



Better Farming by Every Farmer

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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”.*

*e-Bulletin*

# Agripreneur

A Virtual Experience Sharing Platform

Volume VI

Issue -XI

February-2015

## National Workshop-Cum-Exhibition on 'Popularization and Commercialization of Low Cost Agricultural Technologies' at NIPHM, Hyderabad



DG-NIPHM viewing the low cost hydroponic technique



Agripreneurs explaining about low cost technologies to visitors



Improving agricultural productivity, while conserving natural resources is the need of the hour for overall development and poverty alleviation in many developing countries. In line with this, different stakeholders in agriculture, including scientists, extension functionaries and progressive farmers are engaged in developing sustainable agricultural technologies. However, the gap between the Innovator-Entrepreneur-Farmer is too wide resulting in deprivation of access to sustainable technologies at the farm level.

Realizing the need to bridge the gap and to popularize low cost technologies and significantly reduce the stress on agro-ecosystems, the National Institute of Plant Health Management (NIPHM ) Hyderabad, organized an exhibition on low cost technologies from 4th to 6th February, 2015. Eleven innovators trained under Agri-Clinics & Agri-Business Centres Scheme and who are networked with MANAGE were identified and invited from five states. Overall 2000 farmers visited the stalls and gained knowledge on different low cost technologies.

**Name of the Agripreneur and Agriventure**

Shri Avinash Salunkhe : Pestomatic Control
Shri K. Ranga Reddy: Hydroponic techniques
Mrs. M. Saritha Reddy: Plant Growth regulators
Shri R. Suresh Kumar : Protein Formulation
Shri K. Pundarikakshudu : Fertilizer dispenser
Shri Sanjeev Singh : Paneer whey drink
Shri S. Sankana Gouda: Solar sprayer
Shri S. V. Raju: Farm machinery
Shri Arun Wandre : Bamboo cultivation
Shri B. Krishnaih : Vermicomposting
Dr. M. Edward Raja : Foliar nutrient formulation



National Institute of Agricultural Extension Management



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



National Bank for Agriculture and Rural Development

## Ready-to-Eat Vegetables

'Aarusha Agro Foods' is a tiny vegetable processing unit established in the vicinity of Mahatma Phule Krushi Vidyapeeth, Rahuri, Ahmednagar district. The owner of the firm Shri Hrishikesh Joshi, (45) a graduate in Agriculture sciences says, "My father is a diabetic patient. Once he was looking for bitter gourd in the market. However, as it was off-season, he couldn't get it from market. At that time the idea of preserving seasonal vegetables clicked in my mind. The importance of vegetables cannot be aloof from the daily diet because of their high nutritional value as these provide protein, carbohydrates, fiber, minerals, salt etc.". Shri Joshi was working in a private company; there was no job security or job satisfaction. So he was always interested in starting his own business. He did not have the confidence to do so because he lacked proper training in business basics and techniques.

To gain expertise in dehydration and preservation techniques, he joined the 'Food Processing' Training Programme, organized by the Ministry of Food Processing Industries. Meanwhile, he came to know about the AC&ABC training programme for agriculture entrepreneurship development by MANAGE. The training programme was conducted by Mitcon Consultancy Services Ltd. in Pune. He registered for the programme in the year 2008. Shri Joshi says, "The training helped me to enhance my knowledge, shaped my attitude and imparted financial analytical ability. It also improved my decision making ability in the business. I could make the decision of starting an enterprise in vegetable processing. By the end of the two months training programme, I was clear with my idea of starting the business". After successful completion of training, he registered his firm under the name 'Aarusha Agro Foods' by investing his own capital of Rs 5.00 lacs. He purchased modern machinery to setup an integrated dehydration unit. The firm started consultancy on vegetable cultivation by providing high quality seeds and other inputs. Initially the farmers refused to diversify, but due to lucrative buyback agreement, 40 farmers from four villages got a tie-up with the firm. The vegetables harvested at the peak of maturity, flavor and taste were quickly transported to the processing unit. The firm advises on manual harvesting of vegetables which enables the growers to supply clean and high quality produce. Technically, any vegetable can be dehydrated and milled into powder. However, in view of the market demand the firm is engaged in making powders of Spinach (Palak), Coriander (Kothimbir), Carrot (Gajar), Fenugreek (Menthil), Curry Leaves (Kadipatta), Beet Root (Beet), Bottle Gourd (Dudhi), says Shri Joshi. The annual turnover of the firm is Rs.12.00 lacs. The firm gives direct employment to three skilled workers and about 20 rural youth are engaged in harvesting and transportation at the village level. Shri Joshi wants to extend his business to exotic crops and export the vegetable powder. Finally, Shri Joshi accentuates that "The food processing sector establishes vital linkages between industry & agriculture. The growth of food processing will bring immense benefits to the Indian economy, raising agricultural yields, enhancing productivity, creating employment and raising the standard of life of rural people. I appeal to fellow Agripreneurs to enter into this promising industry by involving farm producers".



Shri Hrishikesh Joshi

Shri Rajaram Kisanrao Pund, hails from Pund Vasti, Kolbet, Singave Tq, Ahmednagar district. He cultivates Tulsi (*Ocimum tenuiflorum*) on the field boundary and sells in the village temple. Shri Joshi contacted Mr. Pund and made a buyback agreement by providing Krishna (Purple) Tulsi seeds for one acre. After 90 days of plantation, Shri Pund harvested the crop and got good returns. Now he is cultivating Tulsi in a scientific manner and gets good profit. He says 'I never thought Tulsi may become a good source of earning. Regular income has helped me to improve my economic status'.

**Mr. Hrishikesh S. Joshi, Aarusha Agro Foods.**

## Building leaders - leading the world through AC&ABC scheme

International School for Public Leadership (ISPL), Ahmedabad, is a nonprofit voluntary organization promoted by Prof. Nathu Puri of Puri foundation. It is involved in competence building of existing leaders and the future generation. It is preparing the future generation to seize opportunities in public leadership, entrepreneurship and in various walks of life and develop excellence in learning and leadership. In the year 2008, ISPL collaborated with MANAGE as a Nodal Training Institute (NTI) for Gujarat State. A total of 19 training programmes were conducted and 526 candidates were trained, of which 243 have successfully established Agri-ventures in areas such as Agri-clinics, Agri-business centers, poultry farming, veterinary clinics, farm machinery units, production of micro-nutrients & bio fertilizers, Agriculture consultancy, food processing, dairy, seed processing & grading etc. To encourage women in entrepreneurship, the 18th training programme of AC&ABC was exclusively conducted for women Agripreneurs.



AC&ABC Training Programme only for Women Entrepreneurs

### Good practices of the Institute for promotion of AC&ABC scheme:

- Organizing interface workshop of trainees with Bankers, NABARD & other stakeholders to strengthen implementation of AC&ABC scheme, reviewing the proposals pending with banks and re-evaluating the process of submission of project proposals for loans.
- Providing support to Agripreneurs in getting business licenses for starting Agribusiness centres and in fulfilling procedural formalities for setting up new Agriventures
- Advising Agripreneurs for documentation of extension services provided through entrepreneurs to claim subsidy from NABARD
- Organizing Refresher Training programmes for established entrepreneurs for improving their business and resolving their problems in experience sharing interactive sessions.
- Provision of e-literature, AC&ABC guidelines, success stories of agripreneurs and study material etc.
- Support in networking theme-wise Agripreneurs' Associations.
- Support in liaison of Agripreneurs with Directors of ATMAs, Block Technology Managers, and State Agricultural Department, to impart extension services through Agri-preneurship.
- Networking with NABARD Regional Office and District Development Officers of NABARD for release of subsidy to Agripreneurs .

**Significant Achievement of AC&ABC training programme:** A total of 526 candidates have been trained and 243 have established agriventures in different activities. The success rate is 46%. Dr. D. R. Patel (Nodal Officer, NTI) says, "In AC&ABC training agripreneurs built up confidence, awareness, planning and will be ready to fight future challenges in Agribusiness. Managerial and financial acumen are taught to agripreneurs to manage the business strategically and smartly. A special curriculum has been designed for agripreneurs to provide extension services on climate smart Agriculture to farmers under the changing climate conditions".



Dr. D. R. Patel  
Nodal Officer

### International School for Public Leadership (ISPL)

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## XI<sup>th</sup> Agricultural Science Congress held at National Dairy Research Institute, Karnal

The 12<sup>th</sup> Agricultural Science Congress was organized at NDRI Karnal from February 3-6, 2015 focusing on the theme 'Sustainable Livelihood Security of Smallholder Farmers' mainly to deliberate on problems and challenges faced by Indian farmers as a whole. The deliberation underlined technological innovations, policy reforms and market issues that could directly transfer the economic benefits to small farmers. Dr. P. Chandra Shekara, Director (Agricultural Extension) MANAGE, Hyderabad as the guest speaker, deliberated on 'Agri -Clinic & Agri- Business Centres- New Dimension in Professionalizing & Enterprising Agriculture'. The session was chaired by Dr. M. Mahadevappa, Ex-Chairman, ASRB, Dr. Arvind,



Dr. P. Chandra Shekara, Director, Agri.Extn., MANAGE at NDRI, Karnal

DDG ( Edu),ICAR, Dr. R.S. Antil , Director Extension, CCS HAU Hisar & Dr. Himanshu Pathak, IARI New Delhi, and coordinated by Dr. S.K. Tomar. The Agriculture Science Congress provided a vibrant platform to discuss and exchange views on contemporary topics in Indian Agriculture like Crop and Vegetable Production, Animal Production Systems (both large & small animals and poultry), Fisheries Technologies and related Social Science issues.

Besides scientific discussions, the Congress also made available the opportunity for entrepreneurs, manufacturers of seed, fertilizers, agrochemicals, pharmaceuticals, farm, laboratory & dairy equipment, insurance companies and agriculture credit providers to showcase their products and meet prospective client groups.

*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.*

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"**

**"Agripreneur" is published by**

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