



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*

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## Plant Clinics in Malawi

**A Joint Initiative of Self Help Africa, CABI and Ministry of Agriculture, Malawi**



Farmers seeking advise in Plant Clinic



FDH Bank MoA-Malawi support to Plant Clinics

Self Help Africa (Gorta-Self Help Africa) is an International NGO (Operating in 10 countries in Africa) with a vision of Rural Africa free from poverty and hunger. Its mission is to establish enterprising solutions for smallholder farmers to end poverty and hunger. Self Help Africa in Malawi is supporting Ministry of Agriculture, Irrigation and Water Development with technical assistance from CABI to roll out Plant Health Clinics across the country under the Plant Wise initiative. The Plant Health Clinics are part of a Plant Wise Initiative established by CABI to help the world's poorest farmers deal with pests and diseases and other plant health problems. Plant Wise works with local extension services to provide poor smallholder farmers with access advice from a Plant Health Clinic. In Malawi, the initiative started in 2013 and so far 36 Plant Health Clinics have been opened in Lilongwe, Salima, Ntcheu and Mzimba districts.

In an effort to ensure sustainability of the Plant Health Clinics, Self Help Africa started working towards piloting private-public partnership model in some clinics in Lilongwe District. Through this pilot, a private company, FDH Bank (a locally grown bank) agreed to support the initiative in 3 clinics with a total of 3,000 farmers benefiting in TA Masumbankhunda in Lilongwe. Through the initiative, FDH bank is promoting its products among the farming community and in return, it will also help the bank to understand the banking needs of farmers and develop tailor-made products for them. This was seen as a win-win situation where farmers are benefiting through support from the bank and the bank is promoting its products and generating business. Based on the success of this model, more clinics will be opened in other districts including Balaka District, Karonga and Chitipa targeting over 10,000 more farmers. For more details, please contact: Ms. Madalitso Zelda Chidumu, Enterprise Development & Private Sector Engagement Coordinator, Self Help Africa, Plot 3/224, Muntthama road,P/Bag B495, Lilongwe 3,Malawi.Tel: +265 995 564141/ +265 888845458/ +265 1 750568/910. e-mail: [mchidumu@yahoo.com](mailto:mchidumu@yahoo.com)/[so.chidumu@selfhelpafrica.org](mailto:so.chidumu@selfhelpafrica.org), [www.selfhelpafrica.org](http://www.selfhelpafrica.org)



National Institute of Agriculture Extension Management



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



National Bank for Agriculture and Rural Development

## Super Food 'Spirulina' for Improving Health and Income of Farmers: Shri R. Balamurugan, Chidambaram, Cuddalore District, Tamil Nadu

"Spirulina' is an aquatic micro-organism often referred to as algae that gets its name from its spiral shape. This simple organism has been around for millions of years, but is currently being hailed as the super food of the future because of its exceptional nutritional content" says Shri R. Balamurugan (38) Agriculture Engineer. He further added that 'Spirulina' is a better source of protein than beef and soybean. It is also one of the few non-animal sources of vitamin B12, and contains twice the amount of B12 found in beef liver, which makes it an excellent addition to the vegetarian diet.

In the year 2011, Shri Balamurugan joined AC&ABC training course at Voluntary Association for People Services (VAPS), Puduchery. Being an Agriculture Engineer, he has decided to start a Custom Hiring Center. However, an exposure visit to a Spirulina farm fascinated him on the wonders of Spirulina and triggered in him deep interest in Spirulina cultivation. After completion of the training, he had surveyed the market on Spirulina marketing and attended a three-day training on Spirulina cultivation. Investing his own capital of Rs.1.25 Lakhs, he registered his firm by the name of PAMBAN SPIRULINA FARM and started Spirulina cultivation on a small scale. In the first harvesting, he got a net profit of Rs.50,000/-.

Spirulina cultivation requires pure water with pH 8.5 to 11. Hence, he has decided to construct a big cement tank attached with a water purifier. He has submitted a project proposal of Rs.10/- lakhs to Union Bank of India, Chidambaram branch, Tamil Nadu. The branch manager was impressed by this activity and sanctioned the loan and NABARD also released 36% subsidy. Shri Balamurugan says "Converting raw Spirulina into an edible product requires five steps i.e. Harvesting, Filtering, Pressing, Extrusion and Drying & Conditioning etc. All these steps are equally important to safe guard Spirulina from contamination". He has registered his products under the Food Safety and Standards Act of India (FSSAI), Government of India.



**Spirulina Capsules**

Spirulina is a nutritional supplement food and will be able to cure a number of diseases. The beneficiaries of his products are 80 farmers from 10 villages. Likewise, it is also an important feed for Shrimp Culture, Poultrys, Fish Farming & Dairy Farms. He is supplying Spirulina powder to Shrimp farms and Fish farms. He is encouraging the neighboring farmers through training on Spirulina cultivation. He has recruited two technical assistants and his annual turnover is around Rs.5/- lakhs. Shri Balamurugan says, "My vision is to train more and more farm youth on Spirulina cultivation and make the people aware about the super food, especially to those who are living below the poverty line and suffering from malnutrition. I want to make my India more healthy and wealthy".

For technical information on Spirulina cultivation, Shri R. Balamurugan is available at Pamban Spirulina Farm, No. 644, Mariyamankoil East Street, C. Alambady & Post Keerapalayam, Chidambaram Tq. Cuddalore District, Tamil Nadu.  
Email Id- pambanspirulina@gmail.com, Mobile no. 090475 36303.



**Shri R. Balamurugan conducting training on Spirulina cultivation**



## Transforming human resources into human capital through AC&ABC training program: SRISTI Foundation, Patna, Bihar

SRISTI Foundation is a pioneering organization devoted to Agricultural & Rural development in Bihar since 1997. The foundation has been implementing AC&ABC scheme since 2002 and successfully trained 34 batches. Out of 1,171 trained candidates, 454 have successfully setup Agriventures. The Agriventures comprise of Agri-clinics & Agri-business centers, Integrated model farms, Custom hiring centres, Vet-clinics, Dairy farms, Vermi-compost units, Food processing units, Seed processing units, Fishery, Poultry, Exotic vegetable production units, Medicinal & Aromatic Plants Cultivation, Food Processing & Marketing, Agri-consultancy & training centers etc.



Shri Vimal Kishor, Agripreneur honored by "Kisan Shree Award" by the State Department of Agriculture, Bihar

### Important activities of SRISTI foundation during implementation of AC&ABC scheme are:

- ◆ Conducting regular counseling, offering consultation and hand-holding support to Agripreneurs for getting certification, licenses and assistance under other Govt. schemes.
- ◆ Support Agripreneurs in developing market linkages with traders, farmers and government agencies.
- ◆ Establishment of SRISTI Foundation Library and provides easy access of books and other publications by providing free membership to the trainees.
- ◆ Organizing quarterly Agripreneurs meet to discuss problems & progress.
- ◆ Refresher training programme have been conducted to strengthen the skill of Agri- entrepreneurship among the established Agripreneurs.

### Significant achievements of SRISTI Foundation :

- ◆ Total 1,171 candidates were trained and 454 have established their Agriventures with success rate of 38.77 %.
- ◆ Shri Naveen Kumar (BHR-1476) Masaurhi has honored "KISAN SHREE" with a cash of Rs.1,00,000 & citation for his achievements in Agriculture & Extension by the Government of the Bihar.
- ◆ Shri Vimal Kishore (BHR-1974) Samastipur District, has awarded "KISAN SHREE" with a cash of Rs.1,00,000 & citation for his achievements in fish culture & fish nursery spread over 75 acre by the Govt. of Bihar.

### For more details contact

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Shri Ashok Kumar Thakur  
Nodal Officer

## Smt. Kavita Jadhav, A woman Agripreneur Honored with Silver medal in "Maharashtra Udyogini Puraskar-2014"



Smt. Kavita Jadhav - Woman Agripreneur Honored with Silver Medal at Maharashtra Udyogini Puraskar-2014

Sakal Newspaper Ltd. Maharashtra and MITCON consultancy have jointly instituted Maharashtra Udyogini Puraskar since 2007 to honor and recognize the efforts and merits of women entrepreneurs in the State of Maharashtra & Goa. MITCON and SAKAL have successfully organized the Awards ceremony on 7-8th August, 2014, by nominating 22 women entrepreneurs from Maharashtra and Goa. Smt. Kavita Jadhav- A woman Agripreneur trained under Agri-Clinics & Agri-Business Centres scheme from Krishi Vigyan Kendra (PIRENS) Babhaleshwar, Maharashtra, was honored with Silver Medal. This award has specified her outstanding work in the field of Agri-consultancy and extension services. She has established a Big Agri- Shopping Mall at Jogeshwari Akhada, Rahuri Tq., Ahmednagar District to meet all requirements of the farmers under one roof. Around 2000 farmers are the regular customer of the mall. Three hundred fifty farmers have connected to the Agri Shopping mall through SMS services. She has also honored as "Ideal Women Agripreneur" by Institute of Management Studies, Ahmednagar. Smt. Kavita Jadhav can be contacted at Agri- Shopping Mall, Jogeshwari Akhada, Rahuri Tq, Ahmednagar District, Mobile no- 09860118980, e-Mail- jadhav.kavita1985@gmail.com

### What Expert Says!!

"I have gone through the bulletin. It is an excellent idea. The same needs to be carried through by bringing out an Annual booklet containing suggestions and success stories. This could develop into a text book and manual for Agri - entrepreneurship, which could also be useful for PGD in ABM. This is how textbooks need to be written, actual case studies of success and failure stories and lessons to be drawn from them. The success stories could later on be classified theme-wise which could form chapters of the manual. These theme-wise ideas could be put on extension-pedia for co-development for absorbing experience of everyone through a suitable mechanism. An excellent initiative". - Shri. Suresh Kumar- IAS, Rtd., Additional Chief Secretary, Maharashtra State and first Director General of MANAGE

*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 Agri ventures, 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"**

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