



Better Farming by Every Farmer

e-Bulletin



# Agripreneur

A Virtual Experience Sharing Platform

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## Gherkin Contract Farming by Channakeshava Sharma – Boon to Small and Marginal Farmers

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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”.*



During my job tenure as State Head of ITC at Mysore, I witnessed the potential of Contract farming to small and marginal land holders because of assured market, higher returns, timely supply of inputs and low risk factors. Indeed, Contract farming is one of the ways to make them competitive by enabling access to technology, credit and marketing” says Shri Channakesava K.N. Sharma, an Agriculture Post Graduate engaged in contract farming of Gherkin crop by covering 1000 farmers in Andhra Pradesh, Karnataka and Tamil Nadu.

By acquiring sound experiences in Contract farming, Shri Sharma wanted to start his own Agriventure. In the year 2009, he left the job and joined the two-month free residential training program under AC&ABC Scheme at

M/s. Terra-Firma Bio Technologies Ltd., Bangalore. After successful completion of the training, he registered his firm as “Bhakthi Agri Services” and submitted a sound project proposal of worth Rs.17/- lakhs to Corporation Bank, RPC layout branch, Bangalore. In the same year, the loan got sanctioned and NABARD also offered 36% subsidy. Subsequently, Shri Sharma started mobilizing farmers by conducting series of meetings and training courses. Initially, he covered the farmers of Karnataka State. In the first year, he covered 25 acres of assured area under Gherkin crop and got Rs.25/- lakhs as net profit. His confidence increased and he started thinking of a bigger project. Second year onwards, he has chalked out the Gherkin crop calendar and planned labour management in advance which had resulted into a big venture. At present, “Bhakthi Agri Services” is covering farmers from 80-100 villages in A.P., Karnataka and Tamil Nadu. The legal contracts with the farmers are very transparent. After signing the Memorandum of Agreement (MoA) in contract farming, farmers first availed the identity card, pass book and diary for keeping the details of availed inputs and finance transactions.



Gherkin is a labour intensive crop, which requires labour through out its cultivation period. The major labour requirement is during harvesting period, which starts from 30<sup>th</sup> day after sowing and lasts up to 60 days. So he has recruited almost 500 skilled labourers for looking after 1000 acres. All these skilled workers are providing timely technical guidance, good quality seeds, fertilizers, pesticides etc., to the registered farmers of the firm. Shri Sharma says, “100% Buyback with prefixed price through contract farming is the mantra of success to both the partners (Company and farmer). A farmer can get net profit of Rs.60,000 to 1, 00,000/- within a span of forty to sixty days.



The registered farmers of “Bhakthi Agri Services”, engaged in contract farming expressed that the “income of the family has increased after undertaking the cultivation of gherkin and they could acquire assets and enjoy better living standards”.

The vision of the firm is to expand the business in Contract farming by involving crops like Cherry Tomato, Red and Yellow chilly and other exotic crops. The firm’s annual turnover is Rs.1.50 to 3.00 Crores. Shri C.K.N. Sharma appeals to young Agripreneurs to join hands with “Bhakthi Agri services” and master the management of Contract farming. He strongly believes that “Belief in the instinct leads to success”.

**Shri Channakeshava Sharma K.N.**

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



National Bank for Agriculture  
and Rural Development

## Fellowships for Development Entrepreneurs

**Access Livelihoods Consulting India Private Limited (ALC India Pvt. Ltd)** announced its core initiative i.e. ***“Fellowships for Development Entrepreneurs”*** for the year 2014-15

A ***‘Development Entrepreneur’*** is any fresh graduate or post-graduate from reputed professional institutes (aimed at those who believe in excelling in life) who is interested to address the larger inequity issues in the society. This fellowship is aimed to support all those who would like to take up the economic inequity issues of the poor.

### 1. Fellowship is for....

- a. Technical Graduates and Management Post Graduates interested to set up their own social enterprise addressing the economic needs of the marginalized.
- b. The graduating students from IITs, RECs, BITS Pilani, Agriculture Universities and NDRI and final year students from IIMs, IRMA, XLRI, IIFM, FMS and MICA or from any other premium colleges.

### 2. Eligibility.....

- a. 50% CGPA in the graduation and post graduation courses.
- b. Willingness to take the risk of charting unfamiliar and unstructured paths.
- c. Be Indian nationals currently residing and working in the states of Gujarat, Jharkhand, Tamil Nadu, Andhra Pradesh, Maharashtra, Karnataka and Odisha.
- d. Have at least two years' full-time work experience relevant to their enterprise. Freshers can also apply.

### 3. What to do...

**Step 1** - Interested candidates should send a mail to [hr@alcindia.org](mailto:hr@alcindia.org) asking for ALC India Application form with the subject ***“Application for fellowship”***.

**Step 2** - Short-listed Candidates will be informed by the HRM Domain. They need to send the following documents at [hr@alcindia.org](mailto:hr@alcindia.org) :

- 1) *Curriculum Vitae*
- 2) detailed Summary of Proposed Venture.
- 3) Letter of Recommendation: Applicants are also asked to solicit a letter of reference.

### 4. What fellowship will provide...

Fellowship for one year @ Rs.10,000 to Rs.15,000/- per month

### 5. Expected deliverables from fellow –

Detailed base line document on the issue in the area of operation of proposed social enterprise, Social enterprise business plan on the way forward including standard - log frame and detailed proposal. Legal compliance and registration of the social enterprise.

***(For more details and preliminary application and for submitting curriculum vitae please send a request mail to Ms. Nalini at [hr@alcindia.org](mailto:hr@alcindia.org), contact on Mobile- 898-5888-162 or visit at website [www.alcindia.org](http://www.alcindia.org))***

## Public Extension and Agripreneurs to serve farmers together - SAMETI-West Bengal

The State Agricultural Management and Extension Training Institute (SAMETI), West Bengal, at Ramakrishna Mission Ashrama, Narendrapur, Kolkata-700103, started its activity from May 2005. Basically, it is a Govt. Sponsored Agricultural Training Centre (ATC) run by Ramakrishna Mission Ashrama, Narendrapur, and is designated as SAMETI by State and Central Governments due to its efficient, sincere and significant services for the development of Agriculture and Rural Development as a whole since 1960s. Ramakrishna Mission Ashrama is a State level Human Resource Development Institute established for capacity building of the stakeholders in Agriculture, Animal Husbandry, Horticulture, Fishery and other Allied sectors. SAMETI, West Bengal, has been identified as Nodal Training Institute (NTI) by MANAGE, Hyderabad, since 2013 to impart two-month training under the Agri-Clinics & Agri-Business Centres Scheme.

### Salient achievements of SAMETI, West Bengal, regarding AC&ABC Activities:

Three programmes have been completed covering 92 participants and average success rate of establishment of Agri-ventures is 46%.

### Selection Process:

1) Advertisement in Local newspapers 2) Circular to different ATMAs 3) Personal contact and Awareness workshops with stakeholders.

### Hand holding support:

1) Telephonic advice 2) Personal visit to the trainee's place 3) Workshop for the trained candidates  
4) E-mail advice 5) Agripreneurs interface meetings 6) Linking the trained Agripreneurs with local Govt. Officials, Banks, NABARD etc. to obtain loans and subsidies.

### e-Extension by Agripreneurs:

Mr. Randeep Das and Mr. Manas Mondal received AC&ABC training from Ramakrishna Ashrama during 2013. Worked on a e-extension project where all the Agricultural extension messages including pictures, prices, weather with expert system have been made available in local language in a Tablet. These tablets will be provided to all the extension functionaries covering 5 Districts, 112 Blocks and 440 Gram panchayats. Extension functionaries provide accurate scientific advice to the farmers using these tablets. The project received financial support from West Bengal Government to the tune of Rs.1.96 crores. The project was launched by Hon'ble Chief Minister of West Bengal on 22nd February, 2014.



### For more details, please contact

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**Dr. Manas Ghosh**  
Director , SAMETI & Nodal Officer

## Progress of Agri-Clinics and Agri-Business Centres Scheme during 2013-2014

- ◆ No. of applications received: 4668
- ◆ No. of candidates trained: 4451
- ◆ No. of Agriventures established: 2320
- ◆ Success Rate: 52.12%
- ◆ No. of States covered: 21
- ◆ No. of Loans sanctioned up to 31st March, 2014: 1709
- ◆ No. of cases of subsidy sanctioned up to 31st March, 2014: 887

## Incentives to Agripreneurs under Agri-clinics and Agri-business Centres (AC&ABC) Scheme

As per the AC&ABC Scheme's Revised Guidelines issued in 2010, the DAC, Ministry of Agriculture, Government of India, made provision for granting an incentive of Rs.1000/- to each Agripreneur who established Agriventure on or after 4th August 2010 under the AC&ABC Scheme. To avail the incentives, Agripreneurs are requested to visit the website [www.agriclinics.net](http://www.agriclinics.net).

*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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