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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”.

“Creamy Mustard Honey” of Ocean Foods is in great demand ” says Shri Uday Veer Singh Rana, Karnal

Life is sweet for Shri Uday Veer Singh Rana (43 years), hailing from Karnal district, Haryana, who quit his sales executive job and joined the 2-month residential training programme of AC&ABC at Indian Society of Agribusiness Professionals (ISAP), Haryana. During the training, his search for a sustainable Agriventure stopped at an established Apiary wherein, he observed a scientific procedure of honey processing. His interest was triggered in honey processing. Investing own capital of Rs.20/- lakhs, he registered the honey processing unit by the name of Ocean Foods. The capacity of the honey processing plant is around 150 kilograms per day.

Mr. Rana started procuring and processing honey, flower-wise. Subsequently the processed honey was catalogued by different brand names i.e. Mustard honey, Litchi honey, Neem honey, Sunflower honey etc. The processing unit is having good storage facility, and skilled labour are engaged in bottling, packing, labeling etc.



Shri Rana says he is expanding his business according to the availability of flowers in the state; Mustard flower raw honey is procured from Kashmir, Sunflower honey from Punjab, Litchi honey from Dehradun and Neem raw honey from different States. Door-to-door delivery is the basic marketing strategy worked out for promotion of his honey brand. His firm has recruited 20 sales executives. They are individually contacting the traders, farmers, shop keepers etc. either for procurement or sale of honey. Sales executives are taking orders online and delivering the honey door-to-door.

This strategy has resulted in establishment of the brand and market where middle men are eliminated. He has individual contract with Bee keepers. In the first year itself, he has processed about 40 tons of honey.

Shri Sukhadeo Singh, 52, a farmer from Jamunanagar, Haryana, is a regular client of Ocean Foods. He is selling raw honey to the firm. He says that Ocean foods is giving ready cash and good prices for his product, whereas earlier traders used to procure raw honey from him at offhand prices. At present 1000 farmers are regular clients of the firm.

The processed honey is sold in Bihar, Madhya Pradesh, Uttar Pradesh, Haryana, Punjab and other States. Creamy mustard honey is more in demand in the market for the bakery industry. In the first year itself, the sale was Rs. 80 Lakhs with a net profit of Rs. 15 lakhs. In order to export honey, Shri Rana has applied to AGMARK for obtaining certification. While narrating his success story, he emphasized that scientific training, financial and market support to beekeepers could create a million-dollar business where huge job opportunities could be created for alleviating poverty. For



more information on Apiary and quality honey production, Shri Uday Veer Singh Rana may be contacted on mobile no. 08950580992 and E-mail Id- oceanvet039@gmail.com

Sky is the limit – Agripreneur Mrs. Sarita Reddy honoured at REC@nnect Boot Camp, Kathmandu, Nepal



Microsoft Innovation Centre, Nepal, in partnership with the U.S. Department of State, CRDF Global and ACE Institute of Management, has launched a new initiative to support technology entrepreneurship in South and Central Asia. REC@nnect Regional Start-up Boot Camp was held during May 5-7, 2014 in Kathmandu, Nepal. The REC@nnect Start-up Boot Camp has arranged a 3-day event with interactive sessions that allowed the most promising entrepreneurs from South Central Asia to validate business models, connect with investors, gain a better

grasp of markets and business strategy. Demo Day, held on 7th May -2014, brought together the Top-10 South and Central Asian Ventures to showcase their Startups to the community of entrepreneurs, investors, techies and other esteemed guests. Over 200 people have attended this event. Agripreneur Mrs. M.Sarita Reddy, trained at Participatory Rural Development Initiatives (PRDIS), Hyderabad, India, stood in top-5 among top 10 Entrepreneurs. Forty Entrepreneurs from 13 countries participated in the event. MANAGE, Hyderabad congratulates and wishes her a bright future. For more details, please contact Mrs. Sarita Reddy Tel: +91 40 6514 3358, M:+91 90101 11138, E-mail ID : navaratnacropscience@gmail.com Web: www.navaratnacropscience.com.

Shriram Pratishthan Mandal (SPM) is bridging the gap in Extension through E-publications

Since 2010, Shriram Pratishthan Mandal (SPM), Solapur, Maharashtra is effortlessly implementing AC&ABC scheme through its six regional centres at Wadala, Ratnagiri, Osmanabad, Akola in Maharashtra; Belgaum in Karnataka and Raipur in Chattisgarh. As on date, 75 training programmes have been conducted through these centres. Of the 1349 Agripreneurs trained, 697 Agriventures have been established. The nature of Agriventures are Agri Clinics and Agri Business Centres, Poultry, Goatery, Farm machinery unit, Production of micro nutrients and Bio-fertilizers, Agriculture consultancy, Food processing, Cashew nut processing unit etc.

Best practices of SPM for promotion of AC & ABC:

- Regularly organizing workshops for Bankers, NABARD and other stakeholders to strengthen implementation of AC & ABC scheme.
- Reviewing the proposals pending with banks and re-evaluating the project proposals.
- Promotional activities for establishment and networking of Agripreneurs.
- Setting up a library with books, DVDs and internet facility. Constant follow up with Government agencies for getting business licenses to Agripreneurs and guidance for procedural formalities.
- Production of DVDs on Study material, Govt. Schemes of NABARD, NHM, ATMA, success stories of established Agriventures and allied projects etc.
- Three Refresher training programmes have been conducted for enhancing the business up-scaling capabilities of Agripreneurs.
- Support to Agripreneurs to tie-up with NABARD Farmers ' Clubs for providing extension services at the village level. Agripreneurs are networked with around 150 farmers ' groups.
- Organizing Business plan presentation competition among the Agripreneurs. The winners have been awarded with interest-less seed money to start their enterprise. The repayment period is two years.

Significant achievements of SPM

- Total 1349 candidates were trained and 697 have established their Agriventures with success rate of 51.69 %.
- Agripreneur Mr. Jyotikumar Shidgouda Patil (KAR 3925) awarded "Krishibhushan" in the year 2013 by Maharashtra State.
- Institute has published a book devoted to Agri based business information namely ' Udyograng '.

For further details, please contact:

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Refresher Training programme at SPM-Solapur



Mrs. Anita Dhobale
Nodal Officer

Sensitization of Purvanchal Bank Officials on AC&ABC Scheme implementation

Purvanchal Bank, Gorakhpur, UP, organized a NABARD-sponsored 4-day sensitization programme on Agri Clinics & Agri Business Centres Scheme during 11th to 14th April, 2014 at its head office in Gorakhpur, Uttar Pradesh. The programme was inaugurated by Mr. Rakesh Kumar Gupta, Chairman, Purvanchal Bank. The other dignitaries who participated are Mr. H.M. Purohit, DGM, NABARD, Mr. Bajpai, Chief Manager, Head office, Purvanchal Bank, Mr. B.N. Tandon, AGM, RRB & Lead Bank SBI, Local Head Office, Lucknow, and Mr. Shailendra Srivastava, DDM, NABARD. Mr. Deepak Mendiratta, Nodal Officer JARDS, Uttar Pradesh was invited to sensitize the Branch Managers/ Field officers on the AC&ABC scheme. Mr. Rakesh Kumar Gupta has indicated in his welcome speech that development in the Agriculture sector is slow due to the gap in extension services which can be bridged through Agripreneurship at the village level. Purvanchal Bank is ready to finance the Agripreneurs for es-

tablissement of their Agriventures. Purvanchal bank officials representing eleven branches situated in eleven districts viz., Gorakhpur, Basti, Sidharth Nagar, Sant Kabir nagar, Teawah, Auriya, Maharaj Ganj, Deoaria, Kushi Nagar, Baliya and Mau, participated in the programme. A group of 25 Branch managers/field officers were covered each day. Likewise 100 Bankers accomplished their sensitization successfully. During the programme, Branch managers and field officers received complete information on AC&ABC scheme and got clarifications on all doubts on loans, subsidy, financial security etc.

Contact Officer for AC&ABC in Purvanchal Bank

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Condolence Message !

Shri Vikas Kumar, Nodal Officer, ISAP-Dehradun, Uttarakhand, passed away on 24-May-2014. MANAGE family conveys its heartfelt condolences to the near and dear of Shri Vikas Kumar, a professional with deep concern and commitment for Agripreneurship development in Uttarakhand.

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.



“Better Farming by Every Farmer”

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