

# Agripreneur

*A Virtual Experience Sharing Platform*

*Volume-IX*

*Issue-II*

*May- 2017*

## **“Skill Development in Agriculture” for Eastern States of India**

The Department of Agriculture, Government of West Bengal in collaboration with the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Government of India, organized a Regional Workshop on Skill Development on 25th May, 2017 at Ramakrishna Mission Institute of Culture, Kolkata. About 300 participants from five different States of Eastern Zone (Bihar, Orissa, Jharkhand, Sikkim and West Bengal) of the country representing delegates from the Ministry of Agriculture & Farmers Welfare, Agriculture Skill Council of India (ASCI), National Skill Development Agency (NSDA), State Departments of Agriculture, Horticulture, Fisheries, Animal Husbandry, Agriculture Marketing, State Agricultural Universities (SAUs), National Institutes under ICAR, SAMETIs, Krishi Vigyan Kendras (KVKs), Private Agri-business Companies & related stakeholders participated in the workshop. The main objective of the workshop was to appraise the status of skill development in Agriculture & allied sectors in terms of Capacity Building initiatives and to formulate Strategies and develop a Roadmap to bridge the Skill Gap. Mr. Satyen Pal, a representative from “In-Green” and an Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme trained candidate from SAMETI, West Bengal, discussed how skill development training transforms an individual to an entrepreneur in agriculture and allied sectors. He informed about his project ‘Matir Katha’ which is a combination of Mobile Telecommunication, IT & Agriculture Science for Farmers’ benefit that was successfully launched in West Bengal. Mr. Kanan Babuta and Ms. Jayanti Kishari Bhrahma from CYSD, Odisha a Nodal Training Institute of AC-ABC training, shared their experiences along with success stories and challenges of AC&ABC scheme. Based on these presentations, the major recommendation was that the trained Agripreneurs are working as good para-technicians and should also work on skill development modules developed and approved by NSDC



## 'Krashak' - an android App for Fertilizer Recommendation: An IECCI Initiative

'Krashak' an android Mobile App is designed by Indo-European Chamber of Commerce and Industry (IECCI), Bhopal to provide Indian farmers a handy tool to optimize fertilizer doses for any crop. The app integrates the soil test report data of Government of India and recommended crop macro-nutrient level to calculate the recommended fertilizer dose for a crop and for the given quantity of area in acres or hectares. The App includes the most relevant crops for fertilizer application, with special attention to specific phenology stages for each crop. Based on methodological data at the user's location, together with on-location parameters, farmers are able to have accurate recommendation and precise calculations needed for properly applying fertilizer doses. Application of required amount of fertilizer at the proper time and proper proportion will help in increasing the overall productivity of the farm and also safe guard soil health and microbial biodiversity, says Ms Anuradha Singhai, Nodal Officer, IECCI, Bhopal, Madhya Pradesh. - Once downloaded, the app does not require regular internet connectivity and can calculate fertilizer requirement even without Internet. The objective of Krashak app is agri-extension at finger-tips of farmers and also to support agri-input dealers in correct assessment of the fertilizer requirement. The app is available in both Hindi and English languages. The App can be downloaded free of cost from Google play store- <https://play.google.com/store/apps/details?id=com.iecci.krishisewa>

## Organic Poultry Feed Supplements keep Birds Healthy

Dr. L. A. Benhur (45) a veterinary graduate from Maraimalai Nagar, Tamil Nadu, says, 'I was interested in poultry industry even during my college days, so I joined as a 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 a loan from his friend. During this period he joined Agri-clinics and Agri-Business centers Scheme at Care, Nammakal, Tamil Nadu as he knew about the start-up loan provision of Rs.20.00 lakh available under the scheme. Today his enterprise "Nutricon" is an emerging bioscience company managed by a team of proficient experts and highly qualified scientists with rich knowledge and diversified experience with a motto to enhance "Quality of Life" by Preserving the Environment' says Dr. Benhur. The firm is manufacturing feed supplements such as Emulsifiers, Feed Acidifiers, Gut Acidifiers, Enzymes, Stress relievers, Liver tonics, Expectorants and Immuno-stimulants for poultry. All the products are organic and herbal based. The team also has programs to control external parasites like flies, lice, mites, ticks and bed bugs in poultry. It is always challenging to manage these pests in poultry farms. It is very difficult to control any pest when birds are present in the poultry farm; hence it is one of the biggest nuisance to the farmers across India. Dr. Benhur trained volunteers and formed a Demo team who are well-versed in controlling pests. We not only sell products but we send our demo team who train the workers in the particular farm to handle the adverse situation caused by pests, in an effective manner. We are planning to reach 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 allied sectors.

Ms. Anuradha Singhai



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**No. of Training Programs:** 6

**No. of Candidates trained:** 198

**No. of Agriventures Established:** 88

**Nature of Activity:**

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



*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 tips.*



Dr. L. A. Benhur

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## Garbage turning into Bio-fertilizers: A Noble Step by a Women Agripreneur

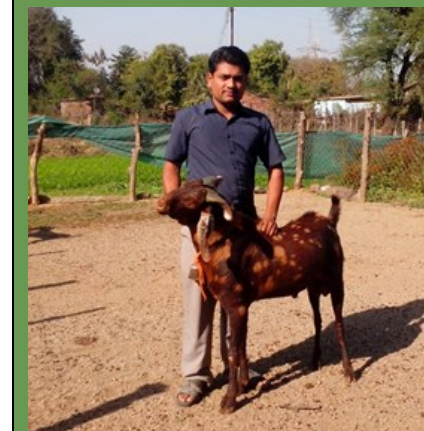
Ms. Geetashory Yumnam a women agripreneur from Imphal city, Manipur is the owner of Green Biotech Eco-solutions Pvt. Ltd. Green Biotech is a research based farming input biotech manufacturer and marketing enterprise based in Manipur, India. The enterprise is focused on bio solutions for Crops, Soils, Animal husbandry, Aquaculture and Environment Management Inputs. Green Biotech is a pioneer in promoting organic farming in Manipur state. A number of Farmer Awareness cum training programs were conducted based on organic farming and its benefits by associating with different NGOs, SHGs (self-help groups), Local Bodies, and Farmers Clubs in different districts in Manipur. Free Consultancy is provided for farmers queries through telephone, email, or farmers can directly walk down to Green Biotech Office. Recently, Green Biotech launched a “Green Bucket” Movement on management of Bio-waste in collaboration with AMAKHAK organization in Imphal city, Manipur state. Green biotech will be training the citizen in sorting the biomass from garbage and dumping in Green Bucket. Subsequently the garbage will be processed and converted into Bio-fertilizers. Green Biotech is inviting the citizens of Imphal to join hands to make a garbage free state with the key mantra WASTE to WEALTH. MANAGE-AC&ABC team extends best wishes to Green Biotech Eco-solutions Pvt. Ltd.



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## SIROHI Goat Rearing and Breeding Unit

“Sirohi goat breed from Sirohi district of Rajasthan is considered as a profitable breed for rearing on the goat farm.. This is mainly reared for meat production,” says Mr. Tarun Kumar Yadava (28), agricultural graduate resident of village Mattha gaon from Sehore district, Madhya Pradesh. Goats are among the main meat-producing animals in India, whose meat (chevon) is one of the choicest meat and has huge domestic demand. The high demand for goat and its products with potential of good economic returns have been driving Mr. Tarun to take up goat enterprise on a commercial scale. After graduation, Mr. Tarun joined the two month residential training course at ISAP-Madhya Pradesh under Agri-Clinics and Agri-Business centers Scheme. Equipped with entrepreneurial skills, 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 a KVK scientist suggested using breeds like (Sirohi ) for preparing pure breed animals as breeding stock. Simultaneously he also received technical guidance from the scientists of KVK on health management of goats. Mr. Yadav has a 9 acres farm and in 3 acres he is doing Goat farming, Fish farming and vermicompost. Presently he has 200 goats on his farm and he prepares pure breed animals mainly Sirohi breed of goat for selling them as breeding stock to the farmers and entrepreneurs. Mr. Tarun 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. 30.00 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 organized marketing. Mr. Tarun had developed a three day training program on Goat farming.



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## Sunny Yellow Trap for Pest

Tree Tech Nursery, Agriclinc and Agribusiness Centre is famous for innovation in the Agriculture sector. Tree Tech has been bringing low cost technology for the benefit of the farmers to run agriculture in a sustainable manner. Ms. Nilisha Jibhkate (30) former resident of Wardha, Maharashtra is a women Agripreneur with Master's degree in Forestry Sciences. In the year 2011, she came across the Agri-Clinics and Agri-Business centers Scheme at Krishi Vigyan Kendra, Durgapur. During this period Ms. Nilisha was preparing for competitive examinations to get a job. However, seeing the unconditional benefits of the scheme, she joined the training program. The program empowered her with entrepreneurial abilities. Post training, with the insights gained, she started a forest seedling nursery. In 2012 business activities were initiated. While providing seedlings of trees to farmers the problem of heavy white fly attack in cotton crop was identified in Amravati Division of Vidarbha. Farmers was using heavy pesticide doses to control the white fly attack but not getting satisfactory results. Keeping the farmers situation in view Tree tech Nursery started the business of production of Sunny Sticky Traps and provided direct services to farmers in their cotton farms. The objective was to provide cheap, economical and most effective solution to Farmers to control white fly attack on cotton crop. "The results of our traps are so good that day by day the demand for Sunny Sticky Traps is increasing and not only for cotton crop; farmers are using in vegetable, fruit crops also." Ms. Nilisha said. Tree Tech Nursery is a Pioneer in promotion of sticky traps in Vidharbha. More than 5000 farmers are using Yellow sticky trap and it is available in all retail Agri-input shops in Maharashtra.



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*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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"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

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