



Better Farming by Every Farmer

# Agripreneur

A Virtual Experience Sharing Platform

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**Tamil Nadu**
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**Bagalkot, Karnataka**
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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 Agribusiness thinkers in the country working for promotion of Agri Entrepreneurship development”.**

## Compendium on “Management of Modern Dairies” Published

A Compendium on “Management of Modern Dairies” was officially released by Dr. Anil Kumar Srivastava, Director and Vice-Chancellor, National Dairy Research Institute (NDRI), Karnal on 25<sup>th</sup> June 2016. The Compendium was released during the Refresher Training Programme (RTP) on “Management of Modern Dairies” for established Agri-preneurs under the Agri-Clinics & Agri-Business Centres (AC&ABC) Scheme held at (NDRI), Karnal from 21st to 25th June 2016. While giving some insight into the compendium, he mentioned that it covered all essential aspects with respect to dairy farming and milk processing, process of selection of cows, management of dairy farms, nutritional requirement of dairy cattle, breeding programme and health care of dairy cattle. Dr. Srivastava commended the role of MANAGE in development of Agripreneur and their role in augmenting milk production. Besides, he also dwelled upon Food and Nutritional security in the country and how milk production and processing significantly helped meet the objective of



Compendium on ‘Management of Modern Dairies’ released during RTP at NDRI, Karnal

National Food Security. Explaining the importance of Indigenous breeds and their conservation, he gave good insights into the qualitative aspects of indigenous milk as compared to milk from Hybrid cows. The program was coordinated by Dr. Gopal Sankhala, Senior Scientist. Dr.R.Unni Krishnan, Consultant MANAGE, congratulated NDRI, Karnal for bringing out such a comprehensive compendium, which will serve as a desktop guide and ready reckoner for all those engaged in Dairy farming.

## Money Can Indeed be Grown on Trees

“Money can indeed be grown on trees’ is an avowal by *Mr. S. Senthilkumar* (34) a Master in Agricultural Sciences from Pondicherry, Tamil Nadu. 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 a 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 to 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 mt length. *Mr. Senthilkumar*, recounts how this tree is able to fetch him a good monthly income between Rs. 30000 to 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 nursery on Casuarina. During this period *Mr. Senthilkumar* learnt about the Agri Clinics and Agri Business Centres Scheme from his friends. He was motivated to join the program after getting very positive feedback from his friends. *Mr. Senthilkumar* joined for training at 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 a firm “Sangeetha Hi-Tech Nursery”, with an investment of Rs.5.00 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 trays. These were kept under shade net for 50 days and he then sold the saplings. 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 growing Casuarina.



Mr. S. Senthilkumar, Agripreneur



Hardening of Casuarina sapling



Coco pit and trays for seedlings

With a large number of paper industries in Tamil Nadu, Karnataka and Andhra Pradesh seeking raw material for their mills there is a great demand for this wood, adds *Mr. Senthilkumar*. “Sangeetha Hi-Tech Nursery” is not only popularizing the sale of casuarina seedlings, but also promoting crossandra, roses and other tree saplings. Today its annual turnover is Rs. 10.00/- lakh and he has a team of two rural youth working with him in the firm to expand the business. “My future plan is to start integrated farming in 5 acres of land with indigenous cattle,” says *Mr. Senthilkumar* with a smile. *Mr. S. Senthilkumar* further adds “agriculture is not just physical work but staying focused and vigilant, one also needs to take the right decisions at the right time for success ”

### Mr. S. Senthilkumar

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# Institute of the Month

**Dr. Y. K. Kotikal**  
Nodal Officer



**Name of NTI:** University of Horticultural Sciences, (UHS), Bagalkot

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**No. of Training:** 1

**No. of Candidates under training :** 35

## Horticulture University of Karnataka to be new partner Institute of MANAGE for implementation of AC&ABC

University of Horticultural Sciences, (UHS), Bagalkot has nine horticultural colleges offering degree programmes with a total output of nearly 450 graduates and 150 post graduates every year. UHS, Bagalkot also offers diploma courses to produce 50 diploma holders in horticulture and 30 post graduate diploma holders every year. Most of the graduates and diploma holders are now orienting towards agriculture/ farm related business. To hone their entrepreneurial skills and to make them successful entrepreneurs UHS as a Nodal Training Institute (NTI) has planned to implement Agri-Clinics & Agri-Business Centers Scheme (AC&ABC). The Program will not only help their alumni but also benefit all others with preliminary and secondary farm related services, in and around the area.

The University is fully engaged in organizing training programmes for interested farmers, departmental staff, entrepreneurs, input dealers, employees of private companies, NGOs, SHGs etc. The training centre also organizes field visits, farmer scientist interactive sessions, and also participates in the Krishi Melas organized by other Universities, Government Agencies etc.

The farmers are also taken on exposure visits by the training centre of Directorate of Extension. University organizes "UDYANA MELA" every year as a mega event both on the main campus and field days at research stations for creating awareness among farmers wherein latest technologies and products developed are showcased. The Exhibition also includes horticulture shows, animal shows, live field demonstrations, technical consultancy cell, machinery and equipment exhibition, farmer to farmer interactions, sale counters of planting materials and seeds etc.

The first Batch of AC&ABC training program was inaugurated on July 13, 2016 at Nodal Training Institute of Horticultural Sciences, Bagalkot. The Extension Leader and Associate Nodal Officer Dr. S. Shashikumar welcomed the dignitaries, trainees and staff members of the Directorate of Extension. MANAGE wishes UHS for the success of programme.



**Dr. Y. K. Kotikal addressing the gathering during inauguration of the AC&ABC scheme**

## National Agriculture Market (NAM)

National Agriculture Market (NAM) is a pan-India electronic trading portal which networks the existing Agricultural Produce Marketing Committee (APMC) mandis to create a unified national market for agricultural commodities. The NAM Portal provides a single window service for all APMC related information and services. This includes commodity arrivals & prices, buy & sell trade offers, provision to respond to trade offers, among other services. While material flow (agriculture produce) continues to happen through mandis, an online market reduces transaction costs and information asymmetry. Agriculture marketing is administered by the States as per their agri-marketing regulations, under which, the State is divided into several market areas, each of which is administered by a separate Agricultural Produce Marketing Committee (APMC) which imposes its own marketing regulation (including fees). This fragmentation of markets, even within the State, hinders free flow of agri commodities from one market area to another and multiple handling of agri-produce and multiple levels of mandis charges ends up escalating the prices for the consumers without commensurate benefit to the farmer. NAM addresses these challenges by creating a unified market through online trading platform, both, at State and National level and promotes uniformity, streamlining of procedures across the integrated markets, removes information asymmetry between buyers and sellers and promotes real time price discovery, based on actual demand and supply, promotes transparency in the auction process, and access to a nationwide market for the farmer, with prices commensurate with quality of his produce and online payment and availability of better quality produce and at more reasonable prices to the consumer.

NAM is being deployed in selected 585 regulated wholesale markets in States/UTs desirous of joining the e-platform. Small Farmers' Agribusiness Consortium (SFAC) is operating the NAM as the implementing agency with technical support from the Strategic Partner (SP). 400 mandis will be integrated by March 2017 and remaining 185 by March 2018. The Department of Agriculture, Cooperation & Farmers' Welfare (DAC&FW) is meeting expenses on software and its customization for the States and is providing it free of cost. DAC&FW is also giving a grant as one time fixed cost subject to the ceiling of Rs.30.00 lakhs per Mandi (other than to the private mandis) for related equipment / infrastructure in 585 regulated mandis, for installation of the e-market platform. State Governments will suggest names of APMCs where this project would be initiated. For more information on NAM please visit the website: <http://www.enam.gov.in/NAM/home/index.html> or call Helpline no. - **18002700224**

[www.agriclinics.net](http://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 Agri ventures, pending projects, relevant schemes etc., and other information useful for State governments, Agricultural Universities, Banks, Training Institutes and Agripreneurs.



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