



Better Farming by Every Farmer

Agripreneur

A Virtual Experience Sharing Platform

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Agripreneur honoured by farmers for Service and Support

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

Rarely one hear about felicitation of farmers, particularly from urban areas where people have little interest in pursuing Agriculture as an occupation. Mr. M. Nagaraju however is an exception to this norm. Hailing from Hyderabad, Telangana, he has chosen to remain a farmer in a metropolitan city. As an Agripreneur Mr. Nagaraju has a long record of 14 years of service to the farming community. Since 2004, Nagaraju, a trainee of the AC&ABC scheme has been striving to bring cutting edge technologies and innovations to improve productivity. Smart farming is the concept he has adopted for improving profits from Agriculture. With his concept several farmers have benefited by interventions such as use of exotic crops, use of hi-tech farm machinery, mulching and micro-irrigation, preservation of seasonal fruits and vegetables, seed processing, floriculture in addition to crop farming etc. His popularity rose after he started importing exotic vegetables and fruit seeds. High value papaya seeds from Taiwan, like F1 Hybrid dwarf Papaya, Ice Box Water Melon, Musk Melon, Exotic fruits and Vegetable seeds are some of the import items he handles. Mr. Nagaraju has trained more than 1100 progressive, small and marginal farmers in Hi-tech Papaya farming and successfully networked them with the market. Besides, he has provided agri-advisory to more than 15000 farmers of Telangana, Andhra Pradesh and Karnataka. As an acknowledgement to his service and contribution, Nagaraju was felicitated by farmers of Ranga Reddy district during a one day exhibition cum training programme organized on 29th July, 2016 at the Telangana Co-operative Apex Bank-Central Training Institute (TSCAB CTI) Rajendrnagar. The program was inaugurated by Smt. Usha Rani IAS, Director General, MANAGE, Hyderabad. Other dignitaries who participated in the program included Mr. Anantharao, Director, TSCAB CTI, Dr.B.Subbarayudu Project Director, ATMA Ranga Reddy, Additional Directors, Agriculture Officers, Block Technology Managers (BTM), Assistant Technology Managers (ATM) and 250 progressive farmers of Ranga Reddy district, Telangana. The topics covered during the training included soil and water management, organic farming, value addition, market information etc. In the Exhibition all innovative technologies (Mulch film, Fruit fly, Vegetable fly traps, TATA GI Self trained Structure, Hydrogel, Organic Products, and Exotic fruits and Vegetables were exhibited. Mr. Nagaraju can be contacted at mnr.agri@yahoo.in Mobile: +91 9391144445.



Mr. M. Nagaraju honoured by farmers of Ranga Reddy district



Director General, IAS, MANAGE observing the exhibits.

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Seeds of Success!

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, Shri Sharad Deshpande (56) from Hubballi, Karnataka wanted to do something to bridge this vital gap. A qualified Seed Technologist, Shri Sharad is just 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. That is the power of improved genetics, he says. Our country's population has grown from 35 crores (1947) to 125 crores today (up 357%). At the same time, the area available for agriculture is shrinking due to several reasons. Further deteriorating soil fertility due to indiscriminate use of fertilizers and uncertain monsoon playing havoc with crop productivity, agriculture and farming is always vulnerable. For addressing these perils, high yielding seed with inbuilt tolerance is the immediate remedy and that can pave the way to fulfill our Prime Minister's dream of "more crop per drop". Shri. Sharad emphasizes use of high quality seeds to improve farm productivity and augment farmers' income. He says that use of quality seeds along with improved agronomy is the key to productivity. **He has devised a three pronged strategy as his business model:**

1. Supply of top quality seeds (by trading & distribution)
2. Testing of all varieties and types of crops to assess their yield capacity, disease, pest and drought tolerance (at the Varietal Testing Centre, Dharwad)
3. Training farmers and company staff on latest trends in agriculture (Conducting village level crop-specific training programs and workshops for the corporate)



Sharad Deshpande with trainees at seed testing farm

Farmer speaks:

Shri Basappa from Narendra village, Dharwad district, visited the farm and was trained in package of practices for hi-tech vegetable farming. His Cabbage crop today yields three times more as compared to the past. He says before you sow your seeds it is best to test your seeds.



Shri Basappa, farmer from Narendra village



A visitor from Czechoslovakia discussing with product evaluation team

After resigning from his job, Shri. Sharad started searching an alternate source of earning. Shri. Sharad at this juncture, learnt about AC&ABC Scheme and decided to join the Scheme to further equip himself. Accordingly he joined Shriram Pratisthan 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, Shri. Sharad immediately opened an office for agriculture consultancy under a registered firm "SILVIA TRADE INC." Andhra Bank, Vijayanagar, Hubballi has financed Rs.20 lakh towards supporting his activities.

He has developed 4-acre of land with shade net, poly-houses, 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. Shri. Sharad is also involved in trading of seeds and pesticides of top and quality brands. He regularly visits the farmers' fields and provides advisory services to them. He arranges method demonstration for different crops and technologies. He has covered 5,000 farmers from 100+ villages. With an annual turnover of Rs.5 crores, the vision of 'Silvia Trade Inc' is to expand into full-fledged varietal testing facility and on-farm training for farmers, students, corporates and budding entrepreneurs. Shri. Sharad also provides strategic consultancy and technical due diligence to investors into seed business. His message to budding agripreneurs is "work with farmers, with the right and honest intent, you would surely succeed!"

Shri Sharad Deshpande

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Institute of the Month

Ms. Anuradha Singhai
Nodal Officer



Name of NTI: Indo-European Chamber of Commerce and Industry (IECCI)

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Mobile No. : 9826075378

Email:
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Website: www.iecci.com

No. of Training: 2

No. of Candidates under training: 61

No. of Established ventures:
9

Agri-ventures established:
Rabbit farming, Dairy, Agri-Input Shop, Poultry, Goat farming etc.

Vision for a developed and inclusive economy: IECCI Mantra

Indo-European Chamber of Commerce & Industry (IECCI) is a business support, research, consulting and economic development organization with a PAN India presence with thrust on less developed regions (LDRs). It was formally registered in 2002 as not-for-profit body with the objective of economic development of the less developed regions (LDRs) of the country by fostering its trade relations with European countries. Indo-European Chamber of Commerce and Industry (IECCI) has been appointed as the Nodal Training Institute (NTI) for the state of Madhya Pradesh by MANAGE, Hyderabad for “Agri Clinics and Agri Business Centres” (ACABC) Programme. IECCI is a new NTI for AC&ABC programme and MoU was signed with MANAGE on 7th January, 2016. IECCI is working on a three pronged strategy for the successful conduct of the program; and for this it has three verticals.

- ◆ The first vertical is for candidate mobilization, where the task is promotion, publicity and awareness of the programme amongst the potentially eligible candidates. This vertical invites applications and assists in selection of best candidates with the help of screening committee.
- ◆ The second vertical is for training coordination.
- ◆ This vertical coordinates the training programmes, experts, field visits, market surveys, etc. The third vertical is for banking related matters, which includes counseling, preparation of Detailed Bankable project report, coordinates and trains the candidate on bank formalities and does the bank coordination at all levels for the sanction of the loan. All the three teams jointly take care of the handholding part too, which includes backward to forward linkages, credit linkages, grievance redressal and any other issues. IECCI has completed one batch successfully (2nd March, 2016-30th April, 2016) and the second one is on (20th June to 19th August, 2016).



Refresher Training Programme on “Modern Poultry Management”

A Refresher Training Programme on “Modern Poultry Management” under Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme” was conducted during 12th to 16th July, 2016 at ICAR-Directorate of Poultry Research (ICAR-DPR), Hyderabad, Telangana State. Twenty six Agripreneurs from Gujarat, Haryana, Maharashtra, Tamil Nadu and Uttar Pradesh states participated in the training programme. The programme covered all the important topics related to Poultry farming and management of Modern Poultry *viz.* poultry breeding, feeding and management, disease prevention and control, biosecurity and commercial poultry production.



Refresher Training Program at Directorate of Poultry (DPR)-Hyderabad



Refresher training program at NIRD-Hyderabad

Refresher Training Programme on “Rural Enterprises for Established Agripreneurs”

The programme was conducted during 12th to 16th July, 2016 at Rural Technology Park (RTP), National Institute of Rural Development & Panchayat Raj (NIRD&PR), Hyderabad, Telangana, with an objective to strengthen Agripreneurship Skills in Rural Enterprises. The theme of the programme was “Rural Enterprises”. Twenty nine Agripreneurs from Maharashtra, Madhya Pradesh, Andhra Pradesh, Telangana, Uttar Pradesh, Tamil Nadu and West Bengal participated in this program. The five days training program covered the major topics *viz* Solar energy and equipment, Bee Keeping, Honey processing, Leaf Plate Making, Handmade Paper, Mushroom cultivation and preservation, Herbal Cosmetics, Mud Blocks making technology, ICT for Marketing, Natural Dye Technology and Organic fertilizers. The established entrepreneurs at the Rural Technology Park who were dealing with the mentioned activities made individual presentations and also explained about their specific business to the Agripreneurs.

Agripreneur from Amravati honoured with “Shetinishtha Shetakari Purushkar”

“Shetinishtha Shetakari Purushkar” is an honour given in the state of Maharashtra on the occasion of the birth anniversary of Shri Vasant Rao Naik Ex- Chief Minister. This year Shri Yuvraj Rathod an agripreneur from Amravati district, Maharashtra State was honoured with this title. Shri 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 district is a rainfed area where Cotton, Soybean and Red gram are the major crops. Shri Rathod was concerned about the 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, Shri Rathod conducted demonstration of balanced nutrient and water management for Cotton and Red gram. He sowed Cotton and Red gram in different plots and judiciously applied fertilizers and water. He used fertigation method for application of fertilizers and water for both the crops.



Shri Yuvraj Rathod honoured with Shetinishtha Shetakari Purushkar, 2016

This unique method of timely application of fertilizers 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. 30qtl/acer of Cotton and 10 qtl/acre for Red gram respectively. Line department officers and progressive farmers visited Mr. Rathod for gaining exposure and dissemination of this practice on a wider scale. Shri Rathod registered “Fulmari Farmer Producer Company” by involving 500 vegetables growers from 8 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. Shri Rathod, networked the producers with the malls for sales and better price of their crops. Shri Rathod can be contacted at Mobile No. 09623098802, e-mail Id: yuvrajrathod1986@gmail.com.

www.agriclinics.net is the portal providing information about Agri-Clinics and Agri-Business Centres Scheme. The portal gives updates on eligibility criteria, training institutes, training progress, handholding activities, finance options and subsidy to the prospective Agripreneurs. The website also provides information on details of established Agriventures, pending projects, relevant schemes etc., and other information useful for State governments, Agricultural Universities, Banks, Training Institutes and Agripreneurs.



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