















## **Training Programme on:**

"Entrepreneurship and Marketing-Chain Development through Market-Led Production and Post-Harvest Management" for Young Farm Families Members. (2019-2020)

## TRAINING GUIDE BOOK

(9<sup>™</sup> DECEMBER 2019 TO 7<sup>™</sup> MARCH, 2020)

DISTRICT: KALIMPONG BLOCK: GORUBATHAN







Netaji Subhas Training Institute of Agricultural Marketing Training Institute of West Bengal State Marketing Board Shasmalpara, Baidyabati, Hooghly - 712222

&

Consortium for Training Research and Development
A.E-221, Salt Lake City, Sector-1, Kolkata - 700064



CONTENT	
Subject	Page No.
Topic: Agriculture	
Ginger Cultivation and Marketing	1-3
Turmeric Cultivation and Marketing	4-5
Areca nut Cultivation and Marketing	6-8
Black pepper Cultivation and Marketing	9-14
Large cardamom Cultivation and Marketing	15-17
Papaya cultivation and Marketing	18-27
Capsicum cultivation and Marketing	28-36
Baby corn cultivation and Marketing	37-40
Broom stick production and Marketing	41-42
Cabbage cultivation and Marketing	43-46
Orange cultivation and Marketing	47-57
Dragon fruit plant care and Marketing	58-61
Straw berry cultivation and Marketing	62-65
Kiwi Fruits farming and Marketing	66-68
Azolla cultivation and Marketing	69-74
Vermi compost production and Marketing	Annex-I
Cultivation of Mushroom and Marketing	Annex-II
Topic: Flower Cultivation	
Camellia cultivation and Marketing	75-78
How to grow and care for Angelonia plant? and Marketing	79-80
Anthurium cultivation and Marketing	81-84
Orchid cultivation and Marketing	85-90
Topic: Animal Husbandry	
Dairy Farming and Marketing	91-98
Piggery Farming and Marketing	99-109
Topic: Market Surveys and Marketing	
Market Survey and its Importance	110
How to do market survey and its simple analysis	110-111
Product cost calculation-different variables of cost	111-112
Product and price strategies- identifying your own product at	112-113
ideal price, factors determining price	112-113
Agril Marketing	114
Entrepreneurial Competencies	115-117
About Sufal Bangla	118-123
C-DAC Grading Lab	124
e-NAM operations	Annex-III

Subject	Page No.
Topic: Processing & Preservation	
Low Cost Zero Energy cool Chamber for Short Term Storage	125-129
Fss Act (Food Safety and Standard Act)	130-136
Preparation & Preservation of Orange Squash	137-138
Preparation of Ginger Squash	139
Preparation of Ginger Preserve & Candy	140-142
Topic: At a Glance: Agricultural Marketing Department and its activities	
Principal Activities and Responcibilities	Annex-IV
Direct Marketing: An Effective option for Farmer	Annex-V
Export of Agricultural Produce	Annex-VI
Registration Process of Farmer Producer Company	Annex-VII
Important phone no.	Annex-VIII