

# Agripreneur

*A Virtual Experience Sharing Platform*

*Volume-IX*

*Issue-I*

*April- 2017*

## **MANAGE -AC&ABC-Incubation Center**

National Institute of Agricultural Extension Management (MANAGE) which is an autonomous institute under Ministry of Agriculture has started 'MANAGE AC&ABC Incubation Center' in synchronization with the Startup India Initiative to support entrepreneurs in the field of agriculture. MANAGE AC&ABC Incubation Center, aspiring or existing entrepreneurs are provided with agribusiness mentoring (includes technical and business mentoring), capacity building, infrastructure facilities, regulatory and legal services, intellectual property advisory, financial facilitation, networking and many more on case to case basis. Agriculture and its subsectors like agri-input, animal husbandry, dairy, fishery, supply chain management, nutrition and health, postharvest technologies, food processing technologies, precision farming, natural resource management, warehouse management sustainable agriculture, ICT and IOT in agriculture are a few key focus areas. Entrepreneurs with innovative ideas/business models, which will benefit society on a large, will be considered for incubation. Over the years MANAGE has built strong position in agrarian community. Through AC&ABC scheme, which is one of the schemes implemented by MANAGE, trained nearly 53,000 entrepreneurs and about 23,000 entrepreneurs have started their own ventures and they are achieving new heights. Through wider reach and network, MANAGE has actively passed on the benefits to all stakeholders. For more information about the program visit at website <http://www.manage.gov.in/> or contacted at Toll Free Helpline number 1800 425 1556.



## Indian Institute of Plantation Management (IIPM) a think tank for Plantation Sector



Prof. V.G. Dhanakumar,  
Director

The Indian Institute of Plantation Management (IIPM) is an autonomous organization of the Ministry of Commerce & Industry, Government of India to facilitate management education, training and research & consultancy for agri-business, commodities and plantation sector. The Institute is co-sponsored by the Commodity Boards, viz. Tea Board, Coffee

Board, Rubber Board, Spices Board and Plantation Industries, viz., UPASI and Indian Tea Association. IIPM is a sectoral specialized Institution in the area of Agri-Business, Commodities, Plantation and associated sectors. In the year 2016 IIPM was awarded the “National Education Excellence Award”, for outstanding contribution to the cause of learning, education and training for working professionals. The Ministry of Agriculture & Farmers Welfare/MANAGE Hyderabad has recognized IIPM-Bangalore as a Nodal Training Institute (NTI) for conducting training programmes under ACABC scheme. The proposed 60-days Professional Certificate Programme on “Agri-preneurship and Gainful Self-Employment” intends to support agricultural development by creating wealth generating avenues in Agri-business, Commodities & Plantations, to acquire entrepreneurial skills to embark upon self-employment enterprises with Central/State subsidy. The Institute supports agriculture & allied science graduates towards the path to employment & economic independence to ensure a positive change through sustainable initiatives. IIPM successfully completed its pilot batch with 33 candidates, during 30th January 2017 to 30th March. Among these trained candidates nearly 11 candidates established their ventures on agriculture & allied sectors with bank loan as well as their own investment. MANAGE extends best wishes to the agripreneurs.

## Dr. K. C. Prakash



Nodal Officer

**Address:** Indian Institute of Plantation Management, (IIPM) Bengaluru, Indian Institute of Plantation Management (IIPM), Jnana Bharati campus, P.O Malathali, Bangalore – 560056

**Phone:** 080-23211716

**Mobile :** +91 7619367720

**e-mail**  
k.c.prakash26@gmail.com

**Website:** [www.iipmb.edu.in](http://www.iipmb.edu.in)

**No. of Training Programs:** 2

**No. of Candidates trained:** 33

**No. of Agriventures Established:** 11

**Nature of Activity:**

Dairy, Agri-Input Shop, Nursery, Dairy, Agri-Input Shop, Nursery, Value addition etc.



Trainees during session at IIPM Bangalore and on Exposure visit

**Mr. M. Balaji**  
Agripreneur



*“Our passion is to provide high quality and pure organic products to our people in co-operation with our lovable farmers and customers”. Mr. Balaji said.*



### ***B&B Organics opened sale counter on Amazon.com***

B&B Organics is an online organic store started in Trichy by Mr. Balaji with his own investment of Rs.30 lakhs, and later expanded to Coimbatore and Bangalore. Since organic food market is highly unorganized 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 Mr. Balaji whispered. After training under Agri-Clinics and Agri-Business Centers Scheme, Mr. Balaji worked as a farm consultant during 2014-2015 and during that period, a doctor from Trichy requested him to supply organic food. After the doctor started switching to organic food, he requested Mr. Balaji to deliver the same to his friends as well. This is how B & B organics came into existence Says Mr. Balaji. Mr. Balaji is selling organic products all over India both in retail and also in wholesale. His products are available in numerous organic stores and supermarkets across India. He is working to launch his products on Big Basket and also in other super markets. He is selling organic products in retail through his own platform ([www.bnborganics.com](http://www.bnborganics.com)), [sandhaikadai.in](http://sandhaikadai.in) and also through [Amazon.in](http://Amazon.in). He says he has received very good rating for service and quality on Amazon. Hence, he started receiving requests from other states for the products. So he plans to sell organic products all over India through his own platform. 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 relatively at a cheaper price. In addition to selling in India, recently he has started exporting organic products to Middle East countries also. The current turnover is Rs.1.00 Cr. per annum with the supply of 5 tons of groceries per month and he is expecting 200% growth in the upcoming financial year. He has provided employment to 8 persons.

#### **Mr. M. Balaji**

Lalgudi main road, No.1 toll gate, Trichy – 621216 ,Tamilnadu, India Mobile: +918098 77 77 99,Email Id: [info@bnborganics.com](mailto:info@bnborganics.com),Website:

[www.bnborganics.com](http://www.bnborganics.com)

### ***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 Mr. Rohan Raut, Owner of Generous Technologies Pvt. Ltd. A 31 year young Agripreneur trained from KVAAF-Nagpur found Cow dung and Cow Urine to be reliable earning sources. Mr. Rohan continued " I had started Dairy by purchasing 5 Indigenous Gir cows. I let them roam/graze in the forest where no pesticides are used, let them decide whether to be in sun shine or sit under the tree, let them swim in water, drink water and graze on whatever they need. I observed, that this practice definitely lowers the quantity of milk but definitely improves the quality of milk. The quantity of milk yield was very less and it was expensive to transport milk to the dairy. I was running a Dairy on no profit no loss basis. During a seminar on organic farming, I learnt the technique of preparation of Panchgavya 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 and Gaumay (Cow Dung). Instead of selling milk I started churning milk and making Ghee. Besides, cow dung and cow urine were fermented to prepare Panchagavya. I started practicing Panchagavya therapy and switched my milk distribution business to Vedic Ghee (Hand churned) preparation. Now I am selling Vedic Ghee in retail @ Rs.2000 per liter and supplying Ghee in Pune, Mumbai and other districts in Maharashtra. Consultancy on Organic farming is the daily business. I became a resource person on organic farming and preparation of Panchagavya. My work was vetted and I was invited to handle a Rs.163/- lakh project for Production of Bio-Fertilizers and Bio-Pesticides by the National Center of Organic Farming, (NCOF), New Delhi. As a company owner, I am selling Bio-Fertilizers, Bio-Pesticides and other agri inputs in bulk to marketing companies and retailing in approximately 10 districts of Maharashtra and planning to expand in Chhattisgarh, Madhya Pradesh and West Bengal.

#### **Mr. Rohan Raut**

Generous Technologies Pvt. Ltd. Umred, Nagpur, Maharashtra,

e-mail Id: raut.rohan1@gmail.com

Mobile: +91 9503596339

#### **Mr. Rohan Raut Agripreneur**



*"There's a way to do it better—find it," suggests Mr. Rohan to budding Agripreneurs.*



**Dr. Bablu Sundi**  
Agripreneur



*AC&ABC Training program helped me with knowledge, skills and the confidence to start my ventures. It was of immense learning value.*  
Said Dr. Bablu



***500 Self-employment created by Mobile Vet-Clinic in tribal area of Jharkhand***

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 Mobile Vet Services among the tribals in Jharkhand. Being a trained Agripreneur from ISAP-Bokaro, Dr. Bablu availed bank loan of Rs.5.00 lakh from Bank of India, Dumaria branch, East Singhbhum and NABARD also relapsed the 44% Subsidy on his noble cause. With Rs. 5.00 lakh, Dr. Bablu purchased a Maruti Van and equipped the van with the requisite tools to deliver veterinary services in a select group of villages. Dr. Bablu has initiated to extend veterinary care services to the cattle in far-flung areas, particularly the remote tribal pockets, considered to be underserved areas in Jharkhand. Dr. Bablu is offering services through a Mobile clinic (equipped with training kits, microscope and drugs) in the most backward and Naxal effected tribal dominant areas in Kolhan covering 1000 villages. Services include Veterinary vaccination and Treatment camp at remote villages, Stool(dung)/blood/skin scrapes/milk diagnosis at farmers door step, 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 services, Seeds/insecticides/fertilizers in the van along with encouraging soil test among the farmers, Consultancy and information services to the farmers and livestock keepers about schemes and projects run by Government. In August 2016 Directors of GAL Vmed, protecting livestock-Improving Human life (South Africa) and HESTER Ahmedabad visited his clinic at Dumaria and appreciated his activities. An MoU was signed and an organization BIRSA YUVA SEVA SAMITI, was formed in Dumaria for a new project named 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) who are being trained under his Vet Clinic like-wise creating about 500 self-employment. Subsequently, another veterinary drugs counter with a hygienic meat shop under the supervision of the vet doctor will be opened under the same project shared by Dr. Bablu with a lot of enthusiasm.

**Dr. Bablu Sundi**

Baredi, Vill, Dumaria, Tq East Singhbhum, Jamshedpur, Jharkhand

E-mail Id: bablusundi@gmail.com ,Mobile: +917903659305

## Grandma Recipes Pickling Success

The making of Pickles and other homemade value added products happened by chance says Mr. Akshay. One day a few guests arrived at home and as per Indian tradition they served some delicious food for them. The guests praised the taste of pickles and asked from where they bought the pickles. This was first time Mr. Akshay thought of starting a business in preparation of homemade pickles. After his graduation in agricultural sciences, he wanted to start business, but he was not much aware about how to go about it business. During this period he learnt about Agri-Clinics and Agri-Business Centers scheme through the local newspaper. He joined the two month residential training program at Krishna Valley Advanced Agriculture Foundation (KVAAF), Oras, Maharashtra. During the period of training he visited two established fruit processing units. Mr. Akshay found that, Kokum (*Garcinia indica*), a fruit-bearing tree had culinary, pharmaceutical, and industrial uses. In this fruit crop 'Amrut Kokum' is highly tasty and a very famous variety which is in high demand in the surrounding area. Mr. Akshay, thought of preparing Amrut Kokum Squash. With self-investment of Rs. 25,000/-, Akshay Udyog, a tiny fruit processing venture was born. The list of value added products is rising day by day i.e. Kokum Squash, Sweet Kokum, Mango Pickle, Jackfruit pickle, Chilli Pickle, Mango Chunda, Sangadi Chilli, Kokum Agal, Sabudana chikwadya etc. After a discussion with one of his friends, who was in the same business, Mr. Akshay came to know that there is demand for the products in Kirana shops/ grocery shops, food malls, hotels etc. He took his products to nearby food malls & grocery shops. Initially he fetched a very low price for it and was barely able to make any profit. Eventually he started getting orders from food malls, as the quality of his product was good. The 'Akshay Udyog' annual turnover crossed Rs. 8.00 lakhs. Mr. Akshay contacted around 80 orchard growers from 4 villages and is purchasing fruits from the field. Mr. Akshay counsels the orchard growers about post-harvest management and preventive measures for pest and diseases.

### Mr. Akshay Dattatray Kakatkar,

Akshay Udyog ,Nhaveli(Rewtewadi), Po- Aros, Tal- Sawantwadi. Dist- Sind-

hudurg. Maharashtra. 416514. Email Id: akshay\_kakatkar@yahoo.co.in

Mobile: +917588447109, Tel- (02363)260055,

Mr. Akshay Kakatkar  
Agripreneur



*"Business is like a water-filled pool, you have to jump and swim, don't waste time in sitting outside and thinking about it" Mr. Akshay messages to budding Agripreneurs*



**Goat - 'Poor Man's Cow' Creating Profitable Ventures for Landless Women Farmer**

The Successful P.V. Goat Farm is the creation of Mrs. A. Ahila Ravi, Microbiologist. The firm, established in 2010, is situated in Erulapatty village of Namakkal District, Tamil Nadu. The firm has progressed day by day in its modernization and technological expertise. Mrs. Ahila says, "Since childhood I was involved in goat rearing; the popularity of goats is more, but supply of goats does not meet the market demand. Goats have been the alternate source of earning for many small rural families; the meat, milk and manure from goats are invaluable, but goat farming in India has been practiced using traditional and conventional methods since centuries and this was the crux of my thought to start Goat farming in a modern way." In the year 2010, she attended the 60 days residential training course under AC&ABC scheme, at Centre for Alternate Rural Employment (CARE), Namkkal, Tamilnadu. During training she visited a number of established *Agri-ventures* on Dairy, Poultry, Pig, Fish farm etc. and got the technical expertise and knowhow in animal husbandry management. Intending to establish the *agri-venture*, she prepared the detailed project report of Rs.15 lakh, of which, Rs.5 lakh is her own capital investment and for the remaining Rs.10 lakh she applied for loan at Indian Overseas Bank, Namakkal branch, Tamil Nadu. Within two months a loan of Rs.9.75lakhs was sanctioned and NABARD offered her subsidy of 44%. P.V. Goat farm has adopted modern systematic scientific methods to make goat farming more commercially viable, she maintains hygienic conditions in the goat yard, regular medical checkup and vaccination ensure that the goats stay healthy and disease free. The business is getting bigger day by day; she is promoting goat farming among landless farm women by creating women SHGs. Five women SHGs are functioning successfully. The annual turnover of P.V. Goat firm is Rs. 13 /- lakh. Mrs. A. Ahila Ravi has become a role model among small farm women of her small village Erulapatty.



*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.



Centre for Agri-entrepreneurship Development (CAD)  
National Institute of Agricultural Extension Management (MANAGE)  
Rajendranagar, Hyderabad-500 030, India  
E-mail : [indianagripreneur@manage.gov.in](mailto:indianagripreneur@manage.gov.in) Website: [www.agriclinics.net](http://www.agriclinics.net)

"Agripreneur" is published by Mrs. V. Usha Rani, IAS, Director General, MANAGE  
Editor in Chief: Mrs. V. Usha Rani, IAS, Director General, MANAGE  
Editor: Dr. Saravanan Raj, Director (Agril. Extn.)/(CAD)  
Associate Editors: Dr. Lakshmi Murthy & Mrs. Jyoti Sahare

Editorial team acknowledges graphic design by Shri Bh. Chakradhar Rao and Shri P.Srinivas, CAD

For further queries, please contact: [indianagripreneur@manage.gov.in](mailto:indianagripreneur@manage.gov.in)