



e-bulletin



Agripreneur

A Virtual Experience Sharing Platform

Better Farming by Every Farmer

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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".

Strengthen Agriclincs and Agribusiness Centres– Shri. T. Nanda Kumar, IAS, Secretary, Agriculture and Cooperation, MoA, Gol.



Shri. T. Nanda Kumar, Secretary, Agriculture and Cooperation, MoA, Gol stressed the need for strengthening Agriclincs and Agribusiness centers by exploring the possibilities of channelizing programmes of NABARD, NCDC, IFFCO, KRIBHCO etc.

Shri. Jiji Thomson, Joint Secretary (Extn), MoA, Gol / Director General, MANAGE and Sri.K.S.Sethi, Director Finance, MoA, Gol are seen in the picture during the Executive Committee Meeting of MANAGE held on 26th October, 2009 at Hyderabad.

Important decisions of 4th Empowered Steering Committee (ESC) of Agri Clinics and Agribusiness Centres Scheme held on 1st Oct, 2009 at Delhi

Revision in the eligibility criteria for graduates to undergo training:

1. Graduates in Agriculture and Allied subjects from SAUs/ Central Agricultural Universities/ Universities recognized by ICAR/ UGC.
 2. Diploma holders in Agriculture and Allied subjects from State Agricultural Universities.
 3. Science Graduates with Post Graduation in Agriculture and Allied subjects.
- The ESC has Upgraded the Agri Clinics and Agri business Centres (ACABC) cell of MANAGE as **"Centre for Agri Entrepreneurship Development."**(CAD)



National Institute of Agriculture Extension Management



Department of Agriculture and Cooperation, Ministry of Agriculture.



National Bank for Agriculture and Rural Development

FISH FINGERLINGS FOR ALL– *Mantra of Ranjan Shaw from Guwahati, Assam: A Success Story*

An Industrious entrepreneur Ranjan Shaws' turnaround lead to creation of his 25 employees and Rs 33 lakhs Fish Fingerling Production Unit located at Guwahati, Assam

Ranjan Shaw is the established agripreneur of 1st batch of AC ABC training conducted by Assam Agricultural University, Jorhat Assam, made up his mind to be in business of Fish fingerling production which has good demand . Though he is agricultural graduate it wasn't easy for him to thrive without the technical know – how of the fish fingerling production. He approached the university scientist who gladly supported him in acquiring the required technology and professionalism in fish fingerling production.

“Training programme of AC & ABC has helped me in building up the confidence, awareness, planning and preparing the project report , how to apply for bank loan and paved the way to start my own business”- Ranjan Shaw.

He started his business in the year 2006 in his home town Pacharia of Assam and established the unit of fingerling rearing ponds in his 2 ha land. He is presently serving fingerlings requirement of 25 villages having large number of fish growing farmers. He has generated employment for 25 people.



M/S GENESIS
Visit of Govt. Officers to Eco-Hatchery

Not giving up, due to the potential market for the quality seedlings, Mr. Rajan wants to make technical corrections in the pond to rectify silt formation. In Spite of glitch, Ranjan Shaw is drawing an annual net profit of around Rs. 3 lakhs from his agriventure.

"I always believe in hard work and never thought of to take an easy way out." Hard work was certainly part of Ranjan's improbable personal turnaround: He recalls years of working in an MNC where he did not receive recognition. But ACABC training guided his entrepreneurial success as well as an

early exposure to the burgeoning Quality Fish fingerlings production unit and paved his way in arriving his home town Pacharia of Assam."I can serve my people now" proudly says Mr. Ranjan Shaw while thanking Ministry of Agriculture, Gol and MANAGE. (Contact number of Sri.Ranjan Shaw :09435017530)

THE GREEN TOUCH SAGA.....Sri Bijulal of Thiruvananthapuram, serving the farmers through Media



An intuitive interest to try and prove some thing different has guided Bijulal to think about taking steps towards bridging the wide gap between agriculture sector and mass media.

Bijulal, a Master Degree in Agriculture , had a dream of setting up of Agri Media Institution. His dream came into reality on knowing about ACABC Scheme

“The driving objective was to set up a model institution and set example for younger generation and deliver a set of services that would directly benefit the agriculture sector”, Bijulal said.

The two moth training under Agri Clinics and Agri business Centres Scheme by MANAGE at Vellayani Agriculture College opened up a host of entrepreneurial opportunities before Bijulal. *“It helped me to work out my own project by exploring the authenticity of a government project and flexibility of a private initiative at the same time”,* he said.

By the time the training was completed in February 2009, the blue print of the `Green Touch Farm media and Support Service' was ready. The objective of the Green Touch is to enable those who work in the Agriculture and allied fields to make use of the latest advancements in ICT and media for the betterment of farmers.

Out of the total project cost of Rs 25 lakhs, his own investment was Rs. 13 lakhs and Bank loan was Rs.12 lakhs This is how the saga of Green Touch begun.

Despite being a recognized journalist in the field and a proficient script writer, camera man and director, Bijulal roped in four professionals in the respective fields.

- The major product of Green Touch is a monthly Digital Resource Volume (DRV), a holistic approach towards subject and dissemination of information in a useful manner to the farmers and other stake holders in the field of agriculture. DRVs covers, agriculture, animal husbandry, fisheries, co-operation, rural development, health and hygiene etc. The interactive DRVs' would be useful, not only to the farmers, but also to extension personnel, scientists, researchers, academicians, students, government agencies, banks, local bodies etc.
- Another product is documenting farm based scientific/technical/social projects under various agencies and broadcast/teecast the socially relevant extracts and findings in those initiatives on a regular basis.
- They provide consultancy services to institutions for setting up their own media lab. Some of his flagship customers are NABARD, South Malabar Grameen Bank, State Bank of Travancore etc. Discussions on the documentation works for Green touch's committed efforts towards these objectives would help to disseminate the fruits of media and ICT to agriculture and allied sectors in a useful and effective manner. For realizing his dreams and vision, Bijulal is seeking the cooperation and assistance of all in this field.(Contact number of Sr. Bijulal:09446162000)



Bijulal behind camera guiding his team mates in documentation

Man power support to Agri Clinics and Agribusiness Centres Scheme

The following consultants have been assigned the task of effective implementation of Agri Clinics and Agri Business Scheme in the regions as follows:

Consultants and their area of operation:

- **Mr R. Koteswar Rao** Andhra Pradesh , Karnataka ,Kerala, Tamilnadu, Pondicherry
(Email:rkrao@manage.gov.in; Mobile:09440203912)
- **Mr P.J.Khound** Assam , Manipur , Nagaland , West Bengal ,Jharkhand, Orissa
(Email:pjkhound@manage.gov.in) Meghalaya Tripura Mizoram ,Arunachal Pradesh, Sikkim,
- **Mr.A Vasudeva Rao** Bihar , U.P, Madhya Pradesh, Chattisgarh
(Email:avrao@manage.gov.in; Mobile:09885114062)
- **Mr. M. Pavan Kumar** Gujarat, Maharshttra, Rajasthan, Goa
(Email:pawan@manage.gov.in;Mobile: 09966668661)
- **Dr. H. A. Malik** Haryana, Himachal Pradesh, Jammu and Kashmir, Punjab,
Chandigarh, Delhi, Uttarakhand
(Email:drmalik@manage.gov.in; Mobile: 09542157214)

www.agriclinics.net to provide useful information to stakeholders

Institutions like Government departments , banks , Agripreneurs, Nodal training institutions, etc shall be benefited on accessing our website www.agriclinics.net for viewing the information and activities related to Centre for Agri Entrepreneurship Development (CAD). In this website a readily available information of the following can be viewed: Latest updates in Agri Clinics and Agribusiness Centres Scheme (ACABC), The Concept ,About the scheme, Finance, Handholding, Subsidy guidelines and its linked schemes, Training guidelines & Methodology, U. C formats, Eligibility Criteria for undergoing the training programme, list of established entrepreneurs, Bank Sanctioned and pending projects and others.

For any query on Agri Clinics and Agri business Centres scheme - please mail at indianagripreneur@manage.gov.in



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