



MANAGE on a Roll: Signs a Tripartite agreement among MANAGE, NABARD and HDFC Bank



Leading from the front for development of Agripreneurship in India, MANAGE, Hyderabad signs a tripartite Memorandum of Understanding (MoU) between HDFC Bank Ltd., Corporate Office, Mumbai, Maharashtra, National Institute of Agriculture Extension Management (MANAGE), Hyderabad and National Bank of Agriculture and Rural Development (NABARD), Regional Office, Telangana for collaborative approach to enhance rural prosperity through convergence of their institutional lending and ongoing development initiatives thereby benefitting the stakeholders like Farmers/Farmer Producer Organizations/Joint Liability Groups/Self Help Groups/Rural Artisans/Weaver/Agripreneurs/Agri Startups/Micro, Small and Medium Enterprises, etc. in the state of Telangana.

A meet was held on 28th March 2022 at MANAGE, Hyderabad between the teams of MANAGE and HDFC Bank Ltd. During the meeting was chaired by Dr. P. Chandra Shekara, Director General, MANAGE, Dr. Shahaji Phand, Principal Coordinator (AC&ABC), Dr. K. C. Gummagolmath, Director (M&E), Dr. K. Sai Maheshwari, Assistant Director, MANAGE and Dr. Sagar Deshmukh, Faculty, MANAGE while Mr. Bere Ramakrishna, Vice President, Rural Banking Group, HDFC Bank Ltd. and Mr. Krishna Murthy Apuri, Regional Manager, Inclusive Banking Initiative Group, HDFC Bank Ltd. were present on behalf of HDFC Bank. The MoU was signed in the august presence of all the members paving the way to provide adequate and timely credit support from banking system under a single window with flexible and simplified procedure to agripreneurs.

Continued on Page 2.

Salient Achievements of AC&ABC Scheme (March 2022)



Candidates Trained: **352**

Activity with the highest number of agri-venture established in February 2022: **Dairy/Poultry/Piggery/Goatary (450)**



Agri-ventures Established: **918**

State with the highest number of established ventures in February 2022: **Uttar Pradesh (459)**



Agripreneurship Gets a Boost In the State of Assam

The Ministry of Agriculture and Farmer's Welfare, through the autonomous organization National Institute of Agricultural Extension Management (MANAGE), has been implementing the Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme across all states of the country with the overall goal of promoting entrepreneurship in the region and Agripreneurship in particular. DARWIN, Assam's Nodal Training Institute, is in charge of implementing the scheme in the state of ASSAM. On the auspicious occasion of the Amrit Mahotsav year, MANAGE announced that over 75000 beneficiaries have benefited from the scheme. However, the scheme's penetration in the northeastern region has been below average.

In order to improve Agripreneurship in Assam, the institute has signed a Memorandum of Understanding (MoU) with State Bank of India (SBI) to extend credit linkage to prospective agripreneurs under the scheme to the extent of ₹20 lakhs for individual loans and ₹1 crore for group loans in order to boost the scheme and encourage educated youth to embrace Agripreneurship. The loan is augmented by a 44 percent backend subsidy from the National Bank for Agriculture and Rural Development (NABARD). This type of MoU had previously only occurred in the state of Telangana, and Assam is now the second such state. Furthermore, the NTI has signed an MoU with Assam Startup - The Nest via IIM Calcutta Innovation Park (IIMCIP), under which industry and academic experts will provide mentoring and incubation to prospective entrepreneurs.



MANAGE on a Roll: Signs a Tripartite agreement among MANAGE, NABARD and HDFC Bank (Contd.)

Points discussed during the meet:

- All AC&ABC NTIs and agripreneurs will be notified about the MANAGE and HDFC MoU for extending credit linkage.
- Sensitization meeting with candidates of TSAGROS agripreneurs from non-agriculture background for availing the credit facility from HDFC bank.
- The HDFC team will provide a direct connection to the Jan Sampark platform for submitting an application form for agripreneur financial support.
- A survey will be undertaken in collaboration with the HDFC team to determine the financial needs of entrepreneurs at various stages of their careers - 20 years, 15 years, 10 years, 5 years, and 1 year or just starting out.
- Initiatives and opportunities in DAESI, NAAJ, Jai Javan Kisan, STRY, PGDM ABM, CSR, One Branch One Agri-Clinic, IAF, FPOs, and other areas to be scaled up/strengthened with collaborative efforts of MANAGE and HDFC Bank.

A Glimpse of Successful Agripreneurs Trained Under AC&ABC Scheme

Mr. Vijay Kumar

Name of Agri-venture: M/s Ganpati Agro Store

Address: Sri Ganganagar, Rajasthan

Year of establishment: 2017

Products/Services: Sale of Agro-Inputs

No. of farmers covered: 350-500 approx.

No. of villages/districts covered: 10 villages

Annual turnover: ₹25-30 lakh

No. of employees: 04

+91-99838 06000, kumarvijay50@gmail.com



Ms. Nageti Priyanka

Name of Agri-venture: M/s APRS Agro Farm

Address: Kurnool, Andhra Pradesh

Year of establishment: 2019

Products/Services: Seed Production & Marketing

No. of farmers covered: 100+

No. of villages/districts covered: 5 villages

Annual turnover: ₹15 lakh

No. of employees: 06

+91-89196 00140, priyabangarmap@gmail.com

Ms. Gnana Soundari S.

Name of Agri-venture: M/s Dairy and Feed Mill Unit

Address: Namakkal, Tamil Nadu

Year of establishment: 2019

Products/Services: Dairy Feed Mill and Extension Services

No. of farmers covered: 250+

No. of villages/districts covered: 05 villages

Annual turnover: ₹15 lakh

No. of employees: 02

+91-99429 38665, divya.confed@gmail.com



Mr. Ravichandran D.

Name of Agri-venture: M/s Jaibarath Soil Testing Lab

Address: Namakkal, Tamil Nadu

Year of establishment: 2020

Products/Services: Soil Testing and Extension Service

No. of farmers covered: 5000+

No. of villages/districts covered: 100 villages

Annual turnover: ₹35-40 lakh

No. of employees: 16

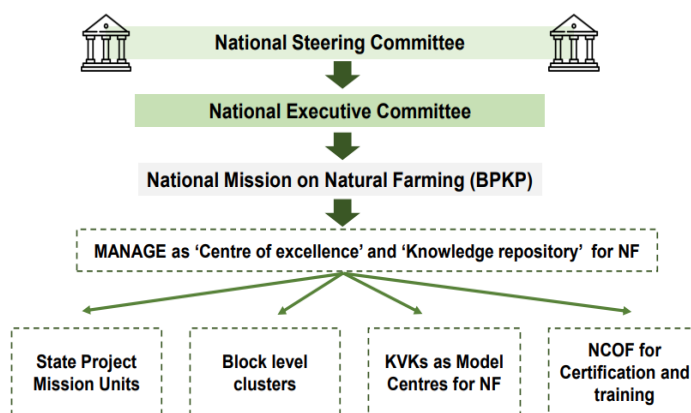
+91-94432 02625, jbravi2017@gmail.com

Natural Farming: A New Dimension for Sustainability and enhanced Farmers Income

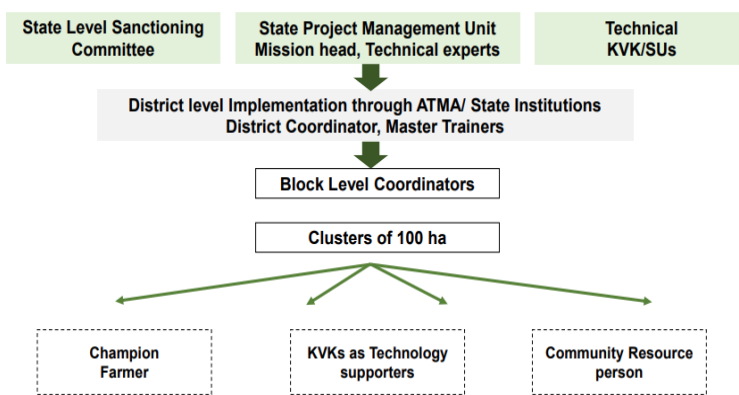
Natural Farming to be promoted throughout the country, with a focus on 5-km corridors along river Ganga.

- 1.23 lakh ha already covered under organic farming in cluster mode
- Remaining area to be brought under natural farming
- Clusters to be developed in value chain mode with facilities for postharvest and value addition infra with market linkages
- NCOF to renamed as National Centre for Organic and Natural Farming, NCOF to develop certification through separate portal
- Support to ICAR for developing KVKs as centres of capacity building, training and demonstrations

Proposed Mission Mode Implementation



Proposed Implementation under Mission Mode (At State Level)



Promotion of Natural Farming (NF)

Paramparagat Krishi Vikas Yojana (PKVY)

- 30,934 clusters (20 ha each) formed since 2015-16
- 6.19 lakh ha area and 15.47 lakh farmers benefitted.
- Various brands developed
- A dedicated online web portal- www.Jaivikkheti.in

Bhartiya Prakrit Krishi Padhti (BPKP)

- Govt is promoting Natural Farming through a sub-scheme named BPKP since 1920-21
- BPKP same as PKVY with focus on handholding & capacity building
- Area covered - 4.09 lakh ha (980 clusters of 500 ha each)

Namami Gange

- 1657 Gram Panchayat in Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal for development of Organic farming in the villages along the river Ganga
- Under Namami Gange Programme 6,181 clusters and 1,23,620 ha area covered

Budget Announcement

“Natural Farming will be promoted throughout the country, with a focus on farmers’ lands in 5- km wide corridors along river Ganga, at the first stage”

“States will be encouraged to revise syllabi of agricultural universities to meet the needs of natural, zero-budget and organic farming, modern-day agriculture, value addition and management

For more details:

https://agricoop.nic.in/sites/default/files/PPT%20to%20be%20presentated%20Secretary%20DAFW%20Budget%20Webinar_0.pdf

MANAGE-AC&ABC Agripreneurs Webinar Series

The 14th Webinar in the series was organized on March 05th, 2022 at 10:00 am IST. The theme for the webinar was “Augmenting Public Extension Service through Agri-Clinics and Agri-Business Centres”.

The first speaker for the session was Dr. Anirban Choudhury, Nodal Officer, DARWIN, Assam. He stated that the NTI has trained 83 people in three batches. Twenty-six of the trained candidates have gone on to start their own agri-ventures in various categories. The success rate for the NTI is 31.33 percent. He also mentioned that the NTI has its own website to showcase the progress of Central and State Government social and development projects, primarily (but not exclusively) related to entrepreneurship, business education, training, counselling, IT & ITES, environment, renewable energy, agri/allied, green jobs, and so on.

Dr. Kasturi Sarmah, Founder, Panchoi Agrotech, Assam was the second speaker for the session. Dr. Sarmah highlighted that her venture is a one-stop solution for Soil and Water Testing, Custom Hiring Centre, Supply of Agri-Inputs, Consultation Services and also provide Market Linkages of the produced goods by value addition. Since inception, Panchoi Agrotech has catered to the needs of 992 Nos. of individual farmers and 110 Nos. of Tea Growers. The venture is also providing its services to 4 Farmer Producer Company in the state of Assam. Apart from farmers the venture also caters to the needs of 206 Nos. of Rural non-farm beneficiary and 10 Nos. of Urban non-farm beneficiary. The venture employs 6 permanent staff and 30 contractual staff to look after its operations.

The poster features logos for the Government of India, MANAGE, and NABARD. It includes the registration link <http://tiny.cc/h36puz> and the date and time: Saturday, March 05th, 2022, 10:00 am – 11:00 am IST. The title is "Augmenting Public Extension Services through Agri-Clinics and Agri-Business Centres". The speakers listed are Dr. Anirban Choudhury (Nodal Officer, DARWIN, Assam), Dr. Kasturi Sarmah (Founder, Panchoi Agrotech, Assam), and Mr. Rahul K Shah (Founder, Vijaya Krishi Connect, WB). The event is part of the "MANAGE AC&ABC Agripreneurs Webinar Series" and is the "14th Webinar". At the bottom, it mentions the Centre for Agri Entrepreneurship Development (CAD) and the National Institute of Agricultural Extension Management (MANAGE), an autonomous organization of the Ministry of Agriculture & Farmers Welfare, Government of India, located in Rajendranagar, Hyderabad - 500 030, Telangana, India. Websites www.manage.gov.in and www.agriclinics.net are provided.

Mr. Rahul Kumar Shah, Founder, Vijaya Krishi Connect, Cooch Behar, West Bengal was the third speaker for the session. He mentioned that the idea of setting up an own agri-venture came from his mother who herself is an entrepreneur. He highlighted that the core activities of the venture includes training, workshop for farmers and rural youth and providing consultancy to farmers. The venture also deals in the marketing of animal feed. At present, Vijaya Krishi Connect is catering to the needs of 1500 farmers from 2 districts and generating an annual turnover of ₹1.9 Crores. The venture also employs 11 persons to manage the different training programme and workshops.

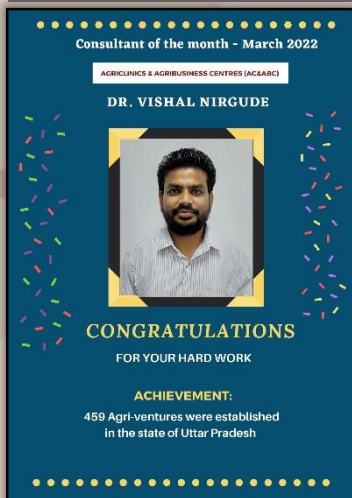
MANAGE-AC&ABC announces a new series of Agripreneurs Webinars for FY 2022-23



MANAGE AC&ABC is pleased to announce that the MANAGE-AC&ABC Agripreneurs Webinar Series will be maintained for FY 2022-23, based on the success of the previous series. Every first Saturday of the month, the MANAGE-AC&ABC Agripreneurs Webinars will be held, with a new theme each month to guide the trained, existing, and rising agripreneurs. These webinars provide a cross-learning platform and a venue for Agripreneurs to display their accomplishments to stakeholders while also promoting Agripreneurship in India.

MANAGE-AC&ABC "Consultant of the Month"

March 2022



Dr. Vishal Nirgude, Consultant (AC&ABC), is selected as the "MANAGE AC&ABC Consultant of the Month" for March 2022. Dr. Nirgude was tasked with monitoring of AC&ABC scheme for the states of "Uttar Pradesh" and "Uttarakhand". With his hard work and diligence, he verified 459 agri-ventures which were established in the state of Uttar Pradesh and Uttarakhand for the month of March 2022. 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.

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

March 2022

The Jubilant Agriculture Rural Development Society (JARDS) Agra Sub Centre, Uttar Pradesh has been selected as the "NTI of the Month" for the month of March 2022. The institutes have successfully submitted 186 success stories which have been verified and uploaded in the AC&ABC MIS Portal. Team AC&ABC congratulates them and wishes them the best for future endeavours. The centre has completed 53 batches of training where they have trained 1,825 candidates out of which 926 of them have established their own ventures. The centre continues to exhibit a success rate of 50.74 percent. For further enquiry with the institute: Dr. R.P. Agrawal, Nodal Officer, Jubilant Agriculture Rural Development Society (JARDS), Agra-Sub Centre, Agri-Clinic Agri-Business Centre Cell, J.A.R.D.S., 21, Kendriya Hindi Sansthan Nagar, Near Kendriya Hindi Sansthan, Khandari, Agra, Uttar Pradesh, Mob: 75058 98628, 94123 00655, 86305 01590 e-Mail: acabcjardsagra08@gmail.com.



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.

Editor in Chief and Published by Dr. P. Chandra Shekara, Director General, MANAGE
Editor: Dr. Shahaji Phand, Centre Head (EAAS) & Principal Coordinator (AC&ABC)
Associate Editors:
 Dr. K. Sai Maheshwari, Assistant Director (AC&ABC),
 Dr. Sagar Deshmukh, Training Associate (AC&ABC) &
 Mr. Anupam Anand, Consultant (Documentation)



Centre for Agri Entrepreneurship Development (CAD)
National Institute of Agricultural Extension Management (MANAGE)

Rajendranagar, Hyderabad - 500 030, Telangana, India

| www.agriclinics.net |

