



Better Farming by Every Farmer

e-Bulletin



Agripreneur

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In this Issue:

- Training-cum-Workshop for Nodal Officers of Northern & Western Region at URICM, Gandhinagar, Gujarat
- Agripreneur of the Month: Dr. Kishore Mathpati
- Institute of the Month: Indian Society of Agribusiness Professionals (ISAP)
- 'mKisan' Portal

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"Agripreneur is a virtual platform to share the experiences of Agripreneurs, Bankers, Agribusiness companies, Nodal training institutes, Extension functionaries, Academicians, Researchers and Agribusiness thinkers in the country working for promotion of Agri-Entrepreneurship development".

Training-cum-Workshop on "Agri-Entrepreneurship Development" for Nodal Officers of Northern & Western Regions at URICM, Gandhinagar, Gujarat.



Training-cum-Workshop on "Agri-Entrepreneurship Development" at URICM, Gandhinagar, Gujarat

Udaybhansinhji Regional Institute of Cooperative Management (URICM), Gandhinagar, Gujarat, hosted a 2-day Training-cum-Workshop on "Agri-Entrepreneurship Development" for Nodal Officers of Northern & the Western Regions under AC&ABC Scheme during 29th-30th October, 2014. The Workshop was organized by MANAGE, Hyderabad. The participants included Dr. R.K. Tripathi, Director (Extn. Mngt.) & Mr. Sajith Kumar, Joint Director (Agri.), DAC, MoA, GoI, Dr. P. Chandra Shekara, Director (CAD) & Mr. A. Vasudeva Rao, Consultant (CAD), MANAGE, Mr. H.S.K. Tangirala, Director, URICM, Gandhinagar and twenty six Nodal Officers from 18 Nodal Training Institutes from Chhattisgarh, Gujarat, Haryana, Jammu & Kashmir, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Uttarakhand and Uttar Pradesh.

Dr. R.K. Tripathi, Director (Extn. Mngt.), MoA, GoI, suggested that for effective implementation of AC&ABC Scheme, the workshop should have detailed deliberations on the interface between Agripreneurs and the representatives of officials of ATMA, NABARD and Bankers. He emphasized that the revised curriculum on extension services is mandatory as per the Parliamentary Standing Committee suggestion. The literature/publications on the extension modules and services should be distributed during AC&ABC training to enhance the knowledge of the trainees on extension services.

Continued on Page -4



National Institute of Agriculture
Extension Management



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



National Bank for Agriculture
and Rural Development

'Indian Solutions for Indian Problems

Dr. Kishore Mathpati (41) is a Veterinary practitioner hailing from Phaltan village, District Satara, Maharashtra State. He developed a module of scientific dairy management practices titled as 'Tota Mukta Gotha' means 'Loss-free Cowshed'. Accredited for his innovation, Dr. Kishore Mathpati was honoured with "Young Scientist Award" on 26th June, 2014 by Department of Agriculture, Govt. of Maharashtra. Dr. Mathpati says that these days dairy business is not growing as per consumer demand and there is less milk production per cow. He says that though Cross breed cattle yield higher milk, it is difficult to maintain them. They are prone to diseases and their lactation period reduces with each generation. Indeed, indigenous breeds are fully adapted to Indian climatic conditions, yield higher milk and the bulls can be used as draught animals. One cattle breed



Dr. Kishore Mathpati demonstrating Milking Machine to the members of Abhinav club-Pune

is GIR, which is docile, of heavy built and known for its high milk production potential. Being a Veterinarian, I have decided to conserve the GIR cow with the concept of 'Tota Mukta Gotha' said Dr. Mathpati. After completion of his study, he started serving dairy farmers with services such as Artificial Insemination (AI) at farmers' doorsteps. During this period, he found that the dairy farmers are quitting the business because of less milk yield and high production cost. These hitches were of major concern to develop scientific management practices for Animal Husbandry. Later, he developed a module titled 'Tota Mukta Gotha' which comprises of best practices related to cow shed management, selection of indigenous breeds, fodder and feed management, clean milk production, timely vaccination etc. He started advising the dairy farmers on the same. However, despite being an expert veterinarian, he strongly realized that he was lacking in convincing skills and other managerial practices to get his concept popularized among the dairy farmers. It was during this period that Dr. Mathpati came to know about Agri Clinics & Agri Business Centres (AC&ABC) Scheme from his friends. Encouraged by the feedback of the Scheme from his friends, Dr. Mathpati joined the AC&ABC training at Krishi Vigyan Kendra, Baramati, Satara-district, Maharashtra. For Dr. Mathpati, AC&ABC training was a real business school for developing his entrepreneurship skills, upgrading his expertise by visiting scientific dairy farms, improving managerial skills to sustain the ventures etc. He personally felt that Detail Project Report preparation and market survey are very important components of the program. Owing to his passion for conservation of GIR cow, he registered his dairy training institute by name 'Krushna Dugdha Prashikshan Wa Sanshodhan Kendra, Phaltan' at Satara district. He started conducting training-cum-consultancy on the concept of 'Tota Mukta Gotha'. Primarily, he has enlisted the package of practices and grouped in a 3-day training module viz. 1) Scientific practices of GIR cow management. 2) Bankable project proposal preparation for dairy unit (GIR breed). 3) Management practices to increase the lactation period up to 3-5 years without use of concentrate feed to cow.

Shri Vijay Harilal Gawali (35), residing at Gawali wada, Phaltan, district Satara, says that this is his fourth generation that involved in dairy. They are practicing traditional dairy management practices and enduring with no profit no loss. Once he visited Krushna Dugdha Prashikshan Wa Sanshodhan Kendra, Phaltan institute and attended the 3-day training. He started applying the timely management practices by utilizing the available resources. He found that clean milking, timely vaccination, mixture of green and dry fodder are helpful to increase the milk yield instead investing more on feed and fodder. The milk yield of his GIR cow increased by 2-3 litres per day.



Dr. Mathpati trained 200 farmers from 10 villages in Satara district. After completing the training, Dr. Mathpati personally monitored all the activities till the trainees started their own Dairy units. The institute is running with the help of two employees and the annual turnover is Rs.10 lakhs. ATMA, Pune region and Abhinav Farmers' Club, Pune, have collaborated with the institute and conducting the training for dairy farmers under the supervision of Dr. Kishore Mathpati.

Dr. Kishore Mathpati,

'Krushna Dugdha Prashikshan Wa Sanshodhan Kendra, Phaltan' Satara district. Mobile No: 09421615847

Indian Society of Agribusiness professionals (ISAP): Pioneering Agripreneurship

Indian Society of Agribusiness Professionals (ISAP) is a non-government, not-for-profit organization registered under Section 25 of the Indian Companies Act, 1956. ISAP is working towards enhancing livelihood opportunities for the rural poor through interventions that include agricultural and livestock development, skill development, multiple uses of water, improved sanitation, and women empowerment. Among the rural communities, ISAP's special focus is on small and marginal farmers, BPL youth, especially from Scheduled Caste (SC), Scheduled Tribe (ST), Other Backward Castes (OBC), and women.

Vision: To improve the quality of life of socially and economically disadvantaged men and women.

Mission: To enhance livelihood opportunities for one million households in India, through sustainable agriculture, skill development, and market integration.

Outreach: ISAP has contributed to enhancing livelihood opportunities of more than 1,50,000 farmer households, 3667 Agripreneurs, 8000 BPL youth, 15,000 women in 3500 villages, 250 Blocks, 70 Districts in 17 States in India.

To achieve its Vision and Mission, ISAP is involved in the following activities:

- **Sustainable Agriculture:** Strengthening the food and nutritional security, through designed interventions on sustainable agriculture with a focus on yield improvement, Agribusiness and human development
- **Agricultural Extension Services:** ATMA under PPP mode, farm school, Kisan Didi, Kisan Mitra, Sustainable Yield initiative, Soil health Improvement Programme, Frontline demonstration etc.
- **FPOs for Small market integration:** ISAP promotes and strengthens the Farmers' Producers Organizations to facilitate small and marginal farmers' access to investment, technology, quality inputs, and integration with markets.
- **ICT-based Intervention:** ICT-based solutions to facilitate farm extension services include Kisan Call Centre (KCC), Community Radio Station (CRS), and animated videos through the e-krishaksahyogi initiative.

Association with AC&ABC program:

Since 2007, Indian Society of Agribusiness Professionals has partnered with MANAGE. Establishing 12 Nodal Training Institutes which are predominantly in North Eastern and Hilly/tribal states for providing training and hand-holding support to Agripreneurs. ISAP is involved in implementation of AC&ABC scheme in Assam, Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Madhya Pradesh, Punjab, Rajasthan, Uttarakhand and West Bengal. A total of 3667 candidates were trained out of which 1497 have established Agriventures viz. Agri-clinics, Agri-Business centers, Bee keeping, Honey processing unit, Poultry, Goatry, Custom hiring centers, Seed processing unit, Vermi-composting, Veterinary Clinics, Dairy unit, Milk collection centers, Fishery, Animal feeds manufacture unit etc. The success rate is 40.81%.

The network of ISAP NTIs is monitored by Mr. Shaibal Chatterjee, Senior project Manager from ISAP head quartered at New Delhi, and the day-to-day operations of the individual NTIs are managed by the respective nodal officers.

The contribution of NTIs established by ISAP is for furthering the cause of training, assisting in preparation of DPRs for Bank finance and handholding support to Agripreneur in the hilly, tribal and north eastern parts of the country. The work is highly appreciable.



Shri Shaibal Chatterjee
Nodal officer

Indian Society of Agribusiness Professionals (ISAP)

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Continued from page no.1....

Dr. P. Chandra Shekara, Director, CAD, reiterated that NTIs should follow the revised curriculum of AC&ABC. He also advised the NTIs to prepare their own course material as per the local circumstances and Agri-Business potential. He stressed on the importance of ATMA convergence with AC&ABC scheme, and appealed to NTIs for ensuring the involvement of ATMA officials in the training program and also to make use of the 10% funds earmarked for the Agripreneurs from the Cafeteria of ATMA. Mr. Sajith Kumar, Joint Director (Agri.), MoA, GoI, described the Workshop as a wonderful learning experience to all the stakeholders. The workshop was concluded with a vote of thanks extend by Mr. A. Vasudeva Rao, Consultant- CAD, MANAGE, Hyderabad.

!! Do You Know This !!

All Mobile based services enabled through 'mKisan' portal of Ministry of Agriculture

Mobile based services for farmers and other stakeholders being delivered through organisations, departments and offices of Central & State Governments down to the Block level (including State Agriculture Universities, Krishi Vigyan Kendras, Agro-Meteorological Field Units) have been brought together under a single umbrella viz. mKisan portal of the Ministry of Agriculture, Government of India. The URL is www.mkisan.gov.in. mKisan Portal subsumes all mobile based initiatives in the field of Agriculture & allied sectors. It brings together SMS (both Push and Pull), Interactive Voice Response System, Unstructured Supplementary Services of Data or USSD (which is essentially Interactive SMS and can facilitate data entry and query on Web Portals without internet), Mobile Apps and Services.

Further details of mKisan Portal can be seen at <http://mkisan.gov.in/aboutmkisan.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, 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 indianagripneur@manage.gov.in



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