

# Agripreneur

*A Virtual Experience Sharing Platform*

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## **Demonstration of Software Modules on Implementation of DBT/ PFMS**

A two day sensitization training program on “Demonstration of Software Modules on Implementation of DBT/PFMS” under AC&ABC Scheme was scheduled on October 27<sup>th</sup> and 28<sup>th</sup>, 2017 at MANAGE, Hyderabad. The officials from Ministry of Agriculture & Farmers Welfare, National Informatics Centers (NIC), New Delhi, 50 Nodal officers from 18 states and MANAGE staff participated in the program. At the outset, Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE welcomed the participants and briefed about the training. Shri K. Sajith Kumar, Joint Director, (EM) briefed about the software module developed by NIC team for Direct Benefit Transfer (DBT) implementation in the training component of AC&ABC scheme and also on PFMS. Shri Shailendra Saxena, Scientist-D (NIC) and Shri S. Balasunder, Scientist-D, (NIC) specified on the workflow online application of the AC&ABC scheme. Valuable suggestions were considered to make the modules more applicable. During a presentation on the Public Finance Management System (PFMS) scheme, Shri B.S. Nagendra and Mrs. P. Lakshmi from the State Project Management Unit (SPMU) Telangana, shared details on the scheme. Major topics were covered, i.e. PFMS registration, EAT module and Submission of UCs etc. Shri Nagendra requested participants to contact State Project Management Unit for more details. (<http://jknrm.com/pdf/State%20wise%20List%20of%20SPMU.pdf>). On October 28<sup>th</sup>, 2017 Dr. Srikanth, National Institute of Rural

Development and Panchayati Raj (NIRD& PR) Hyderabad conducted three sessions including a hands on practical session on Detailed Project Report (DPR) preparation. The Nodal Officers got clarifications pertaining to their doubts and difficulties in DPR preparation under AC&ABC Scheme. The valedictory program concluded with the gracious presence and address by Smt. V. Usha Rani, Director General, IAS, MANAGE



**CARD strives to empower rural communities and self-sustained habitats**

Institute of the Month

The Centre for Advanced Research & Development (CARD) is a non-government organisation established in the State of Madhya Pradesh, India. CARD has been established to promote action research and to apply its findings for the protection and development of the society and its environment. CARD represents the importance of five major components of livelihood, the five j's of Hindi script which are; Jal (water), Jangal (forest), Jameen (soil), Janvar (livestock) and Jan (human being) the balance of which enables environmental protection & sustainable development. CARD believes in mainstream development approach and recognizes the role of the State in overall development of the rural communities. CARD has specialized in improving the existing delivery mechanism of the government by providing participatory soft skills. This organization has a strong grassroots presence in some distinct regions of Central India, namely; Gond predominant eastern tribal region (Madhya Pradesh & Chhattisgarh), agriculturally rich Feudal Malwa region and Bhil predominant western tribal region and Bundelkhand region where they demonstrate by taking up Poverty alleviation initiatives in areas where there is high incidence of poverty among scheduled castes and backward classes in feudal Malwa region (Ujjain, Shajapur, Agar, Dewas). The management of CARD is in the hands of committed professionals who make an interesting mix of youthful experience. Since 2016, MANAGE collaborated with CARD for implementation of AC&ABC scheme. CARD successfully completed three training programs. A total of 76 candidates were trained and 26 candidates have established agri-ventures and are strengthening extension services at the doorstep of the farming community. MANAGE extends best wishes.

**Make Every Drop Count**

Sai Agro-Sales is the brand name for the one stop solution in Micro-Irrigation Sector in the District of Morena, Madhya Pradesh. Mr. Lakhan Singh Semil (47) an Agripreneur trained from ISAP-Bhopal says that "a total of 50 acres of land has come under protected cultivation and more than 500 farmers are my customers who are using Micro-Irrigation System in Morena district. It helps to reduce the cost of cultivation and save water. After completion of training under the AC&ABC scheme, Mr. Lakhim started trading on Drip irrigation by collaborating with Harvel company, New Delhi. During a seminar arranged by Harvel Company, Mr. Lakhim came across the concept of protected cultivation. He attended a training course on Polyhouse cultivation. Subsequently, he got involved in Manufacturing and complete consultancy of Polyhouse erection. Morena has now become the vegetable hub with farmers cultivating domestic and exotic crops like, cabbage, cauliflower, tomato, and colored capsicum, cherry tomato, gherkin etc. throughout the year. Mr. Lakhim Singh is a resource person for the Horticulture department of Madhya Pradesh. Mr. Lakhim motivated the farmers to cultivate vegetables under polyhouse. The polyhouse is drip irrigated and has foggers to maintain steady temperature in summer. Fertilizers and insecticides are mostly fed through the drip irrigation channels. The one-acre farm can be maintained by a team of two laborers irrigating the beds, strengthening the plants with sticks and wires and checking for signs of pest or insect attack. "Vegetables in a polyhouse are like babies in intensive care units. They need constant care," says Mr. Lakhim. Complete consultancy is provided by Sai Agro on polyhouse cultivation, drip-irrigation, Net-house, Tunnel nursery etc. The firm crosses an annual turnover of Rs. 4.00 Cr. and has extended employment to 50 skilled persons.

Millionaire Agripreneur

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### **Milking money through Dairy**

“After completing my post-graduation from Ahmedabad in Rural Studies, I spent five years in developmental rural projects. During this tenure, I got an opportunity to travel across India as part of my work. These travels exposed me to various possibilities of making money while being engaged in an enterprise which would take me closer to nature not just on weekends but all through the week. Thus began my quest to venture into dairy farming in my 10 acres of land. However, my family was not in favor of my decision to leave a good, salaried job and get involved in a traditional occupation like dairy”, says Shri Dineshbhai Patel (28) an Agripreneur from Banas Kantha, Gujarat. “I had known about the Agri-Clinics and Agri-Business Centers Scheme, found a center near my village and joined the training program at Indian Society of Agri-business Professionals (ISAP)-Vadodara. I had prepared a Detailed Project Report of Rs.15.00 lakh and State Bank of India, Bansa Kantha branch had sanctioned the loan. My dairy had its inception with the introduction of 10 Holstein Franchise cows and 5 Mehsana Buffaloes were already reared in our backyard”. Shri Patel constructed a very spacious cow shed with arrangements for fodder and water supply. He commenced milk production and personally took care of feeding the cows, bathing them, milking and cleaning their sheds every day. Mehasana buffaloes produce about 10-23 liters of milk. “However, I was extremely cautious with regard to HF cows, which produce 15-25 liters per day” says Shri. Patil. He adds that, “Rearing cows is not easy as it involves feeding, washing, cleaning the cow sheds among other chores. Moreover, we also need to be cautious about diseases, as HF cows are more prone to diseases”. The dairy unit is assisted with the help of his mother, father, and one laborer. The hybrid hay fed to his cows and buffaloes is grown on the one and half acre land he owns. The daily milk collection is 120 liter per day which is sold to the Dairy based on fat percentage. The rate of milk ranges from Rs. 25 to 32 /- per liter. Shri Dinesh Bhai’s message to budding agripreneurs is, “Dairy is a risky enterprise; however staying focused with the objective always gives positive results”.

### **Leaf Culture: Cloning 100% Mother Characteristic**

Eden Garden Nursery is having the status of ‘India’s First Organic Nursery’ and its Innovation, Leaf culture - a new technology in the propagation of plants from leaves, is the first of its kind in India. “Many students, scientists, academicians, farmers, etc., are visiting our Nursery; if I complete my AC& ABC training, it would be an added advantage and now feel it’s true. Now I’m confident about transferring the technology to the farmers and the reputation of our Nursery is also increasing day-by-day”, says Shri Rajarathnam (49), an agripreneur from Mettupalayam, Tamil Nadu. Since I have a passion for plant production and I’m also having a Nursery with a production capacity of 10 lakh seedlings / clonal plants per year, I started my research. As a 5th Generation farmer, I basically wanted to research in species which are cultivated by farmers on a large scale. So, I selected Jasminum sambac (Gundumalli in Tamil), Ixora (largely cultivated by the farmers of Trichy, Tamil Nadu) and a fruit species, Guava. I also decided that the technology must be so simple that even a school student could do it. I achieved success in Jasminum sambac, Ixora and Guava. Now I have achieved success in species like Red Sanders, Jasmin, Mulberry, Kakkada, Crossandra, Grapes and Noni, and my research continues, says Shri Rajarathnam. The Ministry of MSME, Government of India, sanctioned a grant of Rs. 6.25 Lakh for “Leaf culture”. “We are trying this technology for various species and our research is going on. We are also in the process of propagating endangered species, rare medicinal plants etc. says Shri Rajarathnam.

## Bowl of Paddy

Shri V. Soundararajan (47) from Thuvakudy, Tamil Nadu is workd as seed technologies in seeds sector in different states at higher Position (Middle level to higher level). During tenure, hri Soundarajan heard about Agri-Clinics and Agri-Business Centers Scheme and its benefits. Without delayed Shri Sondararajan joined two month residential training program at VAPS, Madurai. He syas, I have joined AC&ABC scheme training programme to update my knowledge in technical as well as commercial agriculture. It helped me to gain knowledge on different scheme available with government & banks to excel in agri-business. It also motivated me to do business in aggressive way without any hesitation. Thuvakudi is one of cluster point to the farmers where farmers from Thiruverampur, Trichy & Lalgudi taluk of Trichy district, Kulathur (Keeranur) & Pudukottai (Kandarvakottai) taluk of Pudukottai district & Boothalur (Sengipatti) taluk of Tanjore district can access easily. Thuvakudi surrounding comprises of around 40000 ha of wet-land and around 9000 ha of garden land which will be huge potential for running an agri-clinic and agri-business service centre and Thuvakudi is having bus connectivity to all the surrounding villages which will facilitate the farmers to utilize our service to enhance their profitability. So I have started my business at Thuvakudi with my own interest to utilize my experience in seeds sector. Soundararajan Said. Sri Krishnaa seeds is having its own research varieties in the name of Aishwarya (Super fine,medium duration), Jayandi (super fine, short duration), Krishnaa ponni (super fine and higher yielder). In Sorghum fodder crop, Kamadenu (Sorghum sudan grass) variety which is very popular among the farming communities. Beside, government released paddy varieties and other vegetable seeds in tie up with other producers also sale under the headship of Shri Krishan Seeds. More than 1000 farmers are growing the brand verity of Shri Krishna Seeds from 100 villages. The annual turnover crosses Rs.2.00 Cr. With 10 regular skill persons are working in hybridization of paddy variety. Sri Krishnaa Seeds & consultancy service will become one point solution to the entire farmer's problem. .



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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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