

e-Bulletin

Agripreneurs

A Virtual Experience Sharing Platform



Better Farming
By
Every Farmer

VOLUME-XI

ISSUE-IV

JULY, 2019

Ease of Doing Agri-Business Index

The Government has been reorienting the agriculture sector by focusing on an income-centeredness which goes beyond achieving merely the targeted production. The income approach focuses on achieving high productivity, reduced cost of cultivation and remunerative price on the produce, with a view to earn higher profits from farming.

To ensure that the reform agenda of Government is implemented at a desired pace by all States/UTs, a need is felt to develop a competitive spirit between the States. Keeping this in mind to rank the States through an Index i.e. Ease of Doing Agri-Business, a concept note along with parameters for developing an Index has been circulated to all States/UTs inviting their views. The concept is to consider farming not solely as a production oriented activity carried out to achieve food security for the country, but as a business activity carried out by farmer as entrepreneur. The proposed index has taken the aspects of increasing production/productivity, increasing price realization of agri produce and decreasing input costs of production, risk mitigation and investment related attributes.

Agriculture being a State subject, the State Governments undertakes development of perspective plans and ensures effective implementation of the programmes/ schemes. Also, Government of India supplements the efforts of the State Governments through various Schemes or Programmes. The index will obviously help in fostering agriculture among States by promoting a competitive spirit amongst the States.

Inside This Issue

Ease of Doing Agri-Business Index	- 1
Bhadra Agro Corporation	- 2
Agriculture Entrepreneurship Promotion Scheme	- 3
Refresher Training Programme	- 4

Investment in agriculture are the best weapons against hunger and poverty, and they have made life better for billions of people"

- Bill and Melinda Gates Foundation



National Institute of Agricultural Extension Management



Department of Agriculture Co-operation, and Farmers Welfare, Ministry of Agriculture & Farmers Welfare.



National Bank for Agriculture and Rural Development

Bhadra Agro Corporation



Bhadra Agro, incepted in the year **2016**, with brilliant array of Biofertilizers, Plant Growth Promoters, Plant Growth Regulators Acids such as Seaweed Extract Powder, Folic Acid Powder, Fulvic Acid Powder, Super Potassium Humate Flakes, Humic Acid Shiny Balls, Humic and Amino Acid Uniform Balls and Potassium Humate Powder. Today, after three years they are considered leader in the field. They are leveraged by a highly qualified and experienced research team. The research work has resulted stunning formulations that have given rise to greener fields and opulent fruit and vegetable yields.

Bhadra Agro is closely related to agriculture and Farming. Agriculture is the base of Indian Economy and 65% of population depends on farming. Being closely related to agriculture, Bhadra Group intends to provide a helping hand to Agriculture Industry towards its dynamic growth by providing new technology hand in hand with keeping in mind the environment & ecofriendly ways. It wishes to help Farmers by increasing farming and yield of crops by supplying good Quality and improved fertilizers.

Bhadra Agro Extension work & Participation in National & International Agri Exhibitions:

- ❖ Global Agriculture Festival Exhibition at Nashik 25th-29th Jan. 2019 Find Us in Main Hall Stall No. D-3/16
- ❖ Krishik Agri expo 2019 @ Baramati Successful Participate in Agri Expo, Baramati KVK, Pune.
- ❖ Global Farmers Expo 2019 at Narayangaon, Pune
- ❖ Been a part of the largest gathering of India's farming community AGRITEX Hyderabad 2018 is one of the highly anticipated events dedicated to agriculture.



Name and Address:

Bhadra Agro Corporation

Unit 1: Survey No. 21/2, At. Chicholi Sangam, Umardhed, Yavatmal – 445206

Unit 2: Plot No.1 Dhokne Layout Plot No.1, Khadgaon Road, Wadi MIDC, Nagpur.

Director:

Mr. Ashwinkumar Gangadhar Kallawe

Education: B.sc. Agri., MBA

Experience: 10 years

Product:

Manufacturing & Testing of Bio pesticide Bio Fertilizers, Plant growth Promotors & Plant Growth Regulators

Contact details: +91- 8888345527 / 9421187979

Email: corporationbhadra@gmail.com,
ashwinkallawe@gmail.com

Website: www.bhadraagro.in



Stall at AGRITEX Hyderabad 2018



Awarded "Maharashtra Business Award 2019" in category of "Foremost Innovative Agricultural Industrialist"



Agriculture Entrepreneurship Promotion Scheme

The government of Odisha has recently launched the Agriculture Entrepreneurship Promotion Scheme. It is also referred to as the AEPS scheme for 2018. The launch event took place during the session of Agri Business Management at the Make in the Odisha Conclave. Furthermore, the scheme is beneficial as it will groom a minimum of 1,000 rural Agriculture Entrepreneurs (or AEs) in the coming three years of time. Moreover, this particular scheme will be beneficial in enabling the setting up of the enterprises in order to catalyze the revival of the rural economy in the state of Odisha.

Objectives of the Scheme

At the event, the CM, Naveen Patnaik of the state has reportedly stated that Odisha is going to go the whole nine yards in providing good quality inputs as well as technological services to the farmers. Farmers will get excellent services through AEs by the scheme. The scheme will strategically offer the modern farming equipment. Aside from that, it will also offer marketing assurances to the farmers. Every AE will also work with 150 farmers in a total of 2 or 3 villages. This will provide solutions to the marginal as well as small farmers.

Eligibility Criteria

1. The scheme is benefited to the candidates whose age ranges from 18 to 45 years.
2. Apart from that, the ones having one acre of land will also be listed for the preference.
3. According to the reports from several sources, the AEPS scheme's financial implications are relied upon with a total of Rs. 18 crore.

The CM of Odisha has stated that the scheme will also enhance the income of the farmers. This is due to the fact that the state happens to be the only state to double the income of the farmers in real terms.

Benefits of Agriculture Entrepreneurship Promotion Scheme

- Modern farm equipment and agricultural services will be offered to the state farmers at their door steps by getting help from the farming entrepreneurs.
- Women entrepreneurs will be given first preference in receiving the benefits of the scheme.
- It provides a cost reduction, better production and more production for the farmers.
- There is an elevation in the revenues of the farmers.
- The scheme assists around 1000 rural agricultural entrepreneurs of the State.

Refresher Training Programme

Refresher Training Program on “Pest and Disease Diagnostic Techniques for Established Agripreneurs” was conducted by MANAGE in collaboration with NIPHM (National Institute of Plant Health Management), Rajendranagar, Hyderabad from 11th to 14th June, 2019. The training programme was coordinated by Dr. P. L. Manohari, Asst. Director (Agril. Extension).



Refresher Training Program on “Modern Poultry Management for Established Agripreneurs” was during 25th to 28th June, 2019 at Directorate of Poultry Research, Rajendranagar, Hyderabad. Valedictory function was summoned by Dr. Jabir Ali, Director (CKM, ICT & MM) and Dr. P. L. Manohari Asst. Director (Agril. Extension).



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 Agripreneurships, pending projects, relevant schemes etc., and other information useful for State governments, Agricultural Universities, Banks, Training Institutes and Agripreneurs.



Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension
National Institute of Agricultural Extension Management (MANAGE) Rajendranagar,
Hyderabad-500 030, India,

e-mail: indianagripreneur@manage.gov.in

Editor in Chief and Published by Mrs. V. Usha Rani, IAS, Director General, MANAGE
Editor: Dr. Jabir Ali, Director (CKM/ICT/Mass Media)
Associate Editors: Dr. Lakshmi Murthy & Mrs. V. Suryaja