



Better Farming by Every Farmer

e-Bulletin



Agripreneur

A Virtual Experience Sharing Platform

VOLUME II ISSUE 3

JUNE-2010

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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 Agribusiness thinkers in the country working for promotion of Agri Entrepreneurship development”.

Fanning the Flame of Agripreneurship in Jammu



Participants of Agri clinics and Agri Business Centres Scheme Training Programme organized by Indian Society of Agribusiness Professionals (ISAP- Jammu) during 26-03- -2010 to 31-05-2010

Indian Society of Agribusiness Professionals (ISAP) -Jammu is one of the Nodal Training Institutes implementing the Agri Clinics and Agribusiness Centres Scheme since 2007. So far, ISAP –Jammu has conducted 8 training programmes ,trained 259 Agripreneurs of which 36 successful ventures have been established in activities such as Agri clinics Agribusiness Centres, Horticulture Clinics, Veterinary Clinics, Farm machinery ,Floriculture, Vermicompost, Dairy, Apiary etc.

Feedback:

Anil .K.N.(anilkn7@yahoo.com) in his feedback said -

“ The Bulletin has come out in its most compact form yet covering different facets of agripreneurship. While the initiatives of MANAGE are highly commendable in giving the whole concept a thrust, what is worrying is the fact that banks are still not very responsive to the programme as such. We also have to state here that there is a delay from NABARD side in disbursing the interest component to the banks in the first two years which is exposing the new agripreneurs to the interest component in the initial phase of the project thereby leading to squeeze in his funds.”



National Institute of Agriculture Extension Management



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



National Bank for Agriculture and Rural Development

Srinivas Ananth Kher of Pune wins over an Exotic Vegetable market

Mr.Srinivas Anant Kher was born and brought up in a small village in the outskirts of Pune. Due to involvement of his parents in farming Srinivas developed special interest in agriculture. The inclination to do something for the farming community, led him to graduate in Agriculture.

Like most of the Agriculture graduates, he joined private companies immediately after his graduation.. During the tenure of his jobs in Agri.related companies for about 5 years he gained the experience of working at grass root level. His passion for doing something more for the farming community rather than being contented with the job for himself raised the question "Why not become an entrepreneur?" That was the defining moment in his life. Around this time, when he was

looking for opportunities to realize his passion he came to know about ACABC scheme, MANAGE and MITCON .The training programme was being implemented by MITCON Consultancy Services Ltd. in Pune. He registered himself for the programme in September, 2007.He found the training quite useful. In his own words the two month training helped him to enhance his personality, shaped his attitude and imparted analytical and decision making ability in an un organized Agri business arena which he was to enter. The training process helped him to decide and chose hybrid exotic Vegetable trade as a business activity .The reason for choosing this line of business was primarily the location of his village which was on outskirts of Pune city. The target market being near, the problem of perish ability of vegetables was taken care of., by cold storage. There is still not much of competition in the exotic vegetables trading business . He could see the win-win situation that his business could bring for the customers looking for healthy exotic vegetables and for the farmers looking for better prices. His family was supportive and the farmers readily accepted the idea . The list of the exotic vegetables that he chose for his business is rather big and includes a variety of lettuces, broccoli, capsicum, red cabbage, and cherry tomato. Other than these, the most popular items are mushrooms and baby corns. He ties up some of the progressive farmers of western India to outstation buyers and helps them in sourcing their requirements from Maharashtra. With his efforts he could reach out to about 40 farmers from 7-8 villages in Pune, Nasik, Satara,Sangli and Ahmed nagar who grow hybrid vegetables.

With all these efforts Srinivas has achieved an average annual turn over of Rs 30 lakhs with annual profits at Rs 450000/.His business has facilitated direct employment to 4 skilled people and generated indirect employment to more number of people like booking agents, hamals at transport points and woman farm laborers in the vegetable growing fields. For expansion of his business he is trying to enter Konkan region of Maharashtra and other parts of the country where exotic vegetable production is possible For the overall success achieved Srinivas says "I am happy that I could achieve the win win situation that I desired for my self and vegetable growers. For this I am grateful to ACABC scheme, MANAGE and MITCON"

He says " I am happy that I could achieve the win-win-win situation that I desired for myself and vegetable growers. . For this I am grateful to ACABC scheme MANAGE and MITCON"

For further details please contact on Mobile. No. 09823066646; Email: kher_agro@yahoo.co.in

TERRA-FIRMA BIOTECHNOLOGIES LTD

“Agribusiness is the future backbone of India and Agri clinics and Agribusiness Centres Scheme is the best platform to build the foundation”



**Shri R. Ganesh ,
Managing Director**

TERRA-FIRMA BIOTECHNOLOGIES LTD, popularly known as TFBTL is a Bangalore based Pvt. Ltd company formed in the year 1994 by a committed group of Agriculture Graduates and Technocrats working purely on environmental aspects in the realm of Solid waste recycling process, specially with a view to produce organic manure to replace chemical fertilizers for promoting Organic Farming. They also have expertise in utilizing biotechnologies developed Indigenously for promoting organic farming..

In recognition of their commitment to the unique concept, Government of Karnataka has bestowed “Best Environmentalist” award to TFBTL for the year 1995-1996 through the Department of Pollution Control Board. They are also recipients of other awards such as Indian Express Award, Right Attribute Award from Padmashree Charitable Trust, Magnum Award from Magnum Foundation, Nagpur.

The company is involved in the production of Vermi compost, enriched organic manure, Biokill (organic pesticide), Liquid Foliar Stimulant spray (growth promoter) and Bio fertilizers such as Azotobactor, Azospirillum, PSM, Rhizobium etc. Thus, the company’s products mitigate- in their own way- the ecological and environmental hazards by reducing the use of Chemical fertilize and thus keeping the earth environmentally safe and clean .

TFBTL is one of the leading Nodal Training Institutes implementing the ACABC Scheme since the inception of the scheme itself i.e. 2002. The institute has its own expert team of resource persons in their panel as well as from various Agro industries to deliver expert lectures on the related subjects. They are also conducting field visits to various agro based units to impart practical knowledge to trainees so that they can feel the real experience of conducting Agri Business.

So far, the Institute has conducted 43 training programmes and trained 1461 Agripreneurs of which 640 successful ventures have been established which means a success rate of 43.80%.The Institute’s Hand holding Initiatives with Banks and NABARD resulted in release of subsidy for 58 cases which happens to be the highest among all the Nodal Training Institutes

The Institute had yet an other feather in its cap when Shri .K.K. Subramani , trained under the ACABC scheme got a National Award from The Hon’ble Union Minister of Agriculture, Shri Sharad Pawar Ji for promoting Organic Farming. Reinforcing his confidence in the ACABC scheme, Shri R. Ganesh ,Managing Director Says “Agri business is the future backbone of India and Agri Clinics and Agri Business Centres scheme is the best platform to build the foundation”



Mr. K.G. Nanjundappa, Nodal Officer, TFBTL , Bangalore, Karnataka– says:“

We see our success in converting unemployed agriculture graduates into real Agribusinessmen”- Mobile.No.09845252632

Web Camera installation

With an objective to promote transparency and facilitate monitoring of training programmes through out the country, Nodal Training Institutes are advised to install web cameras in their ACABC Training classrooms. Its installation is very simple. So far 32 Nodal Training Institutes have installed Web cameras. Following are the operational guide lines for its usage :

1. Open www.skype.com which is a free networking service
2. After opening www.skype.com, go to "Get Skype". Scroll down and you will find an Option to "Get skype for windows". Click on that option.
3. You will be guided to Download Now. When you click on that Download will start. 30seconds later, there will be a display of skypesetup with Save, Open options. Please select a location to save the set up
4. After saving the set up, download and you will get an option to RUN the skypeset up software. Click on "Run"
5. While installing by default it asks you to create a Login ID and Password
6. Enter Login ID.xyz
7. Enter password:(don't forget to remember or recollect later)
8. After the setup is complete you will find skype logo on your desktop. Click on it and enter your login ID and password for using it.
9. After login, go to "Contact" you will get a drop down menu box in which you have to select New contact.
10. Please enter "cadmanage" and click find contact. You will find the contact select the same and Click "Add contact"
11. Once we get the request it will be added in our contact list.
12. If any Contact is online – Green blink will appear otherwise it shows white with "X" mark beside it.
13. Select the contact "cadmanage" if it is online. Once you select the contact You will find two options Call and Video call. (Before making a video call please install webcam software which is provided with the web camera being used by you.)
14. If web cam is available at our end accept the video call request sent by cadmanage, So that you can view us.

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



"Better Farming by Every Farmer"

"Agripreneur" is published by

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