

Agripreneur

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Agri-Entrepreneurship Skills for Established Women Agripreneurs

MANAGE organized a four-day Refresher Training Program on "Development of Agri-Entrepreneurship Skills for Established Women Agripreneurs" from 27-30 June, 2017 at Krishi Vikas Kendra (KVK), AC&RI, TNAU Madurai, Tamil Nadu. Twenty-five women agripreneurs, from states of Maharashtra, Tamil Nadu and Karnataka attended the training. The participants were involved in agri-consultancy, dairy cattle rearing, mobile veterinary service & consulting, nursery, goat farming, commercial polyhouse and plantation, terrace gardening, organic input shop, collection of coconut copra for oil extraction etc. The modules focused on development of Agriculture based livelihoods for promotion of entrepreneurship development, Compost making from Agriculture waste, Seed Production, Development of Animal husbandry based livelihoods for promotion of entrepreneurship development, Mushroom cultivation, Value addition of fruits and vegetables, role of women in beekeeping, Terrace gardening as an upcoming business in urban areas, Mass production of bio control agents, Central Government subsidized schemes for women entrepreneurship development, use of ICT tools in entrepreneurship development, Venturing in Protected Cultivation of Vegetables for a decent livelihood and Orientation on Preparation of Business Plan with special reference to Detailed Project Report. Before the initiation of training a training manual was developed by KVK, AC&RI and distributed to participants for reference. A field visit to Food Grain Marketing Yard was organized. After every session, group discussion was arranged to give participants an opportunity to review the problems and challenges faced by the women agripreneurs and to work out the solutions for improving business skills. "The training course helped me in so many areas that I was previously unclear about, especially preparation of Detailed Project Report" was the feedback from a women trainee.



“Learning and Teaching by Doing” - Key Mantra for Success of KVK-Sultanpur

The majority of the farming community suffers due to a number of problems such as poor credit facility, quality agri-input support, poor condition of soil, fragmented holdings and unemployment. To address all these issues, Kamla Nehru Memorial Trust came forward and established Krishi Vigyan Kendra (KVK), Sultanpur in Uttar Pradesh in the year 1976-77, under the sponsorship of the Indian Council of Agricultural Research (ICAR), New Delhi, to educate and train farmers, farm women and rural youth for all round development of the farming community in the district. KVK, Sultanpur, emphasized on the major thrust areas viz. Improvement of productivity of crops, fruits and vegetables with the introduction of HYV (High Yielding Variety), Hybrid varieties and breed improvement, health care and feeding management in livestock. Since the last fifteen years several professional faculties, viz. MBA, Engineering, Polytechnic Technology, Information Technology, Agriculture, Home Science, Nursing, Pharmacy have been added to fulfil the requirements. At present the Institution is providing educational facilities for 18,000 children and youth of Sultanpur and adjacent districts. In June, 2017, MANAGE collaborated with KVK, Sultanpur for implementation of Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme. Based on the expertise and resources, KVK, Sultanpur commenced training with 35 candidates. MANAGE congratulates and extends best wishes.

Seed Trays: Reducing Seedling Mortality

Mr. Ajinkya Pisal (28) a Master in Horticulture Sciences, Mr. Ajinkya wanted to start a business in horticulture related activities. However, due to lack of technical knowledge, he joined a Seed tray manufacturing company in Karnataka State. During his tenure, he learnt about seed tray manufacturing, filling of seed tray with coco-pit, transplanting, gardening etc. After two years of experience, Mr. Pisal left the job and returned to his native place. The total project cost to install a seed tray manufacturing unit was Rs. 30 lakh. He was in search of a financial institute for help. Mr. Pisal was informed by his friend about the Agri-Clinics and Agri-Business Centers Scheme. He joined the training program at KVAAF, Uttur, Maharashtra. Mr. Ajinkya says that the ‘institute provided trainees with very good faculty and lectures along with field visits, which helped the trainees to get awareness of what they are into and how they should plan for their future ventures’. The Bank of Maharashtra, Katraj, Pune sanctioned the loan amount of Rs. 15 lakh and NABARD released the 36% subsidy. Mr. Ajinkya registered his agri-venture by the name of “J.P. Nature Care” and is supplying seed trays to five corporate companies in bulk. J.P. Nature care unit is involved in two types of major activities i.e. manufacturing of Pro-tray and Coco peat. Pro-trays are made of polypropylene and are reusable up to five to six times. The most commonly used are 98 celled (54×27×4 cm) for tomato, capsicum, cabbage, cauliflower, chilly and brinjal. The holes at the bottom of the cells drain out excess moisture and equal spaced cells facilitate uniform growth of the seedling. Coco peat, is a fully decomposed, clearly washed and sterilized bi-product of coir industry. It is an inert material with high water holding capacity and good anchoring material for the root system. Coco peat is supplemented with major and micro-nutrients. Neem cake (100 kg/t) and Trichoderma (1 kg/t) were added to coco peat to prevent seedling disease. Mr. Ajinkya proudly says that, the unit is getting orders from African countries for pro trays and coco pit. The annual turnover reaches 1.25 Cr., and employment extends to 5 persons.

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RS Agro Tech: Re-defining Agri-Consultancy

RS Agro Tech is an Agri-Consultancy unit run by Mr. Sandeep Meshram (31) an Agricultural graduate from Gondia, Maharashtra state. RS Agro tech is providing consultancy in Soil health management, organic farming, precision farming, protected horticulture, agro-forestry, bio-fuel crops, medicinal plants, IPM, INM, Farmer Producer Company, rural youth employment etc. Farmers who are involved in farming since many years often lack knowledge about the cost and climatic risk. RS Agro advises on complete package of practices with solutions on successful management of the climate change problem”, says Mr. Sandeep. Speaking about the challenges faced initially, Mr. Sandeep says, “In the initial stages, I started advising farmers on Soil testing analysis and Vermi-composting. I got very few responses. Seeing the success and results, I got 250 queries on soil testing and vermicomposting which converted into a business. I collected current market information regarding demand and prices on vegetables on a daily basis and compiled in a data base. I assist farmers in marketing their produce at a high rate. Commenting on intercropping of medicinal plants in mature teak plantation for extra income, Mr. Sandeep says, “Getting income from intercrops is a good idea and it works out with some limitations. In Teak plantations, ginger and garlic can be grown. Shade loving plants can also be intercropped with Teak. Choosing the right intercrop for a particular Teak plantation is the key.” From these inter-crops farmers can expect Rs.7000 to 25000 from an acre as additional income. RS Agro Tech is also involved in conducting training, workshops and seminars in association with the State Department of Agriculture. Burning topics are soil & water testing and organic farming. Now I am looking forward to training on advancement of dairy farming. Mr. Sandeep says, “ more than 1200 farmers from 50 villages have benefited from the timely consultancy and the firm has been awarded with good organic farming projects”.

Use of Fish Oil in Integrated Management of Fruits & Vegetables

Fish oil use as fertilizer provides an excellent source of nutrition for plants and the soil. When fish oil is used as fertilizer, the plant receives a controlled level of nitrogen, a vital element necessary for the production of chlorophyll and maintaining the health of the plant, says Shri Rahul. Shri. Rahul Kadam (30) from Solapur is using fish oil in vegetable cultivation. Shri. Rahul is a trained Agripreneur from KVAAF-Sangli, Maharashtra. After completion of AC&ABC training he was fully involved in organic farming. Shri. Rahul is preparing fish oil and using in vegetable cultivation. Another major benefit of using fish oil as fertilizer is in improving a healthy food source that stimulates microorganisms that exist in the soil; this is the best fertilizer used in organic farming. Use of fish oil in fertigation and foliar spray for fruit and vegetable crops helps in saving water by 30% and plant protection material by 20%. On the contrary increase in weight of fruit by 2 kilograms along with quality and less viral diseases is observed by Shri. Rahul. On an average, yield increment in crops grown under this practice as compared to use of chemical fertilizers, is 4 to 5 times in case of tomato, 3 to 4 times in cucurbit species crops. Shri. Rahul says I calculated net profit of Rs. 2.00 lakh per acre by deducting the total cost of production on Tomato crop. The fish oil is on sale at Rahul vegetable farms with complete consultancy on organic vegetable cultivation. More than 1000 farmers from four districts are regular customers of for the fish oil in fruit and vegetable crops. The annual turnover of the firm is more than Rs.1.00 Cr and Shri. Rahul has extended employment to 10



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Nursery for Apple

Ms. Sheik Adeeba Yusuf (26) a resident of Hangal Buch block in J&K, after graduation in agriculture sciences, wanted to start her career in Apple Nursery. Introducing high-density apple orchard in the Valley was not easy, according to her. The first and the most basic hindrance was importing expensive plants. Therefore she started rejuvenation of her 2 hectare old Apple orchard. Ms. Abeeda visited the Horticulture department to seek more information on Nursery. During discussion, an Agriculture officer suggested to her to join the Agri-Clinics and Agri-Business Centers Scheme at ISAP- Srinagar. Ms. Abeeda joined the program and successfully completed the course. She learnt all the technical and marketing skills in Apple Nursery. Ms. Abeeda's father supported her in starting a business in Apple nursery. She visited agricultural offices to get agricultural machinery for her nursery and orchard. People were surprised to see a young girl doing what mostly old farmers are expected to do. Ms. Abeeda hired 4 skilled labour, but she didn't believe in just employing other people but also engaging in the work and learning everything associated with it. Ms. Abeeda wants Kashmir to become number one in the world in apple production. Ms. Abeeda is focusing on producing 1 lakh high-density apple seedlings every year which will increase the overall production. She is also involved in educating people who are involved in Horticulture in Kashmir as most of them are not skilled and know little about the latest innovations and work in a traditional way which doesn't benefit them. Ms. Abeeda established her first nursery spread on 5 kanals and is planning to expand. The sapling are marketed to 300 farmers and the rate ranges from Rs. 70-100 per sapling. Ms. Abeeda rejuvenated her old orchard by adopting scientific orchard system to improve the quality and increase apple production. The method of picking the fruit has also been simplified. Ms. Abeeda also involved her father business to auction Apple from the wholesale market and sell in the retail market. My Annual turnover has now crossed Rs.25 lakhs but my target is to cross Rs.1 Cr. Ms. Abeeda concluded.



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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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