



Hon'ble Vice President visits MANAGE: Historic Event

Hon'ble Vice President of India, Sri. Venkaiah Naidu visited the National Institute of Agricultural Extension Management (MANAGE), Hyderabad on 19th May, 2018. The Vice President of India, Sri M. Venkaiah Naidu has suggested to the Central and various State Governments to increase investments in agriculture and allied sectors to make farming viable and attractive. He interacted with Scientists, Faculty Members and Research Fellows at the National Institute of Agricultural Extension Management (MANAGE), in Hyderabad. The Deputy Chief Minister of Telangana, Shri Mohammad Mahmood Ali and other dignitaries were present on the occasion. The central government's e-NAM project is the way forward for proper marketing, he added. The Vice President said that providing information to farmers on demand for their produce in advance was essential to prevent distress sale. He further said that providing affordable and reasonable credit to farmers is also equally important. Loan waiver was not a permanent solution as it would not help in creating long-term sustainable activity, he added. Continued on page no.4....

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Hon'ble Vice President of India with Aripreneurs at MANAGE-Hyderabad

Social Upliftment through Education under aegis of Ganpat University

Ganpat University is a well reputed State Private University established in 2005 through the State Legislative act no 19 of 2005, Government of Gujarat and recognized by the UGC under the section 2(f) of the UGC Act, 1956. It has a campus spread over more than 300 acres of land with world class infrastructure and more than 10,000 students on campus. The University offers Diplomas, Under Graduate, Post – Graduate and Research Programs under the guidance of intellect faculties of Engineering and Technology, Pharmacy, Management, Computer Applications, Sciences, Education, Humanities and Social Science and Human Potential Development. A total 19788 students have graduated since inception. The township of Ganpat Vidyanagar is a high-tech education campus which is a joint initiative purely for philanthropy of a large number of industrialists and technocrats, noble farmers and affluent businessmen having a mission of “Social Upliftment through Education”. Since 2017, Ganpat University is collaborating with MANAGE for implementation of Agri-Clinics and Agri-Business Centers Scheme. A total of 65 candidates were trained. MANAGE congratulates Ganpat University!

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Creating Value from Weed

Eichhornia Crassipes, commonly known as water hyacinth, is an aquatic weed which was considered to be a nuisance in the plains of Assam. Today it is effectively utilized to make eco-friendly products, providing livelihood to rural women, says Dr. Kabya Jyoti Bora (47), a qualified Veterinarian, with more than 12 years of experience in the NGO sector in North east India. Dr Bora is actively involved in training of rural women in this activity. Dr. Bora says that with a very small investment of around Rs.200, anyone can engage in the making of handicrafts from water hyacinth. Dr. Bora completed his Agri-clinics and Agri- Business centres (AC&ABC) Scheme training from the Indian Society of Agribusiness Professionals (ISAP) Guwahati in the year 2010. Soon after his training, he formed an association - ALPED (Association for Livelihood Promotion and Entrepreneurship Development) in 2013. With technical and financial support from NEDFI (North Eastern Development Finance Corporation Limited) Dr. Bora has trained more than 100 rural women in Assam’s Kamrup district, in the art of making gorgeous bags, flower vases, office folders and files and other products from water hyacinth. This provides enhanced income levels and livelihood opportunities to rural women. The training schedule developed under ALPED is of 10 days duration and the minimum age of candidates is 18 years. The training is completely free for rural youth and women. The financial support is provided by NEDFI (North Eastern Development Finance Corporation Limited). After the training, the rural youth can immediately start making these handicrafts and earn their livelihoods. “It is also less laborious than other work available in the villages, besides, one can work in his/her free time”, adds Dr. Bora.

To make this activity sustainable and to provide support to the artisans, ALPED, Assam has collaborated with NEDFI to develop market linkages for the crafts made by these artisans. Contact: Dr. Kabya Jyoti Bora Mobile: +919864071130 email : borakabyajyoti@gmail.com



High density Mango plantation reduces cost increases profit



Mr. Mallikarjun Singh (57) achieved success in producing 5 major varieties of Mangoes in his 25 acres of land at Natural Farming of Fruits and Vegetables farm, Kothapeth, Kurnool, Andhra Pradesh. “After completion of AC&ABC training from Bojja Venkata Reddy Agricultural Foundation (BVRAF), Nandyal, Kurnool, I started the Agriventure in 2011. The main crop is mango. There was an existing 10 year old mango orchard in 10 acres (40 trees per acre) with varieties like Banganapalli, Alampur and Benishan. The average and highest yield is 50 tons from 10 acres by following good management practices. The remaining 15 acres I wanted to do something innovative and adapted new technologies in mango cultivation, narrates Shri Mallikarjun. He precisely describes the strategies of high density mango plantation. In the year 2013, Shri Mallikarjune selected mango varieties Mallika, Suvarnarekha & Benisha and saplings were purchased from Sangareddy Fruit Research Station. A total of 250 plants per acre covering 5 acres of area were planted keeping plant to plant spacing 6m X 3m (Medium density method). Integrated Nutrient Management and Integrated Pest Management practices were strictly adopted so that there is tremendous reduction of cost of cultivation with good returns. In the year, 2014, Shri Mallikarjun selected Alphonso & Benisha variety and planted 450 plants per acre keeping spacing 3m X 3m spacing. This is a High density method in 5 acres. The mango has started yielding in the year 2017. In the year 2015, I selected Kesar & Himayath varieties of Mango and planted 670 plants per acre keeping 3m X 2m spacing (Ultra High density Planting) in 5 acres, expecting yield in April 2018 says, Shri Mallikarjun. “Mango processing unit is my future plan to process Mango pulp, Mango Jam, Mango jelly and Mango juice etc. I am planning for mango fruit production throughout the year in controlled micro environment through poly carbonate house, adds Mr Mallikarjun. Contact: Mobile: +91 9493870060 ,e,mail- spes.bms@gmail.com

Essential Oils: Sacred gift of nature

“L'ESPERANZA Naturals is a family owned company where we strive hard to give only the best products to our customers. We are a group of zealous and very committed agricultural graduates who have a vast international Agribusiness exposure and now our expertise and understanding is being invested in Cultivation of Aromatic plants and Extraction of Essential Oils as pristine as the Nature”, says the owner of the company Smt. L. Sharda Devi (55) graduate in agriculture science from Hyderabad. Smt. Sharda Devi is a trained agripreneur under Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme. She underwent training at Participatory Rural Development Initiatives Society (PRDIS), in Hyderabad. L'ESPERANZA Naturals is the unit, manufacturing more than 100 products of essentials oils and categories are By Care (Skin, Hair, Pain relief, Careers oils), By Mood (Balance , Detoxicating, Motivating, Romantic, Seasonal and Soothing oils), By Scent (Camphorous Citrus, Floral, Grassy, Spicy and Woody oils.). “We handle all our products with utmost care right from sowing, distillation, packaging and finally getting the products on to retail shelves. “This effort of ours gives farmer’s confidence a great boost and thus customers can enjoy the bliss of enhanced quality of life by using this sacred gift of nature at its best form. As part of extension services, farmers were informed on latest methods of cultivation, new varieties of seeds/chips/bulbs, and advantages of soil testing and thus directing them on usage of inputs for processing of essential oils. As a woman, my main intention is to empower the rural women. Under the scientific guidance the women were educated in processing of essential oils and candle making. On the whole we feel the responsibility of the contract villages which we are dealing with, so that they experience the enhanced quality of living”. The annual turnover of company crossed Rs.90/- lakh and employment has been provided to over four persons. L'ESPERANZAU – Sacred Essential Oils which are so authentic that it reaches customers directly from the hands of Mother Nature’s progeny (Farmers), is the message extended by Smt. Sharda Devi. Contact: Smt. Sharada Devi , email: leburisarada.vri@gmail.com; 9849320274



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The Vice President advised the extension officials to create greater awareness among the farming community on the crop insurance scheme. He also said that Information and Communication Technology (ICT) should be leveraged more effectively for the benefit of farmers. He also added that information should be disseminated to the farmers in the local languages. The Vice President also wanted institutions like MANAGE to educate the farmers on the need to diversify crops to overcome challenges of climate change and sustain their incomes. Stressing the importance of spending time in the fields by the extension officials and researchers, he said it should be made mandatory for agricultural graduates and post graduates to spend time with farmers before completion of their courses. Pointing to the increasing challenges posed by climate change, the Vice President advised MANAGE to promote climate-smart agriculture. He stressed the need for home-grown food security to create surplus food stocks and meet the requirements of burgeoning population. He also emphasized on the importance of better coordination between various institutions related to agriculture. The Vice President urged people to live with nature and promote culture for a better future. Earlier the Vice President visited the Knowledge Incubation Center, Urban Greening stalls, Photo Exhibition, interacted with Agripreneurs and the trainees of Input Dealers Course, released a “Handbook on Important Insect Pests and Diseases of Major Crops in India” and also launched Youtube channel of MANAGE.



Hon'ble Vice President interacting with Agripreneurs



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,

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