



सत्यमेव जयते



AGRIPRENEUR

A Virtual Experience Sharing Platform

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About the Scheme

The Agri-Clinics and Agri-Business Centres (AC&ABC) is the flagship scheme of the Ministry of Agriculture and Farmers Welfare, Government of India implemented by the National Institute of Agricultural Extension Management (MANAGE), Hyderabad in association with National Bank for Agriculture and Rural Development (NABARD). It is aimed at training agriculture and allied subjects graduate to start their own agri-ventures and offer extension services to farmers. The National Institute of Agricultural Extension Management (MANAGE), Hyderabad is the nodal agency for providing training to eligible candidates, through its 134 Nodal Training Institutes (NTIs) spread across the country. MANAGE through the network of its NTIs is tasked to motivate the candidates for setting up their own Agri-Clinics and Agri-Business Centres.



Salient Achievements of the Scheme for the year 2002-2021

- * Candidates Trained: 74,452
- * Agri-ventures Established: 31,294
- * State with highest number of trained candidates and established ventures: Maharashtra
- * Activity with highest number of agri-venture: Dairy/Poultry/Piggery/ Goatary (10,671 Nos.)
- * NTI with highest number of agri-venture: Jubilant Agriculture Rural Development Society, Moradabad, Uttar Pradesh (1,518, 54.09% success rate)
- * Number of candidates undergoing training programme: 312

Salient Achievements of the Scheme for the year 2020-21 (Pandemic Period)

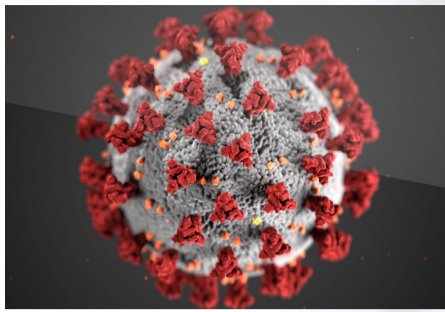
- * Candidates Trained: 1,158
- * Agri-ventures Established: 2,473 (Including candidates trained earlier)
- * State with highest number of trained candidates and established ventures: Maharashtra
- * Activity with highest number of agri-venture: Dairy/Poultry/Piggery/ Goatary (1,167 Nos.)
- * NTI with highest number of agri-venture: Jubilant Agriculture Rural Development Society, Agra, Uttar Pradesh (156 Nos.)

Objectives of the Scheme

- * To supplement efforts of public extension by providing extension and other services to the farmers as per the local needs and affordability of target group of farmers;
- * To support agricultural development; and
- * To create gainful self-employment opportunities for unemployed agricultural graduates.

The continued efforts of MANAGE and other stakeholders have resulted in creating an impact in terms of improving the agricultural extension and advisory services by augmenting the public extension system, increasing farmer's income, reducing migration of rural youth and generating employment through the establishment of agri-ventures.

Agripreneurs Amid Covid-19



COVID-19 has affected all sphere of life and thrown the world in a state of disarray. The pandemic has also affected the agriculture sector in many ways viz. lack of labour, broken supply and demand chains, unavailability of credit, reduced sale of produce and inputs, etc.

During these difficult times, the Agripreneurs trained under AC&ABC scheme stepped up to the call in playing a crucial role at the frontline of the response to COVID-19 pandemic in the agricultural sector. They have managed to change their way of operating in response to government guidelines issued to control the pandemic. Although the pandemic has affected the sale of products and inputs offered by the Agripreneurs, their extension services have remain intact and running via telephonic or online mode.



Agricultural Extension and Advisory Services: Serving Farming Community by Agripreneurship Amid COVID-19

Working paper 4
MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship



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A working Paper published by MANAGE, entitled “Agricultural Extension and Advisory Services: Serving Farming Community by Agripreneurship amid COVID-19”, to understand the roles and extension support services provided by agripreneurs to lower the impacts of the COVID-19 and lockdown. It was reported that Agripreneurs have faced stagnation of work, especially during April, 2020 (56.1%) and May, 2020 (43.9%) due to nationwide lockdown. On the other hand, the Agripreneurs also faced many problems such as lack of mobility, inadequate capital, disturbances among the community due to miscommunication, panic among the community, inadequate response from the farmers, self-hindrances, diversified clients, inadequate responses from the agricultural developmental departments, inadequate government policies, inadequacy of technological tools (gadgets/internet services) with the farmers and various other challenges related to COVID-19. Lack of mobility has encouraged the Agripreneurs to adopt various online platforms to disseminate and exchange information with their clientele and farmers. Mobile calling (73.5%) and WhatsApp platform (67.4%) were the most used platform by the Agripreneurs.

Collaborative Refresher Training Program (RTP) under AC&ABC

ICAR-National Dairy Research Institute (NDRI), Karnal, Haryana conducted a RTP for established Agripreneurs on the thematic area “Management of Modern Dairies” from 25-27 February, 2021. A total of 62 Agripreneurs participated in the training programme. The participants were trained on various areas viz. entrepreneurship opportunities in dairy, the importance of breeding bulls and semen handling, disease handling, clean milk production and innovative approaches for transfer of dairy technology.



A RTP on the topic “Business opportunities in Agro-Forestry” was conducted from 02-04 March, 2021 at ICAR-Central Agroforestry Research Institute (CAFRI), Jhansi, Uttar Pradesh. A total of 45 established Agripreneurs participated for the training. The training focused on various areas such as agroforestry systems and its environmental benefits, seedling production, Opportunities and challenges for commercial investment in agro forestry-based ventures. It also laid emphasis on the creation of Agroforestry value chains and market systems for better farm income.

Agri Tourism Development Corporation (ATDC), Pune, Maharashtra organized a RTP on the theme “Promoting Agri Tourism” from 03-05 March, 2021. The training programme was attended by 46 established Agripreneurs. The major areas focused under the training were Opportunities in Agro- tourism, important aspect to start agro-tourism and current status of agro- tourism, Scope of Agri tourism in agricultural extension education. The participants were also given virtual tour of Baneshwar Agri-Tourism Centre and Bhumi Agri-Tourism Centre..





CSIR-Central Food Technological Research Institute (CFTRI), Resource Centre, Hyderabad in collaboration with MANAGE, Hyderabad organized a RTP on “Food Processing and Value Addition” from 15-17 March, 2021. The training was attended by 81 established Agripreneurs. The majority of the attendees belonged to the state of Maharashtra. The training focused on concepts of Cereals and Millets Processing, quality control, Microbial safety of food products. The training also shed importance on packaging, labelling and branding of processed food products.

ICAR-Indian Institute of Horticultural Research (IIHR), Bengaluru administered a RTP on the theme “Opportunities for Value addition in Horticulture” from 17-19 March, 2021. A total of 52 agripreneurs attended the programme. The major areas covered under the training were entrepreneurial dynamics and sustainability, the Role of FPOs in tapping Value addition opportunities in Horticulture and Advances in post-harvest management of fruits and vegetables.



Bamboo Research & Training Centre (BRTC), Chichpalli organized a RTP on “Business Opportunities in Bamboo Farming” from 22-24 March, 2021. The training was attended by 38 established Agripreneurs who were trained into bamboo nursery technique and management. The training also focused on cultivation practices of bamboo species in agro forestry, identification of avenues in bamboo sector and value addition of bamboo product.

ICAR-Indian Veterinary Research Institute (IVRI), Uttar Pradesh organized a RTP on “Management of Modern Dairy” from 23-25 March, 2021. Organic milk production was given focus during the training alongwith clean and safe milk production. A total of 46 attendees got information on Feeding optimization to enhance the productivity of livestock, Bio-safety measures at a livestock farm to prevent the diseases and Livestock by-products utilization to increase the economic gain.



ICAR-Directorate of Poultry Research (DPR), Hyderabad in collaboration with MANAGE, Hyderabad conducted a RTP on the subject matter “Poultry Management” from 24-26 March, 2021. The training focused on hatchery operation and management, backyard poultry production, poultry farm practices and management and economics of poultry production. The training was attended by 22 established agripreneurs who belonged to Maharashtra.

A Training Programme on “Promotion of Agro and Food Processing Clusters” was organized by National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad from 24-26 March, 2021. The attendees were made aware of the Cluster Development Schemes – SFURTI, MSECDP. The training focused on the scope for promotion of agro and food processing clusters, action plan and implementation and establishment and management of Common Facility Centre (CFC). It was attended by 39 agripreneurs.



RTP on “Agri-Advisory Services and market linkages for FIO & FPOS” for established Agripreneurs was organized at Sahyadri Farms, Nashik, Maharashtra from 25-27 March, 2021. The training focused on identifying opportunities in agriculture and food processing. The attendees were made aware about the concepts of FPOs and FPCs.

ICAR - Indian Institute of Spices Research (IISR), Kozhikode, Kerala organized a RTP on “Promoting Spices Crop Cultivation and Business Opportunities” from 29- 31 March, 2021. The 52 agripreneurs were trained in following Good Agricultural Practices (GAP) in crops viz. Ginger, Turmeric, Black Pepper and Nutmeg. The agripreneurs were also trained in processing and value addition of Black Pepper and Turmeric. In the end, the agripreneurs were made aware about prospects of high value compounds of spices and their commercial application.



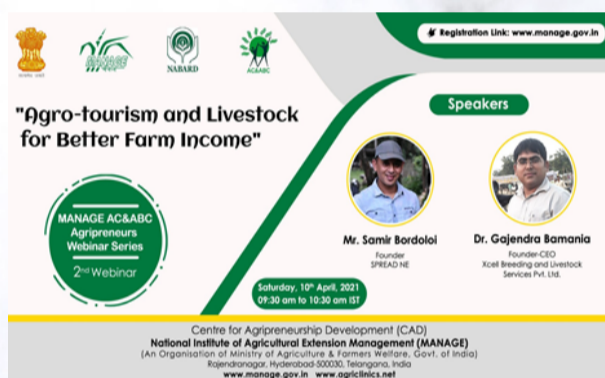
New Initiative: MANAGE AC&ABC Agripreneurs Webinar Series



MANAGE AC&ABC Agripreneurs Webinar Series is a virtual platform created to showcase the achievements of the Nodal Training Institutes (NTIs) and Agripreneurs under the AC&ABC scheme. The platform has been created to bring forth the success of the Agripreneurs among the stakeholders and motivate other Agripreneurs in utilizing the best of their available resources. The webinar series will be acting as an excellent platform for Nodal Training Institutes (NTIs) to showcase their success and in motivating unemployed agricultural and allied subjects graduates to receive training under AC&ABC scheme and setup their own agri-ventures. The Webinar is to be held on first Saturday of every month from 09:30 am to 10:30 am IST.

The first MANAGE- AC&ABC Agripreneurs Webinar was organized on April 3, 2021 (9:30 am – 10:30 am IST) on the thematic area “Agri-Aqua Business: A Session with Agripreneurs.”

Dr Asem Sundari, Green Biotech Ecosolutions, Manipur and Dr Akhilamole M A, Ponnos Aqua Clinics and Consultancy Services, Kerala were selected to kick-start the MANAGE-AC&ABC Agripreneurs Webinar Series and share their experiences with the participants.



The thematic area “Agro- tourism and Livestock for Better Farm” was selected for the second MANAGE-AC&ABC Agripreneurs Webinar organized on April 10, 2021 (9:30 am – 10:30 am IST).

Mr Samir Bordoloi, Founder of SPREAD NE, Assam and Dr Gajendra Bamania Founder-CEO of Xcell Breeding and Livestock Services Pvt. Ltd., Gujarat were the speakers for the 2nd MANAGE-AC&ABC Agripreneurs Webinar.

“Technology-driven Video Films and Vegetable Cultivation: Experiences of Agripreneurs” was the focus of topic for the third webinar organized on April 17, 2021 (9:30 am – 10:30 am IST).

Mr. B.N. Ambarish, Founder, Srushti Media, Bengaluru and Mr. Rakesh Kewat, Founder, RK Agrotech, Chhattisgarh were the speakers for the 3rd MANAGE- AC&ABC Agripreneurs Webinar.



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

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