



F) PUBLIC RELATIONS AND PUBLICITY

1. APMC Training

MSAMB has organised training programmes for officers and employee's of APMC's at National Institute of Post Harvest Tehonology, Dist. Pune. Details of the training programmes conducted in the year under report are as follow :

Sr.No.	Period	Name of Authority	No. Trainers
1.	16 th to 20th April 2012	APMC Secretary	7
2.	21st to 25th March 2012	APMC Secretary	9
3.	9 th to 13 th July	APMC Secretary	4
4.	30 th July to 3 rd August 12	APMC Secretary	1
5.	6 th to 10 th August 12	APMC Secretary	2
6.	20 th to 24 th August 12	APMC Secretary	10
7.	10 th to 14tn December 12	APMC Secretary	6
8.	15 th to 19 th January 13	APMC Secretary	2
9	4 th to 8 th March 13	APMC Secretary	1
10	18 th to 22 nd March 13	APMC Secretary	4
Total			46

In the year 2012-13 total 46 participant attended training in 10 programmes.

2. Krushi Panan Mitra

MSAMB, Pune is publishing "Krushi Panan Mitra" magazine monthly. Annual subscription of this magazine is 150/- and for 10 years subscription is Rs. 1500/- MSAMB sends this magazine to subscribers, APMC's, A.R.s, D.D.R.s, Divisional Joint Registrar's, Taluka Kharedi Vikri Sangha, Phale and Bhajipala Utpadak Co.op.Soc, Superintending Agricultural Officers, Divisional Jt. Directors of Agriculture Dept, Divisional offices of MSAMB, District Co-operative Bank's,, Zilha Parishads, Directors of MSAMB, Ministers, Secretaries, Newspapers, Agricultural based magazines every month. MSAMB aims to increase the number of subscribers.

"Krushi Panan Mitra" magazine covers subjects such as production technology in agriculture, conservation of water, processing industry, marketing and export, central & state government's schemes, post harvest technology, animal husbandary, dairy industry.

Month wise circulation of 'Krishi Panan Mitra' magazine is as follows-

Sr.No.	Month	Magazine distributed
1	April 2012	15290
2	May 2012	16050
3	June 2012	15150



Sr.No.	Month	Magazine distributed
4	July 2012	15210
5	August 2012	15420
6	September 2012	15211
7	October 2012	15412
8	November 2012	15524
9	December 2012	15316
10	January 2013	15086
11	February 2013	15151
12	March 2013	15109

In the year under report, there are 15453 new subscribers of “Krushu Panan Mitra” magazine and readers are about 3 lakhs.

3. Exhibition Participation

In the year under report MSAMB participated in various exhibitions and has given the information regarding the various schemes, projects & programmes etc. In addition to this Public Relations and Publicity Department tried to increase the subscribers of “Krushu Panan Mitra” magazine ;

Sr.	Period	Exhibition Participation	Place
1	24 th to 28 th November 12	Agri Business and Animal Exhibition	Karad, Dis. Satara
2	4 th to 7 th January 13	Global Kokan Bhumi Pratishthan	Goregaon(E) Mumbai
3.	1 st to 5 th December 12	Agri Expo 12	Agri. Ground, Pune
4	14 th to 18 th December 12	Kissan 12	Moshi, Pune

4. Advertise & Financial Assistance

Sr.	Name of Organization/Magazine	Amount Rs.
1	Shetakari Yodhya (Magazine)	16,200/-
2	MCCI&A (Annual Directory)	5,997/-
3	APEDA Directory,	4,300/-
4	Baliraja Marathawada (Special Adition)	5,000/-
5	Precision Farming Technology for Banana (Rahuri)	15,000/-
7	Industry & Agri. Conference	5/- Lakh

5. Publicity

In the year under report MSAMB undertaken several workshops, seminars, press conferences on different issues and news of the same were published in various news papers. Also broadcasted through Akashwani, and telecasted through private channels & Doordarshan.



6. Publication of Articles

MSAMB is always committed to make available the knowledge related to the agriculture marketing among the farming community. Details about the articles published in the MSAMB's monthly issues named Krushi Panan Mitra as well as news papers during the reporting year are as under :

Sr.	Name of Article	Period
1.	Grape Processing	April 2012
2.	Processing of Fruits from Dry Land Area	April 2012
3.	Post Harvesting of Pulses	April 2012
4	Cancellation of Regulation Under APMC Act.	April 2012
5	Hydroponic Technology for Indians	April 2012
6	Agri Business Management – Need of the Day	May 2012
7	Green Chilly Processing	June 2012
8	Preservation of Processed Goods	August 2012
9	Lacuna In Agri. Marketing In India & Govt. Help.	August 2012
10	Farmers Children- Learn Technique of Selling	September 2012
11	Multipurpose Gavar Gum	October 2012
12	Amla Processing Small Scale Industry	November 2012
13	Beneficial Nano Technology In Agriculture	November 2012
14	Management of Flower Export	November 2012
15	Rushikesh in Foreign Vegetables	November 2012
16	Oil extraction from Cashewnut – A Beneficial Option	December 2012
17	Post Harvesting of Sweet Limes	December 2012
18	Energy Generation –Creating Electricity from Bio Product through Gasifire.	December 2012
19	Packing, Storage and Processing of Fruits	January 2013
20	Dehydration means drying	January 2013
21	Solar Photovoltice Electric Fencing	January 2013
22	Phytosanitary Certification for Export of Agrl. Produce	January 2013
23	Fig Processing	February 2013
24	Items with Processed Grape	February 2013
25	Amla Processing - A Resonable Household Business for Women.	February 2013
26	Processing – Division wise Opportunity	February 2013
27	Processing Industry-Yesterday, Today & Tomorrow	February 2013
28	Post Harvesting of Sapota	March 2013
29	Marketing of Flowers	March 2013
30	Processing of Agrl. Goods	March 2013
31	Founder of White Revolution-Dr.Vargese Kurion	March 2013

7. Participation in the programs of Aakashwani Kendra

MSAMB is the member of Pune Aakashwani's Rural Programme Advisory Committee. To know the information related to MSAMB's programs, Schemes etc. as well as latest technology of cultivation/marketing practices among the farmers, MSAMB



have undertaken several broadcasting programs on Aakashwani Kendra. Due to same, it is possible to share the information related to MSAMB's Schemes as well as the guidance in the field of agriculture among the farming community.

8. Participation in the Doordarshan Kendra Programme

MASAMB is the member of Rural Programme Advisory Committee of Doordarshan Kendra Pune & Mumbai. Due to the membership, the participation of MSAMB in Doordarshan Kendra Programme is increased which is resulting in better transfer of Technology to grass root level.

9. Publication of Books

Information about the various scheme of central and state Govt. like Agricultural Department, Animal Husbandary ,Fishary, Directorate of Marketing, National Horticultural Board, NCDC , National Horticultural Mission, Maharashtra Rajya Khadi Gramodhyog Mandal, was collected and then MSAMB had published Krishi Panan Yojana , Farmer Directory, Panan Daindini and ANR of MSAMB had been loaded on Web site.

10. Library

In order to make available the information to the employees of MSAMB, firms associated with MSAMB, Scientists, extension workers as well as other related personalities about agriculture & agriculture marketing, imports, exports, newly emerging technology, latest research & development work undertaken at international level, MSAMB has initiated modern facility of library. Books on various subjects, issues, reports, CD's, project reports are available in the library and most of the readers are using this on large scale.

Different books as well as monthly, trimonthly magazines on various subjects like agriculture, marketing, exports published on national & international levels are subscribed for the library. Collection on books in the library is about 3,550 books.

Necessary steps are taken to upgrade the library more effectively by purchasing the various newly published books. Collection of different information published in the daily newspapers/issues was under taken and same was made available to the officials working in the MSAMB.

Membership for Maharashtra State Agricultural Marketing Board of various institutions like Marrhata Chamber Of Commerce etc., has been sought through Library Department.

In library, daily 15 new papers are available and subject wise cutting & collection work has been undertaken in the library.