



Agri -Clinics and Agri-Business Centres (AC&ABC) Scheme

# 100 Startups by Agripreneurs



**National Institute of Agricultural Extension Management (MANAGE)**

(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad – 500 030, T.S., INDIA

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## **Designed by**

Ms Niharika Lenka

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**Dr.S.K.Pattanayak**  
**Secretary (A,C&FW)**



**भारत सरकार**  
**कृषि एवं किसान कल्याण मंत्रालय**  
**कृषि, सहकारिता एवं किसान कल्याण विभाग**  
**Government of India**  
**Ministry of Agriculture & Farmers Welfare**  
**Department of Agriculture, Cooperation**  
**& Farmers Welfare**



## **FOREWORD**

Agri-Clinics and Agri-business Centres (AC&ABC), a flagship scheme of Ministry of Agriculture and Farmers Welfare, Government of India was launched on 9th April, 2002. National Institute of Agricultural Extension Management (MANAGE) is the nodal agency for implementing the scheme with a network of Nodal Training Institutes spread across the country. The core objective of the scheme is to supplement the efforts of public extension by facilitating qualified agricultural professionals to set up Agri-ventures and Agriclincs that can deliver value-added extension advisory services to farmers at their door step, besides providing self-employment opportunities to Agripreneurs. Efforts by the stakeholders have resulted in training of 53,000 candidates and establishment of 23,000 startups in agriculture and related fields across the country. The programme has created dual impact in terms of generating employment and reducing the migration of rural youth. Many success stories of Agripreneurs have been reported from different states highlighting their achievements and presence in Agricultural Extension.

This publication encapsulates stories of 100 startups by agri-entrepreneurs who have succeeded in setting up of agri-clinics and agri-business centres. I am sure that this publication would generate enthusiasm and confidence among youths and motivate them to promote agri-startups in our country. I congratulate MANAGE for collecting and compiling these success stories. I appeal to all the readers to spread the spirit and culture of entrepreneurship in the farming sector.

**(S. K. Pattanayak)**







**V. Usha Rani, IAS**  
Director General, MANAGE

## PREFACE

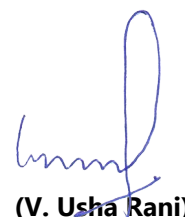
Startup is a buzz word today.

This booklet proves entrepreneurship does not require much formal education.

Entrepreneurship is all about finding the gaps in input supply and marketing and building business around them. Farmers while cultivating crops can also take up enterprises to substitute their earnings and to get continuous income. It is heartening to see how some young people started enterprises and build upon them successfully. They are not only able to provide employment to others but also built eco-system for other enterprises in the villages. Agriculture sector with 52% population dependent on it and every "human being" being consumer throws lot of opportunities for business. Entrepreneurs also deliver extension services to the farmers. I hope this book motivates rural youth, farmers and all others to think about agriculture and start working in this sector. All this is possible only because of AC & ABC Scheme started by Govt. of India under Dept. of Agriculture, Cooperation and Farmers Welfare (DAC&FW) in the year 2002 with forethought. As-on-today 53000 youth are trained under this scheme and nearly 23,000 of them started enterprises.

I appreciate the efforts of Dr. Saravanan Raj, Director (Agricultural Extension) and Mrs. Jyoti Sahare, Consultant (AC & ABC Scheme) in documenting startup stories. I trust this booklet on 100 startup stories in agriculture and allied sector shares valuable ideas to aspiring Agripreneurs.

This book is in continuation of earlier book published by MANAGE covering 50 success stories of Agripreneurs. The efforts of Dr. P. Chandrashekara are also highly appreciated.



(V. Usha Rani)



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**Mr. Hardik Kalubhai Rokad**  
Amreli, Gujarat



## Plasticulture: Cutting Cost and Saving Time

Hailing from Hamirpur of Amreli district, Gujarat, Hardik Rokad (24), who was awarded the 'Best Student Award' from the College of Agricultural Engineering and Technology, Junagadh Agricultural University, Junagadh, Gujarat, is a fine case in point for the youth who return to the farming occupation after obtaining professional education and exposure. Mr. Rokad is involved in promoting Plasticulture in vegetable cultivation in Saurashtra region of Gujarat. "Greenhouse cultivation, often termed Controlled Environment Agriculture (CEA), increases yield at reduced cost," he says. I was fascinated by Plasticulture technologies during my studies. 'Soilless (hydroponic) cultivation of Tomato in Greenhouse' was my topic for research. I visited many farms and studied greenhouse technologies, micro-irrigation systems, plastic mulching etc." After graduation, Mr Rokad returned to his village to start his own 'Agriventure', but mobilising initial finance was a challenge. At this juncture, he joined Agri-Clinics and Agri-Business Centres (AC & ABC) training at Shashwat Sheti Vikas Pratishthan in Amreli, which gave him entrepreneurial skills and avenues for finance. Mr. Rokad registered an agriventure called 'Prism Agritech Solution' and started consultancy services on plasticulture.

He encouraged and helped farmers to adopt greenhouse technologies. He prepared complete packages of practices for different crops on production, protection, post-harvest technology and marketing. Simultaneously, he recruited three science graduates and trained



them on cultivation of vegetables in the greenhouse. Mr. Rokad selected capsicum, cucumber and tomato crops for live demonstration in the greenhouse. Neighbouring farmers visited the firm to learn about vegetable cultivation techniques in greenhouse. Prism Agritech Solution provides consultancy to farmers on greenhouse technologies, plastic mulching and micro-irrigation systems. Mr. Rokad is also popularising the construction of plastic-lined farm ponds near a greenhouse to conserve water in order to overcome scarcity of water during off-season. Mr. Rokad wants to expand his business in ozone technology for food and air purification. His message to budding 'Agripreneurs' is: "Be passionate in your profession".

<b>Address</b>	: St., No. 14, Bhojalpara, Keriya Road, Dist: Amreli - 365601
<b>Qualification</b>	: B.Tech Agri. Engg.
<b>Age</b>	: 24 Year
<b>Nodal Training Institute</b>	: SSVP-Pune
<b>Name of Venture</b>	: Prism Agritech Solution
<b>Nature of Services</b>	: Plasticulture in Agriculture and Consultancy
<b>No. of Farmers Covered</b>	: 450
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 3 person
<b>Mobile</b>	: +91 90338 00728
<b>Email Id</b>	: rokadhardy@gmail.com



**Mr. Vikas Kumar**  
Karnal, Haryana



## Passionate with a difference : A tale of Duck Power

"Duck rearing doesn't require elaborate housing, unlike poultry; ducks are hardy, more suitable for the Indian climate and more disease-resistant than chicken", says Vikas Kumar (27) a youth from rural Karnal in Haryana. Initially, as it often happens, he struggled hard to obtain significant income from duck farming, due to a variety of reasons. Today he rears 2000 ducks of Indian Runner and Khaki Campbell breeds which are considered good egg-producing breeds. Vikas Kumar says, "Rearing animals was always my hobby and even during my student days I had kept a small flock of hens and ducks. After studies, I got fully engaged in farming activities and at the same time searching for other opportunities. It was at this juncture, I came across an advertisement of Indian Society of Agribusiness Professionals (ISAP), Karnal, calling for candidates to join the AC&ABC Scheme. I applied for the same, and, after the initial interview and screening, was selected for the training program. A lecture on local animal husbandry enterprises, where an expert compared poultry and duck farming, fascinated me so much that I decided to take to duck farming. After gathering all the required technical and market details on duck farming, I decided to start a commercial

duck farming enterprise". With a landholding of only three acres, Mr. Vikas Kumar earlier had a mix of paddy crop and vegetables growing in his land. While paddy was grown in two acres, in one acre he grew different vegetables. After the training programme,



instead of growing vegetables, he started duck farming on the one-acre land. He invested Rs. 2 lakh to erect low-cost pens and a farm pond fenced with iron wire mesh, ensuring availability of ample clean water for ducks to drink and bathe in. "Ducks lay more eggs in winter than during summer months. Hence, I kept the flock size based on the seasons. To obtain maximum breeding in winter, I kept the drake-to-duck ratio 1:10. Besides, farmers also purchase two- or three-month-old ducklings from my farm and start their own duck rearing unit", says a beaming Vikas. "I have designed a three-day training module on package of practices on duck farming, and also provided employment to six youth from my village", he adds with pride.

**Address** : S/o. Late Sh. Brahm Pal, Mohiudinpur vill., & Post, Karnal Teh., Karnal Haryana Pin: 132001

**Age** : 27 Year

**Nodal Training Institute** : ISAP-Karnal, Haryana

**Name of Venture** : Vikas Duck Farm

**Nature of Services** : Duck rearing and Consultancy

**No. of Farmers Covered** : 200

**No. of Villages Covered** : 12

**Annual Turnover** : 10 lakh

**No. of Employment** : 6 person

**Mobile** : 09813282621/ 09416847609

**Email Id** : Vikaskumar 201@gmail.com



**Er. Edison Theodore Williams**  
Coimbatore, Tamil Nadu



## Seeding income through Coco Peat

Mr. Edison Theodore Williams (39) is an engineer by profession from Annanagar village in Coimbatore district in Tamil Nadu. After studies, he returned to his native village and got himself involved in trading of coir pith as his business activity. He observed, "Coco peat is an ideal medium to grow young seedlings until they are ready for transplanting. Its cellulose structure allows the roots to establish and absorb the right amount of water. Importantly, the medium is more likely to be free from bacteria and fungi as compared to soil". Coco peat is a soilless substrate for plant cultivation and he believes that the coir-based products can change the future of the horticulture sector in India. He also underwent a diploma course in horticulture nursery management, to understand the techniques better. He gained rich experience in hydroponic cultivation and other low-cost soilless cultivation techniques. In 2014, he joined the Agri-Clinics and Agri-Business Centres (AC & ABC) Scheme at the Biofarm Nodal Training Institute, Coimbatore, Tamil Nadu for a free two-month residential training course. After completing the training programme, Er. Edison continued with his previous work at his firm, which he had named 'Williams Enterprises'. Although the venture was started as a consulting and trading firm of coir products, he expanded the operations in due course of time. Meanwhile, Er. Edison, on the strength of his AC & ABC Certificate, submitted a project proposal with an outlay of Rs. 20 lakh. The Canara Bank approved his project of Rs. 20 lakh (Margin-Rs. 3.00 lakh; Loan-Rs.17 lakh; Subsidy Component-Rs.7.20 lakh) and has sanctioned the loan to him in principle. He has now set up a fully equipped manufacturing plant for coir products. Today, Williams Enterprises is a registered manufacturer-cum-exporter with the Coir Board, Government of India, for export of horticultural coir products and as a merchant exporter with Chemicals and Allied Products Export Promotion Council of India (CAPEXIL) for export of coconut shell charcoal, expanded perlite and exfoliated vermiculite. The firm also manufactures a wide range of coco peat products with different product variations in coco peat. The range of products varies from coir husk chips, coco peat, rubberised coir products, coconut shell products, coconut shell charcoal, cut fibre, coir-based organic manure etc. Mr. Edison says, "AC&ABC is an excellent programme for someone who wants to grow as an Agripreneur, and agriculture, as an industry, offers very high scope for entrepreneurship".



<b>Address</b>	: 35/20, PPS Colony, Anna Nagar, Peelamedu, Coimbatore 641004
<b>Qualification</b>	: B.E & Diploma Horti
<b>Age</b>	: 39 Year
<b>Nodal Training Institute</b>	: Biofarm-Tamil Nadu
<b>Name of Venture</b>	: William Enterprises
<b>Nature of Services</b>	: Manufacturing of Coir husk Chips, Coco-peat, Rubberized coir product, Coconut shell product, Coconut shell charcoal, Cut fiber, Coir based organic manure and Consultancy
<b>No. of Farmers Covered</b>	: 1000
<b>No. of Villages Covered</b>	: 450
<b>Annual Turnover</b>	: 60 lakh
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +91 99943 17982
<b>Email Id</b>	: edi@williams.in
<b>Website</b>	: <a href="http://www.cocopeat.co.in/">http://www.cocopeat.co.in/</a>



## Mr. Avinash Salunke

Shirdi, Maharashtra



### Barefooterschool: Bridging the techno-extension gap

Avinash Salunke (47) grew up in Ahmednagar in a landless agricultural family. After his formal studies in agriculture, he joined a pesticide-manufacturing company based at Pune. In the year 2002, Avinash joined a two-month residential training program under Agri-Clinics and Agri-Business Centres scheme at the Agricultural College, Pune. After training, Avinash laid the foundation of Barefooter School and registered his agricultural consultancy firm as 'Sheti Dawakhana'. With a very small capital he also started manufacturing biocontrol agents. By providing dedicated and quality services, he slowly expanded his business by providing services in pesticide spray, pest and disease diagnostic services, manufacturing and sale of bio-control agents, bio-pesticides, pheromone attractants, services in fumigation with restricted pesticide etc. Today, Avinash is the owner of two companies and three proprietary firms and is accredited as 'International Fumigator'. To serve the farming community in a more concerted way, Avinash devotes a lot of his time to the Barefooter School for farmers. Any farmer wanting to expand and diversify his operations, rural youth aiming to make agriculture their profession and rural women wishing to start enterprises can all reach Avinash's Barefooter School without any eligibility criteria. Providing guidance courses and demonstrations, providing farmers and all other interested persons with information on various aspects of agriculture and related issues, the Barefooter School is open five days a week teaching need-based training courses. Horticulture, veterinary, pest-management, agri-engineering, pest and diseases, medicinal plants, agro-tourism, hydroponic and allied business are some of the subjects covered here. A certificate of recognition to the small course is given independently. The fully equipped



and computerised school has trained more than 500 farmers and helped establish their enterprises. Avinash's message to budding agripreneurs is, "You can't climb the ladder of success with your hands in your pockets".

<b>Address</b>	: B 13 Sanskruti Appt Opp SBI, Shrirampur, Dist Ahmednagar Pin 413709 Maharashtra
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 47 Year
<b>Nodal Training Institute</b>	: Agriculture College Pune, Maharashtra
<b>Name of Venture</b>	: Barefooter school, Sheti -Dawakhana
<b>Nature of Services</b>	: Manufacturing of Pest-Bio-Control and training
<b>No. of Farmers Covered</b>	: 1500
<b>No. of Villages Covered</b>	: 46
<b>Annual Turnover</b>	: 5.00 Cr.
<b>No. of Employment</b>	: 46 person
<b>Mobile</b>	: +91 9422235816
<b>Email Id</b>	: barefooter school@gmail.com



**Dr. Jehrul Islam**  
Guwahati, Assam



## “FAST MANTRA” of fish farming towards nutritional security

Fish forms an essential component of the diet of people in Assam. It caters to the protein needs of the local population. Assam, being naturally endowed with water bodies, offered immense scope for fish production, and ever-increasing demand for fish often outstripped the supply. Sensing a good potential in fish cultivation Dr. Jehrul Islam (35), a veterinarian by profession from Guwahati, Assam decided to go in for it. He says, “I always harboured the thought of establishing an activity which contributed to the food security and nutritional needs of my people in Assam”. It was at this juncture that he heard of the Agri-Clinics and Centres (AC&ABC) Scheme, and the training being imparted by Indian Society of Agribusiness Professionals (ISAP), Guwahati, as part of this programme. He joined the training programme and completed his two-month residential training. He says, “This training not only awakened the entrepreneurial spirit in me but also helped me learn a host of subjects related to business i.e. Accounting, detailed project report (DPR) preparation, marketing etc.” He started with a small, self-designed fish culture project in the rural district Kamrup. The

significant harvest he obtained boosted his confidence so much that he decided to expand further. He says, “Towards that end, I prepared a DPR, with an outlay of Rs 5 lakh, and got it sanctioned from the Assam Gramin Vikash Bank, Panjabari Branch, Guwahati, and registered my venture



as DE JM VETS in the year 2014”. From that humble beginning, DE JM VETS, within a span of one year, has achieved an annual turnover of more than Rs. 20 lakh. The firm also provides direct employment to six skilled workers who provide technical inputs and extension services to farmers. Besides providing training on sustainable aquaculture, the firm also helps interested farmers in sourcing fingerlings, seedlings, supply of commercial feeds, additives, health care products, trading, trade linkages development, water sample testing, disease diagnosis and treatment advices etc.

<b>Address</b>	: St., No. 14, DE JM VETS, JM PET & VET CARE, Kr Bhuyan Path, Chahal, Near Narcotics Bureau (GOI), VIP Road, Guwahati, Assam-781022
<b>Qualification</b>	: B.V.Sc.
<b>Age</b>	: 24 Year
<b>Nodal Training Institute</b>	: ISAP-Guwahati
<b>Name of Venture</b>	: DE JM VETS
<b>Nature of Services</b>	: Fish Farming and Consultancy
<b>No. of Farmers Covered</b>	: 200
<b>No. of Villages Covered</b>	: 60
<b>Annual Turnover</b>	: 20 lakh
<b>No. of Employment</b>	: 6 person
<b>Mobile</b>	: +91 8472092140
<b>Email Id</b>	: jeherulislam09@gmail.com



**Mr. Sangappa Sankanagoud**  
Bagalkot, Karnataka



## Solar Sprayer on Wheel

**Address** : At Post-Shiraguppi, Tq - Jamakhandi, Dist. Bagalkot – 587 119, Karnataka.

**Qualification** : B.Tech Agri.Eng

**Age** : 28 Year

**Nodal Training Institute** : SPM Belgam

**Name of Venture** : Solar Agri Clinics

**Nature of Services** : Consultancy on solar powered farm machinery

**No. of Farmers Covered** : 2000

**No. of Villages Covered** : 13

**Annual Turnover** : 30.00 Lakh

**No. of Employment** : 3 person

**Mobile** : +918951593601

**Email Id** : sangappa173@gmail.com

Mr. Sangappa Sankanagowda (29), an agripreneur was felicitated by the Federation of Karnataka Chamber of Commerce and Industry (FKCCI) at Green summit 2014 organised at Bangalore. Sangappa won the first prize, a cash award of Rs 1.5 lakh, for his innovative ideas towards farm mechanisation. The function was organised to recognise Indian leaders in the renewable energy sector and acknowledge their contributions. Sangappa won the first prize for his High-Clearance Solar Sprayer. Sangappa says, "My passion towards agricultural equipment and machines made me try innovative ideas aimed at farm mechanisation. This passion resulted in the designing of this High- Clearance Solar Sprayer", he says with a smile. The overall dimensions of the 'push' type high-clearance solar sprayer are 1066×1066×1072 mm (L×W×H). The width (854-1066 mm) and height (607-762 mm) of the sprayer are adjustable as per the requirements in the field with reference to row spacing and plant height. The height of the boom is also adjustable depending on the crop height. The spray angle can be changed by changing the direction of nozzle which is fitted over the boom and the spacing between the nozzles can also be adjusted as per the row spacing of the



crop. Due to its flexibility in operation, this sprayer can be used for spraying on almost all crops. The solar sprayer is lightweight and collapsible which makes transportation easy and is also easy to use. The wheels have tubeless tyres eliminating the chances of punctures.

A solar panel, DC battery, DC motor and frames are some of the other parts of this sprayer. A person can singlehandedly operate the machine and also dismantle it. The solar sprayer can be continuously used for seven hours if fully charged. During the day it can be used even if the solar panel is not charged. As an extra feature, a mobile phone charging point has been provided. The maximum height of the machine is 10 feet, which is adjustable. The weight of the machine as such is 30 kg, which goes up to 55 kg when loaded with water. "I am also planning to modify the sprayer and reduce its weight by another 10 kg, for even more convenience to the farmer community", says Mr. Sangappa.



**Mr. Dhan Prakash  
Sharma**  
Shamli, Uttar Pradesh



## A Farmer with a Difference

Mr. Dhan Prakash Sharma (46) from Shamli, Uttar Pradesh (UP), is a new-generation farmer with a difference. After completing his graduation in agriculture, unlike others of his ilk who scout for jobs in the government and other organised sectors, Dhan Prakash Sharma took to farming as his occupation. Bubbling with enthusiasm and armed with the knowledge gained from his education, he wanted to bring about a transformative change in the farming sector. Dhan Prakash was not satisfied in routine work and wanted to further expand and diversify in the field of agriculture. He wanted to be an agripreneur. In that pursuit, he underwent the two-month residential programme conducted by the Center for Agriculture and Rural Development (CARD), Muzaffarnagar, under the Agri-Clinics and Agri-Business Centres scheme. He says, "The training programme helped me in several ways; it brought about a marked change in my outlook, thanks to the resource persons who shared quality information during their lectures, improved my communication skills, gained insights into marketing and business networking and also provided me the avenue for subsidised bank loans". He then registered his firm Pashupathi Agri-tech, a startup manufacturing facility for low-cost farm machinery, and obtained a bank loan of Rs. 21.5 lakh from the Union Bank of India, Shamli branch, UP. He started with the manufacture of the 'Knapsack Sprayer'. It continues to be the single most important equipment used by small farmers for chemical applications in their fields. In a span of three months, Dhan Prakash earned a net profit of Rs. 5.50 lakh by the sale of the knapsack sprayers. Dhan Prakash says "My focus is on re-designing the sprayer and manufacturing battery-operated sprayers as well as to develop small, low-cost, energy-efficient machines like solar dryer, seed drill, multipurpose sickles, planters etc."



<b>Address</b>	: Pasupati Agri tech, manufacturer of all kind of agricultural sprayer, 498- Kambooj Colony, Shamli-24776- Uttar Pradesh
<b>Qualification</b>	: B. Sc. Agriculture
<b>Age</b>	: 46 Year
<b>Nodal Training Institute</b>	: CARD- Muzaffarnagar
<b>Name of Venture</b>	: Pashupathi Agrotech
<b>Nature of Services</b>	: Manufacturing of Kapsack Sprayer and Agri- Consultancy
<b>No. of Farmers Covered</b>	: 2250
<b>No. of Villages Covered</b>	: 6 district
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 6 person
<b>Mobile</b>	: +917055002000 09823011500
<b>Email Id</b>	: pashupati bioscience@ gmail.com



**Mr. Balbeer Singh  
Kambaj**  
Nainital, Uttarakhand



Start Up No. 8

**Address** : Blooming Buds, Village NayaGaon, Post, Kaladungi, Dist. Nainital, Uttarakhand

**Qualification** : M.Sc. Agriculture

**Age** : 47 Year

**Nodal Training Institute** : JARDS- Moradabad

**Name of Venture** : Blooming Buds

**Nature of Services** : Protected Floriculture and Consultancy

**No. of Farmers Covered** : 300

**No. of Villages Covered** : 20

**Annual Turnover** : 80 Lakh

**No. of Employment** : 21 person

**Mobile** : +919411167911

**Email Id** : [info@bloomingbuds.com](mailto:info@bloomingbuds.com)

## Booming profits through 'Blooming Buds'

Mr. Balbeer Singh Kamboj (47) from Nayagaon, Nainital, Uttarakhand grows gerberas, lilioms gladioli and roses in playhouses, and supplies seeds, bulbs, cuttings and planting materials to farmers. He has established 14 polyhouses in 14 acres of land. A polyhouse enables growing of crops throughout the year, irrespective of seasons; also, the yields are quite high – as much as four times compared to open-field cultivation. During this time, he came across an advertisement relating to the AC & ABC training programme in a local daily highlighting the potential benefits of being an agripreneur. Balbeer later met the Nodal Officer of Jubilant Agriculture Rural Development Society (JARDS), Moradabad, and joined the training programme. During market survey, as part of the training programme, he was impressed by a large flower market close to his district. His further interactions with farmers, dealers and traders of floriculture highly motivated him and he decided to take up protective floriculture. With an initial investment of Rs. 5 lakh, he established first polyhouse for gerbera cultivation and registered his firm by under the name 'Blooming Buds'. He adds, "Within three to four months my flowers started blooming and I earned a net income of around Rs. 20,000



per month". After that, he gradually increased the area under protected cultivation to 13,000 sq m at his village. He also gives consultations to farmers about managing polyhouse and greenhouse fabrication, renovation and repair. Over 300 farmers have

started protected cultivation under the supervision of Mr. Kamboj. He has recruited 21 skilled employees and the annual turnover of Blooming Buds is now over Rs. 80 lakh. Mr. Kamboj has also visited Holland, China, Hong Kong and Macau and has gained international exposure in protected cultivation. He says, "Such exposure visits by entrepreneurs are very important in improving the knowledge base, gaining new information and getting motivated". He adds, "This is a good career option for rural youth as they don't necessarily have to be highly qualified horticulturists. Enthusiasm about the subject and some practical greenhouse experience is good enough for starters".



**Mr. Dinesh Kumar Sagar**  
Rampur, Uttar Pradesh



## Profitable Piggery for All

Mr. Dinesh Kumar Sagar (24), of village Bahapur Gangapur in Bilaspur district, Uttar Pradesh, found piggery more economical and feasible than any other livestock business. The profits are considerably good and quick compared to other livestock enterprises. Therefore, he decided to invest in this business. A degree in agricultural sciences could not help him get employed for two years. During that time, he came across the advertisement for AC&ABC scheme in the local newspaper. Mr. Dinesh was fascinated by different benefits of the scheme. He applied and was selected at Jubilant Agriculture Rural Development Society (JARDS), Moradabad, Uttar Pradesh for the two-month free residential training program in 2013. "I knew nothing about pig farming before the training, but felt this is the time to take a chance on something and dive deep into it", says Mr. Dinesh. Before deciding to start a piggery, he did a thorough market survey and found that there was high demand for pork in the local market. He immediately registered the firm with the name of "Dinesh Kumar Swan Farm". The venture was started with a capital of Rs. 20 lakhs. He constructed pig pens by dividing a 450-sft area into 10 open compartments and two farrowing sheds. He also purchased two boars (male pigs) and 10 sows (female pigs) of 'Long White Yorkshire' breed. Meanwhile, he submitted a detailed project report and eventually got the project sanctioned. A mature pig weighing about 100 kg gives 70% pork. The market price is based on the live weight of pig i.e. ranging from Rs. 80 to Rs. 100



per kg. At present, Mr. Dinesh has 15 parent pigs, 35 piglets of varying age groups and about 39 pigs of marketable age. 'Dinesh Kumar Swan Farm' offers services such as pig breeding, training on piggery, consultancy on piggery project etc. So far, 75 farmers and rural youth from 10 villages have been trained in piggery and have started their individual units. The annual turnover of the farm is Rs.30 lakhs. "Piggery in India remained neglected for long and was only restricted to certain sections of the society. However, in the present scenario, seeing the economic importance and with the introduction of new techniques for rearing and breeding of these animals, most of the progressive farmers and youth across the country have started pig farming. Unemployed youth can earn their livelihood through piggery," adds Mr. Dinesh.

<b>Address</b>	: Dinesh Kumar Swan Farm, Village: Ganga purbahapur, Post: Bilaspur, Dist- Rampur, Uttar Pradesh
<b>Qualification</b>	: B.Tech Agri.Eng
<b>Age</b>	: 24 Year
<b>Nodal Training Institute</b>	: JARDS, Moradabad, Uttar Pradesh
<b>Name of Venture</b>	: Dinesh Kumar Swan Farm
<b>Nature of Services</b>	: Pig Farming and Consultancy
<b>No. of Farmers Covered</b>	: 75
<b>No. of Villages Covered</b>	: 10
<b>Annual Turnover</b>	: 30 lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +91 9456422403
<b>Email Id</b>	: dinesh_piggery@gmail.com



**Dr. Kabya Jyoti Bora**  
Guwahati, Assam



**Address** : H No-7, K. Koch Lane, Pub-Sarania, Guwahati, Kamrup, Pin: 781003, Assam

**Qualification** : B.V.Sc.

**Age** : 47 Year

**Nodal Training Institute** : ISAP-Guwahati, Assam

**Name of Venture** : ALPED, Assam

**Nature of Services** : Training on Handicrafts from Water Hyacinth

**No. of Farmers Covered** : 100 women

**No. of Villages Covered** : 50

**Annual Turnover** : 6.00 Lakh

**No. of Employment** : 40 person

**Mobile** : +919864071130

**Email Id** : borakabyajyoti@gmail.com

## Creating Value from Weed

*Eichhornia crassipes*, commonly known as water hyacinth, is an aquatic weed which was considered to be a nuisance in the plains of Assam. Today, it is effectively utilised to make eco-friendly products, providing livelihoods to rural women. Dr. Kabya Jyoti Bora (47), a qualified veterinarian, with more than 12 years of experience in the NGO sector in Northeast India, is actively involved in training of rural women in this activity. Dr. Bora says that with a very small investment of around Rs. 200, anyone can engage in the making of handicrafts from water hyacinth. Dr. Bora completed his Agri-Clinics and Agri-Business Centres (AC&ABC) scheme training from the Indian Society of Agribusiness Professionals (ISAP), Guwahati, in the year 2010. After his training, he formed an association – ALPED (Association for Livelihood Promotion and Entrepreneurship Development) in 2013. With technical and financial support from NEDFi (North Eastern Development Finance Corporation Limited), Dr. Bora has trained more than 100 rural women in Assam's Kamrup district in the art of making gorgeous bags, flower vases, office folders and files and other products from water hyacinth. This provides enhanced income levels and livelihood opportunities to rural women.



The training schedule developed under ALPED is of 10 days' duration and the minimum age of candidates is 18 years. The training is completely free for rural youth and women. Financial support is provided by NEDFi. After training, the rural youth can immediately

start making these handicrafts and earn their livelihoods. "This work is less laborious than other work available in villages. Besides, women can work in their free time", says Dr. Bora. To make this activity sustainable and to provide support to the artisans, ALPED Assam has collaborated with NEDFi to develop market linkages for the crafts made by these artisans. NEDFi has its own 'Craft Gallery' in Guwahati, the largest city of Assam, to showcase and store the products of the artisans and also has a permanent exhibition platform named 'NEDFi Haat' in the heart of the city, which is very popular with both locals and tourists. Water hyacinth products are also sought after in regional and national exhibitions. Dr. Bora says, "Commitment to excellence, consistency in efforts and connecting to the right groups is the secret of success".





**Mr. Longshithung Lotha**  
Dimapur, Nagaland



## Stretching Rubber Extension in the Northeast

Mr. Longshithung Lotha (44) is a postgraduate in agricultural science from Dimapur, Nagaland. He says that Jhum (roving) cultivation has been practised by local tribal residents in his native place and other villages. This method was not only having an adverse impact on the ecosystem but also affected the production and productivity of agriculture. Mr. Lotha says, "Being a qualified agriculturist, I wanted to stop this practice and introduce settled agriculture that not only improved the farmers' income but also suited the sustenance of the ecosystem". Since the last 10 years, Mr. Lotha has been involved in planting mandarin oranges, bamboo and agar on barren land through the Nagaland Bio-Resource Mission (NBRM). He conducted a training session on rubber tapping, the first of its kind in his area. In 2013, he resigned from his job at the NBRM and enrolled for the a two-month free residential training under the Agri-Clinics and Centres (AC&ABC) scheme at North East Naga Traders Private Limited, Dimapur, Nagaland (NAG-NENTP). With the aim of improving agricultural income and putting an end to the traditional Jhum cultivation, he registered a firm as Green & Blue Rubber Producer Society, Pyangsa Village, Nagaland. Having realised the value of rubber plantation, today 200 rubber growers are attached to the society. Earlier, the tribal community were depending only on paddy cultivation or collection of forest produce, whereas now they are able to earn Rs. 75,000 to Rs. 90,000 every year from each acre of rubber plantation. Since 2014, the society is engaged in organising seminars, trainings, field visits method demonstrations, and motivating the tribal community to take up rubber plantation.



<b>Address</b>	: H/No.-32, Kyong Colony (Sewak Gate No.3), Dimapur - 797112, Nagaland
<b>Qualification</b>	: M.Sc. Agril Scinece
<b>Age</b>	: 44 Year
<b>Nodal Training Institute</b>	: (NAG-NENTP), Nagaland
<b>Name of Venture</b>	: Green & Blue Rubber Producer Society
<b>Nature of Services</b>	: Rubber Plantation and Consultancy
<b>No. of Farmers Covered</b>	: 200
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 80 lakh
<b>No. of Employment</b>	: 6 person
<b>Mobile</b>	: +91 8014690495 03862-280853
<b>Email Id</b>	: longshilotha@ gmail.com



**Dr. Ravinder Reddy**  
Hyderabad, Telangana



## A Master of Layer Poultry

<b>Address</b>	: R.R. labs, Kothur Village, Hyderabad City, Telangana State
<b>Qualification</b>	: M. V. Sc.
<b>Age</b>	: 46 Year
<b>Nodal Training Institute</b>	: PRDIS, Hyderabad
<b>Name of Venture</b>	: Reddy Research Labs
<b>Nature of Services</b>	: Layer farming and Consultancy
<b>No. of Farmers Covered</b>	: 4000
<b>No. of Villages Covered</b>	: Seven states
<b>Annual Turnover</b>	: 15.00 Cr.
<b>No. of Employment</b>	: 56 person
<b>Mobile</b>	: +91 9849645584
<b>Email Id</b>	: rr_labs@yahoo. co.in

"The successful way to become an entrepreneur is to test the water and get one's feet wet", says Dr. Ravinder Reddy (46) from Hyderabad, who took the plunge to become a poultry agripreneur, quitting his high-salaried job at a renowned private firm. A Doctorate in Poultry Science, with 12 years of experience in poultry sector, Dr. Reddy decided to establish himself as an agripreneur in the sector with the twin objectives of personally excelling in the sector and providing quality services to poultry farmers. He came to know about the Agri-Clinics and Agri-Business Centres scheme being implemented by MANAGE across the country for unemployed agri-professionals, joined the training programme of AC&ABC during 2004 at the Participatory Rural Development Initiatives (PRDIS), Hyderabad. After undergoing the mandatory two-month training programme, he secured an initial bank loan of Rs. 10 lakhs, from the Bank of Maharashtra, Hyderabad, and also availed a 36% subsidy from NABARD, which is an inherent component of the scheme. Using these, he set up his poultry-related venture, Reddy Research Labs (RR Labs). Today, RR Labs is a well-known poultry business venture. Hailing from a family of agriculturists, Dr. Reddy owns 24 acres of



land in which he has started his Research Laboratory (broilers and layers) and Poultry Feed Unit. In three sheds, each of 36000 rearing capacity, chicks, growers and layers are housed separately. He provides his

extension services to 50-60 organised private poultry farms (broilers and layers) set up by farmers and offers consultancy to about 3500-4000 farmers in and around his village. Initiated with Rs. 10 lakh, today RR Labs has an annual turnover of Rs.15 crore. Dr. Reddy is able to productively engage and provide full-time employment to about 56 people, besides providing extension services to farmers in 30 districts. He also caters to demand for fertile eggs from Assam, Uttar Pradesh, Bihar, Gujarat, Madhya Pradesh etc.





**Mr. S. Senthyl Kumar**  
Pondicherry



## Money Can Indeed be Grown on Trees

"Money can indeed be grown on trees" is an avowal by Mr. S. Senthilkumar (34), a Master's degree holder in Agricultural Sciences from Pondicherry. He chose Casuarina as a first step for his successful enterprise. Casuarina are evergreen shrubs and trees growing up to 35 m tall and are most popular in farm forestry. With rapid growth, Casuarina is a species suited for sites and climates as varied as coastal sand dunes, high mountain slopes, hot humid tropics and semi-arid regions. Growing to an average height of 15–25 meters, Casuarina have the ability to fix atmospheric nitrogen. One of the best firewood sources, it is used in the manufacture of charcoal. The wood is suitable for paper pulp, a raw material for the manufacture of paper for writing, printing and wrapping. It is marketed in four forms – stumps, thicker branches, finer branches and needles and billets of 1 m length. Mr. Senthilkumar recounts how this tree is able to fetch him a good monthly income between Rs. 30000 and Rs. 60000. After completing his studies, Mr. Senthilkumar joined a private company for marketing agri-inputs. Extensive travelling and meeting business targets sapped his energy and made him resort to self-employment. In 2015, he quit his job and started a small Casuarina nursery. During this period, Mr. Senthilkumar learnt about the Agri-Clinics and Centres scheme from his friends. He was motivated to join the programme after getting very positive feedback from his friends. He joined the training at the Voluntary Association for People Service (VAPS), Pondicherry in 2016. After the training, he felt that this would add value to his current nursery business for further expansion commercially. After completion of training, he registered his firm Sangeetha Hi-Tech Nursery with an investment of Rs. 5 lakhs and planted mother plants in half an acre of land. For propagating the seedlings, he selected stems from one-year-old trees and dipped in a root-inducing hormone solution for two minutes and planted in portraits. These were kept under a shade net for 50 days and then sold. He sold each tray with about 72 saplings in it for Rs. 180. He also networked with around 50 farmers who are registered with his firm and grow Casuarina.



<b>Address</b>	: Sangeetha Hi-Tech Nursery, 10- Marudhu Srinivasa Nagar vill., Abishega pakkam Tk., Pondicherry, Pin: 605007
<b>Qualification</b>	: M.Sc. Agril. Science
<b>Age</b>	: 34 Year
<b>Nodal Training Institute</b>	: VAPS, Pondicherry
<b>Name of Venture</b>	: Sangeetha High-Tech Nursery
<b>Nature of Services</b>	: Casuarina Nursery and Consultancy
<b>No. of Farmers Covered</b>	: 50
<b>No. of Villages Covered</b>	: 2
<b>Annual Turnover</b>	: 10 lakh
<b>No. of Employment</b>	: 3 person
<b>Mobile</b>	: +91 9843500990
<b>Email Id</b>	: sskp2021@gmail.com



## Mr. Sharad Deshpande

Hubballi, Karnataka



### Seeds of Success

<b>Address</b>	: #85, Mayuri Estate, Hubballi, Karnataka 580 023
<b>Qualification</b>	: M.Sc. Seed Science
<b>Age</b>	: 24 Year
<b>Nodal Training Institute</b>	: SPM Belgaum
<b>Name of Venture</b>	: SILVIA TRADE INC
<b>Nature of Services</b>	: Seed Varietal tasting and evaluation, Consultancy
<b>No. of Farmers Covered</b>	: 5000
<b>No. of Villages Covered</b>	: 100
<b>Annual Turnover</b>	: 5.00 Cr.
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +91 94835 10365
<b>Email Id</b>	: deshpane. sharad@gmail. com

Technology does not reach farmers on time! The existing extension networks are either inadequate or ill equipped to reach out to the farmers. With his 30+ years' experience in the agri-input industry, Mr. Sharad Deshpande (56) from Hubballi, Karnataka, wanted to do something to bridge this vital gap. A qualified Seed Technologist, Mr. Sharad is passionate about seeds. He strongly feels that seed alone can ensure food security to the growing millions of this country. He quotes several examples as to how the yields of maize, tomato, watermelon etc. have quadrupled by using hybrid seeds while the rest of the inputs remained the same. Further, deteriorating soil fertility due to indiscriminate use of fertilisers, coupled with uncertain monsoons playing havoc with crop productivity, make agriculture and farming vulnerable. For addressing these perils, high-yielding seed with inbuilt tolerance is the immediate remedy and that can pave the way to fulfil our Prime Minister's dream of "More Crop Per Drop". Mr. Sharad emphasises the use of high-quality seeds to improve farm productivity and augment farmers' income. After resigning from his job, Mr. Sharad started searching for an alternate source of income. At this juncture, he learnt about the



AC&ABC scheme and decided to join it to further equip himself. Accordingly, he joined Shriram Pratishthan Mandal (SPM), Belagavi, which is the Nodal Training Institute approved by MANAGE to impart training under the scheme. This training sharpened his entrepreneurial skills. Following this, he immediately opened an office for agriculture consultancy under

the registered name Silvia Trade Inc. Andhra Bank, Vijayanagar, Hubballi financed Rs. 20 lakh towards supporting his activities. Mr. Sharad has developed four acres of land with shade nets, polyhouse, irrigation system etc. for open-field varietal testing and evaluation for a large number of crops. In his farm, different varieties of field, vegetable and flower crops are tested and the performance showcased. Seven leading seed companies have availed the services of the firm and are receiving varietal testing services. So far, more than 1,000 trainees have received intensive training in cultivation of different crops. Mr. Sharad is also involved in trading of seeds and pesticides of top brands. He regularly visits farmers' fields and provides advisory services to them. He arranges method demonstrations for different crops and technologies. He has covered 5,000 farmers from over 100 villages. With an annual turnover of Rs. 5 crores, the vision of Silvia Trade Inc. is to expand into a full-fledged facility for varietal testing and on-farm training for farmers, students, corporates and budding entrepreneurs. Mr. Sharad also provides strategic consultancy and technical due diligence to investors into the seed business. His message to budding agripreneurs is: "Work with farmers with the right and honest intent, and you will surely succeed!"





**Mr. Ramesh Khaladkar**  
Pune, Maharashtra



## Sustainability over the Long Term, Organically

NEEM is proven to be one of the most potent dual-purpose bio-agents (due to the presence of active ingredients – Azadirachtin, Limonoids and Nimbin) – which show broad-spectrum activity and affect hundreds of insect-pest species and maintain soil health. Identifying these potential benefits of Azadirachtin, Limonoids and Nimbin of Neem, Mauli AgroTech was founded in 2015 with an aim to provide neem-based natural products, especially bio-manure, oil and bio-pesticide, by Ramesh Khaladkar (25) and Dnyaneshwar Pingale (26), agricultural graduates and residents of the same village: Khaladkar Vasti, Pimpri Dumal, Tal. Shirur, Pune, Maharashtra. A common friend briefed them about the Agri-Clinics and Agri-Business Centres scheme; keeping all benefits in view they both joined the training at Shashwat Sheti Vikas Pratishthan (SSVP) Pune. During training, especially during hands-on-experience, both the friends decided to get technical know-how on neem seed cake manufacturing unit. They located Chetan Agro-Tech in Gujarat and Maharashtra-based Cheminova Agrotech, companies where they got trained in all aspects of neem seed cake manufacturing scientifically and technically. Financially supported by the family, they invested their own capital of Rs. 48 lakhs and started a Neem Seed Cake and Neem Oil Manufacturing Unit. Primarily, they advertised locally and got wholesale orders from three organic farming companies and a few tons of demand from the local farmers. In the first lot, they produced 300 MT neem cake manure and around 500 litres of neem oil. Deducting the total cost of production, they got a net profit of Rs. 22 lakhs. Their confidence was boosted and they were encouraged to manufacture more products from Neem. Mauli AgroTech is the premier manufacturer of pure neem manure and neem oil-based bio-pesticide formulation. The unit has gained expertise in seed extraction, purification and formulation technologies to transform the natural neem seed kernel extract into a powerful and effective insect-pest growth regulator which is used as a bio-pesticide/insecticide. Mauli AgroTech manufactured about 21 organic products, viz. organic fertilisers, plant growth promoters and protectors, bio-fertilizer and bio-pesticide. Ramesh and Dnyaneshwar extend a message to budding agripreneurs: "Grow organic, Buy Organic".

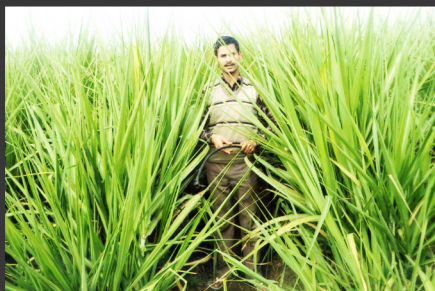


<b>Address</b>	: Khaladkar Vasti, Pimpri Dumal, ( Near Rangangaon Ganpati), Tal, Shirur, Dist, Pune, Maharashtra, 412209-India
<b>Qualification</b>	: B.Sc. Forestry
<b>Age</b>	: 25 Year
<b>Nodal Training Institute</b>	: SSVP-Pune
<b>Name of Venture</b>	: Mauli Agro-tech
<b>Nature of Services</b>	: Manufacturing of Neem based organic product, Consultancy
<b>No. of Farmers Covered</b>	: 450
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 2.00 Cr.
<b>No. of Employment</b>	: 11 person
<b>Mobile</b>	: +91 9923553737
<b>Email Id</b>	: mauliagrotech pune@gmail. com



## Mr. Sahilendra Awasthi

Varanasi, Uttar Pradesh



### SRI brings Miracle in Paddy

Mr. Shailendra Awasthi is a young agripreneur in Asmanapur village, located remotely in Bahraich district of Uttar Pradesh state. He has grown an astonishing 125 quintals of rice on one hectare of land by using the System of Rice Intensification (SRI) and is leading a silent agricultural revolution in the area. Mr. Awasthi was trained under the Agri-Clinics and Agri-Business Centres Scheme from SMGGs-Varanasi and started consultancy in agriculture. During training he became conversant with SRI technique for paddy cultivation. Instead of planting three-week-old rice seedlings, Awasthi started planting young seedlings (10-15 days old) by maintaining a distance at 25-cm intervals in a grid pattern. In the first trial, Awasthi got a yield of 120 quintals/hectare. The surrounding farmers visited Awasthi's field and were astonished seeing the boost in yield. In the second season, when the crop was in harvesting stage, the District Collector of Bahraich visited the plot and in his presence harvesting and weighing was done. The crop produced weighed 125 quintals/hectare. The District collector honoured Mr. Awasthi with Rs.10000. The Chief Minister of Uttar Pradesh invited Mr. Awasthi and honoured him on Kisan Sanman Diwas. Promoting innovative/ progressive farmers across India, Global Agriculture Summit-2013 was organised by the Narendra Modi government at Mahatma Mandir in Gandhinagar, Gujarat, to felicitate progressive farmers. The target of the programme was to felicitate at least one farmer from each of the 671 districts in India. Teams of officials were dispatched to each and every state in India to select a farmer from each district. Recognising the production of bumper yield through SRI technique Mr. Awasthi from Bahraich district was invited to the Summit at Gandhinagar. Prime Minister Modi honoured him with an award of Rs. 51000/- a memento and a certificate.

<b>Address</b>	: At village, Asmanapur, Bahraich district, Uttar Pradesh
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 30 Year
<b>Nodal Training Institute</b>	: SMGGs, Varanasi, Uttar Pradesh
<b>Name of Venture</b>	: Awasthi Agri Clinics
<b>Nature of Services</b>	: Agri-Consultancy on SRI ( System of Rice Intensification)
<b>No. of Farmers Covered</b>	: 1000
<b>No. of Villages Covered</b>	: 10
<b>Annual Turnover</b>	: 20.00 Lakh
<b>No. of Employment</b>	: 3 person
<b>Mobile</b>	: +91 9792415960
<b>Email Id</b>	: skawasthi 01031985@gmail.com







**Mr. Sachin Suresh  
Gawali, Maharashtra**



## Adding Value to 'Raisins'

'Maha Fruits and Raisins' is a brand that has become increasingly popular across India. They deal with a wide variety of raisins such as Natural seedless, Thompson seedless, Sonacca, Super Sonacca and Clone-2. "Being traditional grape growers, we knew everything about grapes, but had no idea about its processing and marketing and were reliant on middlemen in this area", says Sachin Suresh Gawali (26), owner of Maha Fruits and Raisins. Due to climatic factors, grape cultivation was not as remunerative as it used to be and Mr. Sachin wanted to start a new avenue of earning. Being an agriculture graduate and with an enthusiasm to learn and achieve more, Mr. Sachin joined the two-month residential training under Agri-Clinics and Agri-Business Centres scheme at Sriram Pratishthan Mandal, Solapur, Maharashtra. During this training, he imbibed key elements of business management such as conducting market surveys, marketing and accounting. An exposure visit to a Nashik aisin-processing unit gave him the much-needed fillip and confidence to start a raisin-processing unit himself. Determined to succeed in a big way, he planned to expand his business. Armed with a project proposal, he approached the Industrial Development Bank of India (IDBI), Tirhe branch, Solapur District, for a loan to purchase equipment.

Initially a loan of Rs. 5 lakhs was sanctioned, with which he purchased a grapevine sprayer and other machinery. Sachin says, "Timing is very important in grape cultivation. When it comes to pest control, the stage of growth, pest pressure and labour cost all have to be critically considered". With an atomised sprayer, spraying not only became less cumbersome and more efficient but also significantly reduced the production cost, simply because atomised spraying delivered the insecticide/pesticide effectively and uniformly at the target area. Sachin is growing grapes on 11 acres of land. Timely repayment of the bank loan helped Mr. Sachin to get a second tranche of loan Rs.7 lakh from the same bank. Mr. Sachin purchased a raisin sorting machine a versatile multi-purpose colour sorting machine that gave better efficiency and greater sorting accuracy than sorting by hand. Today Maha Fruits and Raisins is popular nationwide, and the supply of Maha Fruit reaches as far as Punjab, Haryana, Gujarat and Uttar Pradesh. The message Sachin wants to extend to budding agripreneurs is this: "Success does not come easy, it is only hard work that brings success!"



<b>Address</b>	: Maha Fruit, Virwade Village, mohol Tq, Solapur district, Maharashtra
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 26 Year
<b>Nodal Training Institute</b>	: SPM Solapur, Maharashtra
<b>Name of Venture</b>	: Maha Fruits
<b>Nature of Services</b>	: Grape cultivation and Raisins unit
<b>No. of Farmers Covered</b>	: 200
<b>No. of Villages Covered</b>	: 50
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 4 person
<b>Mobile</b>	: +91 9923661788
<b>Email Id</b>	: mahafruit@gmail.com



**Mr. Harender Singh**  
Udhamsingh, Uttarakhand



## Sowing the Seed of Success

<b>Address</b>	: Chilnki Village, Po Darau, Udhamsingh Uttarakhand State
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 30 Year
<b>Nodal Training Institute</b>	: JARDS- Moradabad
<b>Name of Venture</b>	: Tarai Seed farm
<b>Nature of Services</b>	: Seed Production and processing Unit
<b>No. of Farmers Covered</b>	: 300
<b>No. of Villages Covered</b>	: 40
<b>Annual Turnover</b>	: 4.00 Cr.
<b>No. of Employment</b>	: 15 person
<b>Mobile</b>	: +919536223038
<b>Email Id</b>	: hs_malik007@yahoo.com

Farmers recognise the need for having quality seeds for increasing the yield and productivity of their crops. However, given the difficult terrain of Uttarakhand, and the resultant transportation hiccups such as frequent roadblocks due to landslides, they wanted seeds to be made available close to their own location. "Keeping in mind this demand and the problems farmers faced in fetching seeds from retail traders, I started the 'Tarai Seed Farm and Company' for wheat, rice, mustard and peas seeds, by involving 300 farmers from 40 villages," says owner Mr. Harender Singh (30), resident of Chilnki Village, PO Darau, Udhamsingh Nagar, Uttarakhand. The Nodal Training Institute helped them in preparing a project report of Rs. 1.00 crore to be submitted to the Nainital Bank Pvt. Limited, Nainital Branch. Procuring the loan was made easy by the supportive training division of the bank. The bank sanctioned a loan of Rs. 65 lakh and NABARD offered a 44% subsidy as the area comes under 'Hill area'. This created history of its kind – that a group loan of Rs. 65 lakh was sanctioned under the AC&ABC

scheme. Mr. Harender says that they started the seed processing unit in an area of 10000 square metres, of which the built-up area is 1000 square metres. With an initial investment of Rs.1.00 crore, with 25% shares of each partner the factory was set up. The breeder seeds were procured from Govind Ballabh Pant Agriculture



and Technology University, Pantnagar; Chandra Shekhar Azad University of Agriculture and Technology, Kanpur; and some private companies in Faridabad. The seeds are first cultivated in the Tarai Farm under proper supervision. After harvesting, they are cleaned and graded and, if the germination of seeds is acceptable as per seed certification standards, the Tarai Farm certifies it as foundation seed and distributes it to the registered farmers (on contract basis) who produce commercial crops. In all these stages from breeder to foundation seeds, quality control is given paramount importance, says Mr. Harender. "Agri-Business is the buzzword these days and for budding agripreneurs with drive this offers excellent prospects", says Mr. Harender.



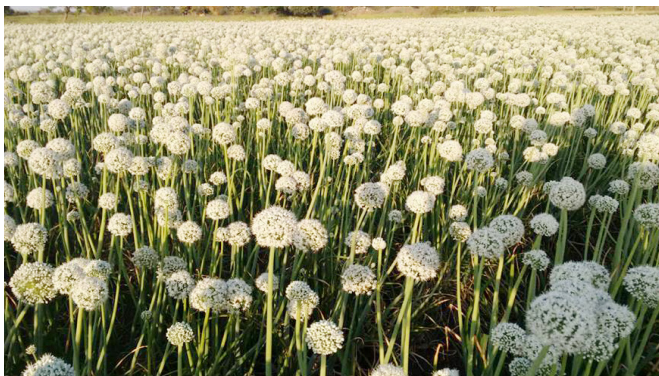
**Mr. Gurudas Ashok Musmade, Ahmednagar Maharashtra**



## Onions bring Happy Tears

Mr. Gurudas Ashok Musmade (39) is a plant pathologist from Devrali village, Rahuri Taluka, Ahmednagar District, Maharashtra. Mr. Gurudas has in his possession 20 acres of irrigated land. It was during 2014-15 that he came to know about the high demand for quality onion seeds in the village. He contacted Krishi Vigyan Kendra (PIRENS), Babhaleshwar, in this regard since he wanted to take up onion seed production. During a visit to its campus, he came to understand that it was offering agri-entrepreneurship training under the Agri-Clinics and Agri-Business Centres scheme. A Master's in Agricultural Plant Pathology, he attended the interview and was selected. During the training, Mr. Gurudas learnt the technical know-how of onion cultivation. After completing his training, he registered a firm by the name 'GM Seeds' and started onion cultivation. After receiving valuable tips, Mr. Gurudas started cultivating breeder seeds in 10 acres of land. He used the bulb-to-seed method of onion seed production. In this method, the bulbs are lifted when 75% plant shows neck fall/top die down. The bulbs are dried or cured in a naturally ventilated place and the neck is trimmed, leaving about 2-3 cm attached the bulb. The bulbs are roughed at this stage based

upon the colour, shape and size. The medium-size bulbs (weighing 50-80 g) are selected and stored. The bulbs are examined again before replanting in the following season. Potential yield goes to 400-



450 kg/acre. After germination and field tests, the seeds are used for commercial cultivation. GM Seeds developed a red colour variety i.e. Fule Samarth, Basanth-780, Bhima Super for Kharif season; and Puna Fursungi and N24-1 for Rabi and summer. Mr. Gurudas has been involved in onion seed production since the last three years and has around 750 farmers under him on contract basis from Maharashtra and Madhya Pradesh. He has now ventured into producing chilli seeds and has developed a new variety called Fule Jyoti. In cluster beans he has developed a variety named Konkan Bhushan. Further, Mr. Gurudas says that quality seed production is possible because of the utmost care he takes in selection of bulbs for seed production.

<b>Address</b>	: S/o. Ashokrao Mathaji Musmade, Deolali Pravara Post, Rahuri Teh., Ahmednagar Maharashtra, Pin: 413716
<b>Qualification</b>	: M.Sc. Plant Patho
<b>Age</b>	: 39 Year
<b>Nodal Training Institute</b>	: KVK- Babhaleshwar
<b>Name of Venture</b>	: GM Seeds
<b>Nature of Services</b>	: Onion seed production and sale
<b>No. of Farmers Covered</b>	: 750
<b>No. of Villages Covered</b>	: Maharashtra and Madhya Pradesh States
<b>Annual Turnover</b>	: 1.50 Cr.
<b>No. of Employment</b>	: 7 person
<b>Mobile</b>	: +919420953569
<b>Email Id</b>	: musmade gurdas@gmail.com



**Mr. Adesh Kumar**  
Meerut, Uttar Pradesh



### Ratooning in Shatavari (*Asparagus racemosus*)

Shatavari (*Asparagus racemosus*) is a spine-stemmed, woody climber that reaches to a height of 1-2 meters. It bears small white flowers and also gives red berries as fruit. This plant grows well in gravelly, rocky soils that are high up in piedmont plains. *Asparagus racemosus* is widely used in Ayurveda for various medicinal purposes. "Being resident of Meerut, Uttar Pradesh, I found that Shatavari roots are in high demand in the market", says Mr. Adesh Kumar (34), a post-graduate in agriculture. "Hence I decided to cultivate Shatavari in four out of the seven acres of my land". Mr. Adesh uses the ratooning technique in cultivation of Shatavari. He says that because of ratooning in the plant, there is a reduction in the duration of the crop (12 months), larger and more numerous roots, and, most importantly, increased Saponin content. Ratooning helps in 20% savings in irrigation water, 40% reduction in ploughing cost, 30% reduction in bio-fertiliser use. Moreover, he can obtain 12 quintals of dried Shatavari roots per acre. Mr. Adesh says that by reduction of total production cost in one acre of Shatavari,



a farmer can earn a net profit of Rs. 3.50 lakh per acre. He is a trained agripreneur from JARDS, Moradabad, Uttar Pradesh. After completion of training, he registered his firm 'National Organics' and got involved in Shatavari cultivation. Simultaneously, he manufactures bio-fertilisers and runs an agricultural inputs shop with an annual turnover of Rs.1.20 crores. He

offers consultancy services to around 1500 farmers. Mr. Adesh extends employment to 30 people and says to budding agripreneurs: "Medicinal plants are a major source of livelihood. Get involved in it and provide health security to a large segment of Indian population".

<b>Address</b>	: Dayalpur, Meerut, Uttar Pradesh
<b>Qualification</b>	: M.Sc. Agril. Science
<b>Age</b>	: 34 Year
<b>Nodal Training Institute</b>	: JARDS, Moradabad, Uttar Pradesh
<b>Name of Venture</b>	: National Organics
<b>Nature of Services</b>	: Medicinal Plant cultivation and Consultancy
<b>No. of Farmers Covered</b>	: 1500
<b>No. of Villages Covered</b>	: 250
<b>Annual Turnover</b>	: 1.50 Cr.
<b>No. of Employment</b>	: 30 person
<b>Mobile</b>	: +9196279 98844
<b>Email Id</b>	: adesh.pradhan0000@gmail.com



**Mr. Kurra  
Pundarikakshudu**  
Hyderabad, Telangana



## Precise Fertiliser Dispenser to Minimise Cost and Maximise Profit

"I am a practicing agronomist with 25 years of experience in agriculture consultancy. My core activity is counselling farmers to transform conventional farming into precision farming by pairing landscape features with agricultural systems to get more yield and extra income by setting up allied Agri-ventures", says Mr. K. Pundarikakshudu (59), hailing from Hyderabad, Telangana. Excess use of fertilisers can spoil the soil, disturb its osmotic pressure, conductivity and water-holding capacity, and also adversely affect multiplication of microorganisms. This concern motivated him to invent a technique which could regulate the quantity of fertiliser used in a field. Mr. Pundarikakshudu continued to pursue his dream. It took him three years to invent a unique fertiliser dispenser which uniformly spreads fertilisers, thereby reducing cost and maximising profit. Mr. Pundarikakshudu was a technical expert but lacked the required skills in marketing and sales. At this stage, he came to know about the AC&ABC scheme of MANAGE through advertisements in the local newspaper. He approached the Participatory Rural Development Initiatives Society (PRDIS), Hyderabad, and joined the training programme. During the training, he learnt about record keeping, market survey, project preparation, marketing strategies etc. After successful completion of training, he registered a firm, 'Agrimatic', specifically for marketing of and consultancy on farm machinery. The fertiliser dispenser became popular with farmers in the areas that grew paddy, maize and chillies in Telangana. He popularised the dispenser by demonstrating 33% savings in fertilisers and costs. Within a short period, he covered 500 villages in Telangana and Andhra Pradesh states. Around 1000 farmers are now using the dispenser for fertilisers and pesticides. Mr. Pundarikakshudu says that precision farming relies on the availability of precision farm equipment. To attain the goals of saving fertiliser, cutting costs and protecting the environment, the dispenser was designed and tested on field on different crops. He applied for a patent of the dispenser to avoid copying and to protect its identity. Mr. Pundarikakshudu tells fellow agripreneurs: "Create new money through invention".



<b>Address</b>	: Agrimatic, Sri Sitarama Nilayam, # 8-2-293/82/5, Jawahar Colony, Road No. 5, Jubilee Hills, Hyderabad - 500 033, Telangana State
<b>Qualification</b>	: M.Sc. Agriculture
<b>Age</b>	: 60 Year
<b>Nodal Training Institute</b>	: PRDIS, Hyderabad
<b>Name of Venture</b>	: Agrimatic
<b>Nature of Services</b>	: Manufacturing of fertilizer dispenser and Consultancy
<b>No. of Farmers Covered</b>	: 1000
<b>No. of Villages Covered</b>	: 500
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 20 person
<b>Mobile</b>	: 040-2360-8949 (O), +91 9849 034565(M)
<b>Email Id</b>	: heritageh@ gmail.com, agrimatic@ gmail.com
<b>Website</b>	: www.agrimatic.in



**Mrs. S. Sellaponnu**  
Coimbatore, Tamil Nadu



## VKS Agri-Clinics: Offering Diversified Farming Solutions to Farmers

<b>Address</b>	: H.No. 18/476, 1st Floor, Seidbadinagar, Tirupuvanam, Shivaranga district, Coimbatore. Tamil Nadu
<b>Qualification</b>	: B.Tech Agri.Engg.
<b>Age</b>	: 30 Year
<b>Nodal Training Institute</b>	: VAPS, Madurai, Tamil Nadu
<b>Name of Venture</b>	: VKS Agri-Clinics
<b>Nature of Services</b>	: Agri- Consultancy and Soil testing laboratory
<b>No. of Farmers Covered</b>	: 3000
<b>No. of Villages Covered</b>	: 250
<b>Annual Turnover</b>	: 2.00 Cr.
<b>No. of Employment</b>	: 6 person
<b>Mobile</b>	: +91 345753951, 08939843270
<b>Email Id</b>	: sellaaa@yahoo. co.in

Ms. S. Sellaponnu, is the founder of 'VKS Agri-Clinics', an Agri-Business centre that disseminates information on complete scientific solutions in the farming sector. Hailing from Tirupuvanam, of Shivaganga district, Tamil Nadu, Mr. Sellaponnu is a graduate in agriculture with a Master's degree in finance. Initially, she worked at different financial institutes such as Mahindra Shubh Labh Services Ltd. and National Bulk Handling Corporation Ltd., Chennai, for five years. She observed that the key problems faced by farmers in Tirupuvanam was lack of a scientific approach to farming, shortage of warehouses for storage of agricultural commodities, and involvement of many intermediaries for market access, all resulting in lesser profits to the farmers. With a passion to work for developing farming communities and enhancing environmentally sustainable economic development, Ms. Sellaponnu decided to create her own social enterprise. She quit her job and started an agri-consultancy in warehouse management on a small scale. Meanwhile, she came across the advertisement of



the Agri-Clinics and Agri-Business Centres scheme. She joined the Voluntary Association for People Services (VAPS), Madurai, a Nodal Training Institute which offers the two-month residential training program, under the scheme. Ms. Sellaponnu says, "AC&ABC training has helped me gain technical

knowledge and entrepreneurship skills to expand my business". 'VKS Agri-clinics' founded by her deals in three specific areas viz. retail sales of agri-inputs (organic), offering soil and water testing laboratory facility, and scientific farm solutions. VKS Agri-clinic operates in 200 villages spread across the entire Shivaganga district, covering more than 3000 farmers who are registered and issued individual farm cards. Ms. Sellaponnu visits these farmers based on their cropping patterns and advises complete farming solutions from nursery management, land preparation, fertiliser application, irrigation management and pest management, to yield assessment, harvesting and marketing. Apart from that, she also provides complete advisory on warehousing, bulk handling, grading and inspection of final produce. She has warehouses at Kadapuliur and Panruti towns, each of 50,000 sq ft. Around 80–100 farmers and traders store their commodities such as cashewnut, groundnut, paddy, coriander etc. in these warehouses. Ensuring the quality of commodities, Ms. Sellaponnu issues warehouse receipts, quality certificates and insurance facility for the farmers' stocks. The stock value of the warehouse is around 14 to 16 crores. Based on the warehouse receipt farmers can avail bank loan against their stock.



**Mrs. Suman Kumari**  
Sonepat, Haryana



## A Cottony Roll of Mycelium “Mushrooming” Income

“Immediately after completing my post-graduation in Food Engineering, I got married and was staying with my in-laws. My father-in-law was running a small unit of mushroom cultivation. Inspired by his venture, I developed interest in the activity. I decided that instead of opting for a job, I would take up a career in mushroom cultivation and expand the business by implementing new techniques”, says Mrs. Suman Kumari, (32) hailing from Khubru village in Ganaur tehsil, Sonipat District, Haryana. One day while browsing the Internet, Mrs. Suman came across the AC&ABC scheme. She searched for Nodal Institutes and found that the Indian Society of Agribusiness Professionals, Karnal, Haryana, was the nodal institute organising the AC&ABC programme. She applied and was selected for training in the year 2010. According to her, the training programme was practical-oriented and gave her a chance to interact with successful agripreneurs. She says that the training content was good and every aspect related to agri-entrepreneurship development was covered. During her market survey, she approached many prospective clients for knowing their requirement about button mushrooms. She found that mushroom production is a growing business and the demand is increasing since the last few years. She also observed that people who were in that business since long had very little technical knowledge. Hence, she decided to get into this business with her knowledge. After completion of training, she registered her firm by the name of ‘Sumi Agro Farm Products’. She submitted a detailed project report to the Union Bank of India, Huda branch, Sonipat. It sanctioned a term loan amount of Rs. 14.5 lakhs and NABARD offered a 44% subsidy. She has reformed the cultivation of white button mushroom by adopting very simple and cheap technology of construction of a mushroom house (mud house with thatched roof). “Being a food technologist, I know that mushroom cultivation is a matter of practice and technical knowledge rather than labour-intensive farming, with a high value of returns in a short time. Hygiene is vital on a mushroom farm. I personally monitor all phases of mushroom cultivation, i.e. spawn production, compost preparation, spawning, spawn running, casing and fruiting”, says Mrs. Suman Kumari. She has developed a commercial webpage of her firm and started online sale of mushroom throughout India (focussing on the surrounding cities/sub-cities) and is considering export also. Besides, she sells online spawn, compost and other inputs which are required for mushroom cultivation. She has trained about 50 people from ten villages on mushroom cultivation.



<b>Address</b>	: V.P.O. Khubru, Tahsil- Ganaur, Dist. Sonepat, Haryana, India
<b>Qualification</b>	: M.Tech Food Engg.
<b>Age</b>	: 32 Year
<b>Nodal Training Institute</b>	: ISAP, Karnal, Haryana
<b>Name of Venture</b>	: Sumi Agro Farms
<b>Nature of Services</b>	: Mushroom Cultivation and Consultancy
<b>No. of Farmers Covered</b>	: 50
<b>No. of Villages Covered</b>	: 10
<b>Annual Turnover</b>	: 30.00 lakh
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +91 8295344660
<b>Email Id</b>	: leon981011@gmail.com



**Ms. J. Umamaheshwari**  
Coimbatore, Tamil Nadu



**Address** : 16 A 1, Sri Ram Nagar, 3Rd Street East, Podanur, Coimbatore – 641023

**Qualification** : BE. Agriculture

**Age** : 42 Year

**Nodal Training Institute** : VAPS, Madurai, tamil Nadu

**Name of Venture** : RICH MASALA

**Nature of Services** : Spices and consultancy

**No. of Farmers Covered** : 100

**No. of Villages Covered** : 50

**Annual Turnover** : 12.00 Lakh

**No. of Employment** : 3 person

**Mobile** : +91 9976091119

**Email Id** : export@richmasala.com

**Website** : www.richmasala.com

## ‘Tradition and Technology Perfectly Blended’ in RICH MASALA

Ms. J. Umamaheshwari (42) is a homemaker, an engineer, an agripreneur and the Director of Rich Masala Pvt. Company. She has created a niche for herself with path-breaking innovative ideas. The idea of blending tradition with technology has made her a successful agripreneur. Ms. Umamaheshwari is a Bachelor of Engineering (BE) in Agriculture, from Tamil Nadu Agricultural University, Coimbatore. After marriage, her interest in entrepreneurship grew when she assisted in the family business Agri-Product Trading. She wanted to learn more and gain experience in the agribusiness sector. In 2007, she came to know about the AC&ABC scheme of MANAGE-Hyderabad through a local newspaper. Her classmates, who had completed the training programme,



informed her about the outstanding training offered by the Voluntary Association for People Services (VAPS), Madurai, which scrupulously followed the MANAGE Training module, providing hands-on experience through field visits and market surveys. Acting on this information, Ms. Umamaheshwari joined the AC&ABC training programme at VAPS, Madurai. She started

‘Arunodaya Value Addition and Consultancy’, which was later changed to ‘Rich Masala Pvt. Company’ in 2011, with the registration certification under the Food Safety and Standards Authority of India (FSSI) trademark. Initially, it produced pure spice powders such as turmeric powder, chilli powder and coriander powder. Subsequently, it manufactured value-added products of minor millets and moringa leaves. Rich Masala purchases raw agricultural produce from 100 farmers of 50 villages; the farmers became producers-cum-clients on a buyback model. It also generates seasonal employment opportunities to agricultural labourers and unemployed rural youths. The company has recruited six people, mostly women and differently abled people, from nearby rural areas. The annual turnover of the company is Rs. 12 lakhs. Ms. Umamaheshwari says, “Rich Masala has become a household name for millions, especially for those in the Southern states of India. Our vision is to export the Rich Masala products and install high-tech machinery to fulfil the boundless requirements. Ms. Umamaheshwari extends the following message to fellow agripreneurs: “Convert your contacts into cost and taste the fruit of successes”.



**Mr. Sanjiv Singh**  
Karnal, Haryana



## High-value Nutritional Drinks by Mixing of Whey and Pearl Millet

Mr. Sanjiv Singh (24), resident of Karnal, Haryana, a diploma holder in crop cultivation, was involved in dairy occupation. Then he came across the Agri-Clinics and Agri-Business Centres scheme. In 2013, he joined two-month residential course at the Indian Society of Agribusiness Professionals (ISAP), Karnal. Mr. Sanjiv complete his training with 100% attendance in class. Moreover, as part of the training, he visited the National Dairy Research Institute (NDRI), Karnal, and was very impressed by the value-addition techniques employed in the dairy industry. Immediately after the training, Mr Sanjiv started dairy farming but his aim was to do something different. He raised a loan from the Central Bank of India for Rs. 15.0 lakh and started the business with dairy processing. He registered (Mishti Farmer Producer Company' in 2014. In May 2014, an MOU was signed between his company and NDRI for processing of dairy products. NDRI was ready to support Mr. Sanjiv in value-addition techniques. On 23 August 2014, the Director- cum-Vice- Chancellor of NDRI launched Bajra Lassi (whey drink) and NDRI provided space for a milk parlour for Sanjiv Singh's company in the NDRI Campus. This was the first achievement of Sanjiv Singh. At present, Mishti Company is involved in processing of dairy products, producing bajara Lassi, paneer, ghee, burfi, dairy-based cold drinks etc. Mr. Sanjiv formed the Dairy Farmer Producer Company in the dairy sector with 250 members. While the members are increasing rapidly, the target number is 1000 farmers. Within a span of four months, the turnover of Mishti firm was Rs. 20.00 lakh, and it has extended employment to four people.

<b>Address</b>	: Village & Post –Nagla Roran, Tehsil-Indri, Distt-Karnal (Haryana) 132001
<b>Qualification</b>	: Diploma in Agriculture
<b>Age</b>	: 24 Year
<b>Nodal Training Institute</b>	: ISAP-Karnal, Haryana
<b>Name of Venture</b>	: Mishti Farmers Producer Company
<b>Nature of Services</b>	: Value addition in Dairy products, consultancy
<b>No. of Farmers Covered</b>	: 250
<b>No. of Villages Covered</b>	: 10
<b>Annual Turnover</b>	: 20.00 Lakh
<b>No. of Employment</b>	: 4 person
<b>Mobile</b>	: +91 9729743787
<b>Email Id</b>	: mishtifpo@gmail.com





**Mr. Hrishikesh S. Joshi**  
Rahuri, Maharashtra



## Ready-to-Eat Vegetables

<b>Address</b>	: H.636/2, Anil Tanpure Colony, At/post/Tal. Rahuri, Dist. Ahmednagar (M.S.) 413705
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 45 Year
<b>Nodal Training Institute</b>	: Mitcon Consultancy, Pune
<b>Name of Venture</b>	: Aarusha Agro Foods
<b>Nature of Services</b>	: Vegetable powder preparation
<b>No. of Farmers Covered</b>	: 40
<b>No. of Villages Covered</b>	: 4
<b>Annual Turnover</b>	: 12.00 Lakh
<b>No. of Employment</b>	: 20 person
<b>Mobile</b>	: +91 9420 494920
<b>Email Id</b>	: hsjoshi19@gmail.com

'Aarusha Agro Foods' is a tiny vegetable processing unit established in the vicinity of Mahatma Phule Krishi Vidyapeeth, Rahuri, Ahmednagar district, Maharashtra. The owner of the firm, Mr. Hrishikesh Joshi (45), a graduate in agricultural sciences, says, "My father is a diabetic. Once he was looking for bitter gourd in the market. However, as it was off-season, he couldn't find it in the market. That is when the idea of preserving seasonal vegetables clicked in my mind. The importance of vegetables in the daily diet cannot be ignored because of their high nutritional value, providing protein, carbohydrates, fibre, minerals, salt etc." To gain expertise in dehydration and preservation techniques, Mr. Joshi joined the Food Processing Training Programme organised by the Ministry of Food Processing Industries. Meanwhile, he came to know



about the AC&ABC training programme for agriculture entrepreneurship development by MANAGE. The training programme was conducted by Mitcon Consultancy Services Ltd. in Pune. He registered for it in 2008. Mr. Joshi says, "The training helped to enhance my knowledge, shaped my attitude and imparted financial analytical ability. It also improved my decision-making ability in the business. I could make

the decision of starting an enterprise in vegetable processing. By the end of the two-month training programme, I was clear with my idea of starting the business". After successful completion of training, he registered his firm under the name 'Aarusha Agro Foods' by investing his own capital of Rs. 5.00 lakhs. He purchased modern machinery to set up an integrated dehydration unit. The firm started consultancy on vegetable cultivation by providing high quality seeds and other inputs. Initially, farmers refused to diversify, but due to a lucrative buyback agreement, 40 farmers from four villages eventually tied up with the firm. Vegetables were harvested at the peak of maturity, flavour and taste, and were quickly transported to the processing unit. The firm advises on manual harvesting of vegetables which enables the growers to supply clean and high-quality produce. "Technically, any vegetable can be dehydrated and milled into powder. However, in view of the market demand, the firm is engaged in making powders of spinach (palak) coriander (kothimbir), carrot (gajar) fenugreek (methi) curry leaves (kadi patta) beetroot (beet) and bottle gourd (Dudhi)", says Mr. Joshi. He states, "The food processing sector establishes vital linkages between industry and agriculture. The growth of food processing will bring immense benefits to the Indian economy, raising agricultural yields, enhancing productivity, creating employment and raising the standard of life of rural people. I appeal to fellow agripreneur to enter into this promising industry by involving farm producers".



**Mrs. Sunila Jakhar**  
Jind, Haryana



## Bee Buzzing Success

Tejas Apiary is popular around Jind area in Haryana, and offers beekeeping training to farmers, rural youth and women, as well as manufactures and sells honey in the brand name of APIS honey. Mrs. Sunila Jakhar (40), who has a doctoral degree in agronomy, is the founder of Tejas Apiary. According to her, "Bees play an important and irreplaceable role as pollinators in the environment. Honeybees are the most efficient pollinators not only vital for honey production, but also for manifold increase in crop productivity through pollination. Pollination can significantly increase the yields of fruits and vegetables". Three years ago, Mrs. Sunila took up a two-month residential training course under the Agri-Clinics and Agri-Business Centres (AC&ABC) scheme at the Indian Society of Agribusiness Professionals (ISAP) Karnal, Haryana. During training, she visited an established apiary and found that the cost to start a beekeeping business was not particularly high as compared to many small businesses. Besides, one can harvest the honey within six weeks. Mrs. Sunila has dreamed herself aimed to be a well-known honey maker. Tejas Apiary is a registered beekeeping unit involved in bee box manufacturing, honey processing and training centre. Tejas Apiary has trained more than 400 farmers from 30 villages, and grouped farmers in 20 Farmers Interest Groups which have registered for Beekeeper. "As part of our operations, we meet farmers in rural areas and provide them with bee boxes and free training. Then, once they start beekeeping, we buy back the honey at a pre-determined price. Ours is a not-for-profit outfit, and we generate income by selling this honey to retailers under our own brand – Apis," says Mrs. Sunila. Tejas Apiary has an annual turnover of over Rs. 60 lakh and has created employment for 40 skilled people from the Jind area. Mrs. Sunila's message to budding agripreneurs is, "Be like the bee. The hardworking bee is able to collect honey from bitter flowers also".



<b>Address</b>	: W/o. Net Ram, # 148/19, Hanuman Nagar, Narwana, Jind vill., Haryana - 16126
<b>Qualification</b>	: P.h.D. Agronomy
<b>Age</b>	: 40 Year
<b>Nodal Training Institute</b>	: ISAP-Karnal, Haryana
<b>Name of Venture</b>	: Tejas Apiary
<b>Nature of Services</b>	: Bee Keeping and Consultancy
<b>No. of Farmers Covered</b>	: 400
<b>No. of Villages Covered</b>	: 30
<b>Annual Turnover</b>	: 60.00 Lakh
<b>No. of Employment</b>	: 40 person
<b>Mobile</b>	: +919671349444
<b>Email Id</b>	: sunilajakhar@ gmail.com



**Mr. C. Ramachandran Pillai**  
Kollam, Kerala



## Smart Farming Enabling Smart Living

<b>Address</b>	: CTDS Agri-Clinics and Agri-Business Center, Pattazhy Village, Pathanapuram Tq, Kollam District, Kerala-691522
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 59 Year
<b>Nodal Training Institute</b>	: Kerala Agril. University
<b>Name of Venture</b>	: CTDS Agri-Clinics and Agri-Business Center
<b>Nature of Services</b>	: Agri Consultancy and Training Center
<b>No. of Farmers Covered</b>	: 1150
<b>No. of Villages Covered</b>	: 14
<b>Annual Turnover</b>	: 10.00 Lakh
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +91 9447300907
<b>Email Id</b>	: ctdsptpm@gmail.com

Farm mechanisation creates unemployment. This myth has been broken and it has been observed that agricultural mechanisation, besides increasing production and productivity also generates income and employment opportunities. "Kerala is facing a labour shortage. To overcome this problem, I decided to train the farming community in farm mechanisation and precision farming. Smart farm machines can help farmers boost farm output, raise income and promote sustainability in farming", said Mr. C. Ramachandran Pillai (59), a retired Agriculture Officer at the State Department of Agriculture, Kerala. Mr. Pillai was trained under the Agri-Clinics and Agri-Business Centres Scheme at Kerala Agricultural University, Thrissur, Kerala. Soon after training, he submitted a detailed project report to the State Bank of Travancore, Kollam branch. After a long struggle, he could convince the bank officials and get finance of Rs. 20 lakh. He established 'CTDS Agri-Clinics and Agri-Business Center' at Pattazhy, a remote village in Kollam District, 40 km from the District Headquarters, an area predominantly inhabited by small and marginal farmers. The training centre is associated with the Central Travancore Development Society, a Non-Governmental Organisation functioning in the area. The firm is run as a single proprietorship, managed by Mr. Pillai with the help of 11 skilled people. Enabling mobile input services, Mr. Pillai is providing on-campus and off-campus agri-consultancy services on quality agri-inputs, package of practices on crops, soil and water testing, plant protection with special emphasis on vegetable and coconut, precision farming, landscaping, tree rejuvenation etc. Almost 1150 farmers from 14 villages have been trained at the centre and have adopted mechanised farming. Mr. Pillai is earning a net profit of Rs. 60,000 per month.





**Mr. Haridas Kumbhar**  
Sangli, Maharashtra



## Turning Seaweeds into Plant Growth Regulators

Plant growth regulators (PGR) have been used as a tool to obtain vegetative and productive growth for many years. Today, there are many fascinating and innovative ways to manufacture plant growth regulators. Plant growth regulators are now being used as seed soaks, bulb dips, media sprays and controlled residue. Mr. Haridas Shiwaji Kambhar (34) of Sangli, Maharashtra, developed a unique PGR product and branded it as 'Multiexcel' a total crop solution and vital for soil health treatment. For over seven years, Mr. Haridas learned how to ensure sustainable harvest of seaweed culture into high-value nutrients for plants. Multiexcel is developed from the mixture of extract from *Ascophyllum nodosum*, *Sargassum* and *Laminaria* based seaweeds. The compositions of the product are soluble potash, (K<sub>2</sub>O: 16 % min) and organic matter (50 % min). The product is used as a plant growth regulator and crop bio-stimulant. More than 1500 farmers from two districts of Maharashtra have used the product and have revealed that their yield has increased by 30%. Drenching is the most common method of applying plant growth regulators. "Drench applications usually provide longer lasting, more uniform control of plant height than spray applications and typically use a larger, more diluted volume of solution than sprays", says Mr. Haridas. The cost efficacy is Rs. 9000 per acre for all types of crops.



<b>Address</b>	: Akshara Agro, Post-Yelavi, Tq. Tasgaon, Dist, Sangli, Maharashtra state.
<b>Qualification</b>	: Agril. Diploma
<b>Age</b>	: 34 Year
<b>Nodal Training Institute</b>	: KVAAF-Sangali
<b>Name of Venture</b>	: Akshara Agro
<b>Nature of Services</b>	: Manufacturing and sale of Plant Growth Regulator
<b>No. of Farmers Covered</b>	: 1500
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 25.00 Lakh
<b>No. of Employment</b>	: 5 person
<b>Mobile</b>	: +91 9860075009
<b>Email Id</b>	: haridaskumbhar 5099@gmail. com



## Mr. Ganapathy Ramu

Erod , Tamil Nadu



### Kangayam Cow Yielding Success in Drought Area

**Address** : 428,  
Kambathiyan  
Kovil Thottam,  
Kesarimangalam  
(P.O) Bhavani  
(Tq), Erod (Dist)  
Tamil Nadu-  
638311

**Qualification** : M.Sc Agril.  
Sciences

**Age** : 26 Year

**Nodal** : VAPS, Madurai

**Training  
Institute**

**Name of  
Venture** : Madheshwari  
farm

**Nature of  
Services** : Conservation  
of Indigenous  
Kangayam Cow

**No. of  
Farmers  
Covered** : 250

**No. of  
Villages  
Covered** : 12

**Annual  
Turnover** : 3.00 Lakh

**No. of  
Employment** : 3 person

**Mobile** : +91 9629656558

**Email Id** : ramaganapathy  
25@gmail.com

Kangayam breed is also known as "Kanganad" and "Kongu". The breeding tract of this breed is Coimbatore, Erode, Dindigul, Karur and Namakkal districts of Tamil Nadu. This breed derives its name from its habitat - Kangayam taluk of Erode district (earlier, part of Coimbatore district). "The Late Pattogar of Palayakottai developed this breed. I had learnt about the characteristics of the Kangayam cow from the Veterinary Officer deputed in my village Kambathiyan Kovil Thottam, Kesarimangalam Post, Erode district, Tamil Nadu", says Mr. M. Ganapathy Ramu (26) a Master's degree holder in agricultural sciences. Coming from an agricultural family background, Mr. Ganapathy owned 15 acres of land in which he wanted to start a dairy-based farm enterprise.



He had five cows of Kangayam breed which were yielding less milk. He wanted to sell the cows, for which he sought help from the expert, the veterinary officer. During the discussion, Mr. Ganapathy learnt about the innumerable benefits of Kangayam cow milk. He understood that milk from local cows, reared in their most natural habitat is best. Local cows eat and live in the same environment as the

human population. Hence, the milk from such cows will surely be congenial to the local people". Moreover, if a prematurely born baby is fed with this milk, it would help in weight gain and growth. Mr. Ganapathy was very impressed by the innumerable benefits of this breed and gave up the idea of selling the cows. Initially, it was very difficult for him to prove himself as a dairy entrepreneur, but he gained confidence through entrepreneurship skill training under the Agri-Clinics and Agri-Business Centres scheme at VAPS, Madurai, Tamil Nadu, with the training module covering different subjects: market survey, DPR preparation, exposure visit to established ventures etc. The training helped him move forward with good returns as well as excellent recognition in the farming community. Mr. Ganapathy registered the firm by the name 'Madheshwari farm' and provides consultancy on Kangayam cow rearing. Mr. Ganapathy says, "The average milk yield of Kangayam cattle is 540 kg, with average milk fat of 3.9%". He gets good returns as he sells milk at the rate of Rs. 80 per litre, against which the production cost is negligible. The annual turnover of the firm is Rs. 3.00 lakh. The benefits of Kangayam milk are getting popular day by the day in his area. He serves 250 farmers from 12 villages and is motivating them to conserve the Kangayam cow. Now Mr. Ganapathy is turning towards goat rearing for milk yield. Mr. Ganapathy's message to budding agripreneurs is: "There are different platforms to start an agri-venture, but a move with innovation brings success".





**Ms. Komal Pisal**  
Satara, Maharashtra



## Scripting Success through Value Addition

The most important point in food processing is that a sizeable portion of raw material being rural based, it has a very high employment potential with significantly low investment. "Keeping this in view, hard work, dedication and some innovative thinking to make use of available resources for getting maximum benefit is the mantra of "Komal Agro and Food Processing Unit", says Ms. Komal Shankar Pisal (24), owner of the firm. Ms. Komal, who graduated in agricultural biotechnology, hails from Satara district, Maharashtra, and is fully involved in retail marketing of agricultural inputs, soil and water testing, and consultancy on value addition in crop produce. Ms. Komal is a resource visitor at farmers' storage centres, food processing units, vegetable marketing centres, small godowns, farmer-producer companies etc. Ms. Komal encourages farmers on value addition on crop produce. She says that a simple grading can bring a huge difference in market prices for the same crop produce. Ms. Komal registered 400 farmers from five villages and networked them to the market. More than 450 farmers benefitted from the soil and water test and complete guidance on crop production advised by Ms. Komal. Ms. Komal says that during summer season, the net profit on soil and water testing is Rs. 5.00 lakh.



<b>Address</b>	: D/o Pisal Shankar Vishnu, Kancheri Vill & Po Satara Maharashtra, Pin: 412802
<b>Qualification</b>	: B.Sc. Agri, Biotechnology
<b>Age</b>	: 24 Year
<b>Nodal Training Institute</b>	: KVAAF-Sangli, Maharashtra
<b>Name of Venture</b>	: Komal Agro and Food Processing Unit
<b>Nature of Services</b>	: Soil testing Lab and Agri- Sale and consultancy
<b>No. of Farmers Covered</b>	: 450
<b>No. of Villages Covered</b>	: 5
<b>Annual Turnover</b>	: 5.00 Lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +91 8605965645
<b>Email Id</b>	: komal.pisal94@ gmail.com



**Mr. Balmukund  
Gupta**  
Varanasi, Uttar Pradesh



## Freshwater Pearl Culture: A Profitable Venture in Uttar Pradesh

<b>Address</b>	: Bhimachandali., Rajatalab Village, Varanasi, Uttar Pradesh
<b>Qualification</b>	: M.Sc, Plant Pathology
<b>Age</b>	: 32 Year
<b>Nodal Training Institute</b>	: SMGGS-Varanasi, Uttar Pradesh
<b>Name of Venture</b>	: Gupta Agri- Clinics and Agri- Business Centers
<b>Nature of Services</b>	: Fresh water Pearl Culture and Consultancy
<b>No. of Farmers Covered</b>	: 5020
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 10.00 lakh
<b>No. of Employment</b>	: 3 person
<b>Mobile</b>	: +91 8189004136 +91 9889887494
<b>Email Id</b>	: balmukund 7244@gmail.com

Pearl culture is an art concerned with biological production of one of the finest gems; it is produced by the pearl oyster, a bivalve mollusc, living at the bottom of the sea and generally found in marine fishery. However, the freshwater mussel pearl production techniques are no more a secret for the inland fish farmers in Uttar Pradesh. Mr. Balmukund Gupta (32), a Master's degree holder in Agricultural Plant Pathology hailing from Rajatalab village, Varanasi district, Uttar Pradesh, is involved in fish farming with freshwater pearl culture. Mr. Gupta has a 1.02 hectare fish pond. He is engaged in freshwater fish breeding and culture of Indian major carps viz. Rohu, Mrigala, Catla, Common carp, Grass carp, Silver carp, freshwater prawns and catfish. He says, "I opted for these varieties because these are suitable for the North Indian climate". He is a resource person for the State Department of Fishery, Varanasi district, for promotion of fishery activities among the farmers. When he came across pearl culture and developed interest in it, he got the necessary training from the department and learnt the techniques. He started pearl culture farming by depositing as many as 30 endemic mussels (*Lamellidens marginalis*). "The pearl culture provides



additional income to the fish farmers as they would not incur any expense in the production while they were cultivating mussels with fish", Mr. Gupta said. Launching the technique in the district, he has trained 20 fish farmers on pearl culture in collaboration with the State Department of Fisheries, Varanasi

district. "Mr. Gupta has proved that freshwater mussel culture has vast potential in the district and we are planning to promote it among inland fish farmers," says Mr. Mukesh Kumar Sarang, Chief Executive Officer, Fisheries Department, Varanasi.





**Mr. Rajkumar Kharb**  
Hissar, Haryana



## Organic Jaggery tastes Sweet Success

Mr. Rajkumar Kharb (60), of Hisar, Haryana, had worked as an Agriculture Development Officer in the Agriculture Department, Haryana. After retiring from his post, he wanted to start his own enterprise in organic farming. In 2015, he joined the Agri-Clinics and Agri-Business Centres (AC&ABC) scheme at the Indian Society of Agribusiness Professionals (ISAP) Karnal, Haryana for the 60-day residential training program. During this training, he learnt how to conduct a market survey, prepare project reports and other soft skills needed for development of the business. He says, "The field visits were wonderful opportunities, where participants could have first-hand experience of the business they are dreaming to start. They could study solutions to most of the common problems and other contingencies they might have to face". Investing his own capital, Mr. Kharb registered his firm by the name 'ARB Organic Jaggery', and started working with sugarcane growers. Advocating avoidance of mono-cropping in sugarcane, and refraining from heavy use of chemical fertilisers and pesticides, he wanted the growers to give their prime attention to their soil and realise the full potential of the soil in increasing yields and providing the much sought-after sustainability to agriculture. He has completely transformed his 20 acres of land, where today, sugarcane is grown in a completely organic way. Not only did he use 'Jivamrut' – a traditional and easy-to-prepare organic concoction developed in the Indian Institute of Sugarcane Research, Lucknow, Uttar Pradesh, but he also advised farmers to use it. He grouped 50 sugarcane growers from five villages and is today involved in making organic Jaggery. He says, "I have licensed the techniques of organic Jaggery-making process from the Department of Agriculture, Haryana, and have tried to make the business model more revolutionary by networking with 50 farmers" As it is manufactured from organically grown sugarcane, the quality of Jaggery is high and has a longer shelf life. Being organic, the sugarcane drink also fetched better prices and improved profit margins. All the sugarcane growers today have their own Jaggery units with valid permits. Mr. Kharb further explains, "Without investing in establishing one's own factory, the technique can be licensed and sold to farmers so that many more small-scale factories can be set up by farmers themselves". He also runs a biogas manufacturing plant on a commercial model and wants to develop more such rural enterprise models for uplifting the rural youth and rejuvenate the traditional rural enterprises and make them commercially competitive. Mr. Kharb's message to budding agripreneurs is: "Grow organic, buy organic and save the planet for future generation".



<b>Address</b>	: H.No.309, 8-Marla Colony, Patel Nagar, Hissar-125001, Haryana
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 60 Year
<b>Nodal Training Institute</b>	: ISAP-Karnal, Haryana
<b>Name of Venture</b>	: ARB Organic Jaggery
<b>Nature of Services</b>	: Organic Sugarcane Cultivation and jaggery Processing Unit, Consultancy
<b>No. of Farmers Covered</b>	: 50
<b>No. of Villages Covered</b>	: 5
<b>Annual Turnover</b>	: 35.00 Lakh
<b>No. of Employment</b>	: 3 person
<b>Mobile</b>	: +91 9467989055
<b>Email Id</b>	: kharbmanoj@gmail.com



**Mr Rajesh Kumar Singh**  
Unnao, Uttar Pradesh



Start Up No. 34

## 'Friend of Farmer' for Extension Services Honoured

Rajesh Kumar Singh (28), originally from Kotara village, Unnao district, Uttar Pradesh is an agricultural graduate trained under the and Agri-Business Centres Scheme. Soon after training, he started extension services by organising 'Kisan Goshthi' at village and block levels. With a finance of Rs. 5.00 lakh loan from Bank of India, Unnao branch, he registered his shop in the name 'Unnao Agri-Clinics and Agri-Business Centre' and started sale of agri-inputs. Field visits were his daily practice. He educated farmers on seed treatment, organic farming, preparation for vermi-composting, integrated nutrient management, selection of good varieties, pest and disease diagnostics and control measures. Around 3000 farmers from 40 villages benefited by the doorstep services of Mr. Rajesh. The annual turnover of his shops has reached Rs. 1.00 crore and there are six employees on his payroll. Mr. Rajesh regularly participates in agribusiness fairs and showcases his products and services. Mr. Rajesh was honoured at a two day Horti-exhibition organised on 9th to 10th November, 2016 on the theme 'Nirala Udyan' at the Department of Horticulture, Unnao district. Mr. Sanjeev Kumar Singh, Chief Development Officer, Unnao district, honoured him with a shield and a certificate. During a three-day Kisan Mela organised from 25th to 27th November, 2016 at G.I.C. Ground Unnao district, Unnao Agri-Clinics won the 1st prize among 100 stalls. Here, Mr. Surendra Singh, District Collector, Unnao, honoured Mr. Rajesh with a shield and a certificate. Mr. Rajesh is popularly known as a "Friend of Farmers" for his unceasing extension services in Unnao district.

<b>Address</b>	: Kotara village, Unnao district, Uttar Pradesh
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 28Year
<b>Nodal Training Institute</b>	: SMGGS-Varanasi, Uttar Pradesh
<b>Name of Venture</b>	: Unnao Agri-Clinics and Agri-Business Center
<b>Nature of Services</b>	: Sale of agri-Input and Consultancy
<b>No. of Farmers Covered</b>	: 3000
<b>No. of Villages Covered</b>	: 40
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 6 person
<b>Mobile</b>	: +91 9838178747
<b>Email Id</b>	: rajeshsingh390@gmail.com



12/12/2011





**Mr. Yuvraj Rathod**  
Washim, Maharashtra



## Agripreneur from Amravati honoured with “Shetinishtha Shetakari Purushkar

“Sheti Nishtha Shetakari Purushkar” is an honour given in the state of Maharashtra on the occasion of the birth anniversary of former Chief Minister, Mr. Vasant Rao Naik. This year Mr. Yuvraj Rathod, an agripreneur from Amravati district, Maharashtra, was honoured with this title. Mr. Rathod underwent his training under AC&ABC from Krishi Vigyan Kendra, Durgapur. Upon completion of the training, he started his Agri-consultancy business on organic farming. Amravati is a rainfed area where cotton, soybean and red gram are the major crops. Mr. Rathod was concerned about crop yields being abysmally low every year. He understood that the primary reason for this was the methods adopted by farmers for cultivation and being a rain-fed area, the erratic weather conditions also played havoc with the yields. It was because of this that the cotton and red gram growers never got returns that were commensurate with their investments. Taking cognizance of these problems, Mr. Rathod conducted demonstrations of balanced nutrient and water management for cotton and red gram. He sowed these crops in different plots and judiciously applied fertilisers and water. He used fertigation method for application of fertilisers and water for both the crops. This unique method of timely application of fertilisers and water started yielding good results. At the end of three years of this practice, he was able to get three times higher yields as compared to the past i.e. 30 quintal/acre of cotton and 10 quintal/acre for red gram. Line department officers and progressive farmers visited Mr. Rathod for gaining exposure and for dissemination of this practice on a wider scale. He registered “Fulmari Farmer Producer Company” by involving 500 vegetables growers from eight villages.

He also developed three organic farming plots in the district by involving 50 farmers in each group. All the 150 farmers grow their crops organically. Mr. Rathod networked the producers with the malls for sales and better price of their crops.



<b>Address</b>	: Someshwar nagar, Post fulumari tq, manora, dist washim Washim Maharashtra
<b>Qualification</b>	: Diploma in Dairy
<b>Age</b>	: 30 Year
<b>Nodal Training Institute</b>	: KVK-Durgapur , Maharashtra
<b>Name of Venture</b>	: Fulmari Farmers Producer Company
<b>Nature of Services</b>	: Agri Consultancy & FPO
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: 8
<b>Annual Turnover</b>	: 5.00 lakh
<b>No. of Employment</b>	: 3 person
<b>Mobile</b>	: +91 9623098802
<b>Email Id</b>	: yuvrajrathod 1986@gmail



**Mr. Channappa  
G. Zalaki**  
Hubballi, Karnataka



Jan 25, 2016

<b>Address</b>	: H.No. 58, Patil layout.2nd Cross, Lingaraj Nagar (North), Hubballi. Dist: Dharwad, Karnataka, State, Pin : 580031
<b>Qualification</b>	: M.Sc. Agriculture
<b>Age</b>	: 24 Year
<b>Nodal Training Institute</b>	: SriSri Institute, Banglore, Karnataka
<b>Name of Venture</b>	: Shri Basaveshwar Souhardha Sahakari Niyamita, Hubbli
<b>Nature of Services</b>	: sale of Agri-Input and farmers Cooperative
<b>No. of Farmers Covered</b>	: 3000
<b>No. of Villages Covered</b>	: 175
<b>Annual Turnover</b>	: 15 Cr.
<b>No. of Employment</b>	: 150 person
<b>Mobile</b>	: +91 9448590575
<b>Email Id</b>	: cgzalaki@gmail.com

## When the Banker walks the talk of Agripreneur

The cooperative sector has been playing a distinctly significant role in the nation's socio-economic development. This sector has witnessed substantial growth in diverse areas of the economy during the past few decades. Enthused by this background of cooperatives, Mr. Channappa Zalaki (66), a banker by profession, from Hubballi, Karnataka, decided to start his own cooperative society in agriculture. Having served for 32 years in the banking sector, he wished to go back to his native village and positively contribute to the farming community. A post-graduate in agriculture, he completed the mandatory two-month training programme of AC&ABC scheme from Sri Sri Institute of Agricultural Sciences and Technology Trust, Bangalore. During the training, Mr. Zalaki got a chance to visit a number of established agripreneur. Appreciating the training module designed by MANAGE, he says, "AC&ABC training is a judicious mix of lectures, exposure visits and hands-on sessions. Lectures by resource persons laced with anecdotes, coming face-to-face with successful entrepreneurs and hearing about their remarkable achievements is highly motivating

and appreciable. The training helped refine my entrepreneurial skills in all possible ways". After successful completion of the training, Mr. Zalaki took up the task of revitalizing a five-year-old defunct cooperative society, 'Shri Basaveshwar Souhardha Sahakari Niyamita, Hubli'. The cooperative's main objective was to connect farmers



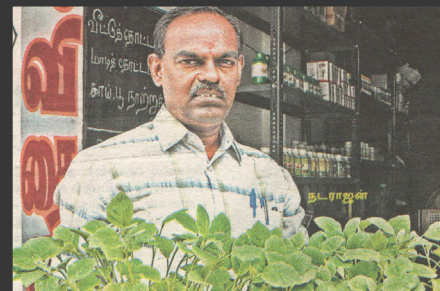
Jan 25, 2016

directly to the consumers, so that farmers got a better price for their produce. Farmers from three districts viz. Dharwad, Haveri and Ranebennur of Karnataka were served by the cooperative society. It was also involved in trading and sale of fertilisers, pesticides and seeds through an established network of 150 cooperatives. Sales officers working for the societies are the link pins between the cooperative and farmers. The cooperative society also established two retail and one wholesale outlet covering 175 villages and 3000 farmers. Situated within the periphery of Agricultural Produce Market Committee (APMC) market/vegetable market/local market area, where farmers come daily to sell/procure their farm produce, it was of immense benefit to farmers. Within a short span, the society has made remarkable growth with its annual turnover crossing Rs.1500 lakh. Being involved in a variety of activities, the society could generate employment for rural youth in the three districts. Future plans of the society are to establish a soil testing lab at each retail outlet and to expand its operations to three more districts in Karnataka. Plans to establish a unit to produce bio-fertiliser using sugarcane residue are also in the offing. Mr. Zalaki's message to potential agripreneurs is, "Invest intelligently, diversify carefully and establish fully".





**Mr. S. Natarajan**  
Madurai, Tamil Nadu



## Grow Your Own Vegetables, the Mr. Natarajan Way

Promoting urban vegetable cultivating on rooftops/backyards/balconies would be beneficial in catering to the needs of the denizens and to maintain good health standards. Growing of vegetables on terraces would also be a step towards self-reliance in production of fresh vegetables. Mr. S. Natarajan, an agriculturist, retired after 33 years of service from the Tamil Nadu State Department of Agriculture. His knowledge on organic agriculture forced him to start agri-consultancy to the farming community. At this juncture he also came across the Agri-Clinics and Agri-Business Centres (AC&ABC) scheme. In the year 2014, he joined the two-month residential training course under AC&ABC scheme at Voluntary Association for People Services (VAPS), Madurai. After training, he started his firm 'Natarajan Agri-Clinics and Agri-Business Centres', at Agri-commodity Marketing Complex Madurai. He interacted daily with more than 1000 farmers and made them aware about organic farming. He followed this up by supplying organic input on all crops including vermi-compost, manures, bio-fertiliser and bio-pesticides. He established his own shade-net nursery for supply of ready saplings of brinjal, chilli, tomato, moringa and ornamental flowers raised in pro-tray nurseries. As per Natarajan, the sale of ready saplings is benefitting nearly 5000 farmers from Madurai, Shivagangai, and Dindigul districts of Tamil Nadu. Over 500 beneficiaries taking regular consultancy of urban agriculture from him. Mr. Natarajan says, "Information is more powerful in the present era, one can get rich by selling information".



<b>Address</b>	: No. J- 163, Agro-inputs lane, Paddy and Flower market, Mattuthvani, Madurai – 625007
<b>Qualification</b>	: B.sc Agriculture
<b>Age</b>	: 66 Year
<b>Nodal Training Institute</b>	: VAPS-Madurai
<b>Name of Venture</b>	: Natarajan Agri-Clinics and Agri-Business Center
<b>Nature of Services</b>	: Nursery and sale of Agri-Input
<b>No. of Farmers Covered</b>	: 5000
<b>No. of Villages Covered</b>	: 50
<b>Annual Turnover</b>	: 50 lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +91 09443860983
<b>Email Id</b>	: agrinatrajan@gmail.com



**Mr. B.N. Ambrisha**  
Bangalore, Karnataka



**Address** : #1002/C,  
Hosabeedi,  
Bellary Road,  
Yelahanka,  
Bangalore 560  
064

**Qualification** : B.Sc.Agril  
.Marketing,  
M.A.Journalism

**Age** : 37 Year

**Nodal  
Training  
Institute** : Terra-firma Pvt.  
Ltd. Bangalore

**Name of  
Venture** : Srushti Media

**Nature of  
Services** : Production of  
Video-CDs on  
Agriculture and  
Allied subject

**No. of  
Farmers  
Covered** : More than 50000  
farmers

**No. of  
Villages  
Covered** : Southern districts  
of Karnataka

**Annual  
Turnover** : 1.5 Cr.

**No. of  
Employment** : 10 person

**Mobile** : +91 9880310702,  
9036213108

**Email Id** : srushtimedia@  
yahoo.co.in

**Website** : www.  
srushtimedia.com

## Technology-driven Video Films

With about 70% of the Indian population depending on agriculture, agriculture is the main occupation in India. As a result of the Green Revolution in the 1960s, food production has increased to higher levels. Afterwards many technologies have come up to increase agricultural production and productivity. Most of the farmers failed to adopt the technologies developed and transferred from research centres, agricultural universities and government departments. Taking this into consideration, 'Srushti Media' which has been set up under the Agri-Clinics and Agri-Business Centers scheme is offering requisite information, guidance and support to the farming community. It has been actively participating in helping farmers learn the latest technology and implement new skills and processes for getting higher yields. "We are proud to state that, for the first time in Karnataka, we have introduced the concept of producing video CDs on agriculture and other allied sectors", says Mr. B.N. Ambarish (37), owner of Srushti Media. After completion of post-graduation in Agri-journalism, Mr. Ambarish joined the two-month residential entrepreneurship skill development training course at Terra-firma Pvt. Ltd. Bangalore. Mr. Ambarish is also Chief editor for Pashu Siri, a bi-monthly magazine exclusively on animal husbandry and veterinary services. These video CDs contain scrupulously researched and detailed information on seasonal crops, commercial crops, patterns of crop rotation, application of fertilisers, pesticides, profitable dairying, etc. Suggestions from scientists and subject matter experts, to be followed for achieving higher yields, are made available through these video CDs. This concept is well accepted by farmers throughout Karnataka. "Many NGOs and government departments have come forward to utilise our services to educate farmers



about new technologies in agriculture through audio-visual films", says Mr. Ambarish. "We have conducted many training programmes and video shows at different places of Karnataka. Many farmers are taking these video films to watch and the information provided in the film is adopted in their farms. Srushti Media have already produced various documentary films and video CDs's related to agriculture-based applications and reached intended viewers like farmers, banks, educational institutions, research organisations etc," narrates Mr. Ambarish.



**Mr. Parikshit D. Bokare**  
Nanded, Maharashtra



## The Cotton Apps

Mr. Parikshit Bokare (26) post graduated in Agriculture Plant Pathology from Dr. Panjabrao Krishi Vidyapeeth, Akola, Maharashtra. After post-graduation, Mr. Parikshit joined the National Watershed Conservation Project, Wardha, Maharashtra, as a Project Manager. He was fully involved in formation of self-help groups SHG and realised the importance of agri-entrepreneurship at the village level. He wanted to become his own boss. Therefore, Mr. Parikshit quit his job and joined a two month training programme under Agri-Clinics and Agri-business Centres scheme at the Krishna Valley Advanced Agricultural Foundation, Sangli, Maharashtra. Mr. Parikshit started doorstep consultancy in major crop production. Realising the significance of e-extension services to farming community, he wanted to develop crop-specific text information that farmers could use and apply as per their requirement. Mr. Parikshit contacted a friend of his who had a Master's degree in Information Communication and discussed with him, the development of an e-application on cotton crop in Marathi language. Within five days the App was developed. Mr. Parikshit contacted Dr. B. Venkateshwarlu, the Vice-Chancellor of the Vasant Rao Naik Marathwada Krishi Vidyapeeth, Parbhani, and demonstrated the use of the Cotton App in the presence of Hon. Mr. Diwakar Raote, State Transport Minister, Maharashtra. This Cotton App is the first authentic source of information on cotton cultivation practices and was launched on occasion of Marathwada Mukti Sangram Din i.e. 17th September 2015. Dr. Venkateshwarlu assigned Mr. Parikshit the job to prepare such e-applications on different crops. More than 500 farmers from Marathwada region attended the programme and got familiar with the cotton app. Mr. Parikshit developed two more apps on Integrated Pest Management. Reliance Foundation has assigned Mr. Bokare as its technical expert.



<b>Address</b>	: 231, Shivnery, nanded Housing Society, Vijaynagar, Nanded, Maharashtra
<b>Qualification</b>	: M.Sc Palnt Ptahology
<b>Age</b>	: 26 Year
<b>Nodal Training Institute</b>	: SSVP-Pune
<b>Name of Venture</b>	: Krushi sarthi
<b>Nature of Services</b>	: Preparation of Anroid App on Major crop and agri-consultancy
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 4 person
<b>Mobile</b>	: +917588526040
<b>Email Id</b>	: admin@krushisarthi.in
<b>Website</b>	: www.krushisarthi.in



**Mr. Ranjit Kumar Bora**  
Nagoan, Assam

Start Up No. 40



**Address** : Kaliabor Nursery,  
Samaguri Satra,  
Nagaon, Assam

**Qualification** : B.Tech Agri.Engg.

**Age** : 28 Year

**Nodal Training Institute** : ISAP-Guwahati,  
Assam

**Name of Venture** : Kalibore Nursery

**Nature of Services** : Consultancy,  
cultivation and  
processing  
aromatic and  
medicinal plants

**No. of Farmers Covered** : 500

**No. of Villages Covered** : 50

**Annual Turnover** : 30.00 Lakh

**No. of Employment** : 40 person

**Mobile** : +91 9435083858

**Email Id** : ranjitpatchouli@gmail.com

## Empowering Rural Youth

Availability of quality planting material is highly essential for successful commercial vegetable cultivation. "Farmers generally prepare small nurseries in their backyard solely for personal usage. However, in the event of pest and disease incidence, natural calamity or field mortality of plants in early stages, the farmer does not have sufficient time to raise a new nursery. To address this issue, I had decided to start vegetable nursery", says by Mr. Ranjeet Kumar Bora (28), a trained agripreneur from ISAP, Assam. "After training, I had erected polyhouses/nethouses for production of quality planting material on commercial basis in protected conditions. Even as I was selling these, I had started consultancy on vegetable cultivation. Farmers were trained about advanced nursery management technologies such as soil solarisation, grafting, sowing, fertilisation, raised beds, pest and disease management activities, etc." The farmers trained by Mr. Bora started a small-scale nursery for vegetable crops like tomato,



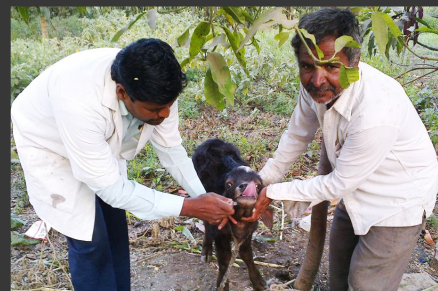
brinjal, chilli, cabbage, cauliflower, drumstick and fruit crops like papaya. Some young farmers were trained and guided regularly by the project personnel. Today, these trained farmers are not only able to cater to their own needs of quality planting material, but also satisfy the needs of

nearby villages. While direct employment generated by him is 40, Mr. Bora indirectly generated employment for thousands, which has resulted in a steep fall in the rate of migration of labour in the region.





## Dr. Pradip Buwaji Salve Beed, Maharashtra



### Timely Deworming a Simple Way to Increase Milk Yield

Dr. Pradeep Salve (38), is a veterinary pharmacologist engaged in providing veterinary diagnostic services to 8500 animals and livestock such as milch cattle, goat, dogs, poultry, etc., and providing awareness for cattle owners regarding vaccination, clinical diagnosis and prevention of diseases. He also extends advice on feed supplements for increasing the productivity of dairy cattle and other livestock animals. Dr. Salve says, "Animal health management is playing a key role to keep animals healthy. A timely deworming is a simple way to increase milk yield". After obtaining a doctorate in veterinary pharmacology, Dr. Salve was offered a position as Assistant Professor at the Mahatma Jyotiba Fule College of Veterinary Science, Chomu, Rajasthan. However, during studies he observed that there was a huge gap between timely veterinary services; as a result, huge losses were sustained, physically by animals and financially by farmers. Due to his passion towards extension services, he left his job and returned to his hometown. Subsequently, he came across the Agri-Clinics and Agri-Business Centres Scheme and its benefits. He joined the two-month residential training course at Krishi Vigyan Kendra, Babhaleshwar, Maharashtra. Afterwards, he opened his veterinary clinic, 'Animal Science Center'. Among the door-step services provided by Dr. Salve are: advising on scientific feed management; effective deworming; prevention of animal diseases through scientific advisory and veterinary diagnosis; increasing milk production, improving birth of healthy calves and reducing disease-induced mortality of cattle through feed supplements during last trimester of pregnancy; and so on. Additionally, providing specific deworming medicines for reducing the incidence of roundworm, tapeworm, hookworm and liver flukes in animals were the major practices taught by Dr. Salve. Around 8500 animals have been vaccinated under the guidance of Dr. Salve. Animal Science Centers is gaining popularity in Maharashtra State. The annual turnover of the clinic is Rs. 30 lakh. A total of 30 para-veterinarian volunteers have been trained by Dr. Salve for extending timely doorstep veterinary services.

<b>Address</b>	: A/P: Phule Pimpalgaon, Taluka: Majalgaon, District: Beed - 431142, Maharashtra
<b>Qualification</b>	: P.h.D. in Veterinary Pharmacology
<b>Age</b>	: 38Year
<b>Nodal Training Institute</b>	: KVK, Babhaleshwar, Maharashtra
<b>Name of Venture</b>	: Animal Science Center
<b>Nature of Services</b>	: Vet Clinics and Consultancy
<b>No. of Farmers Covered</b>	: 8500 Animals
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 30.00 Lakh
<b>No. of Employment</b>	: 30 person
<b>Mobile</b>	: +91 09921562265, 07719978003
<b>Email Id</b>	: salvepradip498@ gmail.com





**Mr. Rahul Balasaheb Kadam**  
Solapur, Maharashtra



## Use of Fish Oil in Integrated Management of Fruits & Vegetables

<b>Address</b>	: At/Post: Tandulwadi, Malshiras, Solapur, Maharashtra
<b>Qualification</b>	: B.Sc. Horticulture
<b>Age</b>	: 30 Year
<b>Nodal Training Institute</b>	: KVAAF- Sangli, Maharashtra
<b>Name of Venture</b>	: Rahul Vegetable Farms
<b>Nature of Services</b>	: Vegetable & Fruit Nursery and Consultancy
<b>No. of Farmers Covered</b>	: 1000
<b>No. of Villages Covered</b>	: Solapur, Pune, Osmanabad and Sangli Districts
<b>Annual Turnover</b>	: 1.50 Cr.
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +91 9766034596
<b>Email Id</b>	: papukadamdo@gmail.com

"Fish oil, when used as fertilisers provides an excellent source of nutrition for plants and the soil. The plant receives a controlled level of nitrogen, a vital element necessary for the production of chlorophyll and for maintaining the health of the plant", says Mr. Rahul Kadam (30), from Solapur, who has been using fish oil as fertiliser in his vegetable cultivation. Rahul is a trained agripreneur from KVAAF-Sangli, Maharashtra. Soon after completion of his AC&ABC training, he got fully involved in organic farming. Another major benefit of using a fish oil fertiliser is that it stimulates microorganisms that exist in the soil. Use of fish oil in fertigation and foliar spray for fruit and vegetable crops helps in 30% saving in water and 20% saving in plant protection material. Moreover, there was an increase in weight of fruit by 2 kg along with high quality and fewer viral diseases. On an average yield, increment in crops grown under this practice compared to that of use of chemical fertilisers is 4 to 5 times in case of tomato and 3 to 4 times in cucurbits species crops. Rahul says, "I calculated net profits of Rs. 2.00 lakh per acre by deducting the total cost of production on tomato crop". The fish oil is on sale at Rahul Vegetable farms with complete consultancy on organic vegetable cultivation. More than 1000 farmers from four districts are regular customers of the fish oil fertiliser for fruit and vegetable crops. The annual turnover of the firm is more than Rs. 1.00 crore and Rahul has extended employment to 10 rural youth.







**Mr. Vinit Pratap Singh**  
Muzaffarnagar,  
Uttar Pradesh



## The Story of Rags to Riches

Mr. Vineet Pratap Singh (21), is an agricultural graduate and a resident of Muzaffarnagar, Uttar Pradesh. After graduation, he started a small nursery for ornamental plants in the roof of his old house. The sale was profitable. This created his interest in nurseries. However, he realised that he lacked the required entrepreneurial skills and financial support. During this time, he came across the Agri-Clinics and Agri-Business Centres Scheme running at the Centre for Agricultural and Rural Development (CARD) in Muzaffarnagar. Without wasting time, he joined the training program. As part of the hands-on experiences, he spent three days at an established nursery and learnt all the relevant technical and managerial skills. It was a turning point in his life. The training motivated him to start a plant nursery at his farm. Mother plants play a very important role for sustainable nurseries. In three Bighas (1 bigha 1,618.7 sq metres) of land, he planted 10 varieties of mango as mother plant. With the wholehearted support of CARD, he established Ram Nursery which has now become a popular and trusted name among the farmers of Uttar Pradesh for procuring high-quality planting materials. A CARD resource person assisted him in procuring nuclear planting materials of trees like mango, guava, jackfruit and other forest plants etc. from reliable sources. Mr. Vinit maintains more than 100 plant species in his nursery – fruits, ornamental, vegetable, cactus, forest plant etc. Totally 60 bighas of land are under nursery cultivation. The annual turnover of Ram Nursery is Rs. 2 crores. Mr. Vinit has extended employment to 20 permanent and 100 skilled labourers in his area. Mr. Vinit is role model for the rural youth of his neighbourhood.

<b>Address</b>	: S/o. Ashok Kumar, Ram Nursery, Roorkey Rd., Bamanheri Teh., Rampur Post Muzaffarnagar Uttar Pradesh
<b>Qualification</b>	: B. Sc. Agriculture
<b>Age</b>	: 21 Year
<b>Nodal Training Institute</b>	: CARD- Muzzafarnagar
<b>Name of Venture</b>	: Ram Nursery
<b>Nature of Services</b>	: Fruit and Ornamental plant Nursery and Consultancy
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: 5 districts
<b>Annual Turnover</b>	: 2.00 Cr.
<b>No. of Employment</b>	: 20 Permeant and 100 Skill labour person
<b>Mobile</b>	: +91 9627009595
<b>Email Id</b>	: singhvinitpratap@gmail.com





**Mr. Tarun Kumar Yadav**  
Sehore, Madhya Pradesh



## SEROHI Goat Rearing and Breeding Unit

<b>Address</b>	: S/o, Shri Bhojraj Yadav, Matthha Gaon, Rethi, Sehore, Madhya Pradesh
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 28 Year
<b>Nodal Training Institute</b>	: ISAP- Madhya Pradesh
<b>Name of Venture</b>	: Kirti agronomic & livestock farm
<b>Nature of Services</b>	: Breeding unit of goat and goat training center and Vet Consultancy
<b>No. of Farmers Covered</b>	: 3500
<b>No. of Villages Covered</b>	: 70
<b>Annual Turnover</b>	: 30.00 lakh
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +91 09098099678
<b>Email Id</b>	: tarun_kyadav23@yahoo.com

"The Sirohi breed of goat, from Sirohi district of Rajasthan, is considered as a profitable breed for rearing in goat farms. It is mainly reared for meat production," says, Mr. Tarun Kumar Yadav (28), agricultural graduate and resident of village Matthagaoon from Sehore district, Madhya Pradesh. "Goats are among the main meat-producing animals in India, whose meat (chevon) is one of the choicest meats and has huge domestic demand. The high demand for goat and its products, with the potential for good economic returns, have been driving me to take up the goat enterprise on a commercial scale". After graduation, Mr. Tarun joined the two-month residential training course at Indian Society of Agribusiness Professional (ISAP)-Madhya Pradesh under the Agri-Clinics and Agri-Business Centres Scheme. After getting equipped with entrepreneurial skill, Mr. Tarun started a goat breeding unit "Kirti Agronomic and Livestock Farm" in the year 2011. The farm was established with 50 Sirohi and 20 local goats reared under stall-fed intensive system. During training, scientists from Krishi Vigyan Kendra, Sehore had suggested using breeds such as Sirohi to prepare pure breed animals as breeding stock. They also advised him about effective marketing strategy and strengthening linkages with the other farmers. Simultaneously, Mr. Yadav received technical guidance from the scientists of KVK on health management of goats. Mr. Yadav had totally nine 19 acres of farmland, out of which he uses three acres for goat farming, fish farming and vermicomposting. Presently, he has 200 goats in his farm and purebred goats mainly of Sirohi breed for sale as breeding stock to farmers and entrepreneurs. Mr. Yadav sells his goats only on live body weight basis at the rate of Rs. 250 to Rs. 350 per kg of live body weight. At present the annual gross revenue of the goat farm is Rs. 30 lakh. Till date, about 3500 farmers and trainees have visited his farm. Now he is developing and strengthening linkages with the small/ traditional goat farmers of the area for taking up breed improvement and organised marketing. Mr. Yadav had developed a three day training program on goat farming.





**Mr R. Saravanan**  
Ariyalur, Tamil Nadu



## Quality Input with Consultancy a Gateway to Reach Farmers

Mr. Saravanan, agripreneur, Diploma holder in agriculture, completed his AC&ABC training programme from Biofarm Nodal Training Institute, Coimbatore in the year 2014. He has 23 years' experience in marketing. He planned to start an agricultural inputs centre in his native Ariyalur district. He prepared a detailed project report and approached the State Bank of India for a loan. He got his project loan sanctioned for Rs.18 lakhs on 3 November 2016, with which he started Agri Inputs Centre at Ariyalur district. Alongside sale of agri-inputs, Mr. Saravanan gives agri-consultancy service to the farmers. The major topics he covers are i.e. organic farming, integrated pest management, integrated fertiliser management and use of farm machinery. He provided consultancy service to nearly 1000 farmers in and around his area by which 400 farmers were directly benefitted. Mr. Saravanan advised the farmers to use only the required quantity of plant protection chemicals at right time. This in turn helped the farmers to reduce plant protection chemical cost by Rs. 1000 per acre. "I have a list of registered farmers with their contact no. All details regarding new seed variety/products were provided to farmers in advance, so that they can request the products they require and I can get the orders in advance," says Mr. Saravanan. With an annual turnover of the shop being Rs. 60.00 lakh, he is able to earn a profit of Rs. 50,000 per month from his Agri Inputs Centre.



<b>Address</b>	: S/o. Ramalingam, # 2/26A, North St., Periyakurichy Post, Sendurai Tk., Ariyalur-621701, Tamil Nadu
<b>Qualification</b>	: Diploma in Agriculture
<b>Age</b>	: 49 Year
<b>Nodal Training Institute</b>	: Biofarm, Tamil Nadu
<b>Name of Venture</b>	: M/s Chendor Murugan Agri Inputs
<b>Nature of Services</b>	: Sale of Agri Input and Consultancy
<b>No. of Farmers Covered</b>	: 400
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 60.00 lakh
<b>No. of Employment</b>	: 3 person
<b>Email Id</b>	: nticbe@gmail. com



**Mrs. Vijayalaxmi  
Narsaiah Mamidala**  
Nanded, Maharashtra



## Quality Inputs are the Key to Success

**Address** : Gramin Krushi Seva Kendra, Yemnewar Complex, Near Market Committee Complex, main road, at Post 7Tq, Umari, Dit, Nanded, Maharashtra, 431807

**Qualification** : B.Sc. Agriculture

**Age** : 34 Year

**Nodal Training Institute** : KVAAF, Sangli, Maharashtra

**Name of Venture** : Gramin Krushi Seva Kendra

**Nature of Services** : Agri-Input Sale and Consultancy

**No. of Farmers Covered** : 450

**No. of Villages Covered** : 110

**Annual Turnover** : 1.50 Cr.

**No. of Employment** : 5 person

**Mobile** : +09850553539, 09922462064

**Email Id** : gramin\_ndy@yahoo.co.in

Mrs. Vijayalaxmi Mamidala (34), born and brought up in an agriculture-based middle-class joint family, started carving out her own destiny in agriculture despite initial resistance from family. Since childhood, having spent considerable time in farming, she developed a keen interest in agriculture. As it was her passion, she graduated in Agricultural Sciences and wanted to dedicate her services to the farming community. She chose an agricultural graduate as her life partner. After marriage, they came across the advertisement on Agri-Clinics and Agri-Business Centres Scheme in a local newspaper. Both husband and wife were fascinated by the benefits of the training programme and joined the two-month residential training course at Krishna Valley Advanced Agriculture Foundation (KVAAF)-Sangli, Maharashtra. During the training, Vijayalaxmi gained practical experience, exposure in the field (particularly at grassroots level) and knew how farmers were struggling for better farming systems. She decided to start a quality agri-input shop and doorstep extension services. She arranges two-hour lectures – Krushi Bhakta Parayan – on agriculture in Marathi language, and visits farmers and their fields every Saturday on demand from farmers who want her free consultancy and services. Mrs. Vijayalaxmi has covered 110 villages and more than



1000 farmers have benefitted from the consultancy. Talking about her success and the AC&ABC training, she says, "I think, no matter how good the inputs might be, they are just a small part of my service to the farmers. I must commend the AC&ABC training which I got from MANAGE for giving

me the knowledge of entrepreneurship development, marketing and communicating with the farmers to provide them the needed awareness and advice." So far, Mrs. Vijayalaxmi has employed five people and her annual turnover crosses more than Rs. 1 crore.



**Mrs. Preeti Bhele  
Sonkusare**  
Gadchiroli, Maharashtra



## Woman Agripreneur Promoting Industrial Growth in Naxalite Area

Mrs. Preeti Sonkusare (38), is an agricultural economist and a housewife with a vision of being an agripreneur. After marriage, she refused to sit idle at home and decided to do something for her own earnings. Mrs. Preeti started her successful journey by registering herself for the two-month residential training program under Agri-Clinics and Agri-Business Centres Scheme at KVAAF-Nagpur, Maharashtra. During the program, she learnt Detailed Project Report (DPR) preparation, accounting, marketing etc. She got an opportunity to listen to lectures from many visiting experts from various agricultural supplementary businesses and to visit established agripreneurs engaged in different activities. After successfully completion of training, 'Om Bio-fertilisers' was established by a combination of Ms. Preeti's own investment and credit support from her family. She started her own production unit by providing employment to 15 young science graduates. Mrs. Preeti says, "In the beginning, my company manufactured Azotobacter, Phosphate Solubilising bacteria, Rhizobium, Azospirillum, Zinc-mobilising bacteria, potassium-mobilising bacteria etc. which need no introduction. Now production is carried out at under the supervision of a young and energetic team of science graduates. The bio-fertilisers are manufactured in both solid and liquid forms". The capacity of the manufacturing unit is around 15 MT. The prices of products range from Rs. 150 to Rs. 400 per litre per kg. Mrs. Preeti says, "Gadchiroli is a notorious Naxalite area in Maharashtra state. The major crops of farmers here are sugarcane, paddy, groundnut, pulses, gram and vegetables." Doorstep consultancy is one of the major agenda of the unit. Mrs. Preeti is also involved developing market linkages of organic growers of the region with the market and super malls. A total of 1200 farmers are engaged in organic farming. More than 200 low-cost pits of vermicomposting have been established on farmers' fields. Mrs. Preeti has given a new lease of life to the industries sector in the Naxal-hit area. She is happy that she could do something beneficial to farmers that freed them from the clutches of inorganic farming. "Lending a hand in saving the nature is a more than satisfactory feeling", Mrs. Preeti concludes.



<b>Address</b>	: Survey No. 1226/2, Near IOC petrol Pump, Wadsa Road, Armori, Gadchiroli, Maharashtra
<b>Qualification</b>	: M.Sc. Agriculture Economics
<b>Age</b>	: 38 Year
<b>Nodal Training Institute</b>	: KVAAF-Nagpur, Maharashtra
<b>Name of Venture</b>	: Om Bio-fertilizer
<b>Nature of Services</b>	: Manufacturing of Bio-fertilizer and Bio-pesticides and consultancy on Organic farming
<b>No. of Farmers Covered</b>	: 1200
<b>No. of Villages Covered</b>	: 25
<b>Annual Turnover</b>	: 50.00 lakh
<b>No. of Employment</b>	: 15 person
<b>Mobile</b>	: +91 9423565242
<b>Email Id</b>	: pritissonkusare@gmail.com



**Ms. Nilisha L. Jibhakate**  
Wardha, Maharashtra



## Sunny Yellow Trap for Pest

**Address** : a/p Pimpalkhuta,  
tq Arvi, dist  
Wardha  
Maharashtra  
Pin: 442106

**Qualification** : M. Sc Forestry

**Age** : 30 Year

**Nodal Training Institute** : KVK, Durgapur,  
Maharashtra

**Name of Venture** : Tree Tech Nursery

**Nature of Services** : Production of  
Sticky trap and  
Agri consultancy

**No. of Farmers Covered** : 5000

**No. of Villages Covered** : 3 district

**Annual Turnover** : Rs. 50 Lakhs

**No. of Employment** : 20 person

**Mobile** : +91 9404262003

**Email Id** : satishbetal@gmail.com

Tree Tech Nursery, Agri-Clinics and Agri-Business Centre is famous for innovation in agriculture sector. Tree Tech always brings low-cost technology for the benefit of the farmers to farm in a sustainable way. Ms. Nilisha Jibhakate (30), a resident of Wardha, Maharashtra, is agripreneur with a Master's degree in Forestry Sciences. In 2011, she came across the Agri-Clinics and Agri-Business Centres Scheme that was running at Krishi Vigyan Kendra, Durgapur. During this period, Ms. Nilisha was preparing for competitive examinations to secure a job. However, seeing the unconditional benefits of the scheme, she joined training program. The program empowered her with entrepreneurial abilities. Post training, with the insights gained, she opened a forest seedling nursery in 2012. While providing seedlings of trees to farmers, the problem of a serious attack of white flies on cotton crops was identified in Amravati Division of Vidarbha. Farmers were using heavy pesticide doses to control the white fly attack but not getting satisfying results. Keeping in mind the farmers' situation, Tree Tech Nursery started producing Sunny Sticky Traps and provided direct services to farmers on their cotton farms. Its objective was to provide a simple, economical and effective solution to farmers for controlling white flies on cotton crop. "The results of our traps are so good that demand for Sunny Sticky Traps is increasing by the day, and not just from cotton farmers it is used for vegetable, fruit crops also", says Ms. Nilisha. Tree Tech Nursery is a pioneer in the promotion of sticky traps in Vidarbha. More than 5000 farmers are using the yellow sticky trap and it is available at all retail Agri-inputs shop in Maharashtra".







**Mr. Sandeep Meshram**  
Gondia, Maharashtra



## RS Agro Tech: Re-defining agri-consultancy

RS Agro Tech is an agri-consultancy unit run by Mr. Sandeep Meshram (31) agricultural graduate from Gondia, Maharashtra. It provides consultancy in soil health management, organic farming, precision farming, protected horticulture, agro-forestry, bio-fuel crops, medicinal plants, integrated pest management, integrated nutrient management, farmer-producer company, rural youth employment etc. "Farmers involved in agriculture since many years, lack the knowledge about costs and climatic risk. RS Agro advises on complete package of practices with solution on successful management of the climate change problem", says Mr. Sandeep. Speaking about the challenges faced initially, Mr. Sandeep says, "In the initial stages, I started advising farmers on soil testing analysis and formation of vermicomposting. I got very few responses. By seeing the success and result, I got 250 queries on soil testing and vermicomposting which converted into business. Later, I started registration of Farmer Producer Company of like-minded farmers. I selected vegetables as the commodity. I have collected current market information regarding demand and prices on vegetables on a daily basis and compiled it in a database. I assist farmers in marketing their produce so that they can sell at high rate". Commenting on intercropping of medicinal plants in mature teak plantation for extra income, Mr. Sandeep says, "Getting income from intercrops is a good idea and it works out with some limitations. In teak plantations, ginger and garlic can be grown. Shade-loving plants can also be intercropped with teak. Choosing the right intercrop for a particular teak plantation is the key". From these intercrops farmers can expect Rs. 7000 to Rs. 25000 as additional income per acre. RS Agro Tech is also involved in conducting training, workshops and seminars in association with state departments of agriculture. The burning topics are soil and water testing and organic farming. "Now I'm looking forward to training on advancement of dairy farming", Mr. Sandeep says. "Over 1200 farmers from 50 villages have benefited from the timely consultancy and my firm is awarded with good projects of organic farming".



<b>Address</b>	: St., No. 14, Bhojalpara, Keriya Road, Dist: Amreli - 365601, S/o. Ashok Meshram, Nawargaon Khurd Vill., Gondia Teh., Gondia Maharashtra, Pin: 441601
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 31 Year
<b>Nodal Training Institute</b>	: KVK Durgapur
<b>Name of Venture</b>	: RS Agro -Tech
<b>Nature of Services</b>	: Soil Testing Lab and Consultancy, Vertical Gardening
<b>No. of Farmers Covered</b>	: 1200
<b>No. of Villages Covered</b>	: 50
<b>Annual Turnover</b>	: 23.00 Lakh
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +91 7387405071
<b>Email Id</b>	: sandipm810@gmail.com



**Mr. Chaman Lal**  
Lucknow, Uttar Pradesh



**Address** : S/o Munni Lal,  
Shahpur Vill,  
Raghunath Po  
Lucknow Uttar  
Pradesh  
Pin: 226104

**Qualification** : BSc Agriculture

**Age** : 25 Year

**Nodal Training Institute** : SMGGS-  
Varanasi, Uttar  
Pradesh

**Name of Venture** : Chaman Mango  
Trading

**Nature of Services** : Mango  
cultivation and  
Trading

**No. of Farmers Covered** : 700

**No. of Villages Covered** : 100

**Annual Turnover** : 20.00 lakh

**No. of Employment** : 15 person

**Mobile** : +917588526040

**Email Id** : chamanlal1233  
@gmail.com

## Mango Making King

"Mango (*Mangifera indica* L.), belonging to Family *Anacardiaceae* is the most important commercially grown fruit crop of the country. It is called the king of fruits. India has the richest collection of mango cultivars", says Mr. Chaman Lal (25), an agricultural graduate and resident of Shahapur Village, Lucknow, Uttar Pradesh, who is fully involved in mango cultivation and trading. Mr. Chaman Lal have eight bighas of land wherein he is maintains 35-year-old and 15-year-old mango orchards. The varieties grown in his orchards are Dasherri, Safeda Lucknow, Chausa and local pickle variety. Realising the growing demand of mangoes in the market, Mr. Chaman Lal started trading mangoes by taking other mango orchards on lease. He says, "Mango fruits need 120 to 140 days after fruit set to mature. The fruits should be harvested at the correct stage to obtain the characteristic taste and flavour of the variety. Harvesting is traditionally done when a few semi-ripe fruits fall from the tree. However, this is not a scientific method. The accurate method of finding maturity is by sinking the fruits in water and when fruits fully sink in water, they are considered to have attained full maturity. Hence, we leased the mango garden in flowering state to avoid the delay in getting the mangoes to the market. This is the strategy we developed based on our experiences". Mr. Chaman

Lal sells mangoes to the Lucknow, Hardoi and Delhi markets. He says that during every season he can earn net profits of Rs. 5 lakh per bigha of mango orchard. He also extends season-wise employment to around 50 unskilled labourers every year. "Agriculture requires hard work and strategies to manipulate climatic harassment. The one who masters on both, tastes the fruit of success", says Mr. Chaman Lal.





**Mr. Mahavir Yashwant Hatekar**  
Islampur, Maharashtra



## Goat Farming a Boon for Landless Farmers

Mahavir Yashwant Hatekar (30), a native of Islampur, Sangli, Maharashtra, has successfully taken to goat farming as an occupation instead a para-vet worker. A diploma holder in dairy science, he worked as para-vet worker for more than eight years. He says, "If a farmer raises at least 10 goats in his farm, it would give him additional revenue even at the time of climatic crises. The earning not only comes from selling goats, but also from its droppings as it is considered as good organic manure". Goat breed selection is a very important aspect in goat farming. There are several breeds considered as profitable; basically, it depends on the region and climate. "There are many breeds available but I am covering some which are considered profitable i.e. Jamnapari, Barbari, Beetal and Black Bengal", says Mr. Mahavir. At present he is rearing 40 goats and also provides consultancy on goat farming. "Generally in my goat farm, I prefer partial stall-fed system. That is, goats are given dry fodder or booster in the stall-fed condition and freed for grazing from 11 am to 3 pm. Then they enter the farm and are again stall fed," says Mr. Mahavir. He has advised around 200 landless farmers from 4-5 villages. Today, his investment is more than Rs. 5 lakhs and his annual turnover comes to Rs. 2 lakhs. Besides, advisory services fetch him another Rs. 40000 to Rs. 50000 annually. With an objective of encouraging other farmers to take up goat farming, Mr. Mahavir wants to set up a goat farming education centre where he offers guidance to interested farmers.



<b>Address</b>	: Islampur, Sangli, Maharashtra
<b>Qualification</b>	: Diploma in Agriculture
<b>Age</b>	: 25 Year
<b>Nature of Services</b>	: Goat farming
<b>No. of Farmers Covered</b>	: 200
<b>No. of Villages Covered</b>	: 5
<b>Annual Turnover</b>	: 5 lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +91 8483828590
<b>Email Id</b>	: mahavirhatekar1984@gmail.com



**Mr. Jayesh Pawar**  
Dhule, Maharashtra



Start Up No. 52

**Address** : S/o Ravindra,  
38 A, Hulmohar  
colony,  
Near Shani  
Mandir Dhule  
Maharashtra, Pin:  
424005 Pin:  
226104

**Qualification** : BSc Agriculture

**Age** : 23 Year

**Nodal  
Training  
Institute** : KVAAF, Pune,  
Maharashtra

**Name of  
Venture** : Kaustubh Dairy  
Farm consultancy

**Nature of  
Services** : Dairy and Milk  
Collection center

**No. of  
Farmers  
Covered** : 80

**No. of  
Villages  
Covered** : 6

**Annual  
Turnover** : 6.00 lakh

**No. of  
Employment** : 2 person

**Mobile** : +91 8087947473

**Email Id** : jayesh8pawar@  
gmail.com

## White Gold

"Livestock are valuable assets of the rural poor and are critical in supporting their livelihoods, particularly during unfavourable times", says Mr. Jayesh Pawar (23), an agricultural graduate from Dhule district, Maharashtra. After graduation, Mr. Jayesh joined the two-month residential training course under the Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme, and equipped himself with entrepreneurial skills. Dairy was the traditional occupation of his family. Since childhood, Mr. Jayesh observed the cow-rearing practices. Jayesh wanted to start a 'one-stop-solution' for all the livestock-related problems. After the AC&ABC training, he started a unit of dairy comprising 10 cows; in collaboration with Amul, a small milk collection unit was also established at his house. Mr. Jayesh says that on his first day of milk collection his collection was 87 litres. This boosted his confidence. He sold all milk to Amul dairy and tasted a good profit. The milk collection unit was then equipped with all tools to facilitate the considerable daily milk collection. Mr. Jayesh now collects 600 litres of milk per day from 80 farmers from six villages. He has registered his firm by the name "Kaustubh Dairy Farm Consultancy". He provides complete scientific consultancy on shed installation, purchase of milch breeds, clean milking, feed and fodder management and milk marketing etc. He has employed to two rural youth.





**Mr. Amit Appasaheb  
Bhoshale**  
Baramati, Maharashtra



## Dripping Success

Amit Appasaheb Bhoshale (26) is a graduate in agricultural sciences from Pune. After finishing his studies, he wanted to be his own boss. He found that micro-irrigation was a boon for the rainfed cultivation; however, proper maintenance of the drip systems was a constant challenge. Mr. Amit says, "Drip irrigation is a technique in which water flows through a filter into special drip pipes, with emitters located at different spacing. Water is distributed through the emitters directly into the soil near the roots through a special slow-release device. If the drip irrigation system is properly designed, installed and managed, drip irrigation may help achieve water conservation by reducing evaporation and deep drainage". Mr Amit joined the entrepreneurial skill development training course under Agri-Clinics and Agri-Business Centres Scheme at Krishna Valley Advanced Agriculture Foundation (KVAAF)-Pune. His training covered the areas such as soft skill development, goal setting, and technical and management studies with special emphasis on field exposure. He got hands-on experience during the training and, due to his previous experience, he developed interest in the micro-irrigation business. By investing own capital, Mr. Amit registered his company "Revolution Plast Industry" and started manufacturing spare parts required for the drip-irrigation systems i.e. emitters and fitters, and sold them to private companies for their drip irrigation systems. At present, he has a contract from 20 private companies. He says that within a span of six months, his net profit was Rs. 60000. With the help of eight employees, Mr. Amit offers complete consultancy of the drip irrigation system installation. He has so far covered 300 farmers from eight villages.



<b>Address</b>	: S/o Bhosale Appasaheb Ramchandra, Vidhya Heights Khatri estate Flat NO D-2 Baramati Pune Maharashtra Pin: 413102
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 26 Year
<b>Nodal Training Institute</b>	: KVAAF-Pune
<b>Name of Venture</b>	: Revolution Plast Industry
<b>Nature of Services</b>	: Manufacturing of Dripper inline spare parts
<b>No. of Farmers Covered</b>	: 300
<b>No. of Villages Covered</b>	: 8
<b>Annual Turnover</b>	: 15 lakh
<b>No. of Employment</b>	: 8 person
<b>Mobile</b>	: +91 9422271575
<b>Email Id</b>	: amitbhoshaleraje 1692@gmail. com



**Mr. Anand Shivdas  
Ramteke**  
Sindewahi, Maharashtra



## Poultry is Best Option of Profit to Small Land Holder

<b>Address</b>	: S/o Shiodas, Sindewahi Vill & Po Chandrapur Maharashtra
<b>Qualification</b>	: BSc Agriculture
<b>Age</b>	: 24 Year
<b>Nodal Training Institute</b>	: KVAAF-Nagpur
<b>Name of Venture</b>	: Anand Poultry farm
<b>Nature of Services</b>	: Poultry farming and Consultancy
<b>No. of Farmers Covered</b>	: 300
<b>No. of Villages Covered</b>	: 8
<b>Annual Turnover</b>	: 15 lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +91 9579452778
<b>Email Id</b>	: anandramteke@ gmail.com

Mr. Anand Shivdas Ramteke, a graduate in agricultural sciences, hails from Kanhan, Nagpur district, Maharashtra, involved in poultry and goat farming. After graduation, Mr. Anand joined a two-month residential training program under Agri-Clinics and Agri-Business Centres scheme at Krishna Valley Advanced Agriculture Foundation (KVAAF)-Nagpur. After training, Mr. Anand planned to start a dairy but did not find much support with his family and friends, as they thought it may not be a profitable business. As there were no poultry farms around, they advised him that he should start one instead of thinking of starting a dairy unit. Having gained entrepreneurship skill, he started a poultry farm with 2000 birds and unit of 10 goats. At present he has expanded his farm capacity up to 5000 birds. Totally 5000 sq ft of area has been available for the poultry farm where approximately 5000 birds can be grown and fed. As per the economics for the farm, Mr. Anand has established a connection with a marketing firm to market his birds. He has an association with Suguna Company which markets his produce. The birds produce litter which can be used as a fertiliser and it earns him Rs 1.25 per bird on the farm. Old feed sacks sell at Rs 5 per sack and it all counts in additional profit for the farm. Farmers in the village purchase poultry litter and feed sacks and the farm doesn't have to look out for selling them separately. Mr. Anand has employed two men to work at the farm. The growing period of each batch is 45 days. Therefore, totally six batches can be ready in a year. Accounting for an income of Rs 3.5 per kg, if the total birds are numbered 4500 at the delivery time, taking into consideration the mortality rate, Anand calculated a total of Rs 39,000 income per batch.





**Dr. S. Sujitha**  
Viluppuram, Tamil Nadu



## Vet Care with Difference

Dr. S. Sujitha (29), resident of Kallakurichi, Tamil Nadu, is a veterinarian by occupation, who took the first leap of her journey as an agripreneur by opening a veterinary clinic. Backed by her expertise in the field of veterinary science, she started conducting minor surgeries on cows, goats, sheep, etc. and offered consultancy services as well. Veterinary medicines were also made available at the clinic. Dr. Sujitha's interest and passion coupled with efforts in promoting best practices in dairy and animal husbandry, have benefitted more than 300 farmers from 20 villages around Kallakurichi area. Dr. Sujitha underwent training at the Agri-Clinics and Agri-Business Centres Scheme at Health Educational Awareness for Lacklustre Rural People Charitable Trust (HEAL), Erode, Tamil Nadu, with an intention to acquire entrepreneurial skills for dairy extension and self-employment. Soon after training, Dr. Sujitha opened a veterinary clinic 'Vet Care' at her village with an objective to provide vet advisory and laboratory services covering all practices i.e. selection of milch breed, animal health management, feed and fodder management, timely vaccination and de-worming, conservation of indigenous local breeds etc. for sustainable dairy. Dr. Sujitha, never forget to urge the dairy farmers to conserve the Kangayam cow which is the famous breed of the area. Dr. Sujitha, restrains the farmers from crossing the 'Kangayam' cow with cross-bred animals. Presently, Dr. Sujitha operates her clinic with an annual turnover of Rs. 5.00 lakh, with a monthly earning of about 25-30 thousand rupees. The clinic makes Rs. 6000 to Rs. 8000 per month from minor surgeries, vaccination and consultancy services. Dr. Sujitha says, "Success came my way as a result of my continuous learning and desire to offer better services to larger sections of people, who were earlier deprived of such facilities".



<b>Address</b>	: D/o. K. Sugumaran, # 92, Durugam Road vill., Kallakurichi Tk., Viluppuram Tamil Nadu
<b>Qualification</b>	: BVSc &AH
<b>Age</b>	: 29 Year
<b>Nodal Training Institute</b>	: HEAL-Erode, Tamil Nadu
<b>Name of Venture</b>	: Vet Care
<b>Nature of Services</b>	: Vet Clinic and Consultancy
<b>No. of Farmers Covered</b>	: 200
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 5 lakh
<b>Mobile</b>	: +91 9944485128
<b>Email Id</b>	: drsujithavt@gmail.com



**Mr. T. V. Satish**  
Dharmapuri, Tamil Nadu



Start Up No. 56

<b>Address</b>	: Harur, Dharmapuri district, Tamil Nadu
<b>Qualification</b>	: Diploma in Agriculture
<b>Age</b>	: 25 Year
<b>Nodal Training Institute</b>	: HEAL-Erode, Tamil Nadu
<b>Name of Venture</b>	: Vijaya Shree Nursery
<b>Nature of Services</b>	: Vegetable Nursery, hardening of fruit sapling and Consultancy
<b>No. of Farmers Covered</b>	: 1000
<b>No. of Villages Covered</b>	: 5 districts
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +91 8870505871
<b>Email Id</b>	: sathishdagri@ gmail.com

## Saplings of Livelihood

Mr. T. V. Satish (25), an agripreneur, is a resident of Harur, Tamil Nadu. Belonging to an agricultural family, he had been always fascinated by agriculture. His family farmed on five acres of land. Although Mr. Satish chose agriculture as his career owing to his family's affiliation with the profession (his father was a farmer), he had to face many challenges initially. Due to an inner urge to be self-employed, Satish was in search of opportunities. Around this time, Satish heard about AC&ABC scheme from one of his senior colleagues and joined the training programme at Health Educational Awareness for Lacklustre Rural People Charitable Trust (HEAL) Erode, Tamil Nadu. After being trained successfully in financial, technical and managerial aspects of agri-business, Satish established 'Vijaya Shree Nursery' at his native place. He got a loan of Rs. 5.00 lakh sanctioned from Indian bank, Arur branch, Erode, with a 36% back-end subsidy from NABARD. Satish did not face much difficulty in getting licenses and other procedural formalities due to his happy-go-lucky attitude. Vijaya Shree Nursery cultivated saplings of tomato, chilli, brinjal, cabbage, cauliflower, okra and gourds. Besides, the nursery is equipped with shade net area for hardening of papaya and banana sapling from the surrounded tissue culture laboratory and selling to the farmers. The volume of Vijaya Shree Nursery is supply of four lakh vegetable saplings per month. More than 1000 farmers from five districts place orders for vegetable saplings at the nursery. Precisely it is due to this supply that the annual turnover of the nursery has crossed Rs. 1.00 Crore. Mr. Satish has provided employment to 10 skilled persons in the nursery as well as 30 unskilled labourers. He has become a role model to the rural youth of his village.







**Mr. Raj Kishor Sinha**  
Nalanda, Bihar



## Integrated Farming System: Increasing Income, Reducing Cost

Mr. Raj Kishor Sinha (45) from Nalanda, Bihar, a fisheries graduate, has developed a unique model of Integrated Farming System (IFS) in his 8.5-acre farm. He has designed the farm and segregated the land as per the crops' requirement. The layout of IFS is such that the area under Field Crops is 1.5 acre, banana-5 acre, mango+guava+papaya+pomegranate-0.20 acre each crop, poly-house-500 sq m, fish pond-1 acre, dairy (25 cows+28 calves), 100 birds-backyard poultry+20 ducks along with apiculture of 50 boxes. Besides, Mr. Sinha adopted the best practices of farming i.e. drip and sprinkler irrigation, plastic mulching, reducing chemical fertilisers by using vermicomposting, plant residues, vermin wash, cow urine, biogas slurry application and Azolla culture, use of bio-pesticides etc. Some more strategies are useful for good quality and returns i.e. bagging of bananas to prevent insect damage, producing off-season vegetables and coriander under poly-houses, and so on. The farm became the training centre for IFS. More than 500 farmers from 20 villages have visited the farm and adopted IFS. Mr. Raj Kishor Sinha developed his own marketing strategies for sale of crop produce at farm gate with better price realisation and direct selling at Patna. Mr Sinha says that some of the best practices have given success to sustainable this model, for example, recycling of resources, namely use of crop residues in vermicompost and micro irrigation in field and horticultural crops. Adoption of all modern technology, immunisation of animals/birds at appropriate time and use of bio-pesticides at fixed interval of crop period, production of Azolla for paddy cropping system and as feed to dairy, fish and duck etc. Precisely from the 8.50 acre of land he can earn the annual net profit of Rs. 15 lakhs. Mr. Sinha has employed five permanent persons on the farm. He was honoured with National Award during the "Krushi Vasant-2013" national exhibition held at Central Institute of Cotton Research (CICR), Nagpur, Maharashtra.



<b>Address</b>	: Rainbow Agro Park, At/P: Nehusa, Tq: Harnout, Dist: Nalanda-803110, Bihar
<b>Qualification</b>	: B.Sc Fishery
<b>Age</b>	: 45 Year
<b>Nodal Training Institute</b>	: SRISTI, Patana, Bihar
<b>Name of Venture</b>	: Khistizagro Tech
<b>Nature of Services</b>	: Integrated Farming System and Consultancy
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 50 lakh
<b>No. of Employment</b>	: 5 person
<b>Mobile</b>	: +9193868 51679
<b>Email Id</b>	: rksinha.khistizagro tech@gmail.com



**Mr. S. Prakash**  
Coimbatore, Tamil Nadu



### Ready to drink: offers good taste and good health

Mr. S. Prakash (27), an agripreneur from Coimbatore, Tamil Nadu, started a Amla (*Phyllanthus emblica*) juice manufacturing unit 'Paaman' and is running it successfully. Mr. Prakash says, "I am a foodie and a fitness freak. Since childhood, I have preferred fruit juice over aerated drinks which I find to be extremely unhealthy. After Agri-Clinics and Agri-Business Centre Scheme training from HEAL-Erode, when I was planning to start my business venture, I thought of doing something connected with health. During the exposure visit at one of the established value-addition units, my dreams took shape", he adds. Mr. Prakash received active support from his family in the form of Rs.15 lakh as capital to set up the juice manufacturing unit. The unit is well equipped with all necessary tools and machinery. The total capacity of the unit is to produce 800 kg juice per day. Mr. Prakash says, "Presently the demand for Amla juice is 2500 kg per month. Amla juice is remedial for many diseases, so it is widely used in Ayurvedic treatments. Amla is very rich in Vitamin C, and contains many minerals and vitamins like calcium, phosphorus, iron, beta-carotene and Vitamin B Complex. It is also a powerful antioxidant agent". Alongside, Mr. Prakash also preparing candy. He has tied up with 20 Amla growers from surrounding villages. He says, "I purchase ripened Amla from the farmers' fields, hence they get the rational price and I get high quality and fresh Amla fruits". Fresh Amla increases the quality and taste of the drinks. During his unflinching, successful travel in the agri-business, Prakash has associated with many private traders and government agencies as well. He has become an authentic resource person in value addition for the surrounding Krishi Vigyan Kendras and public training organisations. Mr. Prakash has crossed the annual turnover of Rs. 15 lakh and extend employment to 15 skilled workers. Mr. Prakash says, "The next crop is coconut. I want to prepare coconut chips, virgin coconut oil, spray-dried coconut milk powder, desiccated coconut powder, coconut vinegar, etc."



<b>Address</b>	: S/o. N. Samburaj, # 149, Valasupalayam, J. Krishnapuram Post, via Kethanur, Sulur Tk., Coimbatore Tamil Nadu
<b>Qualification</b>	: M.Sc. Environmental, food science
<b>Age</b>	: 27 Year
<b>Nodal Training Institute</b>	: HEAL-Erode, Tamil Nadu
<b>Name of Venture</b>	: Paaman's
<b>Nature of Services</b>	: Preparation of Ready to drink Amla Juice and candy
<b>No. of Farmers Covered</b>	: 100
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 15 lakh
<b>No. of Employment</b>	: 15 person
<b>Mobile</b>	: +91 9524829514
<b>Email Id</b>	: agriprakash91@gmail.com



**Mr. Ranjit Singh Pannu**  
Karnal, Haryana



## Quality seeds is the key mantra of sustainable farming

Reflecting 20 years' experience in seed industry and financial support from the Agri-Clinics and Agri-Business Centres (AC&ABC) scheme, Subhagro Genetics Seeds owner Mr. Ranjit Singh Pannu (57) modestly attributes his seed industry success to the encouragement, support and motivation to the number of budding agripreneurs in the seed industry. Mr. Ranjit says, "I had already 20 years of seed industry experience. Those years provided a great training ground for starting my own company because I was already working with other companies on seed procurement, quality control and seed production, but financial support was the hitch". Mr. Ranjit joined entrepreneurship skill development program under Agri-Clinics and Agri-Business Centres scheme at Indian Society of Agribusiness professionals (ISAP)-Karnal, Haryana. His initial idea of joining the AC&ABC course was to get a security-free bank loan to improve his business vertically. However, the training changed his outlook altogether. He realised the huge growth potential of an Agri-Business and decided to expand his business horizontally rather than vertically. Mr. Ranjit says, "Due to the lack of sufficient land for seed production, I registered 100 farmers on contract farming mode from two states: Punjab and Haryana. I took breeder and foundation seeds from universities, research Centres and private reliable sources, multiplied it on farmer fields with care of roughing, isolation, sanitation etc. After harvesting, suitable raw seeds are procured from the farmers with the incentive of Minimum Support Price (MSP) rates. Farmers are very happy as they get reasonable rates on their field. Our firm is registered with the state seed certification agency to produce certified seeds as per the norms of agency. We deal in cereals, oilseeds and vegetable seeds such as paddy, wheat, mustard, open pollinated seeds of onion, peas, carrot, okra, musk melon, spinach etc. We also take care of the production, processing, packing and marketing in the state of Haryana, Punjab, Delhi/NCR area", Mr. Ranjit adds. I networked with more than 100 distributors to sell seeds under the brand name of Subhagro Seeds. The company has crossed an annual turnover mark of Rs. 1.5 crores. Subhagro is able to provide services to about 2000 farmers annually in over 200 villages. "My future plan is to expand my business", says Mr. Ranjit.



<b>Address</b>	: # 796, sector-6, Karnal, Haryana-132001
<b>Qualification</b>	: M.Sc. Agronomy
<b>Age</b>	: 57 Year
<b>Nodal Training Institute</b>	: ISAP-Haryana
<b>Name of Venture</b>	: M/S Subhagro Genetic Seeds
<b>Nature of Services</b>	: Manufacturing seeds and agri-consultancy
<b>No. of Farmers Covered</b>	: 2000
<b>No. of Villages Covered</b>	: 200, Punjab and Haryana states
<b>Annual Turnover</b>	: 1.50 Cr.
<b>No. of Employment</b>	: 25 person
<b>Mobile</b>	: +91 9416072090
<b>Email Id</b>	: ranjitrsp625@gmail.com



**Mr. K. Vinoth**  
Kottikuppam, Tamil Nadu



Start Up No. 60

**Address** : S/o. Kupur, #429,  
Mariyamman  
Kovil St.,  
Kottikuppam vill.,  
Nadukuppam  
Post, Tindivanam  
Tk., Viluppuram  
Tamil Nadu  
Pin: 604303

**Qualification** : H.Sc (Agri) B.A

**Age** : 24 Year

**Nodal  
Training  
Institute** : Biofarm, Tamil  
Nadu

**Name of  
Venture** : Vinoth  
Mushroom Farm

**Nature of  
Services** : Mushroom  
Production and  
Consultancy

**No. of  
Farmers  
Covered** : 54

**No. of  
Villages  
Covered** : 7

**Annual  
Turnover** : 10 lakh

**No. of  
Employment** : 2 ladies

**Mobile** : +91 9843271068

**Email Id** : j.s.vinoth15@  
gmail.com

## Money mushrooming indoors

Mr. K. Vinoth (24), a resident of Kottikuppam village, Tamil Nadu, was engaged in traditional farming but a few years ago he decided to start an agribusiness. He was very clear in his mind to become an entrepreneur and to start his own business. Having learnt about the Agri-Clinics and Agri-Business Centres (AC&ABC) scheme, with enthusiasm to learn more, Mr. Vinoth joined the two-month residential training program at Biofarm, Tamil Nadu. Vinoth says that the training helped him in sharpening his skills in mushroom cultivation and gave him the required field experience during the hands-on experience. Soon after completion of training, Mr. Vinoth started a mushroom unit in a 500-sq m room. As the availability of compost could be a major problem, Mr. Vinoth set up a small mushroom compost plant in premises of his house. "The compost is prepared on different levels of the unit for three weeks, then filled into bags and kept at an average temperature of 21-25 degrees C for 15-20 days until the growth of mycelium reaches the maximum", says Vinoth. The production of mushroom from around 100 bags, covering an area of 500 sq m netted him Rs. 100,000 within a span of six months, whereas earlier he was earning Rs. 80,000 annually through traditional farming. Mr. Vinoth says that the State Horticulture Department is playing a key role in supply of spawn for oyster variety of mushrooms. When Mr. Vinoth embarked on the journey of mushroom cultivation, he didn't think about making a profit or loss. However, in the first batch, he got profit and his confidence was boosted. Mr. Vinoth wants to expand his business and hence he has submitted detailed project report (DPR) of Rs. 5.00 lakh to a bank. He has become an expert and is confident to look after mushroom units. He extend employment to two female skilled workers.







**Mr. Rameshwar  
Takalkhede**  
Kanhana, Maharashtra



## Micro-Irrigation: Conserve one drop at a time

Mr. Rameshwar Takalkhede (32), resident of Kanhana, Nagpur district, Maharashtra, and a millionaire agripreneur says, "My business in agri-input sale is growing only after I added additional sale of the irrigation sets". Mr. Takalkhede is a trained agripreneur from Krishna Valley Advanced Agricultural Foundation (KVAAF), Nagpur. After working so many years in agri-input sales, he wanted to do something in the irrigation sector. He believed that a single conserved drop of water could bring a miracle. He took up the dealership of Jain Irrigation Pvt. Limited and started sale of irrigation sets. The first six months, not a single set got sold. Mr. Takalkhede was disheartened and wanted to return the stock to the company. Then one customer purchased one set of drip irrigation for one acre of land and Mr. Takalkhede got a net profit of Rs. 2000. This rekindled his interest and he started doorstep consultancy on micro-irrigation. He not only contacted the orchard farmers but also private firms, farmhouses, corporate companies, government colleges and private institutes. However, though he used to get a lot of jobs in trading of agri-inputs, he didn't have the business expertise. According to Mr. Takalkhede, doorstep extension consultancy helps him to get more business contacts than sitting in the shop. Due to Micro-Irrigation System (MIS) business, a total of 700 acre area comes under drip irrigation system, 20 corporate companies got services of landscaping, 7 private companies asked for the turf irrigation, 7-8 builders are regularly getting consultancy on landscaping and irrigation, and 2 NGOs and 15 farmhouses utilised the services of gardening and irrigation consultancy. Mr. Takalkhede adds, "In the case of landscaping project, a choice was made at the beginning not to remove the existing lawn, but to use sheet mulching instead. Sheet mulching consists of placing layers of cardboard and mulch over the existing grass. The process nurtures the soil, suppresses weeds, and minimises waste and reduces the cost. Next, we utilised 'in-line' drip irrigation specifically on levelled lawns and turf irrigation in hillock area". Mr. Takalkhede believes that no job is too big or too small if one involves themselves fully in completion. Since being involved in irrigation sector, the annual turnover of Mr. Takalkhede's shop has crossed Rs. 1 crore and he has enrolled 10 permanent persons on his payroll, besides having 30 regular unskilled labourers.



<b>Address</b>	: 62/v, J. N Maharashtra, Road near Jawahar hospital, Kandri Kanhana, Parshivani, Nagpur Maharashtra
<b>Qualification</b>	: Diploma in Agriculture
<b>Age</b>	: 32 Year
<b>Nodal Training Institute</b>	: KVAAF-Nagpur
<b>Name of Venture</b>	: Maa Durga Agro Service Center
<b>Nature of Services</b>	: Sale of Agri- Input, Micro- Irrigation, Landscaping Mr. Rameshwar Takalkhede irrigation, Turf irrigating
<b>No. of Farmers Covered</b>	: 700
<b>No. of Villages Covered</b>	: 150-200 MS & MP
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 10 person, 30 unskilled labour
<b>Mobile</b>	: +91 9923226513
<b>Email Id</b>	: agriclinc. kanhan@gmail. com



**Mr. Rahul Thakur**  
Dewas, Madhya Pradesh



## Rabbits Raised for Meat and Fur

<b>Address</b>	: H. no. 33, Vill. Khokaria, Dewas, Madhya Pradesh
<b>Qualification</b>	: B.Sc. Horticulture
<b>Age</b>	: 21 Year
<b>Nodal Training Institute</b>	: IECI, Bhopal, Madhya Pradesh
<b>Name of Venture</b>	: Thakur Rabbit Farming
<b>Nature of Services</b>	: Rabbit farming and Consultancy
<b>No. of Farmers Covered</b>	: 100
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 5 lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +91 7067215750
<b>Email Id</b>	: thakurrahul407@gmail.com

"Rabbit rearing was earlier considered a hobby and was not looked upon as a business venture. Rabbit meat offers excellent nutritive and dietetic properties with high protein content and high levels of amino acid. People in developing countries are more health conscious and money not being a problem for urban affluent population, rearing rabbits is a growing option for business", says Mr. Rahul Thakur (21), from Khokaria village, Dewas district, Madhya Pradesh. Mr. Rahul is a young agripreneur involved in rabbit farming. Mr. Rahul trained under the Agri-Clinics and Agri-Business Centres Scheme at the Indo-European Chamber of Commerce & Industry, Bhopal, Madhya Pradesh. Soon after training Mr. Rahul applied for a loan of Rs. 5 lakh which was sanctioned from the Central Bank, Serolia branch, Madhya Pradesh. With financial support, Rahul established 'Thakur Rabbit Farm' in his hometown and started his first unit, keeping the female to male rabbit ratio of 7:3. He purchased ten 45-day-old rabbits of New Zealand Black and Soviet Chinchilla breeds. He designed the cages for these rabbits on his own: 10 ft L X 4 ft B X 1.5 ft H. He kept learning about rabbit farming from the Internet, including preparing a balanced diet for rabbits. He provided



100 to 150 gm concentrate feed per day based on their condition; Lactating and pregnant rabbits need more feed and hence were provided feeds ad libitum i.e. as desired. Mr. Rahul explains, "Cool drinking water is provided every day. Special care is taken during the breeding of rabbits. Inbreeding is strongly avoided inbreeding in

my farm. For this, I see that I take the female to the buck cage and once breeding is over, take the female back to her cage immediately. The bred rabbit will deliver kits after 25-30 days. The number of kits per litter varies; sometimes there may be up to 12 kits whereas at other times, it may be just one kit. Rabbits attain the sale weight ranging from 2-5 kg within three months". Mr. Rahul has tied up with Madhya Pradesh Animals Breed Company for sale of the rabbits. The Company demands 200 rabbits per month; marketing is not problem. From the single unit Mr. Rahul gets a net profit of Rs. 25,000. With full confidence, Mr. Rahul has extended five more units comprising 50 rabbits breeds i.e. New Zealand White, White Giant, Grey Giant, Soviet Chinchilla and Angora breed for fur production. He has applied for second loan and wants to expand into breeding rare rabbits. He has become a successful entrepreneur and a popular trainer. He encourages farmers to rear rabbits. Almost 100 farmers from 20 villages have visited his farm and have started rearing rabbits on a small scale.



**Mr. Nagesh Baburao  
Khandre**  
Hingoli, Maharashtra



## A Fresh Start Up for Curcumin

Turmeric (*Curcuma longa* L), the ancient and sacred spice of India, known as 'Indian saffron' is an important commercial spice crop grown in India. "I belong to a farmer's family and we had 22 acres of agricultural land", begins Mr. Nagesh Khandre. "Turmeric was the major crop cultivated in my field. Being an agricultural graduate, I wanted to cultivate turmeric organically with value addition. I decided to process curcumin, oleoresins and essential oils from turmeric. Hence 'Sankalp Nutraceutical Processing Unit' was born". After graduation Mr. Nagesh was planning to venture into business but was not sure where to start. In 2016, along with his friends, he joined the Agri-Clinics and Agri-Business Centers Scheme at KVK-Narayangaon, Latur, Maharashtra, and that was the turning point in his life. After training, Mr. Nagesh started cultivating turmeric organically in two acres of land. He applied all the management practices as per the fixed schedule he designed. He took preventive measures to keep the crop free from pests and disease. After harvesting, Mr. Nagesh got a yield of 62 qtl/acre as against the 25-30 qtl/acre yielded by traditional cultivation. He used Selam variety for cultivation. After clinical analysis, it was observed that this variety gave relatively higher levels of curcumin (5.25%), oleoresin (6.25%) and essential oil (6.2%). This prompted Mr. Nagesh to decide to start the business of extract curcumin and other nutrients. He established a well-equipped processing unit and started extraction of curcumin. He tied up with an exporter company for exporting curcumin. He has enrolled 20 skilled workers at his processing unit. In the first year, the annual turnover of Sankalp Nutraceutical unit has crossed 1 crore.

<b>Address</b>	: At post Tongarkada, Tq. Kalmuri, Dist- Hingoli, Maharashtra
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 29 Year
<b>Nodal Training Institute</b>	: KVK- Narayangaon, Latur, Maharashtra
<b>Name of Venture</b>	: Raj Agro- Clinic and Agro Business center
<b>Nature of Services</b>	: Cultivation of Turmeric and Curcumin processing unit
<b>No. of Farmers Covered</b>	: 3000
<b>No. of Villages Covered</b>	: 40
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 20 person
<b>Mobile</b>	: +91 9527867557
<b>Email Id</b>	: nagesh. khandre@gmail. com





**Dr. L. A. Benhur**  
Maraimalai Nagar, Tamil  
Nadu



## Organic Poultry Feed Supplements Keep Birds Healthy

Dr. L. A. Benhur (45), a veterinary graduate from Maraimalai Nagar, Tamil Nadu, a Veterinarian graduate says, "I was interested in the poultry industry even during my college days, so I joined as Poultry Executive in a company called Hoechst after completing B.V.Sc. degree and then moved to Kemin Nutritional Technologies Pvt. Ltd. as a Manager. I learned marketing from these companies. Then I started my own business in a small way". However, Dr. Benhur had very little money in hand and wanted to take loan from his friend. During this period he joined the Agri -Clinics and Agri-Business Centers Scheme at Care, Nammakal, Tamil Nadu, as he knew that the scheme had provision for a loan of Rs. 20 lakh for a startup. "Nutricon is an emerging bioscience company managed by a team of proficient experts and highly qualified scientists with rich knowledge and diversified experience. Their motto is 'Enhance Quality of Life by Preserving the Environment' says Dr. Benhur. The firm manufactures feed supplements such as emulsifiers, feed acidifiers, gut acidifiers, enzymes, stress relievers, liver tonics, expectorants and immuno-stimulants for poultry. All products are organic and herbal. The company has also developed programmes to control

external parasites such as flies, lice, mites, ticks and bedbugs in poultry. It is always challenging to manage these pests in poultry farms; it is one of the biggest nuisances to farmers across India. Dr. Benhur trained several volunteers and formed a demo team of workers who are well-versed in controlling pests. "We



not only sell products but also send our demo team to train the workers in a particular farm to handle the adverse situation caused by pests, in an effective manner. We are planning to reach a turnover of Rs. 20 crore per annum in the year 2020 by bringing innovative products and programmes for poultry farms and also want to expand our activities in other agricultural sectors", says Dr. Benhur. "As Benjamin Franklin said, investment in knowledge pays the best interest. So learning is a continuous process. 'Keep it simple' and 'one step at a time' will help you to become better every day", Dr. Benhur concludes.

<b>Address</b>	: B4/ 24, Industrial Estate, Maraimalai Nagar, Kahceepuram Dist, Tamilnadu, India. Pin-603209
<b>Qualification</b>	: B.V. Sc.
<b>Age</b>	: 45 Year
<b>Nodal Training Institute</b>	: CARE, Nammakal, Tamil Nadu
<b>Name of Venture</b>	: Nutricon Bioscences Pvt. Ltd.,
<b>Nature of Services</b>	: Manufacturing of Poultry Feed Supplements and Program to control External Parasites in poultry
<b>No. of Farmers Covered</b>	: Poultry Farms in South India (more than 500 customer)
<b>No. of Villages Covered</b>	: Tamilnadu, Karnataka, Kerala, Seemandhraa and Telangana
<b>Annual Turnover</b>	: 6.00 Cr.
<b>No. of Employment</b>	: 24
<b>Mobile</b>	: +91 9442636403
<b>Email Id</b>	: benhur_ nutricon@yahoo. com
<b>Website</b>	: www.nutriconbio. com





**Mr. Khurshid Ahmed Bhat**  
Anantnag, J&K



## Flowers Blooming Income in J&K Valley

Lilies are a group of flowering plants. *Lilium Candidum* (members of which are true lilies) is a genus of herbaceous flowering plants growing from bulbs, all with large prominent flowers. Most species are native to the temperate northern hemisphere. In India, Jammu and Kashmir's climate is most suitable for *Lilium* cultivation compared to other parts. "Many other plants have 'lily' in their common name but are not related to true lilies", explains Mr. Khurshid Ahmed Bhat (60), a retired Farm Manager from the Jammu and Kashmir (J&K) agriculture department. "I had 4 Kanal (0.2 ha) of land engaged in vegetable cultivation. After retirement, I wanted to fully involve myself in farming. I found that the best option is cultivation of *Lilium* and ornamental flowers. For ornamental flowers, the climatic condition in J&K is conducive and there is a huge market is available here", says Mr. Khurshid. "I had joined a two-month residential training program under Agri-Clinics and Agri-Business Centers Scheme at ISAP-Srinagar. A detailed project report for a loan of Rs. 5 lakh was submitted to and sanctioned by J&K Bank, Zablipora branch, Anantnag, District. With a self-investment of Rs. 2 lakh and the bank loan, I erected five polyhouse and poly-tunnel for preparation of flowers and vegetable seedlings. In the flowers category, liliun, petunia, local pansy, anthurium, verberna, gerbera, Fuchsia panthermonium, marigold, carnation etc. and in the vegetable category, the major crops were tomato, coloured capsicum, beans, cabbage, gherkin etc. cultivated in polyhouses. Mr. Khurshid says, "The contract farmers are looking for some buyback arrangement, particularly in the context of suppliers of planting materials showing interest to strengthen their businesses in Anantnag. If bulb suppliers are interested only in selling the raw materials, farmers would not be able to support them for long, hence I started selling full-grown saplings in plastic bag", he cautioned. "We can get the yield till January and we are happy with the yield and income through flowers", he added. Anantnag city is the major centre in this district from where large number of baskets are being sent daily to the markets in Anantnag district. It comprises of Kokernag, Shangus, Bijbehara, Doru, Pahalgam and Qazigund tehsils. Registered farmers from adjacent mandals bring fresh colourful flowers during early hours and sell to Mr. Khurshid. Collected flowers are marketed in other states and attract good margins. His Go Green firm gets an annual turnover of Rs. 15 lakh.



<b>Address</b>	: Zablipora, Anantnag, District J&K
<b>Qualification</b>	: B.Sc Agril.
<b>Age</b>	: 60 Year
<b>Nodal Training Institute</b>	: ISAP, Srinagar
<b>Name of Venture</b>	: Go Green
<b>Nature of Services</b>	: Floriculture ( <i>Lilium</i> ) and seed production, vegetable polyhouse
<b>No. of Farmers Covered</b>	: 800
<b>No. of Villages Covered</b>	: 7
<b>Annual Turnover</b>	: Rs.15.00 lakh
<b>No. of Employment</b>	: 2 Skilled
<b>Mobile</b>	: +91 9858812006
<b>Email Id</b>	: saahil_ban@rediffmail.com



**Ms. Sheik Adeeba Yusuf**  
Kulgam, J&K



<b>Address</b>	: Hangal Buch, Yari pura, Kulgam district, J&K
<b>Qualification</b>	: B. Sc. Agril
<b>Age</b>	: 26 Year
<b>Name of Venture</b>	: Apple
<b>Nature of Services</b>	: Apple Nursery, Auction of apple and sale in market
<b>No. of Farmers Covered</b>	: 300
<b>No. of Villages Covered</b>	: 5
<b>Annual Turnover</b>	: 25.00 Lakh
<b>No. of Employment</b>	: 4 Skilled person
<b>Mobile</b>	: +91 9622488497
<b>Email Id</b>	: sheikadeeba01@gmail.com

## Scientific Nursery Advancing Apple

Ms. Sheik Adeeba Yusuf (26), resident of Hangalbuch block in J&K, wanted to start her career in apple nursery after graduation in agriculture sciences. Introducing high-density apple nurseries in the Kashmir valley was not easy, according to her. The first and the most basic hindrance was importing expensive plants. Therefore, she started rejuvenation of the two hectares of old apple orchard belonging to her family. Ms. Adeeba visited the Horticulture department to seek more information on nurseries. During the visit, the agriculture officer suggested that she join the Agri-Clinics and Agri-Business Centers Scheme at ISAP- Srinagar. Ms. Abeeda joined the program and successfully completed the course. She learnt all the technical and marketing skills required in running an apple nursery. Ms. Adeeba's father supported her daughter in starting the apple nursery. She visited various agricultural offices to get agricultural machinery for her nursery and orchard; people would be surprised seeing a young girl doing what usually old farmers are expected to do. Ms. Adeeba hired four skilled labourers, but doesn't believe in



just employing other people but also engages herself in work and learns everything associated with it. Abeeda wants Kashmir to become number one in the world in apple production. She is focusing on producing 1 lakh high-density apple plants every year which will increase the overall production. She is also involved in educating people about horticulture in

Kashmir as most of them are not skilled and know little about the latest innovations; they work in a traditional way which doesn't benefit them. Ms. Abeeda established her first nursery spread on five kanal and it is planning to expand. The saplings are marketed to 300 farmers and the rate ranges from Rs. 70 to Rs. 100 per sapling. Ms. Abeeda rejuvenated her old orchard by adopting scientific orchard system to improve the quality and increase apple production. The method of picking the fruit has also been simplified. Ms. Abeeda has involved her father's business to auction of apple from big market and sale in retail market. "My annual turnover has crossed now Rs. 25 lakhs but my target to cross Rs. 1 crore", Abeeda concluded.





**Mr. Mallikarjun Singh**  
Kurnool, Andhra Pradesh



## High-density Mango Plantation Reduces Cost, Increases Profit

Mr. Mallikarjun Singh (57) achieved success in producing five major varieties of mangoes in his 25 acres of land at Natural Farming of Fruit and Vegetables Farm, Kothapeth, Kurnool, Andhra Pradesh. "After completion of AC&ABC training from Bojja Venkata Reddy Agricultural Foundation (BVRAF), Nandyal, Kurnool, I started the agriventre in 2011. The main crop is mango. There was an existing 10-year-old mango orchard in 10 acres (40 trees per acre) with varieties Banganapalli, Alampur and Benishan. The average and highest yield is 50 tons from 10 acres by following good management practices. The remaining 15 acres I wanted to do something innovative and adapted new technologies in mango cultivation", Mr. Mallikarjun narrates. He precisely describes the strategies of high-density mango plantation. In the year 2013, he selected mango varieties Mallika, Suvarnarekha and Benishan, whose saplings were purchased from Sangareddy Fruit Research Station. A total of 250 plants per acre, covering five acres, were planted by keeping plant-to-plant spacing 6 m X 3 m (medium-density method). Integrated Nutrient Management and Integrated Pest Management practices were strictly adopted after the planting, so as to drastically reduce the cost of cultivation and get good returns. In 2014, Mr. Mallikarjun selected Alphonso and Benishan varieties and planted 450 plants per acre in five acres keeping the spacing 3 m X 3 m (high-density method). The plants started yielding fruit in the year 2017. In 2015, he selected Kesar and Himayath varieties of mango and planted 670 plants per acre keeping 3 m X 2 m spacing (ultra-high density planting) in five acres; the yield is expected in 2018 April. Mr. Mallikarjun says, "Mango processing unit is my future plan. I intend to process mango pulp, mango jam, mango jelly, mango juice etc. I am planning mango fruit production throughout the year in controlled micro-environments through poly-carbonate house", Mallikarjun concluded.

<b>Address</b>	: 41/203 B2-3, Kothapeta, Kurnool (Andhra Pradesh)
<b>Qualification</b>	: PG Diploma Horticulture
<b>Age</b>	: 57 Year
<b>Nodal Training Institute</b>	: BVRAF, Nandyal, Kurnool Andhra Pradesh
<b>Name of Venture</b>	: Natural farming of fruits & Vegetables
<b>Nature of Services</b>	: Organic Mango Planation and Consultancy
<b>No. of Farmers Covered</b>	: Above 500
<b>No. of Villages Covered</b>	: 150
<b>Annual Turnover</b>	: 20.00 lakh
<b>No. of Employment</b>	: 20 person
<b>Mobile</b>	: +91 9493870060
<b>Email Id</b>	: spes.bms@gmail.com





**Mr. Gyanendra Singh**  
Bulandshahar,  
Uttar Pradesh



<b>Address</b>	: Village- Segli, PS- Agauta, Tehsil and Dist- Bulandshahar Uttar Pradesh
<b>Qualification</b>	: B.Sc. Horticulture
<b>Age</b>	: 60 Year
<b>Nodal Training Institute</b>	: CARD, Muzaffarnagar, Uttar Pradesh
<b>Name of Venture</b>	: Nihal Goat Farm
<b>Nature of Services</b>	: Goat Breeding Unit and Consultancy
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: Rs.60 lakh
<b>No. of Employment</b>	: 10 person
<b>Email Id</b>	: munendrasingh 2385@gmail.com

## Breeding Goats, Multiplying Income

"Goat farming is fascinating. It requires continuous hard work and devotion without any distraction", says Mr. Gyanendra Singh (60), a retired forest ranger from the Uttar Pradesh Forest Department. After retirement, Mr. Gyanendra Singh wanted to start a second earning. During this period, he came across the Agri-Clinics and Agri-Business centers Scheme, and joined it. It provided him the first-hand information and experience of the procedures and methodology for the business in question. He learnt how to survey the market, prepare project plans and other needed for the business, during the training at CARD, Muzaffarnagar. During field visits to an established goat unit, he got a wonderful opportunity where he could have a live experience of the business he was dreaming to start. He saw the ready solutions to most of the common problems he may face and a lot more. After training, 'Nihar Goat Farm' was registered with 13 goats of Jamunapari breed. The size of the flock was small since he didn't have much money. However, soon he gathered enough knowledge about breeds and their diseases and treatment of those diseases from the resource person from Krishi Vigyan Kendra Muzaffarnagar which he visited during the training program. Because of this improved knowledge, he started acting as a consultant for goat farms. Simultaneously, Mr. Singh kept on increasing the size of the flock. He got a loan of Rs. 14.63 lakh



from Punjab National Bank, Muzaffarnagar branch. "At the moment, Nihal Goat Farm has around 250 goats of Jamunapari, Jhakrana and Barbari breeds in our farm", says Mr. Singh. A clean, hygienic and spacious shed is required for the better good growth of goats. I have a shed for 250 goats for which I have used 50 sq

ft area for 50 goats. Proper scheduled vaccination is very important to overcome the mortality rate in goats. Here I will be covering every vaccine schedule which is necessary in my farm. After goat purchase and before entering into the goat farm deworming is compulsory. Selection of breed is a very important point in profitable goat farming business plan. I have selected Jamunapari, Jhakrana and Barbari which are considered profitable for north India region". Nihal Goat Farm mainly deals with breeding and sale of milk and manure. More than 500 farmers from 20 villages are regular customers of the farm. The annual turnover is above Rs. 60 lakh. There are ten person are the regular employees and 20 unskilled labourers working in the farm.





**Mr. Ranjeet Javeri**  
Amravati, Maharashtra



## Empowerment of Rural Women through Value Addition

Women's Self-Help Groups (SHGs) are bringing a silent revolution in rural India not only in terms of providing access to micro credit to communities but also in contributing towards a greater sustainability in agriculture in various ways. "In this backdrop, Sugran Bahuudhdeshiya Vikas Sanstha, Amravati, Maharashtra, plays very important role in empowering SHGs through capacity building in processing and value addition of homemade food products", says Mr. Ranjeet Javeri (45), an agripreneur and owner of the above organisation. Ranjeet has trained under Agri-Clinics and Agri- Business Centres Scheme (AC&ABC) at Krishi Vigyan Kendra, Durgapur, Maharashtra, and is involved in consultancy in the food processing industry. During consultancy, he came across rural women who were involved in vegetable cultivation and preparation of homemade food products which they supply to shops. During discussions with rural women, he found that there was a huge gap in margin money; nearly one-third of the profit went to malls. He started direct marketing with the slogan 'shetkarykadun the ghrhakakade' meaning 'from the farmer to the consumer'. The idea clicked and 'Sugran' (expert in cookery) was born for sale of homemade value-added products by women. In this project, a total of 400 SHGs are involved and well versed with technical and marketing skills. About 80 rural women were selected to run retail units individually. Mr. Ranjeet says, "Several factors must be considered when choosing a direct marketing channel. Location can have a major impact on an enterprise's profitability because it affects the direct marketing channel used as well as the ability to attract customers. Furthermore, the design of franchise is also significant to attract customers". Mr. Ranjeet designed the franchise counters wherein the display board has a texted slogan and the volume of counter is enough to store five quintals of vegetables, an electronic weighing machine, a cashless voucher machine, a water sprayer for vegetables, a watering can, a big umbrella for rainy and summer season, chair etc.

<b>Address</b>	: C/o Shri Ballubhai Javeri, Gopal talkies, station rd, Rajapeth, Amravati Maharashtra Pin: 444604
<b>Qualification</b>	: B.Sc Fishery
<b>Age</b>	: 45 Year
<b>Nodal Training Institute</b>	: KVK, Durgapur, Maharashtra
<b>Name of Venture</b>	: Sangram Bahuuddeshiya Vikas Sanstha
<b>Nature of Services</b>	: Value addition and retail marketing through branded franchise.
<b>Mobile</b>	: +919028380516
<b>Email Id</b>	: ranjeetjaveri69@gmail.com





**Mr. Ashok Mahadevrao  
Phalke**  
Amravati, Maharashtra



Start Up No. 70

**Address** : Atithya agro-tourism,  
Amravati,  
Maharashtra

**Qualification** : M. Sc. Agri

**Age** : 62Year

**Nodal Training Institute** : KVK, Durgapur

**Name of Venture** : Aatithya Agro-Tourism,  
Gulqand

**Nature of Services** : Agro – tourism and vegetable crops,  
consultancy

**No. of Farmers Covered** : 275

**No. of Villages Covered** : 14

**Annual Turnover** : 5 lakh

**No. of Employment** : 5 person

**Mobile** : +919028380516

**Email Id** : ashok.phalke1@gmail.com

## Rose Petals Preserving Sweets and Soothing Health

'Gulkand' is a sweet preserve of rose petals from the Indian subcontinent. Gul means flower in both Persian and Urdu. Gulkand is an Ayurvedic tonic. The National Institute of Ayurvedic Medicine provides a list of the benefits obtained from eating Gulkand. These include reduction of pitta (heat) in the body, reduction in eye inflammation and redness, strengthening of the teeth and gums, and treatment of acidity. "Gulkand has cooling properties and relieves tiredness, lethargy, itching, aches and pains. It also helps in reducing burning sensations in the soles and palms", recount Mr. Ashok Phalke (62), a retired AGM from the banking sector and resident of Amravati, Maharashtra. "Being a Master's degree holder in agricultural sciences, I was always fascinated by agriculture. Besides, agriculture was my family ancestral occupation, so it was my intention to do something innovative in agriculture". Around this time, Mr. Phalke learnt about the AC&ABC Scheme and joined the two-month residential training program at Krishi Vigyan Kendra-Durgapur, Amravati, Maharashtra. After training, he established 'Atithya AgroTourism' in six acres of land. He planted all types of fruit and vegetable crops in the farm; however, 1.5 acre of land was kept only for rose cultivation. DC Roll local variety of rose is suitable for preparation of the Gulkand. The flowering starts from the month of July and ends in month of March. During this period, the Gulkand preparation process continues till the flowering season. Mr. Phalke says "Atithya Gulkand" is pure, without any impurities, preservatives or colours, prepared by natural process and homemade. There is a great demand for it and even gets a highest price of Rs. 500/kg. In India, the general rate of Gulkand is Rs. 80/kg". Every year, Mr. Phalke prepares about 6 qtl of Gulkand and sells to Ayurvedic doctors. He also promotes 'Zero Budget Spiritual/Natural Farming'. More than 275 farmers have so far visited the farm and learnt about zero-budget farming.





**Mr. Vasant Ankush  
Gawade**  
Kolhapur, Maharashtra



## Make a Day with Cashew

Agripreneur Mr. Vasant Gawade (33) from Kolhapur district was trained at the Krishna Valley Advance Agriculture Foundation (KVAAF), Uttur, Maharashtra. He has started a cashew nut processing unit with financial assistance of Rs. 20 lakh under Agri-Clinics and Agri-Business centers Scheme. "Cashews are a significant source of income for many small farmers in West Maharashtra region, as there is tremendous availability of raw cashew", says Mr. Vasant. During the AC&ABC training he conducted a market survey in his area and found that the raw cashew is available even in local weekly market. He visited an established cashew nut processing unit and went through the entire process. He says that he is quite thankful as the training has improved his enterprising abilities in all ways possible. His establishment, 'Shri Shivam Kaju Prakriya Udyog', is well equipped with all processing tools and machineries. The capacity of the unit is to process one ton of raw cashew in a day. Since there are different stages in processing of cashew nut, altogether five days are required to make cashew marketable. Mr. Vasant describes the process:

**Drying:** Raw cashew nuts are properly dried in order to remove excess moisture. These raw nuts are usually kept in open yard and are dried in sun for 2/3 days.

**Roasting:** Cashews are heated with high pressure/temperature steam. The roasting time depends upon the characteristic of raw cashew nuts.

**Cutting:** Raw cashew nut has a unique kidney shape. Moreover, the outer shell of raw cashew nut is very hard to crack. Hot Chamber: In this stage, cashew kernels are heated to 70-85 degree centigrade. The main purpose of this heating is to eliminate moisture and gumming between cashew kernels and adhering testa (husk).



**Peeling:** Cashew kernels are blanched using a small knife. The adhering testa is carefully removed ensuring minimum damage to the kernels.

**Grading:** Kernels are graded according to their size, colour, appearance etc.

**Packing:** Cashew nuts are fumigated before packing.

The annual turnover of the Shivam Kaju firm crosses Rs. 1.5 crore. Totally 35 employees work with Mr. Vasant. "My vision is to expand the business and export cashew nut, Mr. Vasant concludes.

<b>Address</b>	: S/o. Ankush, Jelugade Post, Chandgad Teh., Kolhapur Maharashtra
<b>Qualification</b>	: Dairy diploma
<b>Age</b>	: 33 Year
<b>Nodal Training Institute</b>	: KVAAF, Uttur, Maharashtra
<b>Name of Venture</b>	: Shri Shivam Kaju Prakriya Udyog
<b>Nature of Services</b>	: Processing of cashew nut and sale
<b>No. of Farmers Covered</b>	: 150
<b>No. of Villages Covered</b>	: 12
<b>Annual Turnover</b>	: 1.50 Cr.
<b>No. of Employment</b>	: 35 person
<b>Mobile</b>	: +91 7588939722
<b>Email Id</b>	: shivamkaju@gmail.com



**Mr. Akshay Dattatray Kakatkar**  
Sawantwadi, Maharashtra



Start Up No. 72

**Address** : Nhaveli  
(Rewtewadi)  
Po- Aros, Tal-  
Sawantwadi  
Dist- Sindhudurg  
Maharashtra  
416514

**Qualification** : B.Sc. Agriculture

**Age** : 24 Year

**Nodal Training Institute** : KVAAF-Oras,  
Maharashtra

**Name of Venture** : Akshay Udyog

**Nature of Services** : Processing  
of fruit and  
vegetable

**No. of Farmers Covered** : 80

**No. of Villages Covered** : 4

**Annual Turnover** : 8.00 lakh

**No. of Employment** : 2 regular, 8  
seasonal

**Mobile** : +917588447109,  
(02363)260055

**Email Id** : akshay\_  
kakatkar@yahoo.  
co.in

## Grandma's Recipes: Pickling Success

"The making of pickles and other homemade, value-added products happened by chance. One day a few guests arrived at home and as per Indian tradition they were served delicious food. The guests praised the taste of pickles and asked from where they were bought", says Mr. Akshay Dattatray Kakatkar (24) agripreneur from Sawantwadi, Maharashtra. "This was first time I thought to start business in homemade pickles preparation. After graduation in agricultural sciences, I was looking to start a business, but was not very aware about how to go about it". Then he came to know about the Agri-Clinics and Agri-Business Centers scheme in local newspaper. He joined the two-month residential training program at Krishna Valley Advance Agriculture Foundation (KVAAF)-Oras, Maharashtra. In the period of training he visited two established fruit processing units. He found that Kokum (*Garcinia indica*), a fruit-bearing tree had culinary, pharmaceutical, and industrial uses. In this fruit crop, 'Amrut Kokum' is a highly tasty and very famous variety which is in high demand in the surrounding area. Akshay thought to prepare squash of Amrut Kokum. With a self-investment of Rs. 25,000, Akshay Udyog, a small fruit processing venture was born. The list of its value-added products grows longer by the day i.e. kokum squash, sweet kokum, mango pickle, jackfruit pickle, chilli pickle, mango chhunda, sangadi chilli, kokum agal, sabudana chikwadya etc. After discussion with one of his friends who was in same



business, Mr. Akshay got to know that there is demand for his products in Kirana (grocery) shops, food malls, hotels etc. He took his product to nearby food mall and Kirana shops. Initially he fetched a very low price for it and was barely able to make any profit. But gradually, he started

getting orders from food malls, as the quality of his products was good. The annual turnover of 'Akshay Udyog' crosses Rs. 8 lakhs. Mr. Akshay has contacted around 80 orchard growers from four villages and purchases fruits from them. Mr. Akshay counsels the orchard growers about post-harvest management and preventive measure on pest and diseases. Mr. Akshay says to budding agripreneurs, "Business is like a water-filled pool: you have to jump in and swim. Don't waste time sitting outside and thinking about it".





**Mr. Rambhau Zagade**  
Baramati  
Maharashtra



## Smart Farming through Custom Hiring Centre

Farm machinery not only brings in timeliness and reduces drudgery in agricultural operations, it also provides greater field coverage over a short period, cost-effectiveness, efficiency in use of resources and applied inputs, conservation of available soil moisture under stress conditions and adequate drainage of excess rain and floodwaters. "Therefore, I started a custom hiring centre at my native place, Shirusuphal Village, Baramati district, Maharashtra", says Mr. Rambhau Zagade (35), a diploma holder in agriculture sciences. Mr. Rambhau had inherited 10 acres of agricultural land and as farming was his family occupation, he was fully involved in all types of agricultural operations. During this time, he found a lot of drudgery and un-timeliness in farming. Different farm operations were done with bullock-drawn implements which was very difficult. So he decided to use tractor-mounted farm implements for tillage operations and to enhance mechanisation on the farm. He approached Krishi Vigyan Kendra, Baramati, for seeking information on different farm implements used for tillage operations. KVK provided him with a broad vision about farm mechanisation, and simultaneously advised him to join the Agri-Clinics and Agri-Business centers training program. Without a second thought, Mr. Rambhau joined AC&ABC training course at KVK Baramati and completed it successfully. Under the bank loan provision in the scheme, he prepared a detailed project report for Rs. 10 lakh and submitted it to the Bank of Baroda, Branch-Shirusuphal, Baramati. The bank sanctioned a loan for Rs. 8.9 lakh, which Mr. Rambhau used to purchase major implements such as tractors, ploughs, rotovator and seed drills which are important implements in the first phase of farming. He provides these implements on rental basis at rates less than 20-25 % of market rates. In a year he covered the 200-250 farmers. Mr. Rambhau earns a net monthly income of Rs. 30,000-40,000 and his annual turnover reaches Rs. 45 lakhs. Simultaneously, Mr. Rambhau runs a small dairy unit and cultivates vegetable saplings in shade nets for sale.

<b>Address</b>	: Shirusuphal, Baramati, Maharashtra Pin: 444604
<b>Qualification</b>	: Diploma in Agri
<b>Age</b>	: 35 Year
<b>Nodal Training Institute</b>	: KVK, Baramati, Maharashtra
<b>Nature of Services</b>	: Custom hiring center
<b>No. of Farmers Covered</b>	: 250
<b>No. of Villages Covered</b>	: 10
<b>Annual Turnover</b>	: 5.00 lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +919561580060





**Mr. Santosh Nivrutti Nirmal**  
Rahata, Maharashtra



## Hay – Greening Income

<b>Address</b>	: At post, Pipari Nirmal, Tq. Rahata, Ahmednagar, Maharashtra, Pin-423107
<b>Qualification</b>	: Dairy Diploma
<b>Age</b>	: 38Year
<b>Nodal Training Institute</b>	: KVK, Babhleshwar, Maharashtra
<b>Name of Venture</b>	: Yashashri Hey Center
<b>Nature of Services</b>	: preparation of silage and consultancy on fodder development
<b>No. of Farmers Covered</b>	: 1000 trained for silage preparation and, 200 are the regular customer
<b>No. of Villages Covered</b>	: 30
<b>Annual Turnover</b>	: 10 lakh
<b>No. of Employment</b>	: 5 person
<b>Mobile</b>	: +919028380516
<b>Email Id</b>	: santoshnirmal77@gmail.com

Mr. Santosh Nirmal (38) is a resident of Pipari Nirmal Village, Rahata Taluka, Maharashtra. He is a diploma holder in dairy science. Farming and dairy were the ancestral occupations of the family. Mr. Santosh observed in dairy work that due to lack of nutritious feed and fodder, the milk yield was less than expected. He learnt during his college studies that forages can be made into hay to conserve their nutrients, especially proteins, before they decline in the plant. To seek more information, he contacted Krishi Vigyan Kendra -Babhaleswar. During the discussion with KVK expert he came across the Agri-Clinics and Agri-Business Centers Scheme and its financial benefits. Mr. Santosh joined the training course. Soon after, he started silage preparation on his field. Maize is the major fodder he is cultivating as it has more sugar content than protein; sugar is utilised in fermentation process to make lactic acid by microorganisms. "Some cereal fodder crops have hard stems, which take more time for drying for making hay. Therefore, I am using maize crop for making silage", says Mr. Santosh. "Within 70 days after sowing, the maize crop is ready for silage. After harvesting, I let it dry for 5-6 hours in shed so that moisture content decreases from 80% to 65-70%. One



should be careful to avoid making silage in rainy days or with crops containing dew drops in winter season, because moisture is more in these situations. So there are chances of mould developing in the silo pit during storage period. For fermentation, per ton of chaffed green fodder, we require 1 kg

urea, 2 kg Jaggery, 1 kg common salt, 1 kg mineral mixture and 1 litre of whey. After mixing all the ingredients, the chaffed fodder is pressed into the pit. After 8-10 weeks, silage is ready as feed for animals. Open the pit/tank initially from one side for use. If it is not in use, then cover it carefully with plastic film so that air does not enter inside silage. Initially, feed animals with 5-6 kg silage by adding it with chaffed green fodder to develop their taste towards it. Once animal develops a liking for the sweet-sour taste of silage, it will eat it heartily", narrates Mr. Santosh. More than 1000 farmers have taken training from Mr. Santosh on silage preparation. The annual turnover of Yashashree Hay Centre crosses Rs. 5 lakh and there are five regular employees. Mr. Santosh says, "There are 11 ways to earn money, one can be HAY "





**Mr. Bharat Aher**  
Dongri, Goa



## Agro-tourism: De-touring the Urban Way to Villages

"Agricultural Tourism is not the 'holiday' concept of visiting a working farm or any agricultural, horticultural, or agribusiness operation for the purpose of enjoyment, but for education, or active involvement in the activities of farms and their operations. In general, agritourism is the effort of attaining farmers or newcomers in the field of agriculture", says Mr. Bharat Aher (33), agricultural graduate from Dongri, Goa. "After graduation, I wanted to start agritourism in my 16 acres of land; however, my land was fertile but rocky. I approached NABARD to get some sponsored scheme for development of agritourism, NABARD suggested that I join the two-month residential training course under the Agri-Clinics and Agri-Business Center Scheme at Krishna Valley Advanced Agricultural Foundation (KVAAF), Ratnagiri. I did, and after training I submitted a detailed project report of Rs. 20 lakh to the Goa State Co-operative Bank and got it sanctioned. NABARD released 36% subsidy". 'Aher Spice Farm - Goa Agri Tourism' is in 16 acres of land surrounded by Sahyadri Hills, Chaslem Ghat, Koduli and other hills. Mr. Bharat says, "My aim is to attract tourists from the world over to the scenic land of Goa surrounded by Sahyadri Hills. I believe in a paradigm shift from on-shore tourism to offshore tourism. This is the key turning point in Goa's tourism industry that has tremendous potential to bring the tourism business back. Basking on seashore business is not sustainable in the long run", says Bharat. Aher Spice Farm has more than 300 plant species comprising ornamental plants, fruits, flowers, spices etc. and a 500-sq ft farm pond for rainwater harvesting and fishery. Aher Spice Farm is the complete package to get to know the rural lifestyle. It is fully equipped with wholesome, family-oriented recreational activities that sustain local culture.



<b>Address</b>	: Dongari Village, Sattari tq, Goa
<b>Qualification</b>	: B.Sc Agriculture
<b>Age</b>	: 33 Year
<b>Nodal Training Institute</b>	: KVAAF- Belgaum
<b>Name of Venture</b>	: Goa Agri-Tourism, Aher Spice farm
<b>Nature of Services</b>	: Agri-Tourism and cultivation of spices
<b>No. of Farmers Covered</b>	: More than 500 Visitors
<b>No. of Villages Covered</b>	: Five states
<b>Annual Turnover</b>	: 10.00 lakh
<b>No. of Employment</b>	: 25 Person
<b>Mobile</b>	: +919423055950
<b>Facebook</b>	: AHER SPICE FARM - Goa Agri Tourism



**Mr. Vikram Vilasrao  
Borawake**  
Satara, Maharashtra



Start Up No. 76

**Address** : A/p- Somanthali,  
Phaltan, Baramati  
Road, Tal:  
Phaltan, Dist-  
Satara- 415523

**Qualification** : B.Sc. Agriculture

**Age** : 40 Year

**Nodal  
Training  
Institute** : KVK, Baramati,  
Maharashtra

**Name of  
Venture** : Borawake milk  
collection and  
chilling center

**Nature of  
Services** : Milk collection  
and chilling  
center

**No. of  
Farmers  
Covered** : 300

**No. of  
Villages  
Covered** : 6

**Annual  
Turnover** : 6.00 Cr.

**No. of  
Employment** : 14 person

**Mobile** : +919168711117

**Email Id** : vikram@  
borawake  
autolins.com

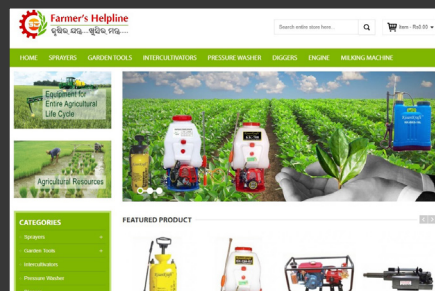
## Milk Chilling Centre Strengthening the Existing Milk Route

Mr. Vikram Vilasrao Borawake (40) agripreneur, graduated in agricultural sciences from Phaltan, Satara district, Maharashtra, and established a milk chilling plant with 5000 litre capacity. Mr. Borawake has 300 registered dairy farmers and his daily milk collection is about 3000 litres. "It was generally observed that the lack of adequate chilling facilities at block level is the major constraints in developing the dairy business in villages. Hence, to expand the coverage of existing small scale dairy unit, I set up a milk chilling plant of 5000 litre capacity to strengthen the existing milk route", narrates Mr. Borawake. "This extended support to the dairy farmers of remote villages to make their occupation a meaningful, remunerative and organised income generation activity. The 300 dairy farmers reside within a radius of 25 km. The whole milk is sold to Govind Dairy". Govind Dairy is always supportive towards organising vaccination camps, timely medication, clean milk collection training and so on, to keep the farmers' cattle healthy. Mr. Borawake personally conducts training on animal husbandry management, hygienic milk production, vaccination programs, cattle feed supply to farmers and selection of good milch breeds. To avoid payment hassles, Mr. Borawake categorised the farmers as per the volume of milk and periodically paid them by cash or cheque. "In future, cashless payment mode will be applied for payment", Mr. Borawake said.





**Mr. Brahma Keshari  
Jajati**  
Cuttack, Orissa



## Farmers Helpline: Online portal for Farm Machinery Sales

With a self-investment of Rs.1.5 lakh, agripreneur Mr. Brahma Jajati (39), resident of Cuttack, Orissa, developed an online portal 'Farmers Helpline' and started online trading of all types of farm machinery. Mr. Brahma says, "Before joining the training programme under Agri-Clinics and Agri-Business centers Scheme at Center for Youth and Social Development (CYSD), Orissa, I was running an Agri-input shop with meagre income as the area was mainly dealing with dairy and poultry". During training Mr. Brahma learnt about the application of information technology in agriculture. He also met with established agripreneurs who were trading agri-inputs online. This was the turning point of his business. Mr. Brahma decided to start online trading of the farm machineries to farmers and customers in agri-related sectors as well. He tied up with nine major farm machinery manufacturing units. He displayed videos of 183 farm machinery products on his website with specifications and cost. The catalogue of sprayers, garden tools, inter-cultivation tools, pressure washers, diggers, engines and milking machines is displayed on the website. So far, 30,000 customers have visited the website and asked queries about equipment. More than 500 farmers from Orissa, Uttar Pradesh, Telangana, Jharkhand etc. have placed orders and purchased machinery online. Mr. Brahma has trained six persons in handling the farm equipment and has conducted demonstrations at the field level. Once an order is placed, he books the item with a 50% payment; the rest 50% is to be obtained after delivery. During delivery, the trained person gives detailed demonstration of the products and some tips for maintaining the tools. This is the strategy developed by Mr. Brahma to sell products online. The machineries related to agriculture, horticulture, animal husbandry and fisheries are available on his website. The annual turnover of his online business has crossed Rs. 15 lakh.



<b>Address</b>	: S/o Dhruba Charan Brahma, Keshpur Vill & Po Cuttack Orissa
<b>Qualification</b>	: B. Sc. Agri
<b>Age</b>	: 39 Year
<b>Nodal Training Institute</b>	: CYSD, Orrisa
<b>Name of Venture</b>	: Farmers helpline
<b>Nature of Services</b>	: Online trading of all type of farm machinery
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: Orissa, Telangana, Uttar Pradesh
<b>Annual Turnover</b>	: 15 lakh
<b>No. of Employment</b>	: 6 person
<b>Mobile</b>	: +919090495479
<b>Email Id</b>	: farmershelpline.in@gmail.com
<b>Website</b>	: www.farmershelpline.in



**Mr. Randeep Das**  
Jalpai Gudi, West Bengal



<b>Address</b>	: Road no.10, metro lane, Jalpaigudi, West Bengal
<b>Qualification</b>	: B. Sc Agriculture
<b>Age</b>	: 39 Year
<b>Nodal Training Institute</b>	: InGreens Pvt Ltd.
<b>Name of Venture</b>	: In -green Pvt Ltd.
<b>Nature of Services</b>	: Digital extension
<b>No. of Farmers Covered</b>	: 5000
<b>No. of Villages Covered</b>	: 3500 Gp
<b>Annual Turnover</b>	: 2.5 Cr.
<b>No. of Employment</b>	: 55 person
<b>Mobile</b>	: +918334808383
<b>Email Id</b>	: das.ranadeep@gmail.com
<b>Website</b>	: www.ingreen.in

## Rural ICT Tool: Empowering Farmers Digitally

Mr. Randeep Das (28), received AC&ABC training from Ramakrishna Mission Ashrama, SAMETI, West Bengal, 2013. After training, he established his firm 'InGreens', which was involved in a project for e-extension. The project was part of an effort to test different ways of using technology for social development. More specifically, the project focused on testing the use of participatory videos as a means of agricultural extension. The approach was substantially more effective as a means of extension than existing conventional agricultural extension programmes. The use of video for agricultural extension was by no means a new approach and InGreens was inspired by a number of different projects. These can be broadly categorised as 1) information technology for agricultural development, 2) video in agricultural extension and 3) mediated instruction for effective training with video. InGreens weaves together the best of these three strands into a novel system that maximises the impact of agriculture extension workers and adds the critical element of community engagement and participation throughout the process. InGreens developed an e-Tablet for the digital extension. Mr. Randeep contacted the District Agricultural Officer and demonstrated the use of e-tablet by showing all the information on agriculture. The e-tablet was appreciated and forwarded to higher authorities for support. The e-tablet project received financial support from the Department of Agriculture, West Bengal Government, to the tune of Rs.1.96 crores. The project was launched by the Hon'ble Chief Minister of West Bengal on 22nd February, 2014. The e-ablet inbuilt with all agricultural information



including packages of practices for major crops, pest and disease – their control measures, market prices, weather report etc. with expert system, have been made available in local languages. These e-tablets have been provided to all the extension functionaries covering 19 districts, 341

blocks and 3500 gram panchayats. Extension functionaries provide accurate scientific advice to the farmers using these tablets. Mr. Randeep providing in-depth information on the use of e-tablet to the extension functionaries. "Despite several efforts to reach small-scale farmers, however, India's current extension system often fails to effectively communicate with them. Hence, I prepared the e-tablet for accurate communication with farmers", Mr. Randeep concludes.



**Mr. S. Rajarathnam**  
Mettupalayam,  
Tamil Nadu



## Leaf Culture: Cloning 100% Mother Characteristic

Eden Nursery Garden holds the status of 'India's first organic nursery' and also is known for the innovation, Leaf Culture: a new technology in the propagation of plants from leaves, the first of its kind in India. "Many students, scientists, academicians, farmers etc. are visiting our nursery", says Mr. Rajarathnam (49). "I was told that if I finish AC&ABC training, it would be an added advantage and now feel it's true. I'm confident in transferring the technology to farmers. The reputation of our nursery is growing by the day". Mr. Rajarathnam is an agripreneur from Mettupalayam, Tamil Nadu. "Since I'm passionate towards plant production and also have a nursery with a production capacity of 10 lakh seedlings/clonal plants per year, I started my research. As a 5th generation farmer, basically, I wanted to research the species which are cultivated by farmers on a large scale. So, I selected Jasminum sambac ('Gundumalli' in Tamil), Ixora (largely cultivated by the farmers of Trichy, Tamil Nadu) and a fruit species, guava to try out leaf culture. I also decided that the technology must be so simple that even a school student could do it. After achieving success in Jasminum sambac, ixora and guava, I have now been successful with species such as red sanders, jasmine, mulberry, kakkada, crossandra, grapes and noni. And my research continues", says Rajarathnam. Dr. Murugesan, Director, Directorate of Agri-business Development (DABD), TNAU, Tamil Nadu is supporting Eden Nursery Garden by promoting the innovative Leaf Culture Technology. The Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, sanctioned a grant of Rs. 6.25 lakhs for Leaf Culture. Mr. Rajarathnam uses organic materials such as tender coconut water to induce roots and during the process of standardising the leaves to be used. At present, the duration for rooting in leaves differs in the same species. If research standardises the age of the leaf, then the difference in duration for rooting can be overcome. "We are trying this technology for various species and our research is ongoing. We are also in the process of propagating endangered species, rare medicinal plants etc." Mr. Rajarathnam concludes. "The quality seedlings/clonal plantlets are very important to decide the yield of that particular crop. It has high market potential involved in it".



<b>Address</b>	: 23/15, Karuppayammal Farms, Vellipalayam Road, Mettupalayam Pin- 641301
<b>Qualification</b>	: M.F. Tech
<b>Age</b>	: 49 Year
<b>Nodal Training Institute</b>	: VAPS Madurai
<b>Name of Venture</b>	: Eden Garden Nursery
<b>Nature of Services</b>	: Propagation of Plants from Leaves and sale of saplings
<b>No. of Farmers Covered</b>	: 5000
<b>No. of Villages Covered</b>	: 300
<b>Annual Turnover</b>	: 1.50 Cr.
<b>No. of Employment</b>	: 20 person
<b>Mobile</b>	: +9194860 94670
<b>Email Id</b>	: edennursery gardens@gmail. com



## Mr. V.Soundararajan

Thuvakudi, Tamil Nadu



### Bowl of Paddy

<b>Address</b>	: Sri Krishna Seeds & Sri Krishna Agri Tech, 8A, SIDCO Industrial Estate, Opp to Union Bank of India, Thuvakudi (Tk.) Trichy-(Dt.) Pin-620 015
<b>Qualification</b>	: B.Sc. Agri & MBA
<b>Age</b>	: 47 Year
<b>Nodal Training Institute</b>	: VAPS-Madurai
<b>Name of Venture</b>	: Shri Krishna Seeds
<b>Nature of Services</b>	: Production, Processing and Marketing of Paddy seeds
<b>No. of Farmers Covered</b>	: More than 1000
<b>No. of Villages Covered</b>	: 100
<b>Annual Turnover</b>	: 2.00 Cr.
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: + 7598877573, 9445566573, 9445566573
<b>Email Id</b>	: srikrishnaaseeds@gmail.com

Mr. V. Soundararajan (47) from Thuvakudi, Tamil Nadu, has worked as a middle-to-high level seed technologist in the seeds sector in different states of India at various times. During his tenure, when he heard about the Agri-Clinics and Agri-Business Centers Scheme and its benefits, without delay, he joined the two-month residential training program at VAPS, Madurai. He says, "I joined the AC&ABC scheme training programme to update my knowledge in technical as well as commercial agriculture. It helped me gain knowledge on different schemes available with the government and banks to excel in agribusiness. It also motivated me to do business aggressively without any hesitation". Thuvakudi is cluster point where farmers from Thiruverampur, Tiruchirappally and Lalgudi taluk of Tiruchirappally district; Kulathur (Keeranur) and Pudukottai (Kandarvakottai) taluk of Pudukottai district; and Budalur (Sengipatti) taluk of Thanjavur district can reach easily. The area surrounding Thuvakudi comprises of around 40,000 ha of wetland and around 9000 ha of garden land, which will be huge advantage for running an agri-clinic and agri-business service centre. "Thuvakudi has bus connectivity to all the surrounding villages, which will facilitate the farmers to utilise our service to enhance their profitability. So I have started my business at Thuvakudi with my own interest to utilise my experience in seeds sector", Mr. Soundararajan says. Sri Krishnaa Seeds has its own research varieties in the name of Aishwarya (super fine, medium duration), Jayandi (super fine, short duration) and Krishnaa ponni (super fine and higher yielder) in rice. In sorghum fodder crop, Kamadenu (sorghum sudan grass) variety is very popular among the farming communities. Besides, government-released paddy varieties and other vegetable seeds in tie-up with other producers are also sold under the name of Sri Krishna Seeds. More than 1000 farmers are growing the brand variety of Sri Krishna Seeds from 100 villages. The annual turnover crosses



Rs. 2 crore. "There are 10 regular skilled persons are working in hybridisation of paddy variety. Sri Krishna Seeds and Consultancy service will become a one-point solution to all farmers' problems. It will play a key role in developing the socio-economic status of

the farmers in its operational area. In future, it will provide employment opportunity to agriculture graduates based on its requirement", Mr. Soundararajan concluded.





**Mrs. A. Ahila Ravi**  
Namakkal, Tamil Nadu



## Goat – The ‘Poor Man’s Cow’ Creating Profitable Ventures for Landless Women Farmers

P.V. Goat Farm is the successful creation of Mrs. A. Ahila Ravi, a Microbiologist. The farm, established in 2010, is situated in Erulapatty village of Namakkal District, Tamil Nadu. The firm has moved on day by day in its modernisation and technological expertise. Mrs. Ahila says, “Since childhood I have been involved in goat rearing. The popularity of goat is high, but supply of goat doesn’t meet the market demand. Goats have been the alternate source of earning of many small rural families; the meat, milk and manure from goat are invaluable, but goat farming in India has been practised using traditional and conventional methods since centuries. This was the crux of my thought to start goat farming in a modern way.” In the year 2010, Mrs. Ahila attended the 60-day residential training course under the AC&ABC scheme, at the Centre for Alternate Rural Employment (CARE), Namakkal, Tamil Nadu. During training she visited many established agriventures running dairy farms, poultry farms, pig farms, fish farms etc. and obtained expertise in technical knowhow in animal husbandry management. Intending to establish her own agriventure, she prepared a detailed project report of Rs. 15 lakh, out of which, Rs. 5 lakh was her own capital investment. For the remaining Rs.10 lakh, she applied for a loan at Indian Overseas Bank, Namakkal branch. Within two months, the loan of Rs. 9.75 lakh got sanctioned and NABARD offered her a subsidy of 44%. P.V. Goat farm has adopted modern, systematic, scientific methods to make goat farming commercially viable. Mrs. Ahila maintains hygienic conditions in the goat yard, arranges for regular medical check-ups and vaccinations ensure that the goats stay healthy and disease-free. The business is growing by the day. Mrs. Ahila now promotes goat farming among landless farm women by creating a women’s self-help groups (SHGs). Five women’s SHGs are functioning successfully. The annual turnover of P.V. Goat firm is Rs. 13 lakhs. Mrs. A. Ahila Ravi has become a role model among small farm women of small village Erulapatty.



<b>Address</b>	: P.V. Goat Farm, Erulappatty, Thirumalaipatty, Post Namakkal, Tamil nadu
<b>Qualification</b>	: Bsc Agriculture, MBA
<b>Age</b>	: 27 Year
<b>Nodal Training Institute</b>	: CARE, Nammakal, Tamil Nadu
<b>Name of Venture</b>	: P.V. Goat farm
<b>Nature of Services</b>	: Goat Farming and Consultancy
<b>No. of Farmers Covered</b>	: 10 women SHG group
<b>No. of Villages Covered</b>	: 5
<b>Annual Turnover</b>	: 20.00 Lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +919842571295
<b>Email Id</b>	: ravi. chef@gmail.com



**Mr. Kumar  
Purushottam**  
Ranchi, Jharkhand



## Earthworm: A Farmer's Friend Protecting Soil and Increasing Income

**Address :** Kumar Vermi-compost Production cum Training Center, Rukka Dam Road, PO-Neori vikash, Hutup, Ormanjhi, Ranchi-835217, Jharkhand

**Qualification :** B.Sc Agriculture

**Age :** 45 Year

**Nodal Training Institute :** ISAP-Jharkhand

**Name of Venture :** Kumar vermicompost production cum training Centre

**Nature of Services :** Training on Vermicompost production, recourse person for ATMA and NHM, 25 SHG took training

**No. of Farmers Covered :** 500

**No. of Villages Covered :** 100, and 1000 Vermi-unit established at farmer field

**Annual Turnover :** Rs.50.00 Lakh

**No. of Employment :** 10 person

**Mobile :** +91 9835097206, 9576081261

**Email Id :** kpurushotam@rediffmail.com

Mr. Kumar Purusotam belongs to a remote village, Akbarpur, in Nalanda district of Bihar. He did his graduation in Agriculture and M.Sc. (Animal Science) from the University of Allahabad in the year 1999. He started his career in a leading NGO earning Rs. 15,000 per month. After gaining experience he wanted to start his own agribusiness venture but was not sure which activity to take up. During this period he came to know about the Agri-Clinics and Agri –Business Centres Scheme and its prospects through Shri Om Prakash, Nodal Officer, Indian Society of Agri-business Professionals (ISAP), Jharkhand. He completed the training in March 2007. During training he was exposed to a variety of skill development and managerial skill activities, among which he found that vermicomposting activity with consultancy service was more relevant in terms of profitability and outreach. He established the 'Kumar Vermicomposting Production-cum-Training Centre' with his own capital at Ormanjhi, Ranchi, Jharkhand. For expansion of the business he took a loan of Rs. 10 lakhs from the Punjab National Bank, Kishorganj Branch, in March 2010, and full amount of subsidy was released by NABARD, Ranchi. Besides production of quality vermicompost, he provides consultancy to about 5000 farmers in Ranchi, Bokaro, Dumka, Ramgarh, Chaikasa districts of Jharkhand on quality production of vermicompost and its marketing strategies. In 100 villages (8 blocks) of Bokaro district, he has supported, trained and supplied earthworms to farmers for establishing 1000 vermicompost production units. Apart from Jharkhand, in Bihar too he has supplied vermicompost to the District Horticulture office, Bihar and started two units (each with capacity 800 tonnes) of vermicompost production. He is also associated with Agriculture



Technology Management Agency (ATMA); under this, he has given consultancy service of vermicompost production to 25 SHGs and supplied them earthworms. The annual turnover crosses Rs. 50 lakh. His unit has extended employment to 10 people; among them are six unskilled and four skilled.



## Mr. Eknath Palkar Sangli, Maharashtra



### Swirl, Smell and Sip

The diversity of grape wine comes from the different types of grapes, where they are grown, and in what manner," inform by Mr. Eknath Palkar (79), a winemaker and owner of Ape Wine, from Wifund Village, Tasegaon Taluka, Sangli District, Maharashtra. A lean 79-year-old man in white clothes and a Maharashtrian cap (Topi) on head is conducting a tasting session of his wines in the vineyard's chilly underground cellar. Across the table, amid a room full of monstrous steel barrels that hold fermenting wines, a gaggle of excited visitors is following his every step. He goes about his business with an unsmiling expression, as though he would much prefer the companionship of the vines outside than of the people here. Mr. Palkar, a retired Agriculture Officer, from the Maharashtra State Department of Agriculture, Sangli, narrated, "After I retired, about 50 acres of inherited land came into my possession and I thought to start a grape winery and hence, cultivated grape vine varieties, Thompson Seedless, Marlo and Sonacca in four acres of land. With my own investment and Rs. 20 lakh on loan sanctioned under the Agri-Clinics and Agri-Business Centres Scheme, 'The Ape Wine' was established. The capacity of the winery is 24,000 litres of wine. Totally five types of wine (white and red) are made in my winery. Red wine is made from Marlo, while white wine is prepared from Thompson seedless and Sonacca variety of grapes". There is a big cultural change coming about in the way wine is perceived here. It's not just an aspiration thing. People enjoy it. They drink it on social occasions, they store it at homes, they even send it as corporate gifts," adds Mr. Palkar. "I know so many people who never drank wine before. But they do so now. Some customers use grape wine as medicine. The wine industry in India is very young. We are learning every year; which part of land has better soil and climates for vine production and which variety of grapes can succeed. In my 10 years of experience in grape winery, there are many improvements that have been made at every stage of the business, whether it is grape cultivation, wine making or even it's selling and marketing. Every wine producer knows it's not only about creating a brand but also about creating a culture", Palkar concludes.



<b>Address</b>	: Ape wine, A/p- Tasgaon, TI- Walawa, Sangli, Maharashtra
<b>Qualification</b>	: M.Sc. Biotechnology
<b>Age</b>	: 79 Year
<b>Name of Venture</b>	: APE Wine
<b>Nature of Services</b>	: Grape cultivation and winery
<b>No. of Farmers Covered</b>	: 200
<b>No. of Villages Covered</b>	: 5
<b>Annual Turnover</b>	: 20.00 Lakh
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +917219508062, 09890991124
<b>Email Id</b>	: satishpalkar 124@gmail.com



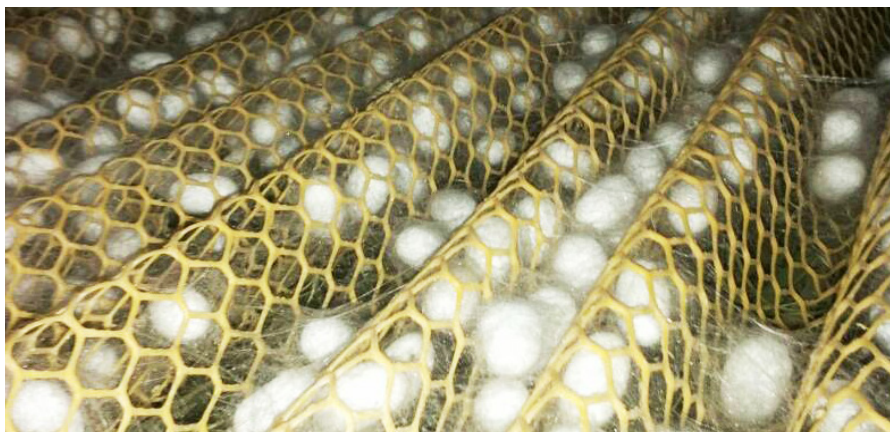
**Mr. Swapnil Dond**  
Ahmednagar,  
Maharashtra



## Silk Worms Spinning Profit

<b>Address</b>	: Rahata, Srirampur, Ahmednagar, Maharashtra
<b>Qualification</b>	: B. Sc. Agri
<b>Age</b>	: 31 Year
<b>Nodal Training Institute</b>	: KVAAF-Sangli
<b>Name of Venture</b>	: Dond Sericulture
<b>Nature of Services</b>	: Sericulture and Consultancy Organic farming
<b>No. of Farmers Covered</b>	: 50
<b>No. of Villages Covered</b>	: 6
<b>Annual Turnover</b>	: 10.00 lakh
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +919326641841
<b>Email Id</b>	: swapnildond@rediffmail.com

Mr. Swapnil Dond, aged 31 years, is an agripreneur and resident of Village Khairi Mazgaon, Ahmednagar district, Maharashtra. After graduation in agriculture, he joined the Agri-Clins and Agri-Business Centres scheme from Krishna Valley Advance Agriculture Foundation (KVAAF), Sangli. During training, he visited a number of established sericulture units and wanted to start a similar one on his two acres of land. After training, he established a sericulture unit of the dimension 50'x22'x15', and mulberry cultivation was taken up in 0.8 ha with a drought-tolerant variety S-13. A detailed project report of Rs. 10 lakh was submitted to the Central Bank of India, Shrirampur branch, Ahmednagar, and the loan was sanctioned along with back-end subsidy of 36% from NABARD. Mr. Dond says that he reared 1950 disease-free layings (dfis) per year and harvested seven crops in a year with an average yield of 80 kg cocoons per 100 dfis and the total cocoons harvested was 1615 kg. He incurred an expenditure of Rs. 84,000 and earned a net income of Rs. 4,21,893 per annum exclusively from sericulture enterprise in spite of severe drought prevailing in surrounding areas. He says, "Sericulture is more remunerative than agriculture and horticulture as mulberry can survive under severe drought conditions". The enterprise has hired two labourers for rearing and cocoon harvesting. By seeing his income from sericulture enterprise, 50 farmers from seven villages have established sericulture enterprise in their villages. Mr Dond is engaged in organic farming also and giving complete consultancy on sericulture and organic farming. He would like to extend his sericulture activities in from rearing to reeling and weaving which will help him and neighbouring family for employment as well as income generation. His message to budding agripreneurs is, "Make yourself independent by adopting sericulture, which is a lucrative occupation".







**Mr. Abhijit Pandhopote**  
Satara, Maharashtra



## Plant Hormones Regulating Crop Yield

"Plant hormones are produced naturally by plants and are essential for regulating their own growth. They act by controlling or modifying plant growth processes such as formation of leaves and flowers, elongation of stems, development and ripening of fruit, etc. In modern agriculture, people have established the benefits of extending the use of plant hormones to regulate growth of other plants. When natural or synthetic substances are used in this manner, they are called Plant Growth Regulators (PGR)", elaborates Mr. Abhijit Pandhopote(31) agripreneur from Satara, Maharashtra. Being proactive and enthusiastic to learn and achieve more, he took up the opportunity to get trained under the AC&ABC scheme at SPM, Ratnagiri, Maharashtra, no sooner than he came to know about it. During those two months of training, he learnt many new things about entrepreneurial competencies as well as business development. He also learnt that a new revolution was entering the agriculture sector: i.e. manufacturing of PGR. With his own investment of Rs. 20 lakhs, Mr. Abhijit established Asroso Agro India Private Limited and got into manufacturing of PGR. A well-equipped R&D laboratory at his firm develops strains for 24 types of products used in organic farming. With his understanding of various problems faced by fellow farmers, he registered 5000 farmers and is now working for their development. He has conducted some programmes like awareness about organic farming and pest management in the area. Abhijit's firm also facilitates direct sales of crop produce to consumers, resulting in better returns to the farmers. The major crop in area is cherry crop. The group started with cultivation of organic vegetables such as cauliflower, cucumber, bottle gourd, chilli, brinjal, okra, fenugreek and coriander. These crops are allocated according to the need and the interest of the member farmers. Abhijit provides totally free consultancy to member farmers. "Serve farmers organically and save farming", is Abhijit's message to budding agripreneurs.

<b>Address</b>	: Chaitanya Plot no.19, Chaitanya colony, Tamjai Nagar, Satara, Maharashtra-415002
<b>Qualification</b>	: B. Sc Agriculture
<b>Age</b>	: 31 Year
<b>Nodal Training Institute</b>	: SPM- Ratnagiri
<b>Name of Venture</b>	: Ashraswa Agro India Pvt. Lt.
<b>Nature of Services</b>	: Manufacturing of Plant Growth Regulator (PGR) and consultancy
<b>No. of Farmers Covered</b>	: 5000
<b>No. of Villages Covered</b>	: Maharashtra state
<b>Annual Turnover</b>	: 36. 00 lakh
<b>No. of Employment</b>	: 4person, 15 unskilled labour
<b>Mobile</b>	: +919850686999
<b>Email Id</b>	: abhijeetp1289@gmail.com
<b>Website</b>	: www.ashraswa.com





**Mr. M. Anandane**  
Thirukkanur, Puducherry



Start Up No. 86

**Address** : No. 19-B,  
Vanigar Street,  
Thirukkanur  
Pin- 605 501,  
Puducherry

**Qualification** : B.Sc Agriculture

**Age** : 44 Year

**Nodal Training Institute** : VAPS, Madurai

**Name of Venture** : Star Agri Clinic

**Nature of Services** : Custom Hiring of  
Farm Machinery,  
Agriculture  
Advisory and  
Trainings

**No. of Farmers Covered** : 500

**No. of Villages Covered** : 25

**Annual Turnover** : 15.00 lakh

**No. of Employment** : 12 person

**Mobile** : +9194422 45435

**Email Id** : anandaneagri@  
yahoo.com

## Farm Mechanisation in Small Holdings

Mr. M. Anandane (44), resident of Thirukkanur, Puducherry, is fully involved in farm mechanisation to service the farmers by smart farming. After graduation, Mr. Anandane had joined a private company for marketing of agricultural inputs, which involved extensive travelling. He served nine years in that job. During this period, he came across the Agri-Clinics and Agri-Business Centres Scheme and its unconditional benefits. He joined AC&ABC training programme at Voluntary Association for People Service (VAPS)-Madurai, Tamil Nadu. Initially, he wanted to start his own agri-inputs shop; however, during an exposure visit to an established custom hiring centre, his thoughts completely changed. Fragmented farm holdings means individual ownership of machinery is unviable for small farmers. For instance, 85% of farm holdings in India belong to small and marginal farmers cultivating less than two hectares. A tractor needs at least 1,000 hours of operation every year to be economically viable, while two hectares means at most 100 hours. This makes it very difficult for small landholders to purchase tractors and other farm implements. Hence, Mr. Anandane decided to start a Custom Hiring Centre. By investing own capital of Rs. 20 lakh, he purchased a paddy trans-planter and tractor registered under "Sagar Clinics" at his native place. Sagar Clinic has amassed major farm implements, viz. paddy trans-planter, tractor, rotavator, mini paddy weeder, sprayer, etc. for custom hiring. More than 100 paddy growers from five villages have ordered in advance for the paddy trans-planter. Mr. Anandane is also involved in consultancy on farm mechanisation. The major attraction of the centre is the paddy trans-planter and mini paddy weeder, as the surrounding area is a major paddy-growing area. Farm machinery available for hire has reduced manual labour for farmers and lowered the cost of cultivation, which had gone up due to a labour shortage. Farmers renting equipment have reported yields rising by around 20%", says Mr. Anandane.







**Mr. Girish Deshmukh**  
Pune, Maharashtra



## GRAS Agro: A Lead name in Agro-chemicals Sector

After completing my education in agriculture and management studies, I started working in the agrochemical industry. While working persistently for four years, I studied a value chain in the agrochemical and fertiliser sector. Here the new grey was explored as the farmer is the end user and getting fertilisers and other crop protection chemicals with highest cost was resulting in increased cost of cultivation. An idea came to my mind about how the cost could be cut on the purchase of fertilisers, and how farming could be made profitable. This was the turning point of my life to enter into business", says Girish (27), a young agripreneur from Warje, Pune, Maharashtra. "I designed the concept myself but I needed help, so I joined two-month residential entrepreneurship skill development programme at KVAAF-Pune. By employing six persons with science and management background I established 'Gras Agro Industries'. Team Gras owns 30 farmer groups (each group is of 20 farmers). Gras Agro supplies fertilisers and other agrochemicals at very economic prices. Gras Agro has circulated their business with transporters, DTP printers, commercial artists and with packaging industries. Every year 50 MT fertiliser is repackaged in 1 kg pouches. This work is getting done by needy women trained under "Gras Vendor-ship Development Programme". Gras Agro keeps a holistic approach towards farming with 'Three Pillars': supplying quality chemicals, making agriculture sustainable, and empowering the farming community. The company is the leading supplier of humic acid, amino acids, seaweed extracts, fulvic acid, silicon, bentonite, bio-stimulants, adjuvant/spreader, ready-to-use compost, micronutrients and all types of water-soluble fertilisers. It enriches its product portfolio with crop-specific, unique formulations. GRAS Agro is becoming a most trusted supplier because of competitive pricing, fastest delivery, premium quality products, 24X7 technical assistance and free business supportive consultation. The company has back-ended support of its own research on various agrochemicals, seeds, fertilisers and cropping systems. Very soon, the company will be launching high-yielding varieties of pigeon pea (Tur/Araher) and soya bean. These varieties are mostly developed to perform well in environmentally challenged areas. "We started trading with two bags (each bag was of 25 kg). Today team Gras Agro feels proud to have an annual turnover of Rs. 1 crore. This is due to their persistent working and committed business policies. Opportunity is all around you. If you have the courage, seize it and excel", is the message by Girish.



<b>Address</b>	: 16, Laxmikantam, Tirupati Nagar, Warje, Pune - 411052 (M.S), Maharashtra, India
<b>Qualification</b>	: B.Sc. Agriculture, MBA
<b>Age</b>	: 27 Year
<b>Nodal Training Institute</b>	: KVAAF,Pune
<b>Name of Venture</b>	: De Grass Agro Industries LLP
<b>Nature of Services</b>	: Trading of Agro-chemicals for manufacturing of Fertilizers & Consultancy
<b>No. of Farmers Covered</b>	: 600
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 6 person
<b>Mobile</b>	: +9186001 22435
<b>Email Id</b>	: deshmkh girish7@gmail. com
<b>Website</b>	: www.grasagro. com



**Dr. Bablu Sundi**  
Jamshedpur, Jharkhand



<b>Address</b>	: Baredi, Vill, Dumaria, Tq East Singhbhum, Jamshedpur, Jharkhand
<b>Qualification</b>	: M.V.Sc.
<b>Age</b>	: 35 Year
<b>Nodal Training Institute</b>	: ISAP-Bokaro
<b>Name of Venture</b>	: Mobile Agro-Vet Clinic
<b>Nature of Services</b>	: Doorstep Agro- and Vet consultancy
<b>No. of Farmers Covered</b>	: 2.00 lakh
<b>No. of Villages Covered</b>	: 29 block of Kalhni commissioner in Jharkhand State
<b>Annual Turnover</b>	: 10.00 lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +917903659305
<b>Email Id</b>	: bablusundi@gmail.com

## Self-employment among Tribals Created by Mobile Vet-Clinic

In a move aimed at overcoming the veterinary staff crunch and reaching out to remote areas, Dr. Bablu Sundi (35), qualified veterinarian from Dumaria block, Jharkhand, started a Mobile Vet Service among the tribal population in Jharkhand. Being a trained agripreneur from ISAP-Bokaro, Dr. Bablu availed bank loan of Rs. 5 lakh from the Bank of India, Dumaria branch, East Singhbhum; NABARD also released the 44% subsidy to his noble cause. With Rs. 5 lakh, Dr. Bablu purchased a Maruti van and equipped it with the requisite tools to deliver veterinary services in a select group of villages. He initiated veterinary care services to cattle in far-flung areas, particularly the remote tribal pockets, considered to be underserved areas in Jharkhand. Dr. Bablu is offering services by mobile clinic (equipped with training kits, microscope and drugs) in most backward and Naxalite-affected tribal dominant areas in Kolhan, covering 1000 villages. The services include veterinary vaccination and treatment camp at remote villages, stool (dung)/blood/skin scrapes/milk diagnosis at farmers' doorstep, audio-visual training at villages with project report formation in regional languages, awareness camp about animal healthcare and agriculture sector for adopting scientific approaches and latest technology, castration and surgical operations, Internet facilities with easy mobile recharge and other internet works, seeds/insecticides/fertilisers in



van with encouraging soil test to the farmers, consultancy and information services to the farmers and livestock keepers about schemes and project run by Government, and so on. "In August 2016, Directors of GAL Vmed (South Asia) and Hester Biosciences, Ahmedabad, visited my clinic at Dumaria and appreciated my activities. An MoU was signed and formed

an organisation BIRSA YUVA SEVA SAMITI, Dumaria, for new project named the VETmark initiative. Under this programme, 29 blocks of Kolhan will be covered with an objective to establish a sustainable animal health service provision in remote areas with market creation by vaccinators (unemployed rural youth) which are being trained under my Vet Clinic, creating about 500 self-employment opportunities. Afterward, another veterinary drugs counter with a hygienic meat shop under supervision of vet doctors will be opened under the same project", Dr. Bablu narrates with enthusiasm.



**Mr. Rohan Raut**  
Nagpur, Maharashtra



## Best Out of Waste

"When you can open a knot with your hands, you don't have to open it with your teeth. Invariably, the solutions to our problems lie right under our noses, yet we scramble to find them elsewhere," says Rohan Raut, owner of Generous Technologies Pvt. Ltd. A 31-year-young agripreneur trained from KVAAF-Nagpur found that some of the reliable earning sources are cow dung and cow urine. Rohan continues, "I started a dairy farm by purchasing five indigenous Gir cows. What I thought to make cow happy was Let them roam/graze in the forest where no pesticides are used; let them decide whether to be in sunshine or sit under a tree; let them swim in water, let them drink water and graze whatever they need. I observed that while this practice definitely lowers the quantity of milk, it definitely improves the quality of milk. The quantity of milk yield was very less and it was expensive to transport milk to a dairy. I was running dairy on a no-profit-no-loss basis. During one seminar on organic farming, I learnt the technique of preparation of Panchagavya and benefits of desi ghee (clarified butter). And now I am confident that the economics of desi cow is not at all in the milk; It is in Gaumutra (cow urine) and Gaumay (cow dung). Instead of selling milk I making ghee. Besides, cow dung and cow urine was fermented to prepare Panchagavya. I started practicing Panchagavya therapy and switched my milk distribution business to Vedic ghee (hand-churned) preparation. Now I sell Vedic ghee in retail 2000 per litre. I supply ghee in Pune, Mumbai and other districts in Maharashtra", says Mr. Rohan. Consultancy on organic farming is his daily business. He has become the resource person for organic farming and preparation of Panchagavya. "My work was vetted and I was called for handling a project costing Rs. 163 lakhs for Production of Bio-Fertilisers and Bio-Pesticides from National Center of Organic Farming, (NCOF), New Delhi", Mr. Rohan says proudly. "As a company owner, I am selling Bio-Fertilisers, Bio-Pesticides and other agri inputs in bulk to marketing companies and retailing in approximately 10 districts of Maharashtra. I plan to expand in Chhattisgarh, Madhya Pradesh and West Bengal", Rohan concludes. His message to budding agripreneurs is, "There's a way to do it better—find it."



<b>Address</b>	: Umred, Nagpur, Maharashtra
<b>Qualification</b>	: B.Sc Agril. MBA
<b>Age</b>	: 31 Year
<b>Nodal Training Institute</b>	: KVAAF-Nagpur
<b>Name of Venture</b>	: Generous Technologies Pvt Ltd
<b>Nature of Services</b>	: Manufacturing of Bio-fertilizer, Bio-pesticide and Ghee and Consultancy on Organic Farming
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: Maharashtra State
<b>Annual Turnover</b>	: 75.00 lakh
<b>No. of Employment</b>	: 8 Skilled and 3 unskilled person
<b>Mobile</b>	: +91 9503596339
<b>Email Id</b>	: raut.rohan1@gmail.com



**Ms. Pranali Shewale**  
Manewada, Nagpur,  
Maharashtra



## Smelling Profit through Roses

"I selected the rose crop to opt for a career in floriculture", says Ms. Pranali Shewale, a diploma holder in horticulture. "Since childhood, I have loved the rose flower and found that it is the bestseller among other flowers in market. Increasingly, people are using rose to greet people on birthdays, anniversaries, Valentine's Day, Mother's Day etc." After her studies, Ms. Pranali joined AC&ABC Entrepreneur Skill Development raining programme at KVAAF-Nagpur. "Soon after completion of the AC&ABC programme, my father helped me to get one acre of land on lease for setting-up one polyhouse for cultivation of cut flowers. Initially there was no bank support as most financial institutions were not confident in my plan so I waited for six months to get a loan sanctioned," says Pranali. With some own capital investment and bank loan of Rs. 13 lakh from the Bank of India, Besa branch, Nagpur, she erected a 10,000-sq ft polyhouse and cultivated roses with Top Secret variety. "Jain Floritech helped me set up my firm. Technical assistance was a cornerstone for setting up hi-tech cut flower unit so that cultivation of flowers happens under perfect controlled condition of temperature and humidity by using ultraviolet film and modern means of irrigation (drip irrigation). Blooming started only after one month. Roses must be placed in a bucket of water inside the polyhouse immediately after harvesting and transported to the market. The length of blooming time depends upon the variety and quality of the roses. The flowers are graded according to the length (which varies from 40-70 cm

depending on the variety) and packed in 10/12 per bunch. In the first harvest I got a net profit of Rs. 35,000. I hired two skilled women workers and one unskilled labourer. I am happy to taste the first success from roses. I no more regret not becoming a doctor, which was my dream as a child. I feel contented being a women agripreneur", Pranali says.



<b>Address</b>	: Anirudha, Manewada vill., Juni Vasti Post, Near Budha Vihar Teh., Besa Ring Rd., Nagpur Maharashtra, Pin: 440027
<b>Qualification</b>	: Diploma Agriculture
<b>Age</b>	: 30 Year
<b>Nodal Training Institute</b>	: KVAAF, Nagpur
<b>Name of Venture</b>	: Pranali Polyhouse and Floriculture
<b>Nature of Services</b>	: Floriculture, Consultancy
<b>No. of Farmers Covered</b>	: 100
<b>No. of Villages Covered</b>	: 6
<b>Annual Turnover</b>	: 5.00 Lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +917507939779
<b>Email Id</b>	: pranalishewale 03@gmail.com





**Mr. Ram Rakshak Pal**  
Amroha, Uttar Pardseh



## Save the Planet, Buy Organic

Mr. Ram Raksh Pal (44), a qualified economist involved in promotion of organic farming, and carrying five years of experience as a supervisor in sugar mills, knows the importance of bio-pesticides and home-made fermented Panchamrut in sustainable agriculture. When extensive travelling and constant re-location made him quit his regular job, Mr. Pal involved himself in his inherited occupation, farming. Daily he used to experiment different trials for the pest control. He started preparation of solution by using cow dung and cow urine. He used the same and guided the neighbouring farmers also. During this period, he joined the two-month residential training programme under Agri-Clinics and Agri-Business Centres Scheme at JARDS, Moradabad. A detailed project report for Rs. 5 lakh was submitted and sanctioned from the Prathama Bank, Mubhakheda branch. Subsequently, 'Om Sai Agriclincs' was established and became a popular one-stop solution among the farming community. Simultaneously, Mr. Pal was experimenting on preparation of solution for all crops' pest and diseases. After three years, he prepared a herbal solution named 'Vashudha Bio-Amrut Spray' which serves a dual purpose: it increases soil health and also controls pests. Mr. Pal describes the preparation of one litre of the Bio-Amrut Spray solution.

The required ingredients are: 20 litre of cow urine, 5 kg of neem leaves, 2 kg of Dhatura plant, 500 gm of tobacco (local), 250 gm of garlic and 150 gm of red chilli powder etc. Grind and mix well, then keep in an airtight container for 40 days for fermentation. After 40 days, solution will be ready for spraying. After laboratory analysis, the nutrients found in solution are nitrogen, phosphorous, calcium, magnesium, uric acid, potassium, sodium carbonic, lactose etc. Almost 200 farmers have used this solution and given feedback that it has given a 30% increase in crop yield. Mr. Pal also briefed on the correct application of the solution: i.e. One lit of solution mixed in 80 litres of water; spray on one acre of land. The cost of the solution is Rs. 180 per litre.



<b>Address</b>	: Garlik Bara, po, Mubhakheda, Amroha, Uttar Pradesh
<b>Qualification</b>	: M. Sc. Agril. Economics
<b>Age</b>	: 44 Year
<b>Nodal Training Institute</b>	: JARDS, Moradabad
<b>Name of Venture</b>	: Om Sai Agri Clinics
<b>Nature of Services</b>	: Agri Input sale, Manufacture of seed treatment
<b>No. of Farmers Covered</b>	: 200
<b>No. of Villages Covered</b>	: 15
<b>Annual Turnover</b>	: 15.00 lakh
<b>No. of Employment</b>	: 10 person
<b>Mobile</b>	: +919758952770
<b>Email Id</b>	: ramrakshpal67@gmail.com



## Mr. Lakhan Singh Semil Morena, Madhya Pradesh



### Make Every Drop Count

<b>Address</b>	: Arrukapura Village, Tehsil: Jaura, Dist: Morena, Madhya Pradesh Morena Madhya Pradesh
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 47 Year
<b>Nodal Training Institute</b>	: ISAP-Bhopal
<b>Name of Venture</b>	: Sai Agro Sales
<b>Nature of Services</b>	: Trading of drip, manufacturing poly-house, net house, tunnel
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: 200
<b>Annual Turnover</b>	: 4.00 Cr
<b>No. of Employment</b>	: 50 skill person
<b>Mobile</b>	: +91 9752201597
<b>Email Id</b>	: saiaerosales1@gmail.com

Sai Agro-Sales is the brand name for the one-stop solution in micro-irrigation sector in the District of Morena, Madhya Pradesh. Mr. Lakhan Singh Semil (47), an agripreneur trained from ISAP-Bhopal, says, "A total of 50 acres of land has come under protected cultivation and more than 500 farmers are my customers who use micro-irrigation system in Morena district. Its helps to reduce the cost of cultivation and saves water. After completion of training under the AC&ABC scheme, Mr. Lakhan started trading on drip irrigation by collaborating with Harvel Agua India, New Delhi. During a seminar arranged by Harvel, Mr. Lakhan came across the concept of protected cultivation. He attended a training course on polyhouse cultivation. Afterwards, he got involved in manufacturing and complete consultancy of polyhouse erection. Now Morena has become the vegetable hub the farmers cultivating domestic and exotic crops such as cabbage, cauliflower, tomato, coloured capsicum, cherry tomato, gherkin etc. throughout the year. Mr. Lakhan Singh is the resource person to the Horticulture Department of Madhya Pradesh. He has motivated farmers to cultivate vegetable under polyhouse. The polyhouse is drip irrigated and has foggers to maintain steady temperature in summer. Fertilisers and insecticides are mostly fed through the drip irrigation channels. The one-acre farm can maintain a team of two labourers irrigating the beds, strengthening the plants with sticks and wires and checking for signs of pest or insect attack. "Vegetables in a polyhouse are like babies in intensive care units. They need constant care," says Mr. Lakhan. A complete consultancy is provided by Sai Agro on polyhouse cultivation, drip irrigation, net house, tunnel nursery etc. The firm crosses an annual turnover of Rs. 4 crore and extends employment to 50 skilled persons.







**Mr. Ravindra Singh Nikhoriya**, Khargone, Madhya Pradesh



## Basking in the Success of Pomegranate Farming

Mr. Ravindra Singh Nikhoriya (55), Master in Entomology, is an agripreneur running an agri-inputs shop. Simultaneously, he had 12 acres of land with major cereals, oils and vegetable crops. To cope with water problems, he had contacted a Jain Irrigation executive for installation of RCC water tanks. During discussion in the field, an executive talked about pomegranate cultivation and its growing demand in the market. Being an agripreneur, Mr. Nikhoriya, thought to cultivate pomegranates in six acres of land and leave the rest of the land for other crops. The executive designed the layout and supplied saplings of Bhagwa variety of pomegranate. By keeping 10X10 m spacing, he planted 2000 plants. In one acre, Mr. Nikhoriya has 315-350 trees. One tree (5-6 years) yields 40-45 kg while a 5+ year-old tree gives 65-70 kg fruit, with each fruit weighing about 480 g. "Since last three years I took three harvests so that I get good quality and quantity of the produce," avers Mr. Nikhoriya. Since he is doing pomegranate farming for the last six years, he understands the plant very well. Instead of increasing the cultivation area, he decided to expand his operations by selling pomegranate saplings to fellow farmers. He developed the saplings by Gootie method, and has around five mother plants of Bhagwa variety. Mr. Nikhoriya got a loan of Rs. 20 lakh from Narmada a Jhabua Gramin Bank, Khargone branch. With this money, he intends to start a tissue culture lab for selling the sapling. The entire pomegranate produce is sold to 2 or 3 traders. "I sell to the trader who gives me the best price! I check the retail market price in Delhi, Uttar Pradesh, Rajasthan and Madhya Pradesh. After analysing all of them, I then fix the selling price for my farm-produced pomegranate. The harvested fruit is kept in the store room. After the deal is finalised, the traders pack the fruits and carry them away", he says. The annual turnover from pomegranate sale is Rs. 25 lakh. He has appointed 15 regular employees for his agri-inputs shop and pomegranate garden. Totally, 25 labourers are recruited during the pomegranate season.



<b>Address</b>	: Halitekra, Pahadsinghpura, Khargone Khargone Teh., Khargone Madhya Pradesh
<b>Qualification</b>	: M.Sc Entomology
<b>Age</b>	: 55 Year
<b>Nodal Training Institute</b>	: ISAP Bhopal
<b>Name of Venture</b>	: Nikhoriya Agro sales and Agri-consultancy
<b>Nature of Services</b>	: Agri- input sale and pomegranate cultivation
<b>No. of Farmers Covered</b>	: 1000 farmers 150 for Pomogranate
<b>No. of Villages Covered</b>	:
<b>Annual Turnover</b>	: 25.00 Lakh
<b>No. of Employment</b>	: 15 person, 25 labour
<b>Mobile</b>	: +91 9425333226
<b>Email Id</b>	: sourabh.dangi143@gmail.com



**Mr. Dineshbhai  
Sonabhai Patel**  
Bansa Kantha, Gujarat



## Milking Money through Dairy

<b>Address</b>	: S/o. Patel Sonabhai Hirabhai, Bhuriyavas vill., Thavar Post, Dhanera Tk., Banas Kantha, Gujarat
<b>Qualification</b>	: Bachelor of Rural Studies
<b>Age</b>	: 28 Year
<b>Nodal Training Institute</b>	: ISAP, Vadodara
<b>Name of Venture</b>	: Patel Dairy Farm
<b>Nature of Services</b>	: Dairy Farming & Consultancy
<b>No. of Farmers Covered</b>	: 100
<b>No. of Villages Covered</b>	: 5
<b>Annual Turnover</b>	: 50.00 Lakh
<b>No. of Employment</b>	: 2 person
<b>Mobile</b>	: +919099055827 94281382438
<b>Email Id</b>	: pateldairy100@ gmail.com

"After completing my post-graduation from Ahmedabad in Rural Studies, I spent five years in developmental rural projects. During this tenure, I got an opportunity to travel through India as part of work. These travels exposed me to various possibilities of making money while being engaged in an enterprise which would take me closer to nature not just on weekends but all through the week. Thus began my quest to venture into dairy farming in my 10 acres of land", says Mr. Dineshbhai Patel, agripreneur from Banaskantha, Gujarat. "However, my family was not in favour of my decision to leave the good, salaried job and get involved in traditional occupation like dairy. I had known about the Agrilincs and Agribusiness Centres Scheme, found a centre close to my village and joined the training programme at Indian Society of Agri-business Professionals (ISAP)-Vadodara. I prepared a Detailed Project Report of Rs.15 lakh and the State Bank of India, Banas kantha branch sanctioned the loan". Mr. Dinesh's dairy had its inception with the introduction of 10 Holstein Friesian (HF) cows and five Mehsana buffaloes were already reared in his backyard. He constructed very spacious cowsheds with arrangements of fodder and water supply. He commenced milk production and personally took care of feeding the cows, bathing them, milking and cleaning their sheds every day. Mehsana buffaloes produce about 10-23 litres of milk per day. However, he was extremely cautious with regard to the HF cows, which produce 15-25 litres daily. He says, "Rearing cows is not easy as it involves feeding



and washing cows, and cleaning the cowsheds, among other chores. Moreover, we also need to be careful about diseases, as HF cows are more prone to them". The dairy unit is assisted with the help of Mr. Dinesh's mother, father, and one labourer.

A veterinarian is hired for regular vaccination, de-worming and other medical care to keep cattle healthy. The hybrid hey fed to his cows and buffalo's is grown on the one and half acre land he owns. The daily milk collection is 120 litres, which is sold to the dairy based on fat percentage. The rate of milk ranges from Rs. 25 to 32 per litre. Mr. Dinesh shares the following message to budding agripreneurs, "Dairy is a risky enterprise. However staying focused with the objective always gives positive results".





**Mr. Krishna Kumar Nishad**, Gorakhpur, Uttar Pradesh



## Count the Chickens before They Hatch

Krishan Nishad is a youth who has become a successful poultry farmer. The 30-year-old agripreneur of Itahia village, Gorakhpur runs poultry farms with capacity of 3000 birds under the banner 'Krishan Poultry Farms'. "Like so many other educated unemployed youth, I too was looking for a government job. Then a friend gave me this idea of setting up a poultry farm, and I finally enrolled myself in the training programme of Agriclincs and Agribusiness Centres Scheme at SMGGS, Varanasi", he says. One day, the trainees visited an established layer poultry unit. Well versed with layer farming and carrying the contact details of the established agripreneur, Krishan decided to start layer poultry. A detailed project report of cost Rs. 10 lakh was submitted to and got sanctioned from State Bank of India, Tajpipra, Gorakhpur, by showing 50% asset in mortgage. NABARD also released a 36% subsidy. "To begin with, I started a small farm with a capacity of around 1000 chickens. Initially, I had to brace risks and work very hard. Today my venture is a successful one and I'm rearing 3000 birds", says a triumphant Krishan with a smile. "After I setup my layer farm, many people from the village realised that they too can do it. I helped them in whatever way I could to establish their own poultry units on a small scale by supplying one-day old chicks", says the young entrepreneur with a sense of pride that he has shown the way to many youth in his village that government job is not the only means to earn livelihood. The daily egg production has now reached 2700 per day.

<b>Address</b>	: Vill- Itahia, Po- Gularia Bazar, Dist- Gorakhpur
<b>Qualification</b>	: B.Tech Agriculture
<b>Age</b>	: 30 Year
<b>Nodal Training Institute</b>	: SMGGS- Varanasi, Uttar Pradesh
<b>Name of Venture</b>	: Krishna Poultry
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: 20
<b>Annual Turnover</b>	: 50.00 lakh
<b>No. of Employment</b>	: 3 person
<b>Mobile</b>	: +919450672539
<b>Email Id</b>	: sandyiftm84@gmail.com





**Mr. Ankit Kumar**  
Meerut, Uttar Pradesh



## Gladiolus Blooming Income

**Address** : Vill Daurala,  
Meerut, Uttar  
Pardseh

**Qualification** : M. Sc. Agri

**Age** : 28 Year

**Nodal  
Training  
Institute** : CARD,  
Muzaffarnagar

**Name of  
Venture** : Muzaffarnagar  
AC&ABC

**No. of Farm-  
ers Covered** : 50

**No. of  
Villages  
Covered** : 5

**Annual  
Turnover** : 10.00 Lakh

**No. of  
Employment** : 10 person

**Mobile** : +919997822270

**Email Id** : aaa0797@gmail.  
com

"Gladiolus is a perennial cormous flowering plant belonging to the Iridaceae family. The name 'Gladiolus' is derived from the Latin word 'Gladius', meaning 'sword', for the shape of its leaves. This is one of most beautiful flowers that blossom from October to March in the plains and June to September in the hills (Indian zones)", Mr. Ankit Kumar (28), an agripreneur from Meerut district, narrates the importance of Gladiolus. After completion of the Agri-Clinics and Agri-Business Centres training programme from CARD-Muzaffarnagar, Uttar Pradesh, Mr. Ankit has been fully involved in floriculture. He explains, "Commercial flower farmers can grow Gladiolus in playhouse or greenhouses as well. However, a minimum of 10 hours sunlight is required for well blooming in Gladiolus. It can grow very well in warm climatic conditions, therefore I cultivate it in open field in two acres of land. Gladiolus cultivation starts in the month of July-August, and it continues flowering till March. Keeping the life cycle of the Gladiolus, I had prepared a complete set of activities to avoid the unfamiliar risk in cultivation". Four varieties of Gladiolus – American Beauty, Summer Sunshine, Candy Man and White Prosperity are presently being grown in the field. White Prosperity starts blooming 70 days after sowing. For a single plant, 5-6 cuttings are possible. By the end of the season, Mr. Ankit harvests thousands of stems. Each stem was sold for approximately Rs. 10 to 15 to the Delhi dealers, earning a net income of Rs. 60,000–70,000 per acre. Additionally, each Gladiolus bulb produces 4 to 7 seed bulbs. "Planting gladiolus has created a reliable and secure income source for us, since this year's yield has given our family not only a good income but also produced thousands of seed bulbs to plant next year", explained Mr. Ankit. "I am grateful to AC&ABC for helping me to find a respectable way to earn income".







**Mr. Ajinkya Ashokrao**  
Pisal, Katraj,  
Pune, Maharashtra



## Seed Trays: Reducing Seedling Death Rate

"Seed trays are the best way to produce strong and healthy seedlings as their mobility allows farmers to move them away from potential threats like excessive sun and rain. Seed trays protect roots during transplant, increasing survival rate significantly. With the introduction of this basic technology, farmers are able to improve quality, reduce seedling death rates, lower the quantity of seed required, and lessen the time from planting to harvest. All of which translates directly into increased yields and incomes for farmers". All these importance of seed tray was explained by Mr. Ajinkya Pisal (28), an agripreneur. Being a Master's degree holder in horticulture sciences, Mr. Ajinkya wanted to start business in horticulture-related activities. However, to make up for the lack of technical knowledge, he joined one of the seed tray manufacturing companies in Karnataka. He learnt seed tray manufacturing, filling of seed tray with coco-peat, transplanting, gardening etc. After two years of sound experience, Mr. Ajinkya left his job and returned to his native place. The total project cost to install seed tray manufacturing unit was Rs. 30 lakh. In search of a financial institute for help, he was informed by his friend about the Agri-Clinics and Agri-Business Centres Scheme. Mr. Ajinkya joined training programme at KVAAF, Uttur, Maharashtra. Mr. Ajinkya says, "The institute provided trainees with very good personnel and lectures along with wonderful location visits, which helped the trainees to get a total awareness of what they are into and how they should plan their future ventures". The Bank of Maharashtra, Katraj, Pune, sanctioned the loan amount of Rs. 15 lakh and NABARD has released a 36% subsidy. Mr. Ajinkya has registered his agriventure by name of 'J.P. Nature Care' and supplies seed trays to five corporate companies via bulk orders. J.P. Nature Care Unit is involved in two types of major activities i.e. manufacturing of pro-trays. These are made of polypropylene and are re-usable up to five to six times. The most commonly used are 98-celled pro-trays (54×27×4 cm) for tomato, capsicum, cabbage, cauliflower, chilly and brinjal. The holes at the bottom of the cells drain excess moisture and the equally spaced cells facilitate uniform growth of the seedlings. Secondly, coco peat, a fully decomposed, clearly washed and sterilised bi-product of coir industry, is an inert material with high water-holding capacity and a good anchoring material for root system. Coco peat is supplemented with major and micronutrients. Neem cake (100 kg/t) and Trichoderma (1 kg/t) were added to coco peat to prevent seedling disease. Mr. Ajinkya proudly says, "The unit is getting orders from the African countries for pro-trays and coco peat".



<b>Address</b>	: Vill, Katraj, Pune, Maharashtra
<b>Qualification</b>	: M.Sc. Horticulture
<b>Age</b>	: 28 Year
<b>Nodal Training Institute</b>	: KVAAF-Uttur
<b>Name of Venture</b>	: J P Nature CARE
<b>Nature of Services</b>	: Manufacturing of seedling tray, coco-pit, Consultancy on Vertical gardening
<b>No. of Farmers Covered</b>	: 5 corporate companies and 200 farmers
<b>No. of Villages Covered</b>	: One district
<b>Annual Turnover</b>	: 1.25. Cr.
<b>No. of Employment</b>	: 5 person
<b>Mobile</b>	: +919960080077
<b>Email Id</b>	: ajinkyap007@gmail.com



**Mr. Sanjay Arora**  
Agra, Uttar Pradesh



## Saral Agro Clinic Manufacturing 80 tons of Bio-fertiliser

<b>Address</b>	: 18/66 Shakti Nagar Road ,Agra, Uttar Pradesh
<b>Qualification</b>	: B.Sc. Agriculture
<b>Age</b>	: 48 Year
<b>Nodal Training Institute</b>	: JARDS, Agra
<b>Name of Venture</b>	: Saral Agro Clinic
<b>Nature of Services</b>	: Manufacturing of Bio-fertilizer and Consultancy on Organic farming
<b>No. of Farmers Covered</b>	: 4000
<b>No. of Villages Covered</b>	: 185
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 5 person
<b>Mobile</b>	: +917017053054
<b>Email Id</b>	: saralagroclinic@gmail.com

"Normally, plants need nitrogen, phosphorus, and potassium, commonly referred to as N, P, K for their good growth. All the three are available in the soil and atmosphere in an insoluble form that cannot be absorbed by plants directly. Micro-organisms such as bacteria, fungi, algae and viruses in the soil convert these three nutrients into soluble forms, for easy absorption by the crops. Bio-fertiliser is the best option to release microbes in soil and helps plant to absorb nutrients in eco-friendly way", expresses Mr. Sanjay Arora (48), an agripreneur from Agra, Uttar Pradesh. His firm "'Saral Agro Clinic' is a name popular in Agra as a one-stop shop for organic farming. After graduation, Mr. Arora joined his family business in textiles. However, being an agriculturist at heart, he wanted to start a business in the agriculture sector. Jubilant Agriculture and Rural Development Society (JARDS) was the Nodal Training Institute running Agri-Clinics and Agri-Business Centres Scheme. Mr. Arora joined their two-month training programme. Being an agripreneur, he got a loan of Rs 5 lakh from Canara Bank, Agra; moreover, NABARD released 36% subsidy. "The bio-formulations produced at our unit can be used for nearly 10 years. Recently we started manufacturing Di-ammonium Phosphate (DAP) organically, branded as 'Saral Shakti Prom'. It is getting very popular among the farmers", says Mr. Arora. Saral Agro also making liquid bio-fertilisers which are easy to apply by hand, using a power sprayer, through fertigation tanks and as



basal manure mixed along with farm yard manure. Saral Agro have an R&D lab, separate rooms for culturing and inoculations make sure that there is 0% contamination in the products. Saral Agro manufactures 15 types of formulations available for different crops, priced between Rs. 250-1300 a litre. Every year a total of about 70-80 tons of bio-fertiliser is produced from Saral Agro. Mr. Arora adds, "Use bio-fertiliser and restore the vitality of the soil".



**Mr. Vimlesh Kaurav**  
Narsinghpur, Madhya Pradesh



## Krishak Mitra: The New-age Agripreneurs

"Success did not come overnight. I first worked as an executive in a private company for five years, but left it as I wanted to do something different, something of my own. There is a lot of scope in the field of input dealership but not many dare to enter it", says Mr. Vimlesh. In the year 2010, he came across the AC&ABC scheme in the local newspaper; he attended screening test and joined the two-month residential training course at Indian Society of Agribusiness Professional, Bhopal. He launched an Agri-Clinic by the name of 'Om Sai Krishak Salah Kendra' at Gadarwara Tehsil in Narsinghpur district, Madhya Pradesh. The services offered include the sale of seeds, pesticides, fertilisers, cattle feed, bio- and organic inputs and farm implements. Mr. Vimlesh prepared a sound DPR and submitted it to State Bank of India, Sehora Branch, Narsinghpur. "AC&ABC training was a huge learning experience for me where I learned the power of extension", says Mr. Vimlesh. Field visits and farmers meets helped to build mutual trust among him and farmers. Slowly, his venture expanded, and during 2011 the bank sanctioned the loan of Rs. 10 lakh and NABARD offered a 36% subsidy. Afterward, Mr. Vimlesh never looked back and started leveraging the newly found business and extension skills and started making inroads among his customers. In addition to retailing agricultural inputs, he also included custom hiring of agricultural implements and started focusing on consultancy and crop advisory to the farmers. Mr. Vimlesh caters to about 500 farmers from more than 13 villages. Apart from providing authentic seeds, pesticides and fertilisers at correct prices he also provides the following services to his clients.

- Custom hiring of agricultural implements and machineries to the farmers
- Regular field visits to monitor crop condition and disease / infestations
- Farmer meetings to promote new and improved crop varieties

Om Sai Krishak Salah Kendra is now making a turnover of almost 1.5 crore and extends employment to three people.



<b>Address</b>	: Om Sai Krishak Salah Kendra at Gadarwara Tehsil in Narsinghpur District of Madhya Pradesh
<b>Qualification</b>	: B.Sc Agriculture
<b>Age</b>	: 30 Year
<b>Nodal Training Institute</b>	: ISAP-Bhopal, Madhya Pradesh
<b>Name of Venture</b>	: Om Sai Krishak Salah Kendra
<b>No. of Farmers Covered</b>	: 500
<b>No. of Villages Covered</b>	: 13
<b>Annual Turnover</b>	: Rs. 1.50 Cr.
<b>No. of Employment</b>	: 3 person
<b>Mobile</b>	: +919926345321
<b>Email Id</b>	: Vimleshkaurav71@gmail.com



## Mr. Balaji

Trichy, Tamil Nadu



<b>Address</b>	: Praveen solai apartment Lalgudi main road, No.1 toll gate, Trichy – 621216, Tamil Nadu, India
<b>Qualification</b>	: B. Tech, Horticulture
<b>Age</b>	: 26 Year
<b>Nodal Training Institute</b>	: Bio-Farm, Tamil Nadu
<b>Nature of Services</b>	: Online trading of Organic Fruts, Vegetable, Spices, Rice, Millet, Pulses and Oilseed etc.
<b>No. of Farmers Covered</b>	: 50
<b>No. of Villages Covered</b>	: All districts of Tamil Nadu
<b>Annual Turnover</b>	: 1.00 Cr.
<b>No. of Employment</b>	: 8 person
<b>Mobile</b>	: +918098 77 77 99
<b>Email Id</b>	: info@bnborganics.com
<b>Website</b>	: www.bnborganics.com

### B&B Organics Opens Sale Counter in Amazon.com

'Free Home Delivery (for orders above Rs.150)!' is a catchy slogan on the home page of B&B Organics website. B&B Organics is an online organic store started in Trichy with an investment of Rs.30 lakhs, and later expanded to Coimbatore and Bangalore. "Since the organic food market is highly unorganised and non-branded, it is still challenging in India to buy a pure organic product. Therefore, my aim is to give pure organic products to customers", says Mr. Balaji (26), an agripreneur trained from Bio-Farm, Tamil Nadu. "Since children and women are highly vulnerable to the effects of chemically grown food and adulteration, eating organic food has become important nowadays. There is a myth that organic food is expensive but actually it is not – the price of organic foods is the real price of a product. Hence, don't hesitate to pay the original price of a product to get a quality product", suggests Mr. Balaji. After training in Agri-Clinics and Agri-Business Centres Scheme, Mr. Balaji worked as a farm consultant during the years 2014-2015 and during that period, a doctor from Trichy requested him to supply organic foods. After the doctor started switching to organic foods, he requested Mr. Balaji to deliver organic foods to his friends as well. This is how B&B organics came into existence. Mr. Balaji is selling organic products all over India both in retail and in wholesale. His products are available in numerous organic stores and supermarkets across India. He working to launch his products on [www.bigbasket.com](http://www.bigbasket.com). He sells organic products in retail through the platform [www.bnborganics.com](http://www.bnborganics.com).



com, sandhaikadai.in and also through Amazon.in. "In Amazon, we received very good rating for service and quality. Hence, started receiving request from other states for our products". As a result, Mr. Balaji is going to sell organic products all over India through his own

platform. Since he is working with different types of logistics and technologies, he is now creating a platform which will act as a one-stop source to get all kinds of pure organic products with quick transport and at a relatively cheaper price. In addition to selling in India, recently he started exporting organic products to Middle East countries also. His current turnover is Rs. 91 cr. per annum with the supply of five tons of groceries per month; he expects a 200% growth in the upcoming financial year. He has provided employment to eight persons. "Our passion is to provide high-quality, pure organic products to our people in co-operation with our lovable farmers and customers", Mr. Balaji concludes.









## **National Institute of Agricultural Extension Management (MANAGE)**

(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad – 500 030, T.S., INDIA

[www.manage.gov.in](http://www.manage.gov.in)



### **Agri -Clinics and Agri-Business Centre (AC&ABC) Scheme**

#### **100 Start-Ups by Agripreneurs**

Agri-Clinics and Agri-business Centers (AC&ABC) is a flagship scheme of Ministry of Agriculture and Farmers Welfare, GoI was launched on 9th April, 2002. National Institute of Agricultural Extension Management (MANAGE) is the nodal agency for implementing the scheme having a network of 100 Nodal Training Institutes spread across the country for the last decade. The core objective of the scheme is to supplement the efforts of public extension by facilitating qualified Agricultural professionals to set up Agri-ventures that can deliver value-added extension advisory services to farmers at their door step, besides providing self-employment opportunities to Agripreneurs. Efforts by the stakeholders have resulted in training of 53,000 agri-graduates and establishing of 23,000 successful Agri-ventures across the country. The entrepreneurship has created dual impact in terms of generating employment in the country and reduced the migration of rural youth. Many success stories of Agripreneurs have been reported from different states signifying their growing importance in Agricultural Extension and their national presence. This publication encapsulates stories of 100 such agripreneurs who have succeeded in set-up of agri-clinics, commercial unit of agri-business and so on.