

## A note on Activities of Netaji Subhas Training Institute of Agricultural Marketing

**About:** Netaji Subhas Training Institute of Agricultural Marketing (NSTIAM), Baidyabati; the training Institute of West Bengal State Agricultural Marketing Board under Department of Agricultural Marketing is the only Institute of its kind in the whole Eastern Region of India and is affiliated by the National Institute of Agricultural Marketing (NIAM), Jaipur. Apart from being a tool for skilling people from the socio-economic fringe in the arena of Agricultural Marketing, the Institute also spreads vital knowledge and awareness on organic principles of fruits and vegetable processing, preservation and value addition.

On one level, the Institute offers training programmes that cover short duration residential courses including computer and office management; issues relevant to Agricultural Marketing and topics related to infrastructural development. These courses are mainly for the staffs/officials of WBSAMB, RMCs/ZRMCs and Directorate of Agricultural Marketing and are funded from State Budget and NIAM.

On another more basic level, the Institute also conducts Skill Developmental programmes, both at districts (through block level outreach training programs) and at NSTIAM (State level) that are exclusively aimed at the young representatives of small and marginal farmer families, (who are potential Next-generation farmers). Such trainings are also imparted to representatives of FPCs, FPOs, FIG's and self-help groups. These programmes are focused on empowerment so that, on completion, the candidates can access self-employment opportunities through establishment of techno-economically viable rural agro-based projects with the help of Bank. These programs are funded from the State Budget.

### Significant achievements of NSTIAM

#### A. Training Amenities

- Total Trainee coverage: **9540**
- Total Trainee representing members of Farm Families: **6397**.
- NSITAM has trained members of Farm Families from **140 blocks**, which is **around 41.1%** of the total blocks of the State.
- Total no. of Trainings & workshops conducted: **372**
- Total Training Budget utilized: Rs. **964.75 Lakh** under State Budget, NIAM and R.K.V.Y fund
- Classroom number: **08** including 02 computer class room and 01 Smart class room for Online training.
- Trainee Seating arrangement: **182**
- Conference Room: One state of art Air-conditioned conference room with **sophisticated AV system with a seating capacity of 100 delegates**.
- **One new Demo-Lab** is now ready with more **than 30 machines and equipment** to demonstrate different processing and preservation processes to the fellow trainees.
- Residential capacity: **152** with introduction of one new Hostel building in 2021.

## **B. Training Activities**

- ❖ Till date the Institute has trained **938 trainees** in **58 batches** representing young members of Farm Families under 90 days residential training program on **'Entrepreneurship and Marketing Chain Development through Market-led Production and Post-harvest Management'**.
- ❖ From F.Y 2016-17 onwards, **28 new SHGs, 16 new FIGs and 04 new FPCs** have been formed with the trainees representing Young Members of Farm Families, **selected from 57 Blocks of 19 Districts**.
- ❖ A considerable number of trainee groups as well as individual trainees are presently working successfully in the agricultural marketing sector with the help of the **One Time Assistance (OTA) received from the Department as the Rural Agri-business Start-up fund** after successful completion of their training from this Institute. The groups are involving in the business of **Betel leaf, Flower, Fruits, Vegetables – Fresh and processed, Poultry, Fish, Goatary, Dairy & Mushroom, Aromatic rice, Organic vegetables, Spices, Herbal Abir, vermin-composting, Mixed Sattu and Daal Bori**.
- ❖ Apart from the OTA, these groups have already **availed a cumulative loan of 57.04 lakhs** from their Banks and **cumulative income generation of 305.3 Lakhs** from their business **during April'17 to Mar'21**, which shows an encouraging Return on Investment during this period.
- ❖ Till date the Institute has trained **1150 trainees** in **71 batches** representing members of FPCs, FPOs, FIGs, Sufal Bangla nominated Farmers' Groups, Farmers' Processing Groups and Self-help Groups under 14 days residential training program on **'Post-Harvest Management, Preservation and Marketing of Fruits & Vegetables'**.
- ❖ From F.Y 2016-17 onwards, **38 groups, out of 48**, have received **One Time Assistance (OTA)** of Rs 1,50,000/- in their Group account upon submission of a bankable project, duly approved by the bank. The OTA acts as the Start-up fund for the trainee groups during their **post training agri-business activities**.
- ❖ Several trainee groups from **Hooghly, Bankura, Uttar Dinajpur, Alipurduar, South 24 Parganas, Murshidabad, Birbhum and 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.
- ❖ 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**.
- ❖ **Total Bank approved project value** by these 85 different trainee groups is **more than 6.00 Cr**.











