



Better Farming by Every Farmer

e-Bulletin

Agripreneur

A Virtual Experience Sharing Platform



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Agripreneur
Toll-free No.

1800-425-1556

“ 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”.

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Agricultural Technology Management Agency (ATMA) to promote Agripreneurs

Agri-Clinics and Agri-Business Center (AC&ABC) scheme is linked with ATMA constituted by states under the scheme “Support to State Extension Programmes for Extension Reforms”. The scheme mandates that, a minimum ten per cent of resources on extension activities are to be utilized through the non-governmental sector that also includes Agripreneurs. ATMA would encourage Agripreneurs to implement extension activities.

AC&ABCs would also be utilized to provide input services like plant saplings, seeds and micro-nutrients under on-going flagship schemes implemented by the departments. Special emphasis will be on reviewing the



Agripreneur Mr. Vijay Bharat with farmers and farm women

progress of involvement of the Agripreneurs in ATMA activities on half yearly basis by State Nodal Officer, GoI and MANAGE. Depending on the availability of trained candidates under the scheme, ATMA shall attempt to establish at least one Agri-Clinic every year in each block. The monthly progress report being submitted through Electronic Monitoring System (EMS) under ATMA scheme shall necessarily have a provision for reporting the progress achieved on this front. Besides this, ATMAs are advised to maintain a directory of Agripreneurs which highlights the number of Agripreneurs available in the district, nature of extension services provided by them to farmers, number of farmers and villages covered by Agripreneurs. This directory will help ATMA to utilize Agripreneurs effectively in delivering extension services to farmers.



National Institute of Agricultural
Extension Management



Department of Agriculture and
Co-operation, Ministry of Agriculture.



National Bank for Agriculture
and Rural Development

Agripreneur of the Month

Plasticulture: Cutting Cost and Saving Time

Mr. Hardik Rokad (24), Hamipur of Amreli district, bestowed with the ‘Best Student Award’ from College of Agricultural Engineering and Technology, JAU, Junagadh, Gujarat, is an example for the youth who return to the farming occupation after obtaining professional education and exposure. Mr. Rokad is involved in promoting Plasticulture in Vegetable cultivation at Amreli and Saurashtra districts of Gujarat. “Greenhouse cultivation often termed as Controlled Environment Agriculture (CEA) increases yield at reduced cost. I was fascinated by Plasticulture technologies during my studies. ‘Soil-less (Hydroponic) cultivation of Tomato in Greenhouse’ was my topic for research. I visited many farms and studied Greenhouse technologies, Micro-Irrigation Systems, Plastic mulching etc. During campus placement, I got a number of opportunities from multinational companies; however, instead of opting for a job, I decided to start my own venture in Plasticulture’, says Mr. Rokad. A highly motivated Mr Rokad returned to his village to start his own Agriventure but mobilizing initial finance was a challenge. At this juncture, he joined AC&ABC training at Saswat Sheti Vikas Pratisthan, Amreli, Gujarat, which gave him entrepreneurial skills and avenue for finance. “Due to lack of finance and technical knowledge, starting a business of Plasticulture proved a herculean task to me. Meanwhile, I got an opportunity to interact with visiting experts from reputed organizations and to visit several places where successful Agriventures are located. In the process, I understood that consultancy is the best way to kick start my own business.”



Mr. Hardik Rokad, Agripreneur

Mr. Dalsukhbhai Thavani (51), a resident of Hamipur Village, has 20 ha. of land. Advised by Prism Agritech Solution, he developed a greenhouse on 5 acres of land, cultivated cucumber and earned Rs. 6 lakhs/acre profit from the first harvest.



Interaction with rural youth

Mr. Rokad registered an Agriventure by the name ‘Prism Agritech Solution’ and started consultancy services on Plasticulture. He encouraged and helped farmers to adopt greenhouse technology. Non-availability of expert greenhouse technicians and lack of knowledge on greenhouse among existing service providers created space for his business. Hence, he prepared a complete set of package of practices for different crops on production, protection, post-harvest technology and marketing. Simultaneously, he recruited three science graduates and trained them on cultivation of vegetables in the greenhouse. He frequently visited the Department of Horticulture and interacted with concerned officers dealing with ‘Application of Plasticulture in Agriculture (APA)’ and shared the field problems of greenhouses. Recognizing his extension services among the farming community, the officer of the APA scheme selected his firm to avail 65% subsidy (50% from NHM and 15% from horticulture department) to establish five units of greenhouses in his land. Initially, Mr. Rokad, selected capsicum, cucumber and tomato crops for the live demonstration in the greenhouse. The neighboring farmers visited the firm and learnt about vegetable cultivation techniques in greenhouse.

He produced 70 tons of cucumber from two acres of land and earned a gross income of Rs.11.20 lakhs and net profit of Rs. 8.4 lakhs within four months. The annual turnover of the firm is Rs. 90.00 lakhs. It was his first successful earning. Looking at his success, ten farmers of Amreli and Jungardh districts assigned him the contract of erecting greenhouses. Currently he is serving 450 farmers in 20 villages. Prism Agritech Solution is providing consultancy to farmers on greenhouse, plastic mulching and micro-irrigation system. Mr. Rokad is also popularizing construction of plastic lined farm pond near greenhouse to conserve water to overcome the scarcity of water during off-season. Mr. Rokad wants to expand his business in “Ozone technology” for food and air purification. His message to the budding Agripreneurs is “to be passionate in your profession”.

Institute of the Month

Mr. Deepak Mendiratta
Nodal Officer



Name of NTI: Jubilant Agriculture Rural Development Society (JARDS)

Address: Agri- Clinics and Agri-Business Centre Cell, District- Moradabad (U.P.)
PIN- 244001
Mob:9412475302 / 8191820983
email:
agriclinic.mbd2009@gmail.com

No. of Training: 64

No. of Trained Candidate:
2079

No. of Established Venture:
984

Success Rate: 47.33%

Name of Activities: Agri input, Seed processing, Bee-keeping, Custom hiring, Dairy, Poultry, Nursery, Piggery, Production of Micro Nutrients, Organic farming, Food Processing, Oil extraction units, Agri consultancy, Manufacturing of Animal feed unit etc.

“Agricultural School on Wheels of Moradabad”

Jubilant Agriculture Rural Development Society (JARDS) has been implementing AC&ABC scheme since 2010 at Moradabad, since 2013 at Agra and Gorakhpur, Uttar Pradesh. So far, the institute has conducted 50 training programs in Moradabad, 13 training programs in Agra and one training program in Gorakhpur. JARDS has trained 2,079 candidates, of which 984 have successfully established Agriventures in areas of Agri-input, seed-processing, bee-keeping, custom hiring, dairy, poultry, nursery, piggery, production of micro nutrients, organic farming, food processing, oil extraction units, Agri-consultancy, manufacturing of animal feed etc. The success rate is 47.33%.

An innovation strengthening AC&ABC

On 27th February 2015, JARDS launched an initiative, “Agriculture School on Wheels” in collaboration with INDOGULF GROUP, Moradabad Uttar Pradesh. This was inaugurated by Shri Vipin Kumar Dwivedi, IAS, Commissioner, Moradabad, & Mr. Deepak Agarwal, IAS, District Magistrate. The basic concept of ‘Agricultural School on Wheels’ is to make the farming community aware about the latest technologies in agriculture through live video-displays. The mobile school has been equipped with audio-visual aids and internet facility. About 50 farmers can be accommodated in this mobile bus. A mini kit of farm equipment is also displayed in the bus for the farmers. The school will function for a minimum twenty days in a month covering two villages per day.

The mobile agricultural school will cover five districts viz. Moradabad, Rampur, Amroha, Sambhal & Bijnor in the state. The Agripreneurs and Nodal Training Institute (NTI) staff will be the resource persons to extend extension services. The publicity for the Mobile Agricultural School is done through Agripreneurs, banks and State Agriculture & Allied Departments. Provision is made to display Information on weather, Govt. Schemes, daily market rates etc. in local languages. The established Agripreneurs of these districts will be informed in advance about the arrival of the mobile school and instructed to organize extension activities in the school. Soil and water testing program would also be carried out through the school. Agripreneurs will collect a composite soil sample from an individual farmer and send to the laboratory. The INDOGULF GROUP will provide the facility of soil and water testing. Based on the report, framers will be advised on different cropping pattern and good practices.



Launching Mobile Bus

Progress of Agri-Clinics and Agri- Business Centres Scheme during 2014-2015

• No. of applications received	: 5482
• No. of candidates trained	: 5437
• No. of Agriventures established	: 2546
• Success Rate	: 46.82 %
• No. of States covered	: 23
• No. of Loans sanctioned up to 31st March, 2015	: 1718
• No. of cases of subsidy sanctioned up to 31st March, 2015	: 994

Contact Addresses to Patent Innovation

Intellectual Property Office
Boudhik Sampada Bhawan, Antop Hill
S. M. Road, Mumbai - 400 037.
Phone: 24101144, 24148165

Dr. Rakesh Kumar
Deputy Controller of Patents & Designs
Phone: 022-24153651, Fax: 022-24130387
E-mail: mumbai-patent@nic.in

Intellectual Property Office
Intellectual Property Office Building
Plot No. 32, Sector 14, Dwarka,
New Delhi - 110075
Phone: 011-28034304-05

Dr. K.S. Kardam
Joint Controller of Patents & Designs
Phone: 011-28034317, Fax: 011-28034315
E-mail: delhi-patent@nic.in

Intellectual Property Office
Intellectual Property Office Building
G.S.T. Road, Guindy, Chennai-600032
Phone: 044-22502081-84

Shri. G.P. Roy
Deputy Controller of Patents & Designs
Phone: 044-22502080, Fax: 044-2502066
E-mail: chennai-patent@nic.in

Intellectual Property Office
Intellectual Property Office Building
CP-2 Sector V, Salt Lake City
Kolkata - 700091, Phone: 033-23679101

Shri D.K. Rahut
Joint Controller of Patents & Designs
Phone: 033-23671987, Fax: 033-23671988
E-mail: kolkata-patent@nic.in

Source : <http://ipindia.nic.in/ipr/patent/patents.htm>

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 Agriventures, pending projects, relevant schemes etc., and other information useful for State governments, Agricultural Universities, Banks, Training Institutes and Agripreneurs.



Centre for Agri-entrepreneurship Development (CAD),
National Institute of Agricultural Extension Management (MANAGE),
Rajendranagar, Hyderabad-500 030, India.
E-mail : indianagripreneur@manage.gov.in

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Editor in Chief: Mrs. V. Usha Rani, IAS, Director General, MANAGE

Editor: Dr. P. Chandra Shekara

Associate Editors: Dr. Lakshmi Murthy, Mrs. Jyoti Sahare, Dr. Kiran Yadav

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