



Better Farming by Every Farmer

e-Bulletin



# Agripreneur

A Virtual Experience Sharing Platform

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**“ Agripreneur is a virtual platform to share the experiences of Agripreneurs, Bankers, Agribusiness companies, Nodal training institutes , Extension functionaries, Academicians, Researchers and Agribusiness thinkers in the country working for promotion of Agri Entrepreneurship development”.**

## National Council for Cooperative Training (NCCT) to promote Agri Clinics & Agri Business Centres Scheme



### **Dr. Dinesh, Director General, National Council for Cooperative Training, addressing the participants**

Institutes of Cooperative Management (ICM's) under National Council for Cooperative Training (NCCT) located at Lucknow, Kalyani and Imphal have been associated with MANAGE for conducting AC&ABC training programmes. Encouraged by the success, the NCCT has decided to organize the AC&ABC programmes in all ICM's spread across the country.

Accordingly, a sensitization programme was organized at MANAGE on 21<sup>st</sup> August, 2012 for all the Directors of training institutes under National Council for Cooperative Training (NCCT) with an objective to expand the AC&ABC scheme.

During the programme Dr. P. Chandra Shekara, Director, Centre for Agripreneurship Development (CAD) and Shri V. Krishna Murthy, Consultant, CAD, MANAGE, made presentations on the AC&ABC Scheme and discussed about the procedure for selection of Nodal Training Institutes. There were deliberations on other areas of cooperation with MANAGE during the programme. The programme sensitized and motivated the Directors to conduct AC&ABC training programmes at their respective units. The efforts to strengthen Agri Entrepreneurship development in the country is strengthened with the participation of 21 training institutes under National council for Cooperative Training.



National Institute of Agriculture Extension Management



Department of Agriculture and Cooperation, Ministry of Agriculture.



National Bank for Agriculture and Rural Development

## ‘Krishi Doot’ in Extension Service - Innovative extension approach of Mr. Prashant M. Madghe, Maharashtra

Mr. Prashant Manoharrao Madghe is a Graduate in Agriculture and has completed Agri clinics and Agribusiness training in the first batch (2007-08) at Krishi Vigyan Kendra, Durgapur (Badnera), Amravati, Maharashtra. After his graduation in Agriculture, he worked in Godrej Agrovet Pvt. Ltd. as a Senior Sales Officer for seven years during 1998 to 2005. Later he decided to start his own venture and started Innova Agrochemicals in Paratwada taluka in the year 2007. Through this company, he appointed twenty five rural youth and trained them to deliver extension services as 'Krishi Doot' among orange growers to increase orange productivity and to involve rural youth in Agriculture. Innova Agrochemicals' special focus is on Nutrient Management in orange cultivation.

He provides consultancy to the orange growers in the areas of water, fertilizer, pest and disease management. He has a high-tech and modern Agri-clinics and Agri-business centre which is providing Agri inputs, agro consultancy and soil testing services. He gives recommendation of fertilizers on the basis of soil and leaf analysis.

### Services Offered :

- Consultancy services in Agriculture.
- Imparts short term training and conducts seminars to the farmers.
- Creates awareness about traditional farming vs. scientific farming.
- Reaches out to remote farmers through field visits and newspaper articles.

Impact of these extension initiatives is resulted in increased quality, productivity and improved economic status of orange growers. The productivity increased from 9 to 10 MT/Ha. He created employment for 45 people. Around 7000 farmers are benefited from Achalpur, Amravati and Akola districts in Maharashtra. His turnover is more than Rs. 5 Crores.

**Vision** - Madghe's vision includes expansion of his business in other cash crops, establishment of Plant Health Clinic for diagnosis of pests & diseases and nutritional deficiency of crops.



**Agripreneur Mr. Prashant M. Madghe can be contacted at Mobile: 09850427099  
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## Krishi Vigyan Kendra (KVK), Baramati, Maharashtra - A nursery for budding Agripreneurs.

Krishi Vigyan Kendra of Agricultural Development Trust, Baramati, is a front line extension centre established by the Indian Council of Agricultural Research (ICAR), New Delhi on 1<sup>st</sup> August 1992 for assessment, refinement and demonstration of proven technologies under different micro farming situations in Pune district.



The aim of the KVK is to serve as a repository of scientific knowledge that is useful to its area of operation and with a vision to be the leading knowledge & resource center for agricultural technology for the upliftment of the farming community, and with a mission to deliver demand driven agricultural products and services through qualified professionals. Thus, KVK is an innovative science based institution (Farm Science Centre). The operational area of this KVK includes 7 blocks (Tehsils/Taluka) of Pune district, viz. Baramati, Indapur, Purandar, Bhore, Daund, Velha, Havel.

### **Mandate of KVK:**

- To conduct "on farm testing" for identifying technologies in terms of location-specific sustainable land use systems.
- To organize front line demonstrations on various crops to generate production data and feedback information.
- To organize short & long term vocational courses in agriculture and allied vocations for farmers & rural youth with emphasis on "learning by doing" for higher production on farms and generating self employment.
- To organize training programmes to update the extension personnel with emerging advances in agricultural research on a regular basis.

### **Services Offered:**

- \* Training Programmes
- \* Demonstration and field trails
- \* Farmers' Service Center
- \* Soil and water testing
- \* Extension Activities
- \* Farmers' Clubs and Commodity Interest Groups
- \* IT based Services

**AC&ABC Centre:** The KVK, Baramati, is conducting AC&ABC training from the year 2006. Till date, the KVK has conducted 14 training programmes and trained 383 candidates, of which 155 candidates have set up different ventures like Agro service center, Dairy, Nursery, Vermi compost, Poultry, Processing unit etc.

### **Handholding Strategies:**

- Technical support to AC&ABC candidates for setting up Agriventures through KVK scientists.
- Regular follow up with banks and NABARD for release of loan and subsidy.
- Arranging meetings with bankers and Agri Business Companies for identifying new business ideas for the trainees.

### **KVK, Baramathi can be contacted at:**



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Nodal Officer

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## Performance of Agri-Clinics and Agri-Business Centres during 1<sup>st</sup> April to 30<sup>th</sup> September, 2012

During the six months up to September 2012, 1587 candidates were trained by various NTIs through 49 training programmes. Maharashtra is in the forefront with 438 followed by Uttar Pradesh – 396 and Tamil Nadu -70. A total of 399 ventures were established during this period, of which 114 were from Maharashtra followed by 52 in Uttar Pradesh and 48 from Gujarat.

**Nodal Training Institutes (NTI's) are requested to consult following consultants on any issue regarding AC&ABC Scheme implementation.**

Sl. No	Consultant	States allocated
1.	Sri A. Vinod Rao <a href="mailto:vinod@manage.gov.in">vinod@manage.gov.in</a> Ph:09666287757	Andhra Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, Arunachal Pradesh, Sikkim and Kerala.
2.	Sri A. Vasudeva Rao <a href="mailto:avrao@manage.gov.in">avrao@manage.gov.in</a> Ph: 09885114062	Chattisgarh, Jharkhand, Madhya Pradesh, Odisha and West Bengal
3.	Sri. V. Krishna Murthy <a href="mailto:vkm@manage.gov.in">vkm@manage.gov.in</a> Ph:09666873139	Bihar, Gujarat, Jammu & Kashmir, Rajasthan and Karnataka
4.	Sri. A. Ram Reddy <a href="mailto:ramreddy@manage.gov.in">ramreddy@manage.gov.in</a> Ph: 08499064455	Haryana, Punjab, Delhi, Himachal Pradesh, Uttrakhand, Puducherry and Tamilnadu
5.	Smt. N. Suneeta <a href="mailto:suneetha@manage.gov.in">suneetha@manage.gov.in</a> Ph: 09848425007	Documentation
6.	Sri. C. Jagan Mohan Reddy <a href="mailto:cjmreddy@manage.gov.in">cjmreddy@manage.gov.in</a> Ph: 09640895577	Maharashtra and Uttar Pradesh

*www.agriclinics.net is the portal providing information about AC&ABC Scheme. The portal gives updates on Eligibility criteria, Training institutes, Training progress, Hand holding activities, Finance options, Subsidy to the prospective Agripreneurs. The web-site 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.*

For any query on Agri Clinics and Agri business Centres scheme - please mail to [indianagripreneur@manage.gov.in](mailto:indianagripreneur@manage.gov.in)



**“Better Farming by Every Farmer”**

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