



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”.

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A Virtual Experience Sharing Platform



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Leadership Training Programme: An initiative to develop creative Agripreneurs



One day training programme on Leadership Development organized at C-DOT-Bihar

A one-day training programme on leadership development was organized at Centre for Development Orientation & Training (C-DOT) in Bihar Sharif on January 10, 2015. The main objective of the programme was to provide an interactive and experiential learning environment for trainees to learn about relevant leadership principles and styles to build the components of emotional intelligence and develop personal leadership skills for future business growth. The training programme was facilitated by C-DOT, Bihar Sharif and HR Solution, Patna, Bihar.

A specific module was developed for the training programme. The first session based on the topic ‘Power of positive thinking’ was conducted by Mr. M. K. Sinha, alumni of Indian Institute of Management, (IIM) Kolkata. He emphasized the importance of self-motivation, positive thinking, reducing negative self-talk, reducing criticism, gratitude to God, the power of positive words, meditation for building will power, reading inspirational literature and staying away from negative individuals.

During this session the participants discovered more about themselves, their personal values, strengths, pitfalls and their preferred leadership style. The second session was conducted by Mr. Atul Priyadarshi, from Indian School of Business (ISB), Hyderabad. He highlighted the ‘Qualities and skills of Entrepreneurship’ which included- risk taking ability, persuasion skill, resilience, long-term vision, ability to innovate, latest technology orientation, humility, courage, determination, customer focus, adaptability etc. The participants learned about communication skills and the way they present their message to the people they work with.

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National Institute of Agricultural Extension Management



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



National Bank for Agriculture and Rural Development

'Tradition and Technology perfectly blended in RICH MASALA' says Ms. J. Umamaheswari

Ms. J. Umamaheswari (42) is a home maker, an engineer, an Agripreneur and the Director of RICH MASALA Pvt. Company. Justifying for not working outside, she has created a niche for herself with path breaking innovative ideas. A thought of blending tradition into technology made her a successful woman Agripreneur. Ms. Umamaheswari is a BE (Agriculture) Graduate from Tamil Nadu Agriculture University Coimbatore. After marriage, her interest took the entrepreneurship route for the first time when she assisted her household business i.e., Agri-Product trading. During this time, she had an ambition to learn more and to gain experience in Agri-business. In the year 2007, she came to know about the AC&ABC Scheme of MANAGE-Hyderabad through the local newspaper. Her classmates who completed the Training Programme informed her about the training offered by Voluntary Association for People Service (VAPS), Madurai, by scrupulously following MANAGE Training module, providing hands-on experience especially through field visits and market surveys. Acting on this information, she joined the AC&ABC training programme at VAPS, Madurai, Tamil Nadu.

**Ms. J. Umamaheswari**

After the training, she started a firm- 'ARUNODAYA VALUE ADDITION AND CONSULTANCY' with the help of four women workers. She encountered a number of hurdles during the initial days. However, with the growing experience, she made suitable changes in order to match the requirements in manufacturing spice powders and spice mixes which retain the aroma and flavor. In the year 2011, keeping in view the focus on food safety and certification, she applied to 'The Food Safety and Standards Authority of India (FSSI) Trade mark' for her products under the brand name of RICH MASALA. Today 'RICH MASALA' has become the King of spices and a household name among the millions especially in Southern states. The success of RICH MASALA lies in the innovation of manufacturing procedures as there was no definite machinery for specific production of spice and spice mixes. Large solar heating channels from a masala company in Asia are used to dry the raw materials without losing its natural quality, flavor & aroma. "Today RICH MASALA can produce superior products because materials used are processed and packed hygienically", says Ms. Umamaheshwari. The firm is purchasing raw produce from 100 farmers of 50 villages of Tamil Nadu state and has formally registered them as producer-cum-clients on buy back mode. Furthermore, the company generates season-wise employment opportunities for agricultural labor and unemployed rural youth. The Company recruited six persons mostly women. The annual turnover of the company is Rs. 12/- lakhs. The future vision of the company is to export RICH MASALA and install high-tech machines to fulfill customer requirements. Ms. Umamaheswari's message to the fellow Agripreneurs is, 'To convert one's contacts into cost and taste the fruit of success'.

**Different products of RICH MASALA****Ms. J. Umamaheswari**

Krishi Vigyan Kendra (PIRENS)-Babhaleshwar- Pioneering digital entrepreneurship through AC&ABC training programme

Two times 'National Best KVK Award Winner' Krishi Vigyan Kendra (PIRENS)-Babhaleshwar is effortlessly working for the betterment of the rural community through the mantra 'Learning by doing and learning through work experience'. Accrediting the work carried out under Pravara Institute of Research and Education in Natural and Social Sciences (PIRENS) established in 1985 by Hon'ble Padmabhushan Dr. Balasaheb Vikhe Patil, the Indian Council of Agricultural Research (ICAR) New Delhi has sanctioned the Krishi Vigyan Kendra in the year 1992. KVK-Babhaleshwar is disseminating the technologies through assessment, refinement and demonstration of proven technologies and training. Krishi Vigyan Kendra, Babhaleshwar has been implementing AC&ABC Scheme since 2004. The institute has conducted seventeen training programs and trained 529 candidates of which 302 have successfully established Agriventures in the areas such as Agri-clinics, Agri-business centers, poultry farming, goat farming, veterinary clinics, farm machinery units, production of micro-nutrients & bio fertilizers, Agriculture consultancy, food processing unit, dairy unit, seed processing & grading etc.



Agripreneurs at KVK– Babhaleshwar

Innovative practices of the Institute for promotion of AC&ABC:

- Organizing workshops for 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.
- Regular support to Agripreneurs to get business licenses and help in fulfilling procedural formalities for setting up new Agriventures.
- Organizing monthly meetings of Agripreneurs to discuss the progress and problems with the involvement of KVK experts and encouraging formation of new Agripreneur groups.
- Providing e-literature to the trainees, containing AC&ABC guidelines, study material, sponsored schemes of NABARD, NHM, ATMA, success stories of established Agriventures, projects etc.,
- Regular broadcasting of success stories of Agripreneurs under the AC&ABC Scheme through 90.8 MHz FM KVK Pravara Community Radio Station among the 8.5 lakh stakeholders of Ahmednagar District.
- Provision of Quality assurance certification to the Agripreneurs for establishment of soil and water testing laboratory.
- Conducting Bankers Meet by inviting Agripreneurs to discuss the issues like capital need, risk profiling, debt recovery and the ways to improve the credit linkages.
- Published 18 success stories of successful Agripreneurs in a Book titled as 'Enhancing Technologies Dissemination through AC&ABC: An experiences of KVK- Ahmednagar
- Use of Mobile Alert service started for the first time by KVK, Babhaleshwar for Agripreneurs



Dr. Bhaskar Gaikwad
Nodal Officer

Significant Achievement of AC&ABC : A total of 529 candidates were trained and 302 established the agriventures successfully. The success rate is 57% . Mrs. Kavita Bidve-Jadhav (MS 4333) was honored with "Maharashtra Udyogini Award-2014 from Sakal and Mitcon", Pune and "Adarsh Udyojak Award -2014 from Institute of Management Studies-(IMS) Ahmednagar".

Krishi Vigyan Kendra, Babhaleshwar

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Mr. M.K. Sinha took over the concluding session by teaching the basics of personal grooming. The lecture was in Hindi interspersed with English for best comprehension. The mode of training was interactive with liberal use of power point, audio-visuals, live demonstrations, role plays, storytelling, group presentation, and brainstorming. “The expected outcome made the Agripreneurs feel more confident, professional and improved their interpersonal skills so that they can present themselves effectively before various stakeholders and emerge as successful entrepreneurs” said Mr. R.R. Kalyan, Nodal Officer, Centre for Development Orientation & Training C-DOT-Bihar Sharif, Bihar.

!!! Do you know this !!!

NABARD is running an important Government sponsored scheme “Dairy Entrepreneurship Development Scheme” (DEDS). Agripreneurs, who are interested in starting the Agri-venture in the Dairy sector, may please check the following web link for more details:

<https://www.nabard.org/english/deds.aspx>

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 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



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