



Better Farming by Every Farmer

e-Bulletin



# Agripreneur

A Virtual Experience Sharing Platform

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*" Agripreneur is a virtual platform to share the experiences of Agripreneurs, Bankers, Agribusiness companies, Nodal training institutes, Extension functionaries, Academicians, Researchers and Agri-business thinkers in the country working for promotion of Agri Entrepreneurship development".*

## His Excellency Honorable President of Nepal appreciates Agri Clinics and Agri Business Centres Scheme: Applause from across the border



**Sh. Sant Kumar Chaudhary, President, SKC Educational Trust (left) explaining about the activities of Agri-Clinics and Agri-Business Centers Scheme to the-Hon'ble President of Nepal, His Excellency, Sh. Ram Baran Yadav.**

Hon'ble President of Nepal appreciated the unique features of the Agri-Clinics and Agri-Business Centres scheme being implemented by the SKC Educational Trust at Madhubani in Bihar, which is one of the Nodal Training Institutes under Agri Clinics and Agri Business Centres Scheme. So far, the institute has trained 470 agripreneurs out of which 163 have established Agri ventures ranging from Agri clinics to Apiary. His Excellency interacted with the candidates of the 16<sup>th</sup> batch of the training programme which was inaugurated on the 29<sup>th</sup> May 2010, and was delighted to know about the far reaching impact of the scheme on farmers. His Excellency also requested the President of the trust, Shri S. K. Choudhary, to give an opportunity to Agricultural Scientists of Nepal for participating in such Training Programmes.



National Institute of Agriculture Extension Management



Department of Agriculture and Co-operation, Ministry of Agriculture.



National Bank for Agriculture and Rural Development

**Shri. Veera Reddy—Trend Setter in Agripreneurship**

Shri Veera Reddy who hails from Karimnagar District of Andhra Pradesh, is a rare individual who has achieved success in Agripreneurship by blending his talents with opportunities. Born in a family of farmers in Kachireddypally, a small village in Karimnagar, one of the backward districts in A.P., he has proved that backwardness of a place opens up more challenges and opportunities to people who have the will and vision to do extraordinary things.

Fulfilling his own desire and aspirations of his parents, Shri Reddy graduated in Agriculture in 1970 from Andhra Pradesh Agricultural University Rajendranagar, Hyderabad. After graduation Shri Reddy joined Land Mortgage Bank (LMB) as a Technical Assistant. After

serving for a few years in LMB, Shri Reddy realized that being in the job mode he could not serve the farming community as much as he wished to and was capable of. Therefore, he left the job to serve the larger interest of the farming community. He observed that even today the farmers have no access to basic inputs such as seeds and fertilizers. Further, due to small holdings they cannot afford to mechanize certain farm operations. He decided to dedicate himself to solving such problems by investing his own capital and his experience. He started with organizing seed growers of Chillies and then moved on to oilseeds and pulses. He taught farmers the techniques of seed production. Being a licensed dealer he facilitated supply of quality fertilizers and seeds. Working constantly with farmers and solving their problems he became dear to them and evolved as a leader in his own way. He served as Sarpanch of Kachireddypally village for two terms.

Not contented with what he achieved, Shri. Reddy was constantly thinking how to give a more professional business dimension to his ideas and how to expand his outreach to farmers. Around this time i.e. in the year 2007 he came to know about the Agri Clinics and Agri Business Centres scheme. He applied to MANAGE under the scheme and enrolled as a trainee with the Centre for Entrepreneurship Development (CED), one of the Nodal Training Institutes under Agri Clinics and Agribusiness Centres Scheme, based at Hyderabad. He underwent two months training and emerged as a more determined professional and a confident person to conduct Agri business. Three years after completing the training Mr. Reddy's achievements are remarkable. To quote a few he has:-

- Organized about 200 seed growers of Chillies, pulses and oilseeds spread over 20 villages to whom he offered technical advice and bought back the seed.
- Introduced in oil seeds, a tall growing and high yielding Sesamum (til) variety called Swetha
- Offered on hire, farm machinery such as tractor mounted spraying unit, tractor, rotary tiller, cultivator etc.
- Offered free technical advice on all crops to any farmer on cell phone. With all these business initiatives Mr. Reddy has reached out to about 400 farmers in 20 villages and achieved an annual turn over of Rs 10.00 lakhs with gross profit of Rs 6.00 lakhs. He has employed five skilled technical persons in seed production and 10 casual labour. To expand his business and reach out to more farmers, Mr. Reddy has submitted a loan proposal for Rs 32.00 lakhs to Corporation Bank, Karimnagar.

Recognizing his efforts in promoting scientific agriculture, the Regional Agricultural Research Station Palsa, in Karimnagar District has felicitated him. He is also the recipient of 'Best Advisor on Chillies' award from Bayer India Ltd. This is the story of a multifaceted personality of Shri. Reddy who is a farmer, agripreneur and a leader, whose life and achievements deserve to be complimented and to be used as a role model by other agripreneurs.

For further details please contact Shri Veera Reddy on Mobile No.:09908249175

## Jaipur School of Business and Finance Management (JSBFM), Jaipur, Rajasthan— Oasis for Agripreneurs in the Land of Deserts



Shri. R.C. Roongta  
I.A.S (Retd)

Jaipur School of Business and Finance Management (JSBFM) is a unit of Basant Education Society, Jaipur, working since 2001. It is an organization comprising of eminent and committed persons with wide range of experience in agriculture, finance and business management. The institute started with the main objective of training persons from different walks of life in finance and business management.

The Institute started training programmes under ACABC Scheme from 2002. Till date, the institute has conducted 28 training programmes, trained 980 candidates, of which 363 have established successful ventures. This shows a success rate of over 37%. Most of the trained candidates have established Agri clinics and Agri business Centres followed by Dairy and Vermi compost units. A sizeable number of candidates trained are also cultivating medicinal plants for commercial propagation.

Hand Holding initiatives of the Institute are:

- The Institute organizes frequent workshops after the training on hand holding strategies, in which local representatives of banks, companies and concerned departments are invited to guide the trainees on pre-sanction appraisal of project proposals, loan procedures and other relevant topics.
- The Institute has employed on a full time basis, a retired Bank Manager as a coordinator for follow up of hand holding initiatives

Shri Mannalaal Yadav one of the Agripreneurs trained by the Institute under ACABC Scheme, has established a Vermi compost unit, runs a dairy farm and provides Agri consultancy services to farmers. As a recognition for such exemplary service to farmers, he received a shield from The Ministry of Agriculture and Cooperation with the inscription 'Tribute to Enduring Spirit of Indian Farmer'. His success story has been documented in the Compendium of 101 success stories titled "Harvest of Hope" released in February 2010 by the Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India.

***"Training For Agri Graduates under ACABC Scheme is a unique Programme sponsored by MANAGE with the financial assistance of Govt of India This has indeed helped a large number of young Agri graduates. They have started earning their livelihood by establishing their own Agriclincs and other enterprises. This Scheme is indeed highly useful to unemployed Agri-graduates". R C.Roongta, IAS (Retd) Nodal Officer***

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## Book Release:

Book Titled “ Public-Private Partnership in Agricultural Extension Management; A case study of Hoshingabad Model” authored by Dr. P. Chandra Shekara, Dr. N. Balasubramani, Dr. A. Srinivasa Charyulu, Published by MANAGE, has been released by Dr. Ramakrishna Kusumaria, Honorable Minister for Farmer Welfare and Agriculture Development, Madhya Pradesh on 6th Aug, 2010 at ANGRAU, Hyderabad . The book highlights Public Private Partnership opportunities in Agricultural Extension. Which is useful to Agripreneurs, Agribusiness companies and other stake holders of Public- Private Partnership in Agricultural Extension.



Above picture shows Hon'ble Minister for Farmer Welfare and Agriculture Development , Madhya Pradesh- Dr. Ramakrishn Kusmaria (2nd from right) releasing the book.at ANGRAU,Hyderabad.Also seen in the Picture are Dr. D. N. Sharma , Director- Farmer Welfare and Agriculture Development Dept, Govt of Madhya Pradesh, Dr. R. G. Agarwal - Group Chairman, DHANUKA and Sri . Abhishek Dhanuka, Director - Dhanuka.

**Feedback:** “E- bulletin is very impressive and highlights the good work being done at CAD and MANAGE”, — M. Srinivas Rao, CEO - Cereals Systems Initiative for South Asia (CSISA)

[www.agriclinics.net](http://www.agriclinics.net) is the portal providing information about Agri Clinics and Agri business Centres Scheme. The portal gives updates on Eligibility criteria, Training institutes, Training progress, Hand holding activities, Finance options, Subsidy to the prospective Agripreneurs. The website also provides information on details of established Agriventures, pending projects, relevant schemes etc, and other information useful for State governments, Agricultural Universities, Banks, Training Institutes and Agripreneurs.

For any query on Agri Clinics and Agri business Centres scheme - please mail to [indianagripreneur@manage.gov.in](mailto:indianagripreneur@manage.gov.in)



**“Better Farming by Every Farmer”**

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