



Agripreneur

A Virtual Experience Sharing Platform

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Agripreneurs participation in “Krishi Unnati Mela”, 2016, New Delhi

National level Agriculture Exhibition “Krishi Unnati Mela-2016” was organized during 19th to 21st March, 2016, at Indian Agricultural Research Institute (IARI), Pusa, New Delhi, by Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Government of India. Hon’ble Prime Minister Shri Narendra Modi inaugurated ‘Krishi Unnati Mela’, 2016, the National Level Agriculture Exhibition in New Delhi. Prime Minister also visited ‘Theme Pavilion’, one of the major attractions at the Krishi Unnati Mela,



Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad with Agripreneurs at Krishi Unnati Mela, 2016

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

National Institute of Agricultural Extension Management (MANAGE) invited best five Agripreneurs trained under Agri-Clinics and Agri-Business Scheme (AC&ABC) who have established their Agri-ventures and providing extension services to the farmers in the country to participate in Mela. Mr. Sameer Ranjan Bordolai, Jorhat, Assam, Shri Avinash Salunke, Shirdi, Maharashtra, Shri Jagdeesh Dhanani, Ahmedabad, Gujarat Smt. Sangeeta Sawalakhe, Yevatmal, Maharashtra and Smt. S. Sellaponnu, Madurai, Tamil Nadu. Participated in Mela, Interacted with visitors and Showcased their services and products. It also gave them opportunity to establish business contacts with Individuals and Agri-Business Companies from different parts of the country.

“VKS Agri-clinics” Offering Integrated Farming Solutions to farmers

Ms. S. Sellaponnu, is the founder of ‘VKS Agri-clinics’ and Agri-business center that disseminates information on complete scientific solutions in farming sector. Hailing from Tirupuvanam, of Shivaganga district, Tamil Nadu, she is a graduate in Agriculture with a master’s degree in finance. Initially she worked at different financial institutes such as Mahindra Subhlabh Services Ltd. and National Bulk Handling Corporation Ltd. Chennai, for 5 years. Ms.S.Sellaponnu observed that the key problems facing farmers in Tirupuvanam was lack of scientific approach to farming, lack of warehouses for storage of agricultural commodities, involvement of many intermediaries for market access, all resulting in lesser profits to the farmers. With a passion to work for developing farming communities and enhancing environmentally sustainable economic development, she decided to create her own social enterprise. Ms.S.Sellaponnu quit her job and started Agri consultancy on a small scale in warehouse management. Meanwhile she came across the advertisement of Agri-Clinics and Agri- Business Centers scheme. She joined the Voluntary Association for People Services (VAPS) Madurai, an NTI which offers the two month residential training program, under the scheme. Ms.S.Sellaponnu says “AC&ABC training has helped me in 3 specific areas viz. Retail sales of Agri-Inputs (Organic), offering soil and water testing laboratory facility, and Scientific Farm Solutions.

VKS Agri-clinic operates in 200 villages spread over in entire Sivangagai district covering more than 3000 farmers who are registered and issued individual Farm cards. Ms.S.Sellaponnu visits these farmers based on their cropping patterns and advises complete farming solutions from nursery management, land preparation, fertilizer application, irrigation management, pest management, yield assessment, harvesting and marketing.



Ms. S. Sellaponnu, Agripreneur

Apart from that, she also provides complete advisory on warehousing, bulk handling, grading and inspection of final produce. S.Sellaponnu has in her possession warehouses at Kadapuliyur and Panruti town each of 50,000 sq.ft.. Around 80-100 farmers and traders store their commodities e.g. Cashew nut, Groundnut, paddy, Coriander etc in these warehouses. Ensuring the quality of commodities Ms.Sellaponnu issues warehouse receipt, quality certificate and insurance facility for their stocks. The stock value of the warehouse is around 14 to 16 Cr. Based on the warehouse receipt farmers can avail bank loan against their stock. Besides, Sellaponnu is also involved in promotion of renewable energy resources, she also educates the farmers in installation of solar power systems. Recognizing her potential, NABARD offered a scheme to S.Sellaponnu to educate farmers and popularize solar water pumping systems in her area. She explains to the farmers that automated Solar water power system is helpful for lifting water from open well, water reservoir or tube well for irrigation and drinking water purposes. Ms.Sellaponnu has recruited 6 persons and the annual turnover of VKS Agri-clinic is Rs. 2 Crore. Sellaponnu has this message for budding Agripreneurs “**Nothing is impossible if one has strong determination and faith**”

Mrs. S. Sellaponnu

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Institute of the Month

Ms. Manjula
Nodal Officer



Name of NTI : Centre for Entrepreneurship Development (CED), Hyderabad

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Mobile No. : 9912342341

Email: ced.aleap@gmail.com/
ced.acabc@gmail.com

Website: www.aleap.org

No. of Training: 18

No. of Trained Candidates: 437

No. of Established Ventures: 162

Success Rate: 37.47%

Established Agriventures: Agri-Clinic, Dairy Units Poultry, Horticulture Nursery & landscaping, seed production unit, manufacturing and marketing of bio-pesticides, Bio-diesel-Jetropha, marketing of medicinal plants, Honey processing unit, Tissue culture-Banana, Custom hiring center, etc.

Women Led Agripreneurship

Women contribute significantly to family while not being paid for the effort and the skills. While, it has been observed that though the venture is in the name of women holding a major stake, they are being run by men who control the operations and take major decisions. However, with growing awareness about business and spread of education among women over a period, have started shifting their entrepreneurship from traditional activities such as making of pickles, curry powders and papad making units to modern technology related ventures. They have not only shown their competencies but also have excelled in these activities.

Centre for entrepreneurship development- CED with more than two decades of experience in entrepreneurship development and skill training for women, has been in the forefront of empowering women. A training programme exclusively for women under Agri-clinics and agri-business centers sponsored by MANAGE for

developing entrepreneurship among women was conducted at center for entrepreneurship development. A total of 35 women candidates were interviewed and joined two months residential training programme at CED. They have all shown interest to start business in Agri-clinics, organic farming, nursery, dairy, floriculture, horticulture orchard, vermicomposting, agri-business centers, value addition etc., **“Agripreneur” wishes all grand success.**



Thirty Five women Agripreneur at CED, Hyderabad

Agripreneur Mrs. M. Saritha Reddy Honored with “Best Women Entrepreneur of Telangana State”

The Telangana State Government on the International Women Day-2016 honored women who have made outstanding contributions in different walks of life. Ms. M. Saritha Reddy, an Agripreneur who has provided a major breakthrough in the field of Agriculture was also recognized as the “Best Women Entrepreneur of Telangana State” by Honorable Minister - Women and Child welfare, Telangana State at Lalitha Kalathoranam, Hyderabad.

Ms. M. Saritha Reddy is the Managing Director of Navaratana Crop Science Ltd. (NCS) Hyderabad, Telangana. Navaratana Crop science Private Limited (NCS) is Agri-Biotech Company based at Hyderabad, India. Navaratana manufactures Bio-fertilizers, Bio-stimulants, Micronutrients and other Agri-inputs. NCS offers Quality Agri-products that are affordable and eco-friendly. The diverse product range includes bio-agents and bio-chemicals for Soil rejuvenation, increasing crop yields, inducing resistance against disease causing organism's, and offering protection against pests. Ms. Saritha has collaborated with several agencies and farmer groups engaged in promotion of organic farming and protected cultivation in the state. Over 3000 farmers have been mobilized by her for organic farming. Ms. Saritha conducted a state level workshop exclusively for women farmers on “Poly-house Technologies for Food Security”, Titled Agri-Entrepreneurship beyond 2020 at Prof. Jayashankar Agricultural University, Rajendranagar. The agenda of the seminar was to extend protected cultivation to more than 100 acres by the year 2020.

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“Agripreneur” wishes her grand success in her future endeavors.



Smt. M. Saritha Reddy honored with Best Entrepreneur of Telangana State

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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