

# Financial year 2013-2014

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The training program was divided into theory and practical classes. Total 120 classes of 1 hour and 30 minutes each is proposed to be conducted in the theory part, which mainly cover the following broad areas:

- ✓ Modern Pre-harvest technologies
- ✓ Market led production - demand driven commodity mapping
- ✓ Post-Harvest Management
- ✓ Value addition
- ✓ Modern marketing methods
- ✓ Computer management and its application in agriculture and agricultural marketing

During the practical classes, the trainees may visit several fields related to agriculture and agricultural marketing for conducting practical oriented activities related to the field of Agricultural Marketing.

Specialized training provider was selected through inviting Expression of Interest by WBSMB, who took care of the following components of the training.

- ✓ Development of Training Materials in consultation with Netaji Subhas Training Institute of Agricultural Marketing.
- ✓ Imparting training by providing faculties, who are specialist in the concerned sector.
- ✓ Arranging and conducting study tours as a part of the training program, among which, hand on training and practical orientation.

16 candidates were selected by Directorate of Agricultural Marketing from remote villages of Binpur I and Daspur II block of Paschim Medinipur.

Total 9.9 lakh was sanctioned from State Budget in the financial year 2013-14 for the training purpose.