



Better Farming by Every Farmer

# Agripreneur

A Virtual Experience Sharing Platform

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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 Level Diagnostic Workshop on Agri-ventures under AC&ABC Scheme

One day national level diagnostic workshop, to understand the reasons behind non establishment of Agri-ventures by trained Agripreneurs under AC&ABC was held on 11th December 2015 at MANAGE, Hyderabad. An Initiative of Smt. M. Usha Rani, IAS, Director General, MANAGE, this exercise was a first of its kind. Dr. P. Chandra Sekhara, Director, CAD, MANAGE welcomed the guests and briefed about the purpose of the workshop. Elaborating on the AC&ABC Scheme, he emphasized that highest priority must be accorded for the establishment of Agri-ventures by trained Agripreneurs. For those who fail to establish their enterprises due to a variety of reasons, necessary facilitation and better handholding support must be made. In her inaugural address Smt V. Usha Rani, IAS, Director General, MANAGE touched upon the need for fine tuning the AC&ABC scheme, in the backdrop of only 4% successful models of agri-business establishments out of 45,000 trained Agripreneurs. Director General



**Delegates at National level Diagnostic Workshop for establishment of Agri-ventures under AC&ABC Scheme held at MANAGE**

wanted more and more Agripreneurs to establish productive and innovative ventures, using the latest technologies and contribute substantially for the advancement of the farming community. Appreciating the diagnostic workshop, she said deliberations of this kind helps all the stake holders gain a realistic view with regard to the different constraints faced by the agripreneurs at the field level. Director General requested the agripreneurs, to follow ethical practices in their business and dealings which in turn would help them command respect from the community at large. Appreciating holding of such diagnostic workshops Shri G. K. Ananth Murthy, DGM NABARD, said such workshops gave first-hand information and sufficient insights to all the stakeholders on the nature of problems faced by Agripreneurs in the field. He assured proactive support from the NABARD and lead banks with regard to the AC&ABC scheme. Shri K. Sajith Kumar, Joint Director, Ministry of Agriculture and Farmers Welfare, in his address mentioned about the catalytic role of professionally qualified youth could play in the future of Indian Agriculture, by establishing Agri-ventures. The deliberations in the workshop led to the development of a road map to define and delineate the pathways for establishment of agriventures by trained Agripreneurs. Mrs. Jyoti Sahare, Consultant, CAD, MANAGE proposed the Vote of thanks.

# Agripreneur of the Month

## Booming profits through 'Blooming Buds'

Shri Balbeer Singh Kambaj (47) from Nayagaon, Nainital, Uttarakhand grows Gerbera, Lillium, Gladiolus, and Rose in poly-houses and supplies seeds, bulbs, cuttings and planting materials to farmers. He has established 14 polyhouses in 14 acres of land. Polyhouse enables growing of crops throughout the year, irrespective of seasons; also the yields are quite high as much as 4 times compared to open field cultivation. Needless to say the quality of crops produced is also much better and the profits higher. Hailing from a family with agricultural background, Balbeer after completing his post graduation in agricultural sciences, took up a job as a Sales Manager in Continental Seed Company. However, not satisfied with his job since it always kept him away from home, due to extensive travelling being part of the job he joined his father in seed business. At the same time Balbeer was exploring the options and avenues to start his own venture. During this time he came across an advertisement relating to AC&ABC training programme in a local daily that highlighting the potential benefits of being an Agripreneur. Balbeer, later met the Nodal Officer of Jubilant Agriculture Rural Development Society (JARDS), Moradabad and joined the training programme. During market survey, as part of the training programme he was impressed by a very big flower market close to his district. His further interactions with farmers, dealers, and traders of floriculture highly motivated him and he decided to take up protective floriculture.

With an initial investment of Rs. 5 lakh he established first poly-house for Gerbera cultivation and registered the firm by name 'Blooming Buds'. He adds, "Within three to four months my flowers started blooming, and i have earned a net income of around Rs.20,000 per month". After that, he gradually increased the area under protected cultivation to 13,000sq.mt at his village. He also gives consultancy to farmers about managing poly-houses, greenhouse fabrication, renovation, and repair. Over 300 farmers have started protected cultivation under the supervision of Shri Balbeer Kamboj. He has recruited 21 skilled employees and the annual turnover of his firm Blooming Buds is over Rs.80 lakh. Shri Balbeer Kamboj is also associated with Agricultural and Processed Food Products Export Development Agency (APEDA) and is a member of Flower Growers Association. He sells his produce in niche markets of Delhi, Lucknow, Kanpur and Jaipur at an impressive rate of Rs. 5/Spike. He gets a maximum price of Rs. 5/spike for his Lillium and Rs.7/spike of carnation.



Shri Balbeer Singh interacting with farmers

### Present production status under protected floriculture

Place	Area (Sq. Mt)	Crop	No. of bulbs/ plant/year	Verities
Nayagaon	10000	Gerbera	60000	Julia, Amilie, Reonigro, Marinilla
	3000	Lillium	90,000	Yelloween, Ercolano, Brunello, Tressor
Bajun	4000	Lillium	1,20,000	Mother Choice, Yelloween, Courier
	2000	Carnation	40,000	Dona, White Dona, Domingo, Kero, Luna
<b>Total</b>	<b>19000</b>			

Shri Balbeer Singh Kamboj, has also been honored as best floriculturist at the Basantostav, Spring festival-flowers exhibition and flower competitions organized in Dehradun by Department of Horticulture, Government of Uttarakhand. Mr. Balbeer Kamboj has also visited Holland, China, Hong Kong and Macau and has international exposure in protected cultivation. He says "such exposure visits by entrepreneurs are very important in improving the knowledge base, gaining new information and getting motivated."

Shri Balbeer says "this is a good career option for rural youth and they don't necessarily have to be highly qualified horticulturists. Enthusiasm on the subject and some practical experience of greenhouse is good enough for starters

**Shri Balbeer Singh Kamboj**

Blooming Buds, Village NayaGaon, Post, Kaladungi, Dist. Nainital, Uttarakhand. Mobile 09411167911.



# Institute of the Month

**Mr. A.K. Dhapke**  
Nodal Officer



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**No. of Training:** 20

**No. of Trained Candidates:**  
593

**No. of Established Ventures:**  
246

**Success Rate:** 41.48%

**Established Agriventures:**  
Agri-Clinic, Dairy Units, Poultry,  
Bio-fertilizer units, Vermi-  
compost units, Seed Processing  
Units, Veterinary feed, Milk col-  
lection centers, Value addition,  
Vet clinic, Goat farming,  
Farm machinery unit, etc.

## Information technology leads to Village Agriculture Knowledge Hub (VAKH)

Information and Communication Technology (ICT) is important tool for acquiring and dissemination of knowledge. It is also a powerful medium that brings about societal transformation. Knowledge and information for overall agricultural and rural development can be spread to vast areas through the use of ICT, and thus could be the harbinger of rural knowledge development and transformation. Given the importance of Information and communication technology, KVK-Durgapur developed a project titled Village Agriculture Knowledge Hub (VAKH) for linking trained Agripreneurs for the welfare of the farming community. The main objective was to disseminate the agricultural technologies developed in KVK to the farmers in the field by Agripreneurs. In this project three stakeholders have roles to play, Scientist from KVK, the Agripreneur and the Farmer.



**Hon'ble Smt. Pratibhatai Patil, Ex-president of India interacting with farmers through Video Conferencing**

### The 4 significant interventions of the VAKH:

**Training:** Training of rural youth about the information technology in the villages is to be conducted by the Agripreneur regularly.

**Information Hub:** All agricultural related technological reports, weather reports, and market linked information should be displayed in notice boards in the villages.

**Technology Up gradation:** The KVK scientist will provide improved information to the farmers through Agripreneurs in agricultural & allied sectors.

**Feedback:** Agripreneurs will provide feedback to the KVK for the up gradation of agricultural practices developed by KVK.

In this project, seven villages from within a radius of 10 km from the Krishi Vigyan Kendra, Durgapur were selected for implementation. Each village knowledge hub was to have one computer with Inverter, Printer, Internet connection and trained Agripreneur. All these 7 villages were to be interlinked with each other and with Krishi Vigyan Kendra, Durgapur (Badnera), Dist. Amravati. Video conferencing, advertisement for Agri-products, Method demonstrations, live training, and conversations with Agri-expert etc. were the facilities available in this project. Over, 70% farmers from seven villages benefitted by using internet, video conferencing from VAKH centers.

## Agripreneur from Jalgaon honored with “Maharashtra Bhushan (Shendriya Sheti Sanstha)”

Shri Sonyabapu Murlidhar Dhanad, from Jalgaon district, Maharashtra, honored with Maharashtra Bhushan award-2013 for the promotional activity in organic farming and watershed management. Shri Dhanad is the trained agripreneur from Mitcon Consultancy Services Ltd., Pune. Consultancy on organic farming and watershed management are the prime activity of the organization established by shri Dhanad. The “Shri Chhatrapati Shivaji Environment and Farming Development Organization” was registered by involving 15 volunteers conversant with organic farming, environment, watershed development, Bio-diversity and capacity building. The organization adopted 15 villages by recruiting 15 members in each village for promotion of organic farming and watershed management. The organization has developed 5R (5445 Sq. ft area) modules for Organic Vegetable production under the tag of “Shetkari te Grahak Thet Vikri” (direct sale from farmer to consumer) where farmers benefited market profits by eliminating the middlemen. In watershed management, the organization adopted one village Parkhode Village, Pachora Tq, Jalgaon district for soil and watershed conservation. All the villagers briefed about the project and grouped as beneficiaries. During implementation, the villagers collectively involved in widening and deepening of all the streams in each and every micro watershed. The collective works resulted in removing over 3000 tractors of silt from the water streams, tanks, well etc. and spread over 25 ha of area. Accredited to these noble cause, State Government of Maharashtra honored to Shri S. Dhanad with State Level Award “KRISHI BHUSHAN” (Organic Farming)-2013 & Bharat Krushak Samaj praised with “KRISHI GAURAV”. Shri Sonyabapu Murlidhar Dhanad is available at Narmada Agro Tech. 200, Ground Floor, New B.J. Market, Jalgaon – 425001, Maharashtra. Mo.No.09422282982 E-mail: sagardhanad@yahoo.com.



Shri S. M. Dhanad honored with Maharashtra Bhushan Award

[www.agriclinics.net](http://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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