



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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## **Agri -Business Study Tour to Europe**

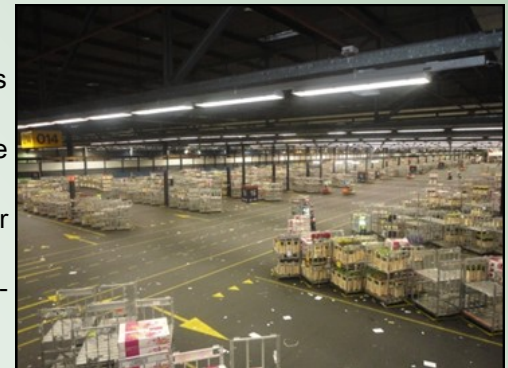
**Experiences of Mr.Mahendra Dhaibar, Nodal Officer, Shashwat Sheti Vikas Pratisthan (Pune),NTI under AC&ABC Scheme**

The Department of Agriculture, Government of Maharashtra, has sponsored a 10-day Agri Business study tour to Netherlands, Germany, Switzerland & Austria in July-August 2014 with an objective to educate progressive farmers on modern agricultural practices. Under this initiative, 50 per cent of the tour expenditure was borne by the State Government and the rest by the selected farmers. Mr. Mahendra Dhaibar, who participated in the tour, along with a group of 45 progressive farmers, shared his experiences with MANAGE.

**Details of Important Farms/Institutions visited by the group are as follows:**

### **1. Flower Auction Center Aalsmeer, The Netherlands**

The cooperative flower auction 'Flora Holland' is located in Aalsmeer. It is the largest trading centre for plants and flowers in the world. The auction center is fully computerized, wherein the flowers appear before the auction clock and traders buy them online.



### **2. Dairy Farm at Eindhoven, Germany**



This is a fully mechanized dairy farm with only two people managing 200 cows. A Robot feeds fodder to cows. Similarly, an automated milking process is in place. As soon as the cow goes to the milking parlour, the milking machine washes the udder, collects the milk and the yield data of each cow is

recorded on the computer.

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National Institute of Agriculture  
Extension Management



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



National Bank for Agriculture  
and Rural Development

## Concept Selling through Personal Visits is the Key to Success: Mr. Anil Nivrutti Deshmukh, Wihirgaon, Ahmednagar District

“Quality consultancy in Agriculture is emerging as an important need of farmers in villages and other Agricultural professionals who are engaged in farming, contract farming and Agri-firms”, says Mr. Anil Deshmukh (40), a Post Graduate in Agriculture from Wihirgaon, Tq-Akole, Ahmednagar District, Maharashtra. He worked in several Agri-Business companies dealing with pesticides and fertilizers as a marketing executive. Having come across several spurious Agricultural inputs and having understood their adverse impact on crops and farmers, Shri Deshmukh decided to start consultancy services to guide farmers to overcome such problems and joined AC&ABC training at Krishi Vigyan Kendra (PIRENS), Babhaleshwar, Maharashtra.



Mr. Anil Deshmukh demonstrating the use of Bio-pesticide

After completing the training, he registered a firm named ‘Krishi Vishwa Biotech’ by investing his own capital of Rs. 20/- lakhs. He started manufacturing Bio-fertilizers like Azatobacter, Phosphate Solubilizing Bacteria (PSB), Azospirillum etc. Mr. Deshmukh provides consultancy by personally visiting the farmer’s field thus establishing credible rapport with farmers besides earning good income and increasing confidence in his profession. He has worked out a systematic package of practices with organic methods to eradicate the Oily Spot disease in Pomegranate and this practice has become very popular among the farming community. Mr. Deshmukh says ‘Concept selling of any product through personal visits gets better responses rather than any other publicity’. More than 2000 farmers from 50 villages are availing consultancy services from Mr. Deshmukh.



Shri Balasaheb Namdeo Aswale (58), hailing from Akole, Ahmednagar, says, “I have a 3-hectare Pomegranate orchard. The condition of my orchard has improved after I availed consultancy from Mr. Deshmukh. I am applying organic fertilizers, pesticides, growth promoters and drip irrigation. Because of judicious application of bio-fertilizers and irrigation, the fruit setting has improved and fruit dropping has completely stopped. Timely application of bio-pesticides has controlled the pests and diseases; increased the production of Pomegranate to 25 T/ha and increased the life span of the orchard to 8-10 years.

The annual turnover of ‘Krishi Vishwa Biotech’ is Rs. 50/- lakhs and six permanent Agricultural Graduates have been engaged in the firm. Having realized the growing demand of the farmers for personal visits, Mr. Deshmukh has trained 10 more executives and appointed them at village level. The executives are visiting the farmer’s field and providing solutions to their queries through digital TABLET. To acquire more information on scientific Pomegranate crop management, contact Mr. Anil Deshmukh at Gate No. 227, At Post: Virgaon, Taluka: Akole, District: Ahmednagar, Maharashtra, Mobile-09960492426, Email: anildesh@rediffmail.com, andeshmukh73@gmail.com



## Promotion of Small Scale Agri-enterprises by Centre for Alternate Rural Employment (CARE), Namakkal, Tamil Nadu



Valedictory Function  
Participated by  
CAD MANAGE Consultant &  
AGM NABARD, Namakkal



District Forest Officer  
AGM NABARD  
R. Arivazhagan LDM, Indian Bank &  
JDA

CARE-ACABC

Since 1996, CARE Trust has been implementing many projects sponsored by NABARD, Ministry of Environment and Forests, Ministry of Minority Affairs, Ministry of Labour and National Commission for Women for betterment of rural youth, women and farming community. CARE has been implementing AC&ABC Training since 2008. The CARE Trust has provided training to 29 batches under the AC&ABC Scheme covering 933 candidates and establishing 508 Agriventures. The Agriventures comprise viz. Agri-clinics, Veterinary Clinics, Mobile Vet. Clinics, Green Houses, Tissue Culture, Shrimp Culture, Shrimp Laboratory, Nursery, Poultry, Goatery, Dairy Farms, Piggery Farms, Organic Farming, Integrated Farming, Bee Keeping, Mushroom Cultivation, Vermi Compost, Organic Manure, Food Processing, Poultry Manure, Pepper Cultivation, Custom Hiring, Fishery, Rabbit Farm, Japan Quail Farm, Minor Millets Cultivation and Marketing with extension work. A total of 31 Agripreneurs have availed bank loan and 12 have got subsidy from NABARD.

have availed bank loan and 12 have got subsidy from NABARD.

### Activities of CARE Trust in Promoting Agripreneurship:

- Organizing workshops for Bankers in association with NABARD to strengthen implementation of AC&ABC scheme.
- Providing hand holding to Agripreneurs in sorting out Bank related issues.
- Helping Agripreneurs to register their firms and obtain licenses
- Organizing training in collaboration with Krishi Vigyan Kendra (KVK-Namakkal) to get more expertise on small-scale enterprises
- Conducting triangular meetings with Agripreneurs, Farmers and KVK officers on high tech agriculture and small scale enterprises
- Liaising with Agricultural officers and ATMA officials for effective implementation of extension activities by Agripreneurs
- Conducting Refresher Training Programs to strengthen Agripreneurship among the established Agripreneurs

### Contact for more details:

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19, 1st Cross, Thillaipuram, Namakkal, TAMILNADU – 637 001.

Phone: 04286 – 224 195 / 220 095, Mobile: 094432 20095 / 096299 20095

Fax: 04286 – 234 543 / 220 095, Email: caretrust04@yahoo.com, Caretrust5@gmail.com



**B. Palaniswami,**  
Nodal Officer.

### 3. Organic Farm at Salzburg, Austria

This 100% Organic Farm is located near Salzburg and was established during 1775 AD. Apart from vegetable cultivation, they are also rearing 80 cows on their dairy farm. The dung and urine of cows are converted into compost and utilized in organic vegetables cultivation. The farm has an organic shop where organically grown fresh vegetables, milk and other organic

food items are sold.



**4. Biogas Project and Apple Farm at Friedrichshafen, Germany :**The total area of this unique integrated farm is 370 ha. Maize, Wheat and Apple are cultivated on the farm besides rearing of 320 cows in the open yard. Cow dung and urine from the dairy farm are used for producing bio-gas which is used for generation of electricity that is sold to the Government.

**5. Winery Research Institute, Freiburg, Germany :**This Winery

Research institute was established in 1842 to strengthen research and development of domestic wine industry to safeguard the future of Viticulture. This 37 ha vineyard has developed many varieties of grapes which are suitable for Wine production. The institute is also promoting organic cultivation of grapes. For more details contact Mr. Mahindra Dhaibar, Nodal officer, SSVP-Pune, Mob: 09922708398, Email: mdhaibar@yahoo.com.



### Training- Cum -Workshop on Agri- Entrepreneurship Development for Nodal Officers of Eastern & NE-Region at Guwahati, Assam



Dr. R.K. Tripathi , Director, DAC, MoA with participants

This 2-day event was organized during 22-23 July, 2014 at Guwahati, Assam, under the Chairmanship of Dr. R. K. Tripathi, Director, Ministry of Agriculture, Government of India. Twenty participants comprising Nodal Officers, Training Coordinators, SAMETI Directors, Chief Executive Officers of Agri-companies and Academicians attended the workshop. The Workshop focused on implementation of AC&ABC scheme in Eastern and North Eastern states, identification of issues needing attention of stakeholders and action plan for smooth implementation of the scheme.

*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](mailto:indianagripreneur@manage.gov.in)



**“Better Farming by Every Farmer”**

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