



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, Nodal training institutes, Agribusiness companies, Extension functionaries, Bankers, Academicians, Researchers and Agribusiness thinkers in the country working for promotion of Agri Entrepreneurship development".*

## 'Empowering Women is Empowering Society' Successful Women Agripreneurs of AC&ABC Scheme

International Women 's Day (IWD) has been celebrated worldwide on 8<sup>th</sup> March, 2015. 'Make It Happen' is the theme for International Women' s Day this year. The day is a recognition of women for their achievements in national, ethnic, linguistic, cultural, economic or political spheres, looking back on their past struggles and accomplishments. MANAGE, Hyderabad being implementing agency of Agri-Clinics & Agri-Business Centers scheme in the country, total of 2,952 women Agricultural professionals were trained, of which 851 have successfully established Agri-ventures in rural areas. MANAGE remembers a sample of nine such successful women Agripreneurs listed below as example for their courage, entrepreneurship, innovation and dedication for the cause of farming community.



Name of Women Agripreneur	Name of Agriventure
Mrs. Sangeeta Sawalakhe	Vidarbha Biotech Lab, Maharashtra
Mrs. M. Saritha Reddy	Navaratna Crop Sci.Ltd.Telangana
Mrs. Kavita Jadhav	Shri Datta Agri Shopping Mall, MS
Mrs. Suman Kumari	Sumi Agro Farm Products, Haryana
Ms. J.Umaheshwari	RICH MASALA, Tamil Nadu
Mrs. Manda Nimase	Sahyadri Nursery, Maharashtra
Mrs. S. Sellaponni	NOBAL Agri-Clinic, Tamil Nadu
Mrs. Geetashori Yumnam	GREEN BIOTECH, Manipur
Mrs. C. Tarun Bala	Chingangbam Silk Unit, Manipur



National Institute of Agricultural Extension Management



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



National Bank for Agriculture and Rural Development

## Precise Fertilizer Dispenser to Minimize Cost and Maximize Profit



Mr. K. Pundarikakshudu

“ I am a practicing Agronomist with 25 years of experience in agriculture consultancy. Core activity is counselling farmers to transform conventional farming into precision farming by pairing landscape features in agricultural systems to get more yield and extra income by setting up allied Agri-ventures ”, says Shri K. Pundarikakshudu (59) Agronomist hailing from Hyderabad, Telangana.

During his visits, he noticed that farmers were indiscriminately using fertilizers and irrigation to get more yield without caring for soil health. Being an Agronomist, he knew about applying the right amount of nutrients in the right place and at the right time which would benefit crops, soil and groundwater, and thus the entire crop cycle. However, the excess use of fertilizers can spoil the soil, osmotic pressure, conductivity, water holding capacity, and also adversely affect multiplication of microorganisms. This concern motivated him to invent some technique which could regulate the quantity of fertilizer. Shri Pundarikakshudu continued to pursue his dream. It took three years to invent a unique fertilizer dispenser which uniformly spreads fertilizer by reducing cost and maximizing profit. Technology was in hand but marketing was a big

problem. Shri Pundarikakshudu was a technical expert but lacked required skills in marketing and sales. At this stage, he came to know about AC&ABC Scheme of MANAGE through advertisements in the local newspaper. He approached Participatory Rural Development Initiatives (PRDIS), Hyderabad and joined the training programme. During the training, he learnt about record keeping, market survey, project preparation and marketing strategies etc. After successful completion of training, he registered a separate firm ‘Agrimatic’ specifically for marketing and consultancy on farm machinery. The fertilizer dispenser became popular with the farmers in Paddy, Maize and Chili growing areas of Telangana. He popularized the dispenser by showing 33% saving in fertilizer dose and cost through method demonstration. Within a short period, he covered 500 villages in Telangana and Andhra Pradesh States. Around 1000 farmers are using the fertilizer and pesticide dispenser for application of fertilizer and pesticide.

### Specification of Fertilizer Dispenser and Pesticide granular dispenser

- ◆ Equipment works by gravity and is user friendly
- ◆ Triggering mechanism
- ◆ Discharge of 0.5 to 10 gms per shot
- ◆ Spot/Band application at root zone
- ◆ Backpack tank capacity of 13 kgs
- ◆ Dispenser weight is 2.4 kg
- ◆ Placing fertilizer at root zone saves 33% of fertilizers, Cost Rs.3,000/- each



The turnover of Agrimatic firm is one Crore per annum and the firm has recruited 20 professionals from science and management streams. Shri Pundarikakshudu says that precision farming relies on the availability of precision farm equipments. To attain the goal of saving fertilizer, cutting down cost and protecting the environment, the dispenser was designed and tested in the field on different crops. He applied for a patent of the dispenser to avoid copying and protect the identity. Shri Pundarikakshudu tells fellow Agripreneurs “ Create New Money through invention ” .

### Mr. Kurra Pundarikakshudu

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**Participation, Partnership and Empowerment are the mantra of PRDIS, Hyderabad  
to develop Entrepreneurship Skills among Agripreneurs**



**Dr. S. Jayarama Reddy**  
Nodal Officer

Participatory Rural Development Initiatives Society ( PRDIS ) is a National Level Development Organization, an NGO, established during the year 1999 in Hyderabad. The core activities of PRDIS are Sustainable Agriculture, Agri-business, Rural development and Natural Resource Management in addition to providing consultancy services to Agro Based Industries, International Development Agencies on field activities, monitoring and evaluation studies, baseline survey and capacity building. PRDIS is a National Level Monitor ( NLM ) for the Ministry of Rural Development, Gol and it has the distinction of receiving a memento from H.E. the President of India on 15<sup>th</sup> August, 2006 at Rashtrapathi Bhavan, New Delhi for outstanding work in the promotion of sustainable agriculture with small and marginal farmers in Tribal areas. The organization was also honored for creating public awareness on bio-diversity and environment with peoples participation by Andhra Pradesh Biodiversity Board, Hyderabad.

**Association with Agri-clinics and Agri-business Centres Training Programme :**

So far 24 training programmes have been conducted by PRDIS and a total of 728 candidates trained, of which 311 have successfully established Agri-ventures in the areas viz. Agri-clinic, Agri-business Centres, Dairy, Input dealership, Horticulture clinic, Poultry, Floriculture, Landscaping and Nursery Management, Seed Processing unit, Bio-fertilizer production and Farm Machinery. The success rate is 42.72%.

**Good practices of the Institute for promotion of AC&ABC:**

- ◆ Organizing pre and post-evaluation session to know the strengths and weaknesses of the trainees.
- ◆ Provision of award and reward to the trainees for preparation of DPR and full attendance during training period.
- ◆ Organizing workshops for Bankers, NABARD & other stakeholders to strengthen implementation of AC&ABC scheme, review proposals pending with banks and re-evaluate the process of submission of project proposals for loans.
- ◆ Providing support to Agripreneurs in getting business licenses for starting Agribusiness centers and in fulfilling procedural formalities for setting up new Agri-ventures.
- ◆ Networking with Agripreneurs through Skype and calls to discuss the progress and problems.
- ◆ Motivating Agripreneurs to participate in exhibitions, workshops at National and International Institutes.
- ◆ Quarterly publication of Agripreneurs success stories in “Agripreneur New ”, a news letter.
- ◆ Facilitating participation of Agripreneurs in Refresher training programs for enhancing the Agri-entrepreneurship skills and expanding Business.



Agripreneurs interacting with visitor at IITF-2013

**Participatory Rural Development Initiatives Society (PRDIS)**

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**Dr. Kishor Mathpati, Agripreneur honored with  
“Sinchan Prashisthapatra-2015” at 16<sup>th</sup> Maharashtra Council of Irrigation**

In collaboration with Maharashtra Irrigation Cooperatives, and Abhinav Club Pune, the 16<sup>th</sup> edition of Maharashtra Irrigation Council was organized at Village Nere, Mulashi Tq. Pune district, during 7<sup>th</sup> and 8<sup>th</sup> March, 2015. During the inauguration, Shri Vijay Shivatare, Hon'ble Minister for Irrigation Resources, Maharashtra State, dispelled the perception that essential changes will bring in traditional methods of irrigation systems to make water resources safe and sustainable. During the event, Dr. Kishor Mathpati an Agripreneur, was honored with



**Dr. Kishor Mathpati, Agripreneur honored with “Sinchan Prashisthapatra-2015”**

“Sinchan Prashisthapatra-2015”, in recognition of his movement towards conservation of indigenous cow breed ‘Gir’. Accreditation was also given to his module developed scientifically for Dairy management titled ‘Tota Mukta Gotha’ meaning, ‘Loss Free Cowshed’, wherein practices comprising cow shed management, selection of indigenous breeds, clean milk production, timely vaccination etc. coupled with feed and fodder management practices to increase the lactation period up to 3-5 years without use of concentrated feed to cow. For more detail, contact Dr. Kishor Mathpati at Krushna Dugdha Prashikshan Wa Sanshodhan Kendra, Phaltan, Satara district, Maharashtra, Mobile- 09421615847.

*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, Hand holding activities, Finance options and Subsidy to the prospective Agripreneurs. The website also provides information on details of established Agripreneurships, 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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