



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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Sensitization Workshop for Strengthening PPP between ATMA and Agripreneurs at Varanasi, Uttar Pradesh

A Sensitization Workshop, designed by MANAGE, was conducted at Shree Maa Guru Gramodhyog Sansthan, Varanasi, on 13th August, 2014, as a part of action research on “Evolving Institutional Mechanism for Strengthening Public-Private-Partnership (PPP) under Agriculture Technology Management Agency (ATMA) through Agripreneurs” of Varanasi District. About 40 Agripreneurs representing 8 Blocks, Deputy Director (Agri.), Project Director (ATMA), Dy. Project Director (ATMA), Scientists from Krishi Vigyan Kendra, Officers from Nodal Training Institute participated in the workshop.



Participants of Sensitization Workshop held at SMGGS, Varanasi, Uttar Pradesh

The Participants were sensitized on the aspect of Public-Private Partnership in Agricultural Extension, the need for linking Agripreneurs with ATMA’s cafeteria of activities along with the objectives and Methodology of the Action Research Project to be undertaken in Varanasi district. The Agripreneurs were suggested to share their experiences about their Agriventures along with their future plans. PD (ATMA) shared the current status of ATMA programs and expressed willingness to work with Agripreneurs and other stakeholders in delivering farmer-oriented innovative activities as per the guidelines.

The KVK Scientists provided their expert input in identifying potential areas for Agriventures and PPP in extension in collaboration with ATMA. Later, Agripreneurs were divided into four groups (Block-wise) and were asked to suggest potential areas viz. Vegetables, Input Supply and Advisory, Fisheries, Dairy, Poultry, Value-addition, Vermi-composting, Tissue Culture, Cold Chain, Floriculture etc., within their Blocks to undertake PPP programs. Similarly, they were asked to identify extension activities and possible partners, list out constraints and suggest feasible models of PPP. The results of group works were shared in the plenary. The workshop has created sensitization on PPP among Agripreneurs, officials of ATMA, KVK Scientists and other stakeholders and identified potential areas for delivering agricultural extension programs on partnership mode. Outcome of the workshop has provided a basis for evolving suitable PPP models at Block level and undertake relevant interventions. The workshop was facilitated by Dr. A. S. Charyulu, Research Associate, MANAGE and Mr. Ram Nagina Singh, Consultant, MANAGE.



National Institute of Agriculture Extension Management



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



National Bank for Agriculture and Rural Development

Agripreneur Bangaya Crorepati

Shri Tulsidas H. Lungaria, 38, hailing from Junagadh, Gujarat, has been motivating Agricultural professionals to attend the AC&ABC training program and advising them to improve their business skills instead of opting for Jobs. He is engaging the fellow Agripreneurs trained under AC&ABC in his company.

Shri Tulsidas is a Graduate in Agriculture Sciences from College of Agriculture, Junagadh, Gujarat. After graduation, he started his career as a sales executive and led a comfortable life. However, extensive travelling and monotonous sales created a growing discomfort within him. He felt that his life has become routine with no challenges. Consequently, he started dreaming to have his own Agriventure and felt the need to develop professionalism to run business. At this juncture, he came to know about AC&ABC Scheme through a local newspaper and joined the 2-month residential training course of AC&ABC being conducted at the International School for Public Leadership (ISPL), Ahmedabad in 2012. During the training, he learnt a lot on accounting, DPR preparation and marketing. He got an opportunity to listen to lectures from many visiting experts from Agri-businesses. This training gave him confidence to start his own Agriventure. Today, Shri Lungaria is running four Agri-companies by involving the fellow Agripreneurs trained under AC&ABC.



Mr. Tulsidas Lungaria addressing the farmers meets

The details of the companies and their service areas are:

- M/s. Avirat Cotton Industries Pvt. Ltd., Gondal, Rajkot District. : It handles Cotton ginning and pressing Cotton seeds for oil extraction and cotton seed cake. The Annual turnover is Rs.60 Crores
- M/s. Adventa Export Pvt. Ltd., Ahmedabad : The enterprise comprises of import of Water Soluble Fertilizers, Plant Growth Promoters and Soil Conditioners like potassium Humate and Fulvic acids, and their supply in bulk throughout India. Similarly, Export of Agro-Commodities like Raw Cotton bales, Peanut kernels, Sesame seeds, Spices, Fresh fruit & vegetables like Onion, Potato, Banana and Pomegranates. Annual turnover is Rs.2 Crores.
- M/s Reno Agri-genetics Pvt. Ltd., Ahmedabad : Annual turnover is Rs.5 crores. This company is involved in manufacturing and marketing of seeds like Castor, Peanut, Sesame, Onion, Guar, Pulses, wheat and vegetables.
- M/s Vimax Crop Science Limited, Rajkot : The business comprises of manufacturing and marketing of Agro-Chemicals like Insecticides, Fungicides, Weedicides, Plant Growth Regulators, Micro nutrients etc. as well as Organic pesticides. The annual turnover is Rs.28 Crores.



Shri Ashokbhai K. Tank (42) hails from Chiroda, Mendarda Taluq, Junagadh District, (Mobile no. 09913956470). He said "I visited the Plant growth regulator demonstration plot conducted on my neighbor's field and was impressed by the results on Groundnut. Next season, I had invited the Vimax executive and asked for the same on my own field. Under his technical guidance, I followed the practices suggested by him in my 3 Ha. of Groundnut crop. The pod size was uniform and yield increased by 25%. Now I am regularly applying the plant growth regulator to get good yield and profit."

Mr. Lungaria says that under the head of Vimax Crop science limited, the company conducted almost more than 50,000 Agri-product demonstrations in seven States viz. Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh, Bihar, Jharkhand, West Bengal. He has recruited 120 employees and 20 employees are on contract basis. Thirty trainees are under apprenticeship as MDTs (Market Development Trainees). He has kept an ambitious target to reach One lakh farmers every year.

Mr. Tulsidas Lungaria, Director,

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'Learning by Doing' approach in AC&ABC training program Krishi Vigyan Kendra, Baramati, Maharashtra

The Krishi Vigyan Kendra (KVK), Baramati, is a district-level Farm Science Center working for speedy transfer of technology to the farmers. The operational area of this KVK comes under the dry zone of western Maharashtra. The aim of the KVK is to reduce the time lag between generation of technology at the research institutions and its transfer to farmer's field for increasing production, productivity and income from Agriculture and Allied sectors on a sustained basis. The main emphasis is on providing training to farmers, farm women, rural youth and field-level extension functionaries by following the principles of "Learning by doing" and "Seeing is Believing".

The KVK, Baramati, collaborated with MANAGE for implementation of AC&ABC training program since 2006. The KVK has conducted 18 training programs till date and trained 518 candidates, out of which 208 have successfully established Agriventures in the field of Agri clinics, Agri Business centres, Dairy, Goatery, Floriculture in Poly house, Nursery, Processing units, Poultry, Custom hiring centers, Milk collection centers etc.

Good practices of the institute for promotion of AC&ABC:

- The pre-course advertisement on AC&ABC training was announced through Radio and Local newspapers.
- Regular follow up with lead Banks for sanction of projects and review of pending proposals.
- Providing technical guidance to Agripreneurs through the Scientists of KVK after completion of the AC&ABC training for establishing new Agriventures.
- Conducting workshops and meetings with private Agri-companies for AC&ABC trainees to explore new opportunities in Agribusiness.
- Organizing interactions between successful Agripreneurs and AC&ABC trainees to motivate them.
- Broadcasting the success stories of Agripreneurs under AC&ABC through KVK's community Radio station "Sharada Krishi Vahini 90.8 MHZ".



Mr. Nagesh D. Yemmewar, Agripreneur of KVK, Baramati was conferred 'Certified Crop Advisor' by The American Society of Agronomy

Progress of AC&ABC Scheme

- A total of 518 candidates were trained and 208 Agriventures were established. The success rate is 40.15%
- Dr. Mathpati Kishor Shripatrao (MS-8538) has received 'Young Scientist Award' from Department of Agriculture, Govt. of Maharashtra, for his innovative work in Dairy management
- Mr. Yammevar Nagesh Deoji (MS-4044) has received National Award for Agri-Clinic Management from 'Ashwamedh Group' in 2014. Further, Dept. of Agriculture, Govt. of Maharashtra awarded him for his Extension work. ATMA-Baramati honoured him with 'Shetkari Mitra Award'. The Certifying Board of American Society of Agronomy conferred him as "Certified Crop Adviser".

"AC&ABC training is helping the Agripreneurs to improve their skills, enhance knowledge and support the farmers through extension services" says Dr. Syed Shakir Ali, Nodal Officer, KVK, Baramati



Dr. Syed Shakir Ali,
Nodal Officer

The Krishi Vigyan Kendra (KVK), Baramati

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'Padmashree Dr. I. V. Subbarao Rythunestam Award' for Mrs. M. Sarita Reddy, Agripreneur of Telangana

The Navaratna Crop Sciences Pvt. Limited is a research based Agri Biotech Company located at Hyderabad, India. The company manufactures Agri-products for 'Soil sanitization & rejuvenation', 'Plant Strengthening', 'Induced Systemic Resistance for biotic & abiotic stresses', 'Yield & quality improvement of Agri-produce', which are socially, economically and environmentally sustainable. The wonderful contributions of the company in the field of Agriculture extension are recognized and honoured with 'Padmashree Dr. I.V.Subbarao Rythunestam Award' for the year 2013. On the eve, the company owner Ms. M. Saritha Reddy, women Agripreneur trained under AC&ABC (PRDIS-Hyderabad) received the award from the hands of Shri Venkaiah Naidu, Hon'ble Minister of Urban Development at Hyderabad. For further details, please contact



Mrs. M. Saritha Reddy received the Padmashree Dr.I.V.Subbarao Rythunestam Award-2013

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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



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