

NSTIAM

Newsflash



Message from the Chief Editor

Netaji Subhas Training Institute of Agricultural Marketing (NSTIAM), Baidyabati, is the training institute of West Bengal State Agricultural Marketing Board (WBSAMB) under Department of Agricultural Marketing, Govt. of West Bengal. Since 2011, the Institute has been imparting trainings to different sections of farm families including young farm family members, farmers, farm women, Farmer Producer Organization (FPO) Farmer Producer Company (FPC), Self Help Groups (SHG) etc. along with departmental officials.

The first edition of the 'NSTIAM Newsflash' was a special one with an attempt to cover the important events that were organized by the Institute in the last triannual of the Financial Year 2018-19. From this edition onwards, the newsletter shall be published in quarterly basis and shall highlight the different trainings, workshops and events that have been organized by NSTIAM, Baidyabati during the period with a glimpse of upcoming programs in the next quarter. We shall also introduce you with few of our trainees and / or trainee groups who are now successfully running their livelihood through agri-business after obtaining knowledge and guidance from this Institute as well as receiving agri-business start-up fund from the Government.

We Hope that, just like the last one, you will also like this issue. You can enrich us with your valuable suggestions through the mail ID provided in the last page of the Newsletter, so that future contents of the Newsletter can be improved.

Sujit K. Bhadra
Sujit Kumar Bhadra
Director, NSTIAM

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Workshop & events



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: Alipurduar 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, WBCS (Exe); Special Secretary to the Govt. of W.B & Chief Executive Officer, WBSAMB 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.

Market Linkage initiative with Paschim Banga Agri Marketing Corporation Ltd.

One interaction session between Paschim Banga Agri Marketing Corporation Ltd. and ex-trainees, (both in group and as individual) of the Institute was organized by NSTIAM on **22-04-2019** in order to find the potentiality of creation of business linkage by supplying the produces and/or products to Sufal Bangla by the NSTIAM trainees.

09 participants from **Alipurduar, Hooghly and North 24 Parganas** attended the program in presence of Managing Director, Paschim Banga Agri Marketing Corporation Ltd., who explained the documentation processes, paper works and quality measures to be taken up before entering into any contract with them.

All the participants showed a good response in expressed their willingness to link with Sufal Bangla in future.



Pre-training Interaction at Blocks for 90 days Entrepreneurship Training



Institute conducted **03 pre-training interaction sessions** during this period for the upcoming 90 days training program on 'Entrepreneurship and Market-Chain Development through Market-Led Production and Post-Harvest Management'. Trainees were shortlisted by the RMCs from the list of successful trainees who completed the 06 days 'Basic training on Entrepreneurship development as the Outreach Program of NSTIAM at Zilla RMCs' in the F.Y 2018-19.

A team of officials from NSTIAM visited and interacted with trainees at Habra Krishak bazaar of **North 24 Parganas district** (for trainees from Habra -II and Hasnabad block); Kulilpal Sub Market Yard and Jhalda Krishak bazaar of **Purulia district** (for trainees from Bandwan and Jhalda blocks) and **Alipurduar district** (for trainees from Falakata and Kumargram blocks) during the month of June'19.

All the trainees were explained about the need and expected outcome of the training program in details. Several queries of the interested trainees were also met up before finalization of the trainee list for the 90 days training at NSTIAM.

Post-training activity monitoring of the ex-trainees

Institute is continuously monitoring the ex-trainees of the 90 days Entrepreneurship development training program in association with the training provider of the training. As per the monitoring reports of the post-training activities of the ex-trainees received from the Training Provider, **24 groups** of F.Y 17-18 and F.Y 2018-19 have earned **more than 50 lakhs** during April to June'2019.



Upcoming 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	August, September
2	Training on e-NAM	3 days	RMC Secretaries & Officials	July, September
3	Advanced training on Marketing Management	5 days	Past Trainees of NSTIAM	July, August
4	Post-Harvest Management Training	14 Days	NABARD groups enrolled with Sufal Bangla	August, September
5	Various Computer trainings	6 days	RMC Secretaries & Officials	August, September

The Metamorphosis of an Unemployed Rural Youth to an Agri-entrepreneur



Paddy Varieties Promoted by Alope

Dudheswar, Kabirajshal, Gobindabhog, Badshabhog, Radha Tilak, Adan Shilpa, Kalavat, Mohanbhog, Kanakchur, Dadkhani, Mugojai, Jhingashal, Kuchut, Sadamasuri, Lathishal, Kalma, Sumo kalma, Kerala Sundori, Bangla Patnai, Kalojira, Chamormoni, Bansh kanthi, Katarangi, Tilak kachhari, Sitashal, Bourani, Kalonuniya, Tulshi monjuri



‘Sir, shall I get a job after getting this certificate? I am even ready to work as contractual in Krishak Bazaar’ – this was the first reaction of Alope Kumar Das from village Basana of Balagarh block under Hooghly district, when he was enrolled into the 90 days entrepreneurship development training program in the month of July’2015. Alope wanted a steady source of income during that time because his earning was merely Rs 4000-5000/- per month, mainly from repairing Televisions and rearing & marketing of different birds and that was also not regular. Being a young member of farm family, he was not very much interested in farming and never believed that cultivation can change lifestyle of a farmer.

Four years after completing the training at NSTIAM on ‘Entrepreneurship and Market-Chain Development through Market-Led Production and Post-Harvest Management’, Alope is now a completely different person altogether. Immediately after the training, it took about another 05 months to constantly motivate 22 other farm family members of his locality. Based on the knowledge and idea acquired in the said training, he, along with those fellow farmers, established “Balagarh Parampara Deshi Dhan Sanrakshan Samity” - a society that targets revival of the ethnic & traditional rice varieties of Bengal, cultivation of those were near extinction. The Samity got further encouragement from Agricultural Training Centre, Fulia, Govt. of W.B and started growing traditional rice varieties in a small patch of 3 bigha of land in the year 2016. Apart from constant monitoring by the samity, the interested farmers explored different market potentials of traditional rice varieties which resulted fetching a good price to their produce. At present, the active members of the Samity has increased to 72 and cultivable land for 28 different traditional rice varieties under the Samity members has increased to around 250 bigha.

Apart from this, Alope has also popularised System of Rice Intensification (SRI) method of rice cultivation along with concepts of Organic farming and use of Bio-pesticides among his fellow farmers. The SRI concept of saving water during rice cultivation has become very much popular in his locality and more than 100 farmers has adopted this system in nearly 120 bighas of land.

Alope has received several State and block level awards related to agriculture during the last few years.

“I am now very happy working with my farming community and constantly searching for better preservation and marketing opportunities for the traditional rice varieties that we are promoting. It’s a long journey to cover ahead and yes, I am earning at least three times more than that I was earning 4 years back” – this is the reaction of Alope in the month of June’2019.

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