



Government of West Bengal
Department of Agricultural Marketing

SUFAL BANGLA

Project Management Unit

2nd Floor, Uttarapan Civic Centre

Maniktala, Kolkata - 700 054

26.07.2017

Date :

673-12/Trn/SB/2014-15

No. :

NOTICE

The Project Management Unit (PMU) of Sufal Bangla Project, a RKVY supported direct marketing project under the Department of Agricultural Marketing, Government of West Bengal invites applications in plain paper from Sufal Bangla enrolled Farmers Producers Organisation (FPO)s / Farmers Producers Company (FPC)s / Farmers Groups (FG)s / Farmers Clubs (FC)s / Farmer Interest Groups (FIG)s etc. for enlistment as group of trainees in two weeks residential training programme on "Post Harvest Management, Preservation and Marketing of Fruits and Vegetables" in the Netaji Subhas Training Institute of Agricultural Marketing (NSTIAM), Baidyabati, Hooghly during 2017-18. Interested FPOs / FPCs / FGs / FCs / FIGs should submit the application mentioning a) Sufal Bangla Enrolment ID, b) details of their organisation, c) activities, d) credentials, e) business with Sufal Bangla, f) turn over, g) product details, h) literatures / leaflet (if any), i) future plan and j) bank account details of their groups (compulsory). No entry fee will be charged and cost of food, accommodation will be borne by NSTIAM. On selection, each group will be requested to send only 15 representatives for training. Consistent presence of the trainees throughout the course will be the of the criteria for One Time Financial Assistance (OTA) After successful completion of the training, the trainee groups may avail OTA of Rs. 1,50,000/- (rupees one lakh fifty thousand only) per batch as a front end subsidy in the official account of the group upon submission of a bankable project, duly approved by the bank. Sanction of fund is under discretion of NSTIAM depending on quality and feasibility of the project, approval of the project by the bank, availability and approval of fund by the Government. Groups that was already been imparted similar kind of training will not be considered. Details of the training programme are attached herewith as Annexure I. However, for further information you may contact to the office of the undersigned on working days between 11-00 and 15-00 hours. PMU, Sufal Bangla reserves the right to accept or reject any / all applications without assigning any reason.

The applications should reach the office of the PD, PMU, Sufal Bangla within 16/08/2017. Late submissions of applications would be rejected.


Project Director

Project Management Unit
Sufal Bangla



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No. : _____

Date : _____
Annexure - 1

Duration of the program:

The training is to be conducted as two weeks' residential course at NSTIAM.

The total training program may be broadly divided into:

- a. **Theory classes:** Duration is of 6 days. Total 24 classes of 1 hour and 30 minutes each is proposed to be conducted in the theory part, which mainly cover the following broad areas:
 - ✓ Scientific production of Fruits and Vegetables
 - ✓ Marketing of Fruits & Vegetables and Supply chain management
 - ✓ Scientific preservation of Fruits and Vegetables
 - ✓ Forward - backward linkages
 - ✓ How to prepare bankable projects
 - ✓ Documentation, Accounts keeping and auditing.
 - ✓ Various departmental schemes of Agricultural Marketing Department related to for fruit and vegetable marketing and preservation sectors.
- b. **Practical & field classes:** Duration is of 4 days. During this time, the trainees will visit one of the following centers, as per availability of the Labs and Practical training facilities:
 - I. Indian Institute of Packaging, Salt Lake
 - II. Training and Canning Center, Chinsura, Hooghly
 - III. Front end material management at different private fruits and vegetable sale counters as well as Govt. of West Bengal
 - IV. Back end material management at different private fruits and vegetable sale counters as well as Govt. of West Bengal

After completion of the practical classes of each day, trainees will return to NSTIAM.

Facilities to be provided to the Trainees:

The following facilities are proposed to be extended to the trainees during the training course:

- a. Free accommodation will be provided to the trainees during the entire training period in the hostel of the Institute.
- b. Food will be provided to the trainees free of cost during the entire training period.
- c. The trainees will be provided free training materials including reading materials.
- d. Cost of to and fro journey (upon submission of actual travel vouchers), the field tour; food and staying will be totally borne by the Institute.
- e. Additionally, after successful completion of the training, the trainee groups can avail One Time Financial Assistance (OTA) of Rs. 1,50,000/- (rupees one lakh fifty thousand only) per batch as a front end subsidy in the official account of the group upon submission of a bankable project, duly approved by the bank. Sanction of fund is under discretion of NSTIAM depending on quality and feasibility of the project, approval of the project by the bank, availability and approval of fund by the Government.