



AGRIPRENEUR

e-Bulletin

A Virtual Experience Sharing Platform

July 2021

Volume XII Issue 4

Way Forward for Agripreneurship in India: A Message from Principal Coordinator, AC&ABC



Dr. Shahaji Phand
Principal Coordinator, AC&ABC

The Ministry of Agriculture and Farmers Welfare, Government of India, in association with NABARD launched a unique scheme i.e. Agri-clinics and Agri-business Centres (AC&ABC) on 9th April, 2002. The objective of scheme is to strengthen the public extension services and at the same time tap the potential of the unemployed graduates and provide them with employment opportunities by making them entrepreneurs. Since last two decades, more than 74,998 candidates have been trained and 31,700 candidates have established their own venture with 43 percent of success rate under the scheme.

The first and foremost factor responsible for success of the scheme is selection of right candidates for the scheme. In order to select right candidates, the MANAGE has taken steps to draw the attention of serious candidates toward the scheme. The second factor responsible for success of the scheme is identification and retaining of committed Nodal Training Institutes (NTIs) for effective training. MANAGE is strengthening the linkage with NTIs to resolve the issues in implementation of the scheme. To provide handholding and better opportunities in enhancing the establishment of agri-ventures, a historic MoU was signed between MANAGE, State Bank of India (SBI), Hyderabad and NABARD, Hyderabad May 13th, 2021 as a promising reform. In near future, these initiatives will be extended in other states across the country. The MANAGE also taken steps towards easing of training approval process, organisation of monthly webinar and publication of e-bulletin to update knowledge of stakeholders, revised MoU documents to avoid ambiguity in implementation of the scheme, motivating the NTIs as well as state consultant by awarding them as “NTIs of the Month” and “Consultant of the Month” based on performance, MANAGE is also planning to organise award function for “Best NTI” and “Best Agripreneur” in year 2021-22 as per the AC&ABC guidelines.

Finally, it is worth to mention that, MANAGE is committed to transform AC&ABC scheme into a “Social Movement” under the leadership of Director General, MANAGE and AC&ABC team in coming years and support of all stakeholders is very much crucial to achieve the goal of the scheme i.e. Better Farming by Every Farmer.

Salient Achievements of AC&ABC Scheme (2002-2021)



Candidates Trained: **74,988***

Activity with highest number of agri-venture:
Dairy/Poultry/Piggery/Goatary (10,881)*



Agri-ventures Established: **31,648***

State with highest number of trained candidates and established venture:
Maharashtra (18,937; 9,433)*



*as on 31.07.2021

Refresher Training Programme 2021-22

Opportunities for Value Addition in Horticulture

The second Refresher Training Program (RTP) of FY 2021-22 was organized virtually in association with ICAR-Indian Institute of Horticultural Research, Bengaluru, Karnataka between 14-16th July 2021. The theme for the RTP was “Opportunities for Value Addition in Horticulture” for established Agripreneurs under AC&ABC Scheme. A total of 42 participants had registered for the program.



Food Processing and Value Chain

The third Refresher Training Program (RTP) of FY 2021-22 was organized virtually in association with CSIR- Central Food Technological Research Institute (CFTRI), Hyderabad, Telangana between 14-16th July 2021. The theme for the RTP was “Food Processing and Value Chain” for established Agripreneurs under AC&ABC Scheme. A total of 49 participants had registered for the program.

Food Category	Microbiological Specification
TPC in raw fish	- NMT 5 lakhs/g
cooked fish	- NMT 1 lakh/g
Frozen	- NMT 5 lakhs/g
TPC in ice creams	- NMT 2.5 lakhs/g
Cheese, milk powder	- NMT 50 K/g
Condensed milks	- NMT 500/g
Bathi / Dahi / Yogurt	- NMT 10 lakhs/g
Aerobic spore count	- Absent in 1 g
Coli forms	- Absent in 0.1 g to 10 g
Yeast & Molds	- Absent to 100/g
For all spices	Salmonella absent in 25 g.

Promoting Agro Tourism

The fourth Refresher Training Program (RTP) of FY 2021-22 was organized virtually in association with Agri Tourism Development Corporation (ATDC), Pune, Maharashtra between 27-29th July 2021. The theme for the RTP was “Promoting Agro Tourism” for established Agripreneurs under AC&ABC Scheme. A total of 100 participants had registered for the program.



Upcoming Refresher Training Programme

The fifth Refresher Training Programme for the FY 2021-22 will be conducted via online mode at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, Telangana. The theme for the RTP is “Transforming Agribusiness into Agri Startups” for established Agripreneurs under AC&ABC Scheme. The RTP will be held between 11th-13th August, 2021.



Mr. Bhuvanesh C

Name of Agri-venture: M/S Sidhi Vinayagar Traders
Address: Thiruvapur, Tamil Nadu
Year of establishment: 2014
Products/Services: Sale of agro-inputs (fertilizers, pesticides, PGRs) & consultancy
No. of farmers covered: 1,000
No. of villages covered: 15
Annual turnover: ₹80-85 lakh
No. of employees: 05
+91-95976 49400, bhuvanesh32@gmail.com



Mr. Mr. Harshad Chandrakant Gite

Name of Agri-venture: Smartbhumeeputra FPC
Address: Nashik, Maharashtra
Year of establishment: 2009
Products/Services: Export & cold storage of onion and farm mechanization
No. of farmers covered: 4,650
No. of villages covered: 15
Annual turnover: ₹1.5 Cr
No. of employees: 03
+91-94036 31336, harshadgite87@gmail.com



Miss Manjusha Madhukar Patil

Name of Agri-venture: M/S Mystic Herbal
Address: Sangli, Maharashtra
Year of establishment: 2020
Products/Services: Herbal and medicinal oil extraction (Turmeric, Citronella, Ginger, Orange etc.)
No. of farmers covered: 550
No. of villages covered: 50
Annual turnover: ₹17 lakh
No. of employees: 09
+91-90225 20061, pmanjusha71@gmail.com



Mr. Dushyant Kumar

Name of Agri-venture: M/S Shri Ram Custom Hiring Service
Address: Amroha, Uttar Pradesh
Year of establishment: 2016
Products/Services: Custom hiring centre for paddy and wheat
No. of farmers covered: 120 per year
No. of villages covered: 06
Annual turnover: ₹25 lakh
No. of employees: 04
+91-78304 30238, dushyanttyagi143@gmail.com



Production Linked Incentives Scheme for Food Processing Industry (PLISFPI)

The Ministry of Food Processing Industries (MoFPI), Government of India has approved a new Central Sector Scheme - "Production Linked Incentive Scheme for Food Processing Industry (PLISFPI)" for implementation during 2021-22 to 2026-27. The objective of the scheme is to support the creation of global food manufacturing champions; promote Indian brands of food products; increase employment opportunities for off-farm jobs, ensure remunerative prices of farm produce and higher income to farmers.

Financial Outlay and Key Features of the Scheme



Size of the fund: ₹10,900 crore, disbursement over 6 years starting from 2021-22

Beneficiaries: Proprietary Firm or Partnership Firm or Limited Liability Partnership (LLP) or a Company registered in India (ii) Co-operatives; and (iii) SME



Participating Institutions: Project Management Agency (PMA) constituted by MoFPI and Empowered Group of Secretaries (EGOS)

Duration: 6 years (2021-22 to 2026-27)



Components of the scheme

- The objectives are sought to be achieved through the introduction of a Production Linked Incentive (PLI) Scheme. The scheme has three broad components.
- The first component relates to incentivizing manufacturing of four major food product segments viz. Ready to Cook/ Ready to Eat (RTC/ RTE) including millet-based foods, Processed Fruits & Vegetables, Marine Products & Mozzarella Cheese.
- The Second component is for incentivizing Innovative/ Organic products of SMEs across all the above four food product segments including Free Range - Eggs, Poultry Meat & Egg Products.
- The third component relates to support for branding and marketing abroad to incentivize the emergence of strong Indian brands

Incentives under the scheme

The sales based incentive under the scheme would be paid for six years from 2021-22 to 2026-27 on incremental sales over the base year. Base Year for calculation of Incremental sales would be 2019-20 for the first 4 years. For 5th & 6th years, the base year would be 2021-22 & 2022-23 respectively. Sales shall include sales of eligible food products manufactured by the applicants as well its subsidiaries and contract manufactures. Applicants will be extended grant @ 50% of expenditure on branding & marketing abroad subject to a maximum grant of 3% of Sales of food products or Rs 50 crore per year, whichever is less. The minimum expenditure for branding abroad shall be Rs. 5 crore over a period of five years.

Anticipated benefits from the scheme

The government hopes that PLI beneficiaries will create 250,000 jobs, expand existing industrial capacity to generate output of processed food worth INR 334 million (US\$4.4 billion), and boost exports. Ultimately, the scheme intends to attract greater sectoral investment, accelerate agri-exports, push for rise in farmer incomes and remuneration for farm produce, and culminate in the growth of globally competitive Indian food brands. For more info: <https://www.mofpi.nic.in/>

MANAGE-AC&ABC Agripreneurs Webinar Series

The 6th Webinar in the series was organized on July 3rd, 2021 at 10:00 am IST. The theme for the webinar was “Strengthening Agri-Input Supply and Extension & Advisory Services”.

Mr. S A Arul, Nodal Officer, Voluntary Association for People Service (VAPS), Madurai, Tamil Nadu was the first speaker for the session. He informed to the audience that the VAPS, Madurai was founded in the year 1992 and has been since working in the development sector for 22 years. He highlighted the achievements of the NTI and how they have trained 68 batches comprising of 2,413 candidates who have gone ahead and established 1,380 agri-ventures. The NTI continue to exhibit a success rate of 57.19 percent. The NTI has also been instrumental in getting approval for 185 bank loans. The NTI focuses mainly on the development of Aqua Clinic-Fish Doctor, Leaf Culture, Mobile Coconut Clinic/Veterinary Clinic, Medicinal and Aromatic Plants, Solar Systems, Milk and Food Products, Rural and Cold Storage, etc.

Mr. S Bhuvanewari, Founder, Megha Agri-Clinic was the second speaker for the session. A B.Tech in agricultural biotechnology and MBA from Tamil Nadu Agricultural University, Coimbatore, Mrs. Bhuvanewari underwent AC&ABC training at VAPS, Madurai in the year 2012. During the training, she gathered a lot of information on how to start an agri-venture. She highlighted how the venture setup by her is proving to be instrumental in creating a supply chain for agri-inputs. Her turnover is more than ₹3 Cr per annum and currently involved with more than 7,000 farmers.

Mrs. S Sellapponnu, Founder, VKS Agri-Clinic was the third speaker for the session. She started her venture in March, 2009. After the completion of her bachelor's in agriculture in the year 1999 and joined a private organization where she worked for 9 years. During this time only she underwent AC&ABC training and later started her VKS Agri-Clinic. Her main focus behind starting the venture was providing consultancy to farmers related to the various issues of farming. She wanted to provide farm solutions under the single window system concept like Soil and Water testing lab, C2C solutions by registering the farmers under her venture at a mere sum of ₹500 from farmers. At present, Mrs. Sellapponnu is catering to the needs of more than 5,000 farmers in 3 districts of Tamil Nadu and her annual turnover is ₹1.5 Cr.

Registration Link: <http://tiny.cc/wmg2uz>

Saturday, July 03rd, 2021
10:00 am - 11:00 am IST

Strengthening Agri-Input Supply and Extension & Advisory Services

SPEAKERS

Mr. S A Arul
Nodal Officer
VAPS, Madurai

Mrs. S Bhuvanewari
Founder
Megha Agri-Clinic

Mrs. S Sellapponnu
Founder
VKS Agri-Clinic

Centre for Agri Entrepreneurship Development (CAD)
National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)
Rajendranagar, Hyderabad - 500 030, Telangana, India
www.manage.gov.in | www.agriclinics.net

Upcoming Webinar

Registration Link: <http://tiny.cc/wpfhuz>

Saturday, August 07th, 2021
10:00 am - 11:00 am IST

Enterprising Solutions for Improved Crop Health & Growth

SPEAKERS

Dr. Anita H Dhobale
Nodal Officer
SGSVP, Wadala

Mr. Amol G Gavali
Founder
Amol Grape Grafting Nursery

Mr. Deepak Vijay J
Founder
Sahara Agro Chemicals

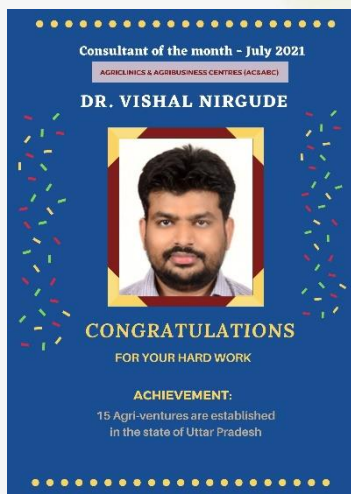
Centre for Agri Entrepreneurship Development (CAD)
National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)
Rajendranagar, Hyderabad - 500 030, Telangana, India
www.manage.gov.in | www.agriclinics.net

The 7th webinar in the series is scheduled on August 7th, 2021 at 10:00 am IST. The theme for the webinar is “Enterprising Solutions for Improved Crop Health and Growth”. Mrs. Anita Hirachand Dhobale, Nodal Officer, Shriram Gramin Sanshodhan Va Vikas Pratishthan, Wadala, Mr. Deepak Vijay Jamadar, Founder, Sahara Agro Chemicals and Mr. Amol Gulab Gavali, Founder, Amol Grape Grafting Nursery will be the speakers for the webinar. Registration link for the webinar:

MANAGE-AC&ABC “Consultant of the Month”

JULY, 2021

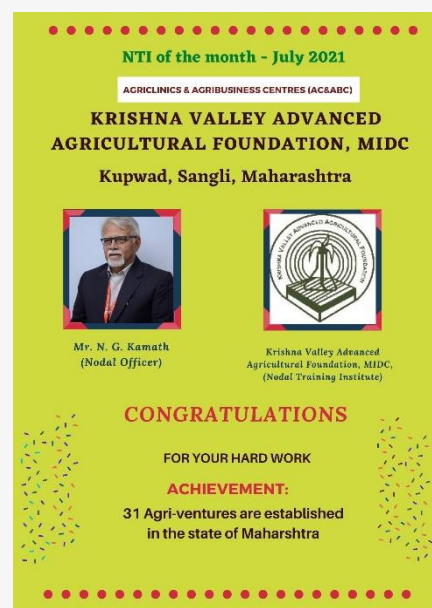
Dr. Vishal Nirgude, Consultant (AC&ABC), has been chosen as the “MANAGE-AC&ABC Consultant of the Month” for July, 2021. Mr. Nirgude has been tasked with monitoring of AC&ABC scheme for the states of “Uttar Pradesh” and “Uttarakhand”. With his hard work and diligence, he verified 15 agri-ventures which were established in the state of Uttar Pradesh for the month of July, 2021. Dr. Nirgude has a doctorate in horticultural sciences with specialization in Pomology from Govind Ballabh Pant University of Agriculture and Technology, Pantnagar, Uttarakhand. He has been working tirelessly with the AC&ABC scheme since March, 2021. The AC&ABC team congratulates for his achievement and wishes the best for future endeavours. For enquiry regarding AC&ABC scheme in Uttar Pradesh & Uttarakhand: +91-9425804725, nirgude.manage@gmail.com.



MANAGE-AC&ABC “Nodal Training Institute (NTI) of the Month”

The Krishna Valley Advanced Agricultural Foundation, MIDC, Kupwad, Sangli, Maharashtra has been selected as the “NTI of the Month” for July, 2021. The institute has successfully submitted 31 success stories for the month of July, 2021 which has been verified and uploaded into the AC&ABC MIS database. The NTI has trained 88 batches comprising of 3,007 candidates who have gone ahead and established 1,545 agri-ventures. The NTI continue to exhibit a success rate of 51.38 percent. The NTI has also been instrumental in getting approval for 289 bank loans. The NTI focuses mainly on the development of biotechnology sector through training of candidates in various sub-streams viz. Tissue Culture, Floriculture, Crop Production, Nutritional Value, Flavour and Crop Protection. For further details and enquiry: Mr. N. G. Kamath, Nodal Officer, Krishna Valley Advanced Agricultural Foundation, Krishna Valley Complex, P-61 M.I.D.C. Kupwad, Sangli - 416436, Maharashtra, +91-9372105764, +91-7768003838, ngkay@yahoo.com, kvaafsangli@gmail.com.

JULY, 2021



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.

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