



Better Farming by Every Farmer

e-Bulletin



# Agripreneur

A Virtual Experience Sharing Platform

VOIUME 03 ISSUE 02

MARCH- APRIL, 2011

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## Agripreneur of the month—

*Shri Soibam Suruchandra Singh of Manipur.*

## Institute of the month –

*Krishi Vigyan Kendra,*

*Durgapur, Amravati,*

*Maharashtra-*

*- Drives the Agripreneurship momentum in Maharashtra*

**“ 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”.**

**Content Quality of Agri clinics and Agri Business Centres Scheme, Diploma in Agricultural Extension Services for Input Dealers (DAESI) and Post Graduate Diploma in Agricultural Extension - Management (PGDAEM) programmes to be enriched**



**Photo Shows Dr.M.J.Chandre Gowda, Additional Commissioner, Dept. of Agriculture and Cooperation Govt of India and Dr. P. Chandra Shekara, Director, (Agri. Extension) MANAGE- - interacting with the Expert Committee members during the workshop.**

The Ministry of Agriculture and Cooperation, Govt. Of India is implementing three Agri. Extension related Schemes through MANAGE viz, Agriclinics and Agri business Centres Scheme (ACABC), Diploma in Agricultural Extension Services for Input Dealers (DAESI), and Post graduate Diploma in Agricultural Extension Management (PGDAEM). In view of the emerging need for updating and expanding the scope of the methodologies of these schemes to gear up to the fast changing Agricultural scenario, Department of Agriculture and Cooperation, Govt. Of India has constituted an Expert Committee of 20 members for reviewing these schemes. The committee consists of top officials of the Department of Agriculture and Cooperation, academicians and experts from MANAGE, Nodal Officers from leading Nodal Training Institutes under ACABC, successful agripreneurs trained under ACABC and farmer representatives. The committee, by further segregating into sub committees to address issues emerging under three schemes is poised to study and assess the existing methodologies, identify knowledge gaps, suggest modifications in modules and recommend modified content/syllabi and appropriate methodologies. The first meeting of the Committee was held at MANAGE during 6<sup>th</sup> to 9<sup>th</sup> April and the first task of formation of sub committees, drafting and framing of issues by the committee members and presentations of views of members for each scheme have been successfully completed. The recast modules with enriched content / syllabi, appropriate methodologies and process finalisation is expected to be completed by end of June 2011. Collective wisdom of this effort when translated into revamped extension modules for these programmes is expected to serve the end users i.e. the farming communities better.



National Institute of Agriculture Extension Management



Department of Agriculture and Cooperation, Ministry of Agriculture.



National Bank for Agriculture and Rural Development

**Mr. Soibam Suruchandra Singh, Agripreneur, Manipur pioneers conservation of an endangered indigenous fish species-Pengba (O,belangeri)**



In the olden days there was a belief in Manipur that if kings consume Pengba fish before setting out for battle they would win the war. After returning victorious from the war, kings used to consume the delicious Pengba fish. In Manipur now pengba is approved as state fish. However, sadly over the years the delicious species Pengba is at the verge of extinction. Here is a story of one of the most successful Agripreneurs from Manipur Mr. Soibam Suruchandra Singh who has done pioneering work in conserving the endangered fish species-pengba-from extinction.

**Mr. Soibam Suruchandra Singh** Mr. Soibam S Singh, after completing postgraduate diploma course in fishery science has opted for self-employment through integrated organic fish farming instead of settling down in a job. He has done tremendous work in integrating fish farming with piggery and dairy farming through which enhancing fish production by adopting the latest scientific techniques of pisciculture. Mr. Singh is also the secretary of High Tech Integrated Fish farming Society of Manipur. He has chosen conserving the rare species of Pengba fish as his Goal and Objective.

For doing the business more professionally Mr. Singh joined the two months training program at the Institute of Cooperative Management, Imphal, Manipur. Mr. Singh says that he was immensely benefited by the rich course content of ACABC Training Modules, for expanding his fish farming business.

**Innovation:** To realize his objective, Mr. Singh has started Semi Intensive Composite Fish farming by culturing 5 compatible, mutually complimentary fresh water species, viz. Rohu, Catla, Pengba, Nagton and Ngakra. By adopting the latest scientific techniques of fish culture with schedules of feeding and hygienic water conditioning Mr. Singh achieved quality fish production, meat, piglets and milk products. Further, Mr. Singh has started breeding, propagation and culture of Pengba with other carps for increasing productivity and profitability of rural fish farmers and provided them disease free and healthy fish fingerlings of Pengba. For such outstanding work Mr. Singh has been recognized by the fish farmers as the pioneer and leading producer of Pengba (O.belangeri) in Manipur State.

**Services Offered by Mr.Suruchandra Singh are as follows**

- Provides disease free, healthy fish carp seed of Pengba species.
- Imparts short term training to fish farmers in three districts of Manipur in breeding techniques of Pengba fish and other species also.
- Offers consultancy on designing fishponds.
- Provides technical knowledge for pre and post Stocking Management.
- Creates awareness about fish diseases and their controlling measures.
- Reaches out to remote fish farmers through TV, Radio and articles in Newspapers for disseminating the latest knowledge on fish farming.
- To reach out to wider range of professionals interested in improving the Pisciculture, Mr. Singh also has published a book titled "An Innovative Technology of Semi Intensive Fish farming". The book has been published in English and Manipuri languages.

**Coverage:** Mr. Singh's initiatives benefited 1000 fish farmers from 15 villages in 3 districts of Manipur. Through fish farming demonstration programs, under the Central Institute of Fisheries Education, Mumbai. 50'000 fish fingerlings and more than 2 lakhs of fish seed (Fry Stage) were distributed to poor fish farmers in different parts of Manipur state such as Thoubal, Bishnupur, Mayang, Wabgai, etc.

**Impact :** Impact of these extension initiatives are noticed in increased rearing capacity of Pengba from 8000 nos. per hectare fingerlings to 20000 fingerlings and increased fish yield from 3 tons per hect. to 7 tons per hect.

**Turnover :** Mr. Singh achieved an annual average turnover of Rs. 1.25 crores with net income of Rs. 18 lacs per annum.

**Employment generation:** Mr. Singh's initiatives have generated direct rural employment to 100 members and provided indirect employment opportunities to about 500 members.

**Vision for the Future:**

- Mr. Singh wishes to establish breeding centers for multiplication of Pengba fish to conserve the species from extinction.
- Creating awareness among all the fish farmers in the region regarding integrated fish farming with cattle, duck, pig farming to reduce the input costs.
- To construct 2 storage godowns with scientific storage facilities for storing of Inputs and Outputs of fish farming.

For further details Mr. Singh can be contacted at his mobile on 09856082269

**Krishi Vigyan Kendra, Durgapur, Amravati, Maharashtra*****Drives the Agripreneurship momentum in Maharashtra***

**Sri. K.A. Dhapke**  
Nodal Officer

Krishi Vigyan Kendra, Durgapur, Amravati was established in July, 1995 with the responsibilities of bringing in agricultural and rural development in the area through its mandated activities on agricultural research, training and extension. Ever since it became functional in the year 1996, the growth of this KVK has been relatively faster because, besides the support of the ICAR, it has financial as well as administrative linkages and support of the Govt. It has bagged the award of excellence for best work done under ATMA project. It has made several innovative interventions in the agricultural development process of the district. Some of the significant achievements of the KVK since its inception may be seen here.

- Developed rainwater harvesting models benefiting 158 farmers harvesting 441 TCM rainwater in Isambri village, Amravati. This model was later adopted by the State Dept. of Agriculture as Isambri Model and replicated in other areas.
- Focused its activities for diffusion of technology through demonstrations in Integrated Pest Management (IPM) especially in cotton and chickpea by adopting target villages as IPM villages. The impact is said to be visible in every village of District Amravati.
- Established a Model Farm to disseminate and demonstrate the latest technology and farming techniques suitable to the local farming community in the district for sustainable development. The farm, equipped with a modern irrigation system having important horticultural crops like guava, sweet orange, orange, sapota, custard apple and mango developed on 4 ha. serves as a demonstration unit.
- With extension activities like Field days, Exhibitions, Kisan Mela, Diagnostic visits, Advisory services, etc. The KVK has covered 1,38,599 farmers of the area. Helpline services and mobile messaging services started by the KVK have benefited 2000 farmers.
- Formed and promoted 126 women self help groups in order to improve the socio-economic situation of the women in agriculture and reduce drudgery. Formed 42 farmers' clubs at the village level to identify and communicate farmers problems related to agriculture and allied activities.

KVK is implementing ACABC training programmes since 2008. The institute till date has conducted seven training programmes and trained 232 candidates of which 83 have set up their own agribusiness ventures in activities such as agriclincs & agribusiness centres, poultry farming, goat farming, veterinary clinics, farm machinery, production of micronutrients & bio fertilizers etc.

***Handholding initiatives***

Under handholding activities, the institute focussed on the following

- Organized meetings of Bankers, NABARD for guiding the trainees in preparing project reports for submission to banks for sanction of loan.
- Guided and helped agripreneurs in getting licenses for starting the Agribusiness centres and in fulfilling procedural formalities in respect of setting other ventures
- Organized Agripreneurs Meet to discuss the progress and problems, with the involvement of KVK experts and promoted formation of some agripreneurs' groups

**“ACABC training programme helped the agripreneurs to build up confidence, awareness, planning and prepared them to fight their future challenges in Agribusiness” says Shri K.A. Dhapke, Nodal officer. For further details he can be contacted on his Mobile No.09922410177**

## Extension Services of Sri. M. Naga Raju, trained Agripreneur under ACABC Scheme impresses post graduate students from Duke University, United States of America.



**Mr. Naga Raju with the visiting students**

Two students from Duke University (United States) viz. Mr Francis doing his post graduation in Agriculture, and Ms. Anne Njuki who is student pursuing her MBA, on their study tour to India, recently met and interacted with Shri Nagaraju, an outstanding Agripreneur trained under the ACABC scheme at Hyderabad. They were immensely delighted to know about his achievements in Agribusiness and his agricultural extension services through Public Private Partnership mode.

Shri .M. Naga Raju, is one of the start up agri entrepreneurs to take on agri consultancy and agri input trading

business in and around Ranga Reddy District of Andhra Pradesh, India in the year 2003. Initially investing his own money he started providing technical consultancy to farmers of Ranga Reddy District. With his optimism, hard work and commitment, today he is the proud owner of a leading Agri input shop in Hyderabad city. He is serving 9000 farmers with agri inputs and consultancy services covering neighbouring states such as Maharashtra and Karnataka besides Andhra Pradesh. The foreign students were highly impressed by the extension activities undertaken by Mr Naga Raju particularly by his extension services to papaya and watermelon growers and his activities promoting organic farming and soil conservation. The visiting students noted with great appreciation his involvement and partnering with State sponsored agriculture development schemes such as ATMA (Agriculture Technology Management Agency) and RKVY (Rashtriya Krishi Vikas Yojana) in promoting Public Private Partnership initiatives in a big way. For further details Mr. Nagaraju can be contacted on his Mobile No. 09391144445

*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”**

“Agripreneur” is published by

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