

# Agripreneur

*A Virtual Experience Sharing Platform*

*Volume-IX*

*Issue-VI September -2017*

## **MANAGE: showcases Agri-startups in National Agri-Exhibitions**

To realize the needs and challenges of the agri-industry and join hands together to find innovative solutions MANAGE is facilitating participation of established agripreneurs in national agri-exhibitions so as to bring paramount solutions to their problems. In the month of September, 2017 two national agri-exhibitions were organized in Hyderabad. AGRITEX 2017 was organized by Kenes Exhibition took place from 7-9 September, 2017 at HITEX Exhibition Center, Hyderabad. This International Agricultural, Dairy and Food Processing Trade Fair, was an opportunity for all those involved in the fields of Agriculture, Dairy and related activities to expand and diversify their business in India. Over 150 agri-exhibitors showcased their products and services. Another exhibition, National Oilseeds Kisan Mela-2017 was organized during September 10-11, 2017 by ICAR-Indian Institute of Oilseeds Research (IIOR, formerly DOR) at Rajendranagar, Hyderabad, in collaboration with National Mission on Oilseeds and Oil Palm (NMOOP), Department of Agriculture, Cooperation & Farmers Welfare, Government of India. Around 100 exhibitors including agri-companies dealing with agricultural inputs, machineries and credit, oilseed extractors and processors, NGOs, Farmers' Organizations, Agricultural Research and Extension Institutions participated in the Exhibition. This was followed by a visit to demonstration plots of recently released hybrids and varieties of oilseed crops viz., Castor, Groundnut, Sesame, Soybean, Sunflower and Niger, profitable intercropping systems in different oilseed crops and best management practices including drip irrigation in Castor. More than 2000 farmers from 12 states participated in the programme. In both the exhibitions a number of farmers, youth and women visited the MANAGE stall and learnt about the AC&ABC scheme and AC&ABC Incubation center. The visitors not only evinced keen interest in the products displayed but also about the Agripreneurs and their activities.



Coodu Trust is a not-for-profit voluntary organization based in Tamil Nadu state of India. Registered as a charitable trust under Indian Trust Act 1882 in the year 2000, Coodu Trust has over the years emerged as a leading NGO in social development activities in Tamil Nadu especially on community organization, training programmes, research & documentation. Coodu trust is working in close coordination with various Government departments in 14 districts of Tamil Nadu, India for implementing various components of watershed development programmes, total sanitation programmes, women development, self-help groups (SHGs) & micro-credit, agriculture, health and HIV/AIDS, Geographical Information Systems (GIS), research and documentation. Socio economic survey was conducted in 14 districts encompassing 479 villages (DPAP /IWDP/ TNCWP/ NWPRA Villages). Coodu Trust is adequately equipped with a qualified resource team with grassroots level experience in implementing various social development projects all over Tamil Nadu. Bearing in mind the vast experience in capacity building & skill development training, MANAGE is collaborating with the trust for implementation of Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme at Dindigul, Tamil Nadu. Coodu Trust has successfully completed one training program comprising 35 candidates. MANAGE extends best wishes.

### Make a day with CASHEW

Mr. Vasant Gawade (33) an agripreneur from Kolhapur district, Maharashtra, trained at Krishna Valley Advanced Agriculture Foundation (KVAAF), Uttur, Maharashtra, has started a cashew nut processing unit with financial assistance of Rs. 20 lakh under Agri-Clinics and Agri-Business centers Scheme. During AC&ABC training Mr. Vasant carried out a market survey in his area and found that, raw cashew is available even in the local weekly market. He visited an established cashew nut processing unit and thoroughly went through the process. He says that he is quite thankful as the training has improved his enterprising abilities in all ways possible. Mr. Vasant established “Shri Shivam Kaju Prakriya Udyog” which is well equipped with all processing tools and machinery. Mr. Vasant says the capacity of the unit is to process one ton of raw cashew in a day. Since there are different stages in processing of cashew nut, altogether five days are required to make cashew marketable. Shri Vasant describes the process

**Drying:** Raw cashew nuts are properly dried in order to remove excess moisture. These raw nuts are usually kept in the open yard and are dried in the sun for 2/3 days.

**Roasting:** The second stage of processing is Roasting, Here, the cashews are heated at high pressure/temperature steam. The roasting time depends upon the characteristic of raw cashew nuts.

**Cutting:** Raw cashew nut has a unique kidney shape. Moreover, the outer shell of the raw cashew nut is very hard to crack. This is a complex process and requires highly skilled labor to get maximum unbroken kernel output.

**Hot Chamber:** In this stage, cashew kernels are heated to 70-85 degrees centigrade. The main purpose of this heating is to eliminate moisture and gumming between cashew kernels and adhering testa.

**Peeling:** Cashew Kernels are blanched using a small knife. The adhering testa (husk) is carefully removed ensuring minimum damage to the cashew kernels.

**Grading:** Cashew Kernels are graded according to their size, colour, appearance etc.

**Packing:** Cashew Kernels are fumigated before packing.

The annual turnover of Shivam Kaju firm has crossed Rs. 1.50 Cr. Totally 35 persons work with Mr. Vasant. “My future vision is to expand the business and export cashew

Mr.P.P.Saravanan  
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## Empowerment of Rural Women through Value Addition of Homemade Food Products

Women Self-Help Groups (SHGs) in rural India are bringing a silent revolution not only in terms of providing access to micro credit to communities but also in contributing towards greater sustainability in agriculture in various ways. In this backdrop, Sangram Bahuudheshiya Vikas Sanstha, Amravati, Maharashtra is playing a very important role in empowering SHGs through capacity building in processing and value addition of homemade food products, says Shri Ranjeet Javeri (45) an agripreneur and owner of the Organization. Shri Ranjeet was trained under Agri-Clinics and Agri- Business Centers Scheme (AC&ABC) at KVK Durgapur and is involved in consultancy in food processing industry. During consultancy, he came across rural women who are involved in vegetable cultivation and preparation of homemade food products which they supply in shopping malls. During a discussion with rural women, he found that there is huge gap in margin money; nearly one third of the profit went to Malls. He started direct marketing with the slogan “Shetkaryakadun the Grahakakade” which means farmers to consumer. The idea clicked and ‘Sugarar’ which means expert in cookery, was born, for sale of homemade value added products by women. In this project, a total of 400 SHGs are involved and well versed with technical and marketing skills. A total of 80 rural women were selected to run retail units individually. Furthermore, the design of the franchise is also important to attract customers. Shri Ranjeet designed the franchise counter wherein the display board has the slogan and the counter has the capacity to store 5 qtl of vegetables, an electronic weighing machine, a cashless voucher machine, a water sprayer for cooling vegetables, a water can, a big umbrella for rainy and summer seasons, chair etc.

## Swirl, Smell and Sip

The diversity of the grape wine comes from the different types of grapes, where they are grown, and in what manner,” says Shri Eknath Palkar (79), a winemaker and owner of Ape Wine, from Wifund Village, Tasegaon Tq, Sangli District, Maharashtra. Shri Palkar a retired Agriculture Officer, from the State Department of Agriculture, Sangli, Maharashtra, narrated that, after retirement, 50 acres of inherited land came to his possession and he thought of starting a Grape Winery and cultivated grape vine varieties, ‘Thompson Seedless, Marlo and Sonacca’ in four acres of land. With his own investment and Rs.20 lakh loan sanctioned under Agri-Clinics and Ari-Business Centers Scheme, ‘Ape Wine’ was established. The capacity of the Winery is 24000 lit of wine. Five types of wine brands (White and Red color) are made in his winery. Red wine is made from Marlo and White wine from Thompson seedless and Sonacca variety of grapes. “There is a big cultural change coming about in the way wine is perceived here. It’s not just an aspiration thing. People enjoy it. They drink it on social occasions, they store it at homes, they even send it as corporate gifts,” says Shri Palkar. “I know so many people who never drank wine before. But they do so now” he adds. Some customers are using Grape-wine as medicine. The wine industry in India is very young; we are learning every year. We can figure out which part of the land has better soil and climate for vine production and understand which variety of grapes can succeed. In my 10 years of experience in grape winery, there are many improvements to be made at every stage of the business, whether it is grape vine cultivation, wine – making or even selling and marketing. Every wine producer knows, it is not only about creating a brand but also about creating a culture”, concludes Shri Palkar.



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### Vet Care with a Difference

Dr. S. Sujitha (29) resident of Kallakurichi, Tamil Nadu, a Veterinarian by occupation, took the first leap of her journey as an Agripreneur by opening a veterinary clinic. Backed by her expertise in the field of veterinary science, she started conducting minor surgeries of cows, goats, sheep and other such animals, and offered consultancy services as well. Veterinary medicines were also made available at the clinic. Dr. Sujitha's interest and passion coupled with efforts in promoting best practices in Dairy and Animal husbandry, have benefited more than 300 farmers from 20 Villages around Kallakurichi. Dr. Sujitha undergone Agri-Clinics and Agri-Business Centers Scheme at HEAL Erode, Tamil Nadu with an intention to acquire entrepreneurial skills for dairy extension and for self-employment. Soon after training, Dr. Sujitha opened a clinic "Vet Care" in her village with an objective to provide vet-advisory and laboratory services covering all practices i.e. selection of milch breed, animal health management, feed and fodder management, timely vaccination and de-worming, conservation of indigenous local breeds etc. for sustainable dairy. Dr. Sujitha never forgets to impart awareness among the dairy farmers to conserve the Kangayam cow which is a famous breed of the area. Dr. Sujitha, restrains the farmers from crossing the 'Kangayam' cow with cross breed animals. Presently, Dr. Sujitha operates her clinic with an annual turnover of Rs. 5 lakh with monthly earning from her venture of about 25000-30000 rupees. The clinic is making 6000-8000 rupees per month from minor surgeries and vaccination and consultancy services. Dr. Sujitha says, "Success came my way as a result of continuous learning and desire to offer better services to larger sections of people, who were earlier deprived of such facilities".



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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

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Layout & design by Shri Bh. Chakradhar Rao and Shri P.Srinivas, CAEIR&A

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