



Agri-information on Fingertips: Stay Connected

The widespread use of social media redefined the way people think and work. Every walk of life has been enhanced by Social media. Facebook, Twitter, YouTube, and blogs are the major platforms for agricultural information dissemination. In countries like India, where agriculture is the main occupation of the mass and the farmers of rural areas should understand about the use of social media for their agricultural growth as well. Hence, to make it great concern whether social media has gone into the mass and improving the lives of farming community, the Ministry of Agriculture and Farmers Welfare (MoA&FW) GoI, launched two social media sites www.facebook.com/agrigoi and www.twitter.com/agrigoi to update the information on day to day operational activities i.e. agri-events/policies/schemes/programs/announcement for the benefits of farming community. Agripreneurs can visits both the mentioned sites to be update their information on new technology or innovations, seminars, meetings, workshops, trainings, reports, publications etc., get tweeted and expose themselves amongst others and stay connected with each other .



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“Learning by Doing” is the Mantra for Skills Promotion”

Since 2010, Asean Agri-technologies (I) Pvt. Ltd., a well-known bio-agents manufacturing company with a wide range of unique Agri-biotech products i.e. Plant Growth Promoters, Micronutrients, Bio Fertilizers, Seaweed Fertilizer, and Soil Organic Manure which are formulated after continuous research. The finished bio-Organic products are reckoned for their safety in usage, effectiveness and being free from residues. More than 12 bio-products are manufactured and marketed through an organized network of retailers in Maharashtra State. Additionally, Asean Agri-technologies (I) Pvt. Ltd, opened a Farmers Training School, wherein the training is provided covering different topics i.e. Integrated Pest and Disease Management,



Integrated Nutrition & Water Management. More than 5000 farmers were trained and applying the IPM, INM and planning the cropping schedule based on soil and water test analysis report. The firm has established demonstration plots on different agri-technologies, farmers were provided hands-on-experience to gain in-depth knowledge on the technologies. Since 9 July 2018, under aegis of MANAGE, Asean Agri-technologies (I) Pvt. Ltd., was recognized as a Nodal Training Institute (NTI) under Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme. On 13th November 2018, the first training program was inaugurated with 30 candidates. MANAGE extends best wishes. Shri Santosh Waghmare, Nodal Officer, GAINS Academy, Nashik, Ojhar (Mig), Tal.Niphad, District-Nashik, Maharashtra, +91, 9112150123, asean.acabc@gmail.com

Exportable Culinary Herbs

“Our Vision is to give 100% satisfaction to the Customers by providing the best possible quality products from Indian farms. MSMT Agritech is established by an ambitious team of Agri Professionals with more than a decade of experience in different Agri business sectors i.e.

High end technologies, Contract Farming, Green house projects, Post-harvest processing, Programs for growers and Agri Exports”, says Mr. Sridhar Rao Tumati (48), Director of MSMT Agritech Pvt Ltd.

With a Degree in Agricultural Science Mr. Rao had 10 years of experience in a private seed production company. During his tenure he was informed about the Agri-Clinics and Agri-Business Center Scheme. He approached the Nodal officer at Participatory Rural Development Initiatives Society (PRDIS), Hyderabad and enrolled for the upcoming training program. Initially, the journey between quitting the job and becoming an entrepreneur was not easy. Customer networking, finding new dimensions in business, collaborating with farmers with diversification tools seemed the dreariest jobs. Even though, we achieved the target and successfully

converted 50 farmers to practicing precision farming on a contract mode. All farmers were provided with high-tech farming skills and required inputs”, adds Mr. Sridhar. MSMT Agritech Pvt Ltd., has a vast grower’s network across the country and can handle the production and procurement of various Organic and Inorganic agricultural products viz., European Culinary herbs, Oriental fruits and vegetables, European Greens and salads, Spices & Condiments, Cereals & Pulses, Processed food products and more.

“The main five dimensions in our business are, Consultancy in Polyhouse, Mulching, Farmer’s training, Irrigation system and Nursery plants. Today’s farmers want smart farming and MSMT is dedicated and committed to offering agri services through innovative research and development to provide best quality, trust and value for money” says Mr. Sridhar. Thyme, Basil, Rosemary, Dill, Pillsbury and Oregano are the major culinary herbs exported every year. MSMT has crossed the annual turnover of Rs. 2.25/- Cr. There are 100 full time employees and 200 on contract basis. MSMT Agritech Private Limited, Opp. to Bachpan School, Tukuguda, Maheswaram, Mandal, Rangareddy District, Telangana- 501359, +91 9505082299, +91 967655530, info.msmtagritech@gmail.com, www.msmtagritech.com

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Pomegranate Spelling Profit for Small Farmers

In the 21st century, day by day, Indian farming has been touching upgraded milestones. Technical knowledge has its own privilege in each and every field, which embraces and carves growth. Farming has become a business, not just a means for survival. The principle of every business is to think about

returns against investments and the same also follows in agricultural industries. To make farming an industry, Shri. Babasaheb T. Gore, an Agripreneur, established “Unimax Crop Solutions”, in March 2011, to train the farmers about new technical approaches towards farming. Unimax Crop Solutions pioneered a unique process for pomegranate crop cultivation to maximize the efficiency of cultivation and production. Consulting with various national and inter-national experts, Shri.

Babasaheb T. Gore successfully designed the process for “Pomegranate Crop Cultivation” to overcome and address all the problems and make farmers successful in pomegranate farming. Mr.

Gore belongs to an agricultural family. He completed his graduation and post-graduation in Agricultural Entomology at Dr. Panjabrao Deshmukh Krushi Vidyapeeth, Akola, securing the first position in Entomology in

the University. The training aspect of Unimax Crop Solutions has been increasing day by day to different institutions, which provides services to farmers by any means. Farmer learn about different farming practices through the technical knowledge provided by Unimax Crop Solutions, and they have been successful too. The Company has recruited Crop Advisers and subject matter specialists, to give guidance on-farm or off-farm. All are working in mainly pomegranate producing states all over India. A total of 15,600 farmers from Madhya Pradesh, Rajasthan, Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh and Gujrat are accessing consultancy on pomegranate from Unimax Crop Solutions. Mr. Gore has established a farmer’s training center for farmers, agricultural extension workers, crop consultants, agricultural automation technocrats, and people from agro based industries with a mission to educate the farmers, to educate the people who deals with farmers, and promote Best Agricultural Practices to protect the ecosystem. The Annual turnover has crossed Rs. 25/- lakh and more than 50 skilled workers are on the pay roll. Maharashtra State has been honored Mr. Gore with “Pomovishwaratna” award. **Shri Babasaheb Gore**, Unimax Crop Solutions, 3rd Floor, Dandwate Complex, Above Pravara Bank, Rahata - 423 107, +91 97676 33777, @info@unimaxcrop.in



Spices with Flavors

Shri Nanasahab Tambe (52) grew up in Ahmednagar in an agriculture family, studied agriculture science and holds a Master’s Degree in Business Administration from Mahatma Phule Krishi Vidyapeeth (MPKV), Rahuri, Ahmednagar, Maharashtra. During the tenure of

10 years as a Sales manager, Mr Tambe learnt how to be more profit-minded and market-oriented and be capable of managing production and marketing systematically. Mr Tambe wanted to be his own boss. Fortunately, he came across the popularity of Agri-Clinics and Agri-Business Centers Scheme and its credit component for the empowerment of unemployed agri-professionals. He approached the nearest nodal training center at Krishi Vigyan Kendra, Babhaleshwar and enrolled for the training program. Finance of

Rs. 20/- lakh as credit under AC&ABC scheme helped him to establish R&D for the manufacturing of bio-agents. He was engaged in Bio-organic fertilizers, Bio-regulators, secondary and micronutrient production and providing consultancy services in micro-

irrigation to farmers groups in Shirampur and Rahata Talukas. Recently, Mr Tambe got involved in food processing industry. Food processing industry in India is undergoing a significant transformation, says Mr. Tambe. Spices, millets, Jaggery powder, vegetable powders, squash, sauces and spicy tea powder are the major by-products sold under the brand of TSG foods. The turnover of TSG Agro Products has crossed Rs.1.00 Cr., and 15 skilled agri-professionals have been recruited in the food processing unit. “AC&ABC Scheme is the best module for entrepreneurship”, Tambe. +91 99229 22313 nana.tambe@rediffmail.com



Agriculture is the Culture to be inherited

Ms. Deepthi Reddy M., an agriculture graduate from Hyderabad city in Telangana is bridging the gap between urban to rural lives. Having a passion to connect urbanites to the culture of farming by promoting unique Eco-leisure themes, she has established 'FARM TOUR' an agri-tourism destination spread over 4 acres of land. Ms. Deepthi Reddy is a trained women agripreneur from Participatory Rural Development Initiatives Society (PRDIS) –Hyderabad under Agri-Clinics and Agri-Business Centres Scheme. "Farm tour" involves any agriculturally based operation or activity that brings visitors to a farm, niche tourism associated with Agritainment - Agriculture + Entertainment, Value added products, Farm direct marketing, Sustainable Agriculture and Farm knowledge exchange. Farm Tour's emphasis is on creating organic awareness and promoting sustainable /natural ways of farming in particular. "We promote unique & innovative farm leisure concepts integrating several rural based concepts to connect urban people to the farming and rural culture", says Ms. Deepthi. She adds, "Through Farm Tours, we enable customers to know, experience and share about good /natural food, farming & living, connect to nature in an organic way, have the best Organic food & experience, to learn live from the farm and also participate in the farm activities, to Eco-network, share, have more friends and fun on farm and through Farm tours, we act upon the eco-social objectives. The surrounding farmers are also getting benefited through farm-tourism, we are creating a niche market to the farmers to sell their fresh farm produce and other rural value added products to the farm tour participants". The annual turnover has crossed Rs. 45/- lakh and 7 skilled workers have been recruited. The venture provides local employment and value addition to the rural economy through promotion of the village as a farm tourism/agri tourism/village tourism destination, says Ms Deepthi. M. Deepthi Reddy, Idhya Eco-living Private limited, Hyderabad, Telangana e-Mail: maduguladeepthyreddi@gmail.com, support@farmtour.in, +91 8008515615



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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,

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