



Better Farming by Every Farmer

e-Bulletin

Agripreneur

A Virtual Experience Sharing Platform



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Agripreneur
Toll-free No.

1800-425-1556

“ 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”.

National Mission for Sustainable Agriculture (NMSA)

NMSA architecture has been designed by converging, consolidating and subsuming all ongoing as well as newly proposed activities/programs relating to sustainable agriculture with special emphasis on soil & water conservation, water use efficiency, soil health management and rain fed area development. The focus of NMSA to infuse the judicious utilization of resources of commons through community based approach. To fulfill the major objectives of the program NMSA has four major components or activities viz. Rain fed Area Development (RAD), On Farm Water Management (OFWM), Soil Health Management (SHM), and Climate Change and Sustainable Agriculture: Monitoring, Modeling and Net-

The screenshot shows the NMSA website interface. At the top, it displays the NMSA logo and the text: "National Mission for Sustainable Agriculture (NMSA) Department of Agriculture & Cooperation Ministry of Agriculture & Farmers Welfare Government of India". Below this is a navigation menu with links: Home, About NMSA, Meetings, Letters/Circulars, Gallery, MIS/Progress Reports, Contact Us. The main content area is divided into three columns: "NMSA Mission" with a list of components (Component Specific Planning, Mission Implementation Plan, Annual Action Plan, Project submission and approval, Programme Implementation), "National Mission for Sustainable Agriculture" with a central image of a field, and "Useful Links" with a list of related programs (DACNET, AGMARKNET, Rashtriya Krishi Vikas Yojana, National Horticultural Mission, National Food Security Mission, NWDPA, Farmer Portal, Mahatma Gandhi NREGA, SEEDNET, Fertilizer, SLUSI, PMKSY). At the bottom of the screenshot, the website URL is provided: "website: http://nmsa.dac.gov.in."

working (CCSAMMN). Out of the 4 components of NMSA, Soil Health Management (SHM) is the most important activity. SHM promotes establishing of new Soil Testing Laboratories (STLs) to enable balanced and judicious use of chemical fertilizers. During the 12th Five Year Plan, 100 new static/mobile STLs are proposed to be set up in the country. The Department of Agriculture, Cooperation and Farmers Welfare will provide 75% of the project cost, subject to a limit of Rs. 56 lakhs, as subsidy for purchase of machinery & equipment, chemicals & glass ware, miscellaneous laboratory articles and contingencies, for establishment of new static/mobile STLs. It is expected that each of these static STLs equipped with Atomic Absorption Spectroscopy (AAS) could analyze about 10000 soil samples per annum for NPK and Micronutrients. Similarly, capacity of every MSTL is 5000 samples per annum, which should be optimally utilized. Normally Soil Testing labs are set up by State Government through state agencies. It is expected that State Government will encourage involvement of other agencies such as Private Companies associated with Agriculture Extension in some way such as Fertilizer Companies, Agri-clinics, NGOs, Cooperative Societies and private entrepreneurs (Agri-preneurs) for strengthening the soil testing laboratories across India. Hence, Agripreneurs are requested to make use of the scheme and get more details from the website: <http://nmsa.dac.gov.in>.



Agripreneur of the Month

Egg Laying Machine of Hyderabad

“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. Dr. Ravinder Reddy who is a Doctorate in Poultry Science, with 12 years of experience in poultry sector decided to establish himself as an Agripreneur in the sector with the twin objective of personally excelling in the sector and providing quality services to poultry farmers. Dr. Ravinder Reddy who came to know about the Agri-Clinics and Agri-Business Centers scheme being implemented by MANAGE, across the country for unemployed Agri-professionals, joined the training programme of AC & ABC during 2004 at Participatory Rural Development Initiatives (PRDIS), Hyderabad. After undergoing the mandatory 2 months training programme, he secured an initial bank loan of Rs. 10 lakhs, from the bank of Maharashtra, Hyderabad and also availed 36% subsidy from NABARD, which is an inherent component of the scheme for setting up his Poultry related venture, Reddy Research Labs (RR Labs). Today Dr. Ravinder Reddy’s RR Labs is a well-known Poultry business venture. He says “the AC&ABC training module consisting of soft skill development, different technical subjects, market survey etc., helped me to move forward with confidence in my business venture enabling me to obtain good returns and also gain excellent recognition in the farming community for my consultancy services, as well”. Hailing from a family of Agriculturists, Dr. Ravinder 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, broilers and Layers are housed separately. He extends his extension services to about 50 - 60 organized 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 R.R. Labs has an annual turnover of Rs.15 crore. He 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 North –East, Assam, Uttar Pradesh, Bihar, Gujarat, Madhya Pradesh etc.



Dr. Ravinder Reddy at his Layer Poultry Unit

Farmer's Voice

“My father used to cycle around the farms. We drive around in cars now,” says Shri Srinivas Reddy, Kothur Village . Under the guidance of Dr. Ravinder Reddy, I started with 3500 birds and now I am rearing 1.50 lakh birds. Poultry is our main source of income.



Dr. Ravinder Reddy

R.R. labs, Kothur Village, Hyderabad City, Telangana State, Mobile No: +91-9849645584, e-mail : rr_labs@yahoo.co.in

Institute of the Month

Mr. Shailendra Pratap Singh



Nodal Officer

Name of NTI: Shree Maa Guru Gromodyog Sansthan, (SMGGS) Varanasi, Uttar Pradesh

Address: SH-15/144- K Shivpur, Sector-A, Behind Jeevan Deep School, Varanasi, Uttar Pradesh.

Mobile No. : 09919802325

Email: smggs.acabc@gmail.com

No. of Training: 128

No. of Trained Candidates: 4271

No. of Established Ventures: 2435

Success Rate: 57.01%

Established Agriventures: Rural marketing of farm Inputs, Production of bio-control unit, Poultry, Fishery, Goat farming, Seed processing unit, farmers consultancy, Milk collection center, Ornamental plant gardening, Veterinary clinic, etc.

Towards Collaborative Problem Solving

A One day workshop on “The contribution of Agri- Clinics and agri-Business Centers Scheme on the all-round development of farmers: Current Scenario and the Road map for future” brought together 160 established Agripreneurs from 54 districts of Uttar Pradesh. Shri Ramgopal Mohale, Mayor of Varanasi, inaugurated the workshop on 10th April, 2016 in the campus of Shree Maa Guru Gromodyog Sansthan, (SMGGS) Varanasi, Uttar Pradesh. Prof. R. C. Tiwari (Ex-Head of the Department) Soil Science, BHU, Uttar Pradesh, Dr. D. R. Bhardwaj (Principal scientist), IIVR. Varanasi, Uttar Pradesh, and Shri Lalaji Pathak, (Ex-District Horticulture Officer), Varanasi, Uttar Pradesh were the guests of honor who participated in the event.

The workshop gave an opportunity to each Agripreneur, to present his case with reference to the benefits of Agri-business and extension services, challenges and issues in credit linkages, delay in release of subsidies etc. The agripreneurs prevailed upon the Mayor, and the other distinguished guests that although none of the loans extended under AC&ABC trained agripreneurs have been classified as Non- Performing Asset (NPA), Banks were still hesitant and non-cooperative in extending credit to Agripreneurs which forced agripreneurs to leave their agri-ventures and pursue different avenues of income. The agripreneurs requested

the Honorable Guests of Honor to take up this issue with the Hon'ble Prime Minister of India. Agripreneurs also opined that the ideology of Prime Minister 'Gram Uday se Bharat Uday' will come true by developing agri- entrepreneurship with extension at village level in Uttar Pradesh. Shri Shailendra Pratap Singh, Nodal officer of SMGGS, Varanasi outlined the progress of AC&ABC scheme. Despite the negative approach of the Banks, he emphasized that the institute has always provided support to trained candidates with regard to establishment of their agri-ventures, bank loan and other issues. Shri Ram Gopal Mohale, Mayor, Varanasi, appreciated the extension services provided by trained Agripreneurs at the village level. Shri Mohale assured that the message with respect to this scheme would reach the Chief Minister of the state and Hon'ble Prime Minister of India. He also promised that each trained agripreneur would be assisted so as to bring about all-round development of the farmers. Shri Bharat Singh, training coordinator, SMGGS, Varanasi concluded the workshop with a vote of thanks.



Study cum Exposure visit of Kerala officials under AC&ABC Scheme

SAMETI –Kerala has evinced interest in partnering with MANAGE to become an NTI in the state of Kerala as part of AC&ABC scheme. Taking a proactive approach to strengthen AC&ABC scheme in the state, MANAGE arranged a study cum exposure visit for 6 Kerala State Agriculture department officials to the state of Maharashtra during 16th to 21st February 2016, for understanding the various facets of the AC&ABC Scheme including its functioning and field level practical issues. During the visit the officials interacted with all the nodal officers of different NTIs of Maharashtra and gained insight from their experiences, with regard to the successful conduct of the scheme.



SAMET-Kerala officials at established Agriventure at Maharashtra

The officials also visited successful agripreneurs in and around Pune to gain first-hand knowledge with regard to functioning and objectives of the scheme. They also visited KVK Baramati, Abhinav farmers club and Horticulture Training centre at Pune to further enrich their experiences. Highly appreciative of the scheme and its functioning, officials at the end of the visit, prepared and submitted time bound action points for rejuvenating the AC&ABC Scheme in the state of Kerala.

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.



Centre for Agri-entrepreneurship Development (CAD)
National Institute of Agricultural Extension Management (MANAGE)
 Rajendranagar, Hyderabad-500 030, India
 E-mail : indianagripeneur@manage.gov.in

“Agripeneur” is published by Mrs. V. Usha Rani, IAS, Director General, MANAGE

Editor in Chief: Mrs. V. Usha Rani, IAS, Director General, MANAGE

Editors: Dr. P. Chandra Shekara, Director (Agricultural Extension) & Dr. R. Saravanan, Director (Agril. Extn.)

Associate Editors: Dr. Lakshmi Murthy & Mrs. Jyoti Sahare

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