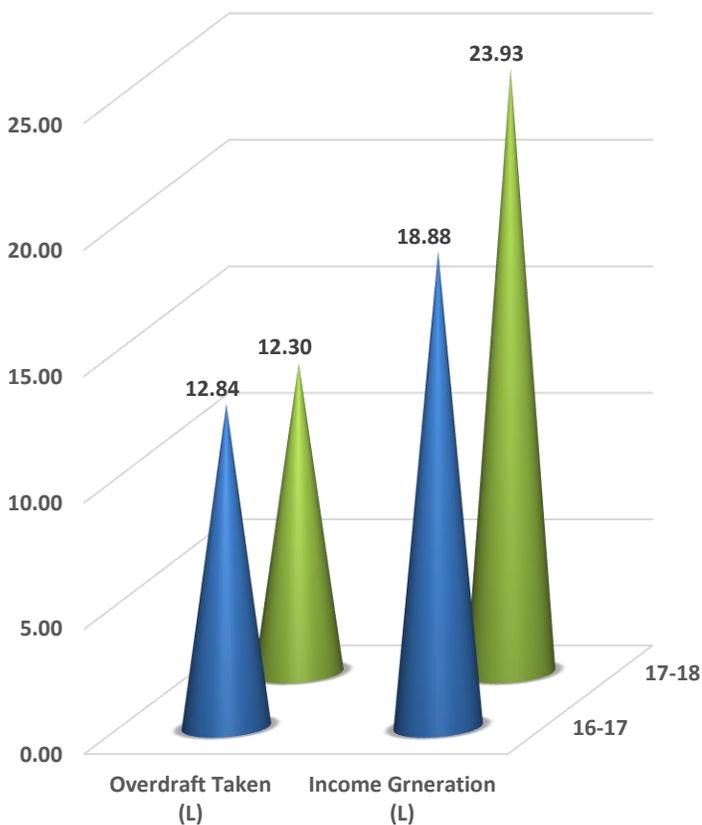
Bank Branch Distribution



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, 08 new FIGs and 02 FPCs** have been formed with the trainees representing 90 days Young Members of Farm Families, selected from **36 Blocks of 16 Districts** of the State. Total **67 branches of 15 Banks** throughout the State have been involved for a **Maximum Credit Linkage of Rs 107.32 lakh** for the 67 Bank Linked Business Development Projects.

The groups are involving in the business of **Betel leaf, Flower, Fruits & Vegetables - Fresh and processed, Gobindobhog & Tulaipanji Paddy, Fish, Poultry, Spices, Mushroom Bori and Daal.**

F.Y wise O.D Availed vs Income Generation by the Ex-Trainees (L)



The groups who have successfully completed the 90 days Entrepreneurship and Skill Development Training during the **Financial Year 2017-18**, have already availed a total loan (in the form of overdraft) of **12.30 lakhs from their Banks and earned an income of 23.93 lakhs from their business in a span of 12 months (From May'17 to April'18)**, which shows an encouraging **194% Return on 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 the group business, the trainees are also conducting several business activities related to agriculture and /or agri-allied sectors individually and several trainees trained under 14 days "Post-Harvest Management, Preservation and Marketing of Fruits & Vegetables Training" from Hooghly, Uttar Dinajpur, Bankura, South 24 Parganas, North 24 Parganas districts are already **involved with front-end as well as back-end management of Sufal Bangla stalls** in different districts of the State.

Post-training Activities of Ex-Trainees

TRAINEE GROUPS SUCCESSFULLY RUNNING AGRIBUSINESS



1. Sahid Khudiram Krishak Swasahayak Dal
2. Vidya Sagar Swanirbhar Gosthi
3. Netaji Krishi Bikash Dal
4. Krishak Bandhu Swanirvar Dal
5. Azad Hind Swa-Nirvar Gosthi
6. Bhangor Naba Uday Swanirbhar Gosthi
7. Rangamati Swanirbhar Gosthi
8. Sabuj Bangla Swanirbhar Gosthi
9. Chanchagoat Agragami FIG
10. Nachanjam Nayakpara Krishak FI
11. Agragati Swanirvar Goisthi
12. Mahamaya Sangha

