

India International Trade Fair (IITF) -2017

The President of India, Honorable Shri. Ram Nath Kovind, inaugurated the 37th India International Trade Fair (IITF) - 2017, on November 14, 2017 at Pragati Maidan, New Delhi. He spoke about the introduction of GST and mentioned that it is a milestone and the new regime has reduced barriers between states, creating a more formal economy. "Startup India Standup India" was the theme selected for this year's event. The theme complemented the objectives of the AC&ABC Scheme quite well.



Delegates visited MANAGE-ACABC Stall at IITF-2017, Pragati Miadan, New Delhi

MANAGE facilitated the participation of one Agripreneurs and three ACABC Incubatee. During the 14 days Fair, around 25000 people from different parts of the country and from different walks of life visited the MANAGE stall. The visitors not only evinced keen interest in the products displayed but also about the Agripreneurs and their activities. Mr. Chitpal Singh (Agripreneur) from New Delhi, promote the organic farming and displayed value added products made by Amla, Soybean, Honey and Mushroom.



Indian Institute of Millets Research (IIMR) promoting Entrepreneurship

Indian Institute of Millets Research (IIMR) upgraded from Directorate of Sorghum Research (DSR), is the central agency to work on all aspects of millets research and development under the auspices of Indian Council of Agricultural Research (ICAR). While the main centre at Hyderabad campus is principally engaged in both basic and strategic research on millets, region-specific research and services are organized through two other centres - Solapur in Maharashtra and OSN, Warangal in Telangana. In June 2017, IIMR collaborated with MANAGE for implementation of Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme. IIMR expressed interest in promoting entrepreneurship in Millets. Millets are a group of crops represented by sorghum (jowar), pearl millet (bajra), finger millet (ragi), and minor millets like barnyard millet, proso millet, kodo millet and foxtail millet. IIMR has developed millet based varietal and value added technologies encompassing products, processes and packages which may be utilized to enhance income of the millet growing farmers, processors and agripreneurs. Under AC&ABC scheme one training program has been completed successfully at IIMR. MANAGE extends best wishes.

The Story of Rags to Riches

Sri. Vinit Pratap Singh, aged 21 year old agricultural graduate is a resident of the Muzaffarnagar, Uttar Pradesh. After graduation, he has started a small nursery for ornamental plants on the roof of his old house. The sale was profitable. He has created interest in the Nursery. However, he realized that he was lacking in entrepreneurial skills and financial support. During this time he came across the Agri-Clinic and Agri-Business Centers Scheme running at CARD Muzaffarnagar, Uttar Pradesh. Without wasting time he joined the training program. During hands on experiences he spent three days at an established nursery and learnt technical and managerial skills. This was the turning point in his life. The training motivated him to start a plant nursery on his farm. During the training he learnt that a mother plant plays a very important role for sustainable nursery. In three Bigha (One bigha is equal to 1,618.7 square metres) of land he planted 10 varieties of Mango as mother plant. With the whole hearted support of CARD, he established his nursery christened 'Ram Nursery' which became a popular and trusted name among the farmers of the region and farmers of the Uttar Pradesh State for procuring high quality planting materials. The resource persons of CARD assisted him in procuring nuclear planting materials of crops like Mango, Guava, Jackfruit, and other forest plants etc. from reliable sources. Mr. Vinit is maintaining more than 100 plant species in his nursery i.e. Fruit plant, ornamental plant, vegetable, cactus, forest plant etc. The total 60 bigha of land is under Nursery cultivation says Mr. Vinit. The annual turnover of Ram Nursery is Rs.2.00 Cr. Mr. Vinit has extended employment to 20 permanent and 100 skilled labour of his area and is a role model for rural youth in his area.

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Empowering Rural Youth



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Availability of quality planting material is highly essential for successful commercial vegetable cultivation. Farmers generally prepare small nurseries in their backyard solely for personal usage. However in the event of pest and disease incidence, natural calamity or field mortality of plants in the early stages, the farmer does not have sufficient time to raise a new nursery. “To address this issue, I decided to start a Vegetable nursery”, says Mr. Ranjeet Kumar Bora (28) a trained Agripreneur from ISAP-Assam. After the training, I erected polyhouses/nethouses for production of quality planting material on a commercial basis in protected conditions. The sale was started, and I also started consultancy on vegetable cultivation. Farmers visited and were trained on advanced nursery management technologies like soil solarisation, grafting, sowing, fertilization, raised beds, pest and disease management activities, etc. After the training, farmers were started a small scale nursery for vegetable crops like tomato, brinjal, chilli, cabbage, cauliflower, drumstick and fruit crops like papaya. Some young farmers were trained and guided regularly by the project personnel. These trained farmers are not only able to cater to their own needs of quality planting material, but also cater to the needs of the nearby villages, explained by Bora. While direct employment generated by him is 40, Mr. Bora indirectly generated employment for thousands, which resulted in a steep fall in the rate of migration of labor.

Grow your own vegetables - Mr. Natarajan's way

Promoting urban vegetable cultivation on roof tops / back yards / balconies would be beneficial in catering to the needs of the denizens and in maintaining good health standards. Growing of vegetables on terraces would also help in becoming self-reliant in production of fresh vegetables. Shri S. Natarajan, an Agriculturist retired after 33 years of services from Tamil Nadu State Department of Agriculture. His knowledge on organic agriculture encouraged him to start agri-consultancy for the farming community. At this juncture he also came across the Agri- Clinics and Agri- Business Centers (AC&ABC) scheme. In the year 2014, he joined a two month residential training course under AC & ABC scheme at Voluntary Association for People Services (VAPS), Madurai. After the training, he started his firm by the name of Natarajan Agri- Clinics and Agri-Business Centres, at Agri-Commodity Marketing Complex Madurai. He interacted daily with more than 1000 farmers and made them aware about organic farming followed by supply of organic inputs on all crops including vermi-compost, manure, bio-fertilizer and bio-pesticides. He established his own shade-net nursery for supplying saplings of Brinjal, Chilli, Tomato, Moringa, and ornamental flowers raised in pro-tray nurseries. According to Shri Natarajan, the sale of ready saplings is benefitting nearly 5000 farmers from Madurai, Shivagangai, and Dindigul districts of Tamil Nadu state. Over 500 farmers taking regular consultancy of Urban agriculture. Shri Natarajan says, “Information is more powerful in the present era; one can get rich by selling information”.

Quality Input is the Key of Success

Smt. Vijayalaxmi Mamidala (34), born and brought up in an agriculture-based middle class joint family, started carving her own destiny in agriculture despite initial resistance from her family. Since childhood, having spent considerable time in farming, as she basically belonged to a farmer family, she developed interest in agriculture. As a passion, she graduated in Agricultural Sciences. She was immensely interested in Agricultural Sciences and wanted to dedicate her services to the farming community. By choice, Smt. Vijayalaxmi married an agricultural graduate. Subsequently, they came across the Agri-Clinics and Agri-Business centers Scheme through a local newspaper. Both husband and wife were immediately attracted to this training programme and joined the two month residential training course at KVAAF-Sangli, Maharashtra. During the training, Smt Vijayalaxmi gained practical experience, exposure in the field particularly at grass root level and knew how farmers are struggling for a better farming system. At the same time she decided to start a quality agri-input shop and doorstep services for farmers. Smt. Vijayalaxmi, arranges a two hour lecture on agriculture in Marathi language i.e. Krushi Bhakta Parayan, and visits farmers and their fields every Saturday on demand from the needy farmers who want her free consultancy and services. Mrs. Vijayalaxmi, has covered 110 villages and more than 1000 farmers have benefited from the consultancy. Talking about her success and AC&ABC training, Smt Vijayalaxmi says, "I think, no matter how good the inputs might be, they are just a small part of my service to the farmers. I must commend the AC&ABC training which I got from MANAGE, for giving me the knowledge of entrepreneurship development, marketing and communicating with the farmers to provide them the needed awareness and advice." Smt. Vijayalaxmi has extended employment to five persons and her annual turnover is more than a Crore.



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

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