



F) PUBLIC RELATIONS AND PUBLICITY

1. APMC Training

MSAMB has organised training programmes for officers and employees of APMC's at National Institute of Post Harvest Technology, Dist. Pune.

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 husbandry, dairy industry.

Monthwise circulation of Krishi Panan Mitra magazine is as follows ;

Sr.	Month	Magazine distributed
1.	April 2013	14798
2.	May 2013	13454
3.	June 2013	13440
4.	July 2013	13454
5.	August 2013	12945
6.	September 2013	12456
7.	October 2013	12246
8.	November 2013	12238
9.	December 2013	12029
10.	January 2014	13191
11.	February 2014	13207
12.	March 2014	12795

In the year under report, there are 1970 new subscribers of "Krushi 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 “Krushni Panan Mitra” magazine.

Sr.	Period	Exhibition Participation	Place
1.	25 th to 27 th May 2013	State level Balijaraja Krishi Pradarshan	Kalamnuri Dis. Hingoli
2.	22 nd to 26 th November 2013	Agrowan 2013	Pune
3.	24 th to 28 th November 2013	Yashvantral Chavan Krishi Audyogik and Pashupakshi Pradarshan	Karad, Dis. Satara
4.	28 th to 30 th November 2013	4 th Agro Pro Tech	Kolkata
5.	11 th to 17 th December 2014	Kissan 13	H.A. Ground, Pimpri, Pune.
6.	14 th to 15 th December 2014.	Global Kokan	Mumbai
7.	30 th December 13 to 3 rd January 2014	State Level Krishi Pradarshan	Pusegaon, Dis. Satara.
8.	24 th 26 th January 2014	Akhil Bharatiya Krishi Sahitya Samelan	Nashik
9.	9 th to 13 th February 2014	Krishi Vasant	Nagpur

4. Advertise & Financial Assistance:

Sr.	Name of Organization/Magazine	Amount Rs.
1	Shree Sevagiri Devasthan Trust, Pusegaon, Dis. Satara	1/- Lakh
2	Kissan Krishi Vikas Prtishathan, Gevarai	15,000/-
3	Akhil Bhartiya Limbu Utpadak	15,000/-
4	Karad (APMC) Pradarshan	5/- Lakh
5	Akhil Bharatiya Krishi sahitya Samelan	3/- Lakh

5. Publicity:

In the year under report MSAMB has conducted 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 disseminate knowledge related to 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;

Maharashtra State Agricultural Marketing Board, Pune
Annual Report, Year 2013-2014



Sr.	Name of Article	Period
1.	Ripening, Harvesting & handling of Mango Fruits	April 2013
2.	Guava Procedure	April 2013
3.	Soybean – Various Food Processing Industry	April 2013
4.	Mango Exports – Some Past and Future Status Needs	April 2013
5.	Direct Sale of Vegetables	May 2013
6.	Harvesting, Handling, & Storage of Rabbi Onion	May 2013
7.	Tamarind and Process Value	May 2013
8.	Food Processing Tomato Cultivation	June 2013
9.	Drying Ginger Profitable	June 2013
10.	New Alternative Marketing Arrangements For Agriculture	August 2013
11.	Forecast of Rate of Kharip Crops	August 2013
12.	Run Campaigning of Agricultural Export.	August 2013
13.	Processing of Tomato	August 2013
14.	Soybean - Processing & Small businesses	August 2013
15.	Environment, Agriculture & Food Scanning industry.	August 2013
16.	Relieving Farmers and Consumers from clutches of Traders	September 2013
17.	Flower Plantation and Market Management In Maharashtra	September 2013
18.	Small businesses of Agricultural Products.	September 2013
19.	Business of Cashew Processing	September 2013
20.	Processing of Custard Apple – Todays Need	October 2013
21.	Mini Dal Mill – boon to farmers	October 2013s
22.	Status of Vegetable production and Management of Sale	November 2013
23.	View of Harvesting Management of Fruits	November 2013
24.	Processes of Fruits – Various Businesses Opportunities	November 2013
25.	Importance of Agricultural Production In Indian Brand	November 2013
26.	Scheme of producer to consumer direct sale center of vegetables in the cities	December 2013
27.	Marketing of Processed Food	December 2013
28.	Global Gap Certification	December 2013
29.	Cultivation of Guava for Processing	January 2014
30.	Maharashtra State Mango and Cashew Board – Development Direction.	February 2014
31.	Farmer to Consumer – Management of Vegetables Sale	February 2014
32.	Management and Processes of Banana	February 2014
33.	Cultivation of Rabbi Onion	February 2014
34.	Fruits and Vegetables – Grading before Sale and Importance of Packing	March 2014
35.	Technology of Summer Cultivation Vegetable	March 2014
36.	Importance of Security in Fruit and Vegetable Processing	March 2014



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. Training :

In House Training:

To make available the knowledge on different aspects, to the employees of MSAMB, in house training programme and demonstration programs on various issues were organized on working Saturday. In daily routine of office work, many people demand information under the RTI Act, thus a One day training programme for the staff of MSAMB was arranged through Yashada, Pune.. This Training was very useful and beneficial for the staff.

10. Krishi Vasant :

On the occasion of Birth Centenary of Ex Chief Minister of Maharashtra Swa. Vasantrao Naik, State Government and Central Government of Maharashtra had jointly organised a State Level Exhibition "Krishi Vasant" 2014 from 9th to 13th Feb 2014 at Cotton Research Center, Nagpur. MSAMB participated in this Exhibition. Information of projects and various schemes of MSAMB were given to the visitors.

11. Kolkata Exhibition :

Indian Chamber of Commerce, Kolkata had organized 4th Agro Tech at Milan Mila Ground, I.T., Sonar Kolkata from 29th to 30th November 2013 Maharashtra State had participated as Principal Partner State at this Exhibition.

12. Krushi Panan Diary:

MSAMB has published and distributed Krushi Panan Diary 2014. It has details of various schemes implemented by MSAMB, State and Central Government and various projects that MSAMB has been implementing. MSAMB strives to educate the public at large about the details of schemes implemented by State and National organizations that are working in the field of agricultural marketing.



13. Library:

MSAMB has library facility at their head office located at Pune. Video collection of books on various subjects, issues, reports, CD's, project reports are available in the library and most of the readers are using this opportunity on large scale.

Every year different books as well as monthly, trimonthly magazines on various subjects like agriculture marketing, exports published on national & international levels are subscribed.

Necessary steps to be taken to upgrade the library more effectively by purchasing the various newly published books. Collection work of different information published in the daily news papers/issues as well as collection and made available the related information to the officials working in the MSAMB etc. has been undertaken in the library.

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

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