



Better Farming by Every Farmer

Agripreneur

A Virtual Experience Sharing Platform

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Central India's Largest Agri-Summit at "AGRO VISION" exhibition during 4th to 7th December 2014 at Reshimbaug Ground, Nagpur

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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".

The 6th edition of ' AGRO VISION ', an exhibition was organized during 4th to 7th December-2014 at Reshimbaug Ground, Nagpur, Maharashtra. The theme of the exhibition was ' Innovations in Agriculture '.

Shri Nitin Gadkari, Honorable Minister of Road Transport and Highways, Shipping, Rural Develop-



Smt. Harsimarat Kaur Badal, Minister of Food Processing Industries interacting with Agripreneurs

ment, Drinking water & Sanitation, Panchayati Raj was the Chief Patron. Dr C.D.Mayee, Ex Chairman, Agricultural Scientists Recruitment Board, Indian Council of Agricultural Research, Chairman of the Exhibition Organising Committee and Sri Ravi Boratkar, Jt Managing Director, MM Active Sci-Tech Communications Pvt. Ltd., participated in the exhibition. The Department of Agriculture and Co-operation, Ministry of Agriculture (GOI), Maharashtra, over 300 small and big companies dealing with seeds, fertilizers, farm machinery, irrigation equipment etc., from private and public sector, agro related departments, organisations and directorates of governments, agricultural universities and research institutes participated in the national exhibition.

MANAGE, Hyderabad facilitated the participation of four Agripreneurs under the AC&ABC scheme in the exhibition. The Agripreneurs were Dr. Sudhir Tulsiram Dhote a Vet Consultant trained at KVK Baramati, Maharashtra, Mr. Yuvaraj Madhukar Rathod an Agri-consultant from KVK- Durgapur, Maharashtra, Dr. Pradip Buwaji Salve a Veterinarian from KVK- Babhaleshwar, Maharashtra and Miss. Kalpana Digambar Dhodare a goat farming consultant trained from KVAAF, Nagpur.

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A Cottony Roll of Mycelium "Mushrooming" Income

"Immediately after completing my post-graduation in Food Engineering, I got married and was staying with my in-laws. My father-in-law was running a small unit of Mushroom cultivation. Inspired by his venture, I developed interest in the activity. I decided that instead of opting for a job, I would take up a career in Mushroom cultivation and expand the business by implementing new techniques", says Mrs. Suman Kumari, (32) hailing from Khubaru, Tq. Ganaur, Dist. Sonapat, Haryana. One day while browsing the Internet Mrs. Suman came across the AC&ABC scheme. She searched for Nodal Institutes and found that in her own state Indian Society of Agribusiness Professionals, Karnal, Haryana, was the nodal institute organizing the AC&ABC programme. She applied and was selected for



Mrs. Suman Kumari in her low cost mushroom processing unit

training in the year 2010. According to her, the training programme was practical oriented and gave her a chance to interact with successful Agripreneurs. Training content was good and every aspect related to Agri-entrepreneurship development was covered. During her market survey, she approached many prospective clients for knowing their requirement about Button Mushroom. She found that Mushroom production is a growing business and the demand is increasing since the last few years. She also observed that people who were in that business since long had very little technical knowledge. Hence, she decided to get into this business with her knowledge. After completion of training, she registered her firm by the name of Sumi Agro Farm Products. She submitted DPR to Union Bank of India, Huda branch, Sonapat who sanctioned a term loan amount of Rs.14.5 lakhs and NABARD offered 44% subsidy. She has reformed the cultivation of white button mushroom by adopting very simple and cheap technology of construction of a mushroom house (mud house with thatched roof).

"Being a food technologist I can distinguish that Mushroom cultivation is a matter of practice and technical knowledge rather than labour intensive farming, with a high value of returns in a short time. Hygiene is vital on a mushroom farm. I personally monitor all phases of mushroom cultivation i.e. spawn production, compost preparation, spawning, spawn running, casing and fruiting", says Mrs. Suman Kumari. She has developed a commercial webpage of her firm and started online sale of mushroom throughout India. Simultaneously, she has focused on the surrounding cities/sub cities markets and is also planning to export. Besides, she provides online supply of fresh mushroom, spawn, compost and other inputs which are required for mushroom cultivation. In the off season she conducted training on mushroom cultivation, and about 50 people underwent training from 10 villages.

Seasonally, she has harvested 45 tons of mushrooms and sold to around 500 clients. Annual turnover of Sumi Agro farm is Rs. 30 lakhs with a profit of Rs. 15 lakhs. Her income has increased three fold compared to her father-in-law's income. She has created employment for 10 people. She is planning for Controlled cultivation of Mushroom as well as a processing unit so that throughout the year mushroom cultivation and sale can be carried out. She wants to start her own Mushroom Pickle brand. Mrs. Suman Kumari appeals to Agriculture professionals, "There are lots of opportunities in the Agriculture sector to earn more than a job. Take it up and explore", she says.

Smt. Suman Kumari Dhankhar w/o Shri Ashok Dhankhar

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ICT led Managerial Aids improving Entrepreneurship among Agripreneurs through Terra Firma Biotechnologies Ltd. Bangalore, Karnataka

Terra Firma Biotechnologies Ltd., Bangalore, Karnataka promoted by Dr.R.Ganesha and associates is the first private organization selected by MANAGE for providing AC&ABC training in Bangalore, Karnataka. A group of Agricultural graduates and Technocrats was working purely on environmental aspects in the name of Terra-Firma Biotechnologies Ltd. Since the year 1994 the company is playing a prime role in 'Solid waste recycling' to replace chemical fertilizers substantially and also promote Organic farming. Different techniques developed by Biotechnologists for organic farming were suitably modified to manage urban waste as well by adopting Microbial and Vermi-culture concepts to convert Solid Waste into value added and enriched Products. The organization has acquired in-depth knowledge in handling and managing solid waste. Accredited to this unique concept, the Government of Karnataka has awarded the Managing Director with Best Environmentalist Award for the year 1995-96 through Pollution Control Board.

Association with AC&ABC Scheme:

Since the year 2002, Terra Firma Biotechnologies Ltd., Bangalore, Karnataka, has been associated with MANAGE for implementing the AC&ABC scheme. So far 55 Batches have been trained under the scheme. A total of 1837 candidates were trained and 771 Agripreneurs have successfully established Agriventures in the areas viz. Agri-Clinics, Agri-Business Centres, Nursery, Poultry, Veterinary Clinics, Custom hiring centres, Dairy, Sheep / Goat units, Contract farming in seed production, Manufacturing units of Micronutrients, Bio-fertilizers, Bio-pesticides etc. The success rate is 41.73%.

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

1. Organizing awareness campaigns on AC&ABC scheme among Agriculture professionals. Pre-session advertisement about the AC&ABC scheme through the local newspaper.
2. Organizing annual workshop for Bankers in coordination with NABARD and other stakeholders to strengthen the implementation of AC&ABC scheme by reviewing the pending loan proposals with bankers.
3. Regular support to Agripreneurs in getting business licenses and in fulfilling procedural formalities for setting up new Agriventures
4. Pre-session orientation classes on Information Technology to strengthen computer skills among trainees.
5. Providing e-literature to the trainees through Agri-information division of the institute.
6. Conducting Refresher training programs for enhancing the Agri-entrepreneurship skills among Agripreneurs.
7. Enrolling the managerial experts on the institute panel apart from hiring resource persons from Agro based institutes to strengthen the knowledge of trainees in Agro- industries.

Significant Achievement of AC&ABC Scheme:

- Since 2002 onwards, a total of 1837 candidates were trained and 771 successful agriventures have been established at various places in Karnataka, achieving 41.73% cumulative success rate.
- A successful Agripreneur couple Sri Thimmanna Hegde & Smt. B.M. Vijaya, have established Hegde Farm & Nursery, Vijaya Dairy at their native place Yelith Village, Tq.-Byndoor, Udupi District, and started Agri- consultancy for the surrounding villages. The couple was honored with "Krishi Ratna Award" by Govt. of Karnataka and Vice Chancellor of Bangalore Agriculture University at Bangalore during 2013.



K.G.Nanjundappa
Nodal Officer

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Dr. Sudhir Tulasiram Dhote, highlighted the importance of feed and fodder management for milch animals, timely vaccination and de-worming on 4th December, 2015. He stressed on the selection of quality breed semen for improving the milk yield. Over 4500 farmers visited the stall.

On 5th December, 2014, Mr. Yuvaraj Madhukar Rathod an Agri-consultant from KVK, Durgapur explained the package of practices on cash crops viz. Cotton, Banana, and Turmeric especially for Vidarbha region. He also encouraged the farmers on Millet cultivation. More than 10000 farmers visited the stall.

On 6th December, 2014, Dr. Pradip Buwaji Salve, a Veterinarian from KVK- Babhaleshwar, highlighted the importance of Animal Health Manage-

ment and Calf rearing. He also encouraged the farmers towards establishment of Dairy, Poultry and Goatery unit on a small scale. More than 20000 farmers visited the stall.

Ms. Kalpana Digambar Dhodare a goat farming consultant trained by KVAAF, Nagpur, explained the importance of Goat farming, to landless farmers and availability of different Govt. Schemes for Goat farming on 7th December, 2014. Around 25000 farmers visited the stall and gained knowledge on goat farming.

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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Visitors from Uganda Agriculture Ministry viewing Agri- products



Shri Nitin Gadkari, honorable minister visiting the stall



Dr C.D.Mayee, Ex Chairman, presenting appreciation certificate and trophy



Mr. Prashant Armorikar Director, (Trg.) MoA, explaining about AC&ABC scheme