



Better Farming by Every Farmer

# Agripreneur

A Virtual Experience Sharing Platform

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Agripreneur  
Toll-free No.

1800-425-1556

**“Agripreneur is a virtual platform to share the experiences of Agripreneurs, Nodal training institutes, Agribusiness companies, Extension functionaries, Bankers, Academicians, Researchers and other stakeholders in the country working for promotion of Agri Entrepreneurship development”.**

## Workshop on Private Agri- Advisory Services

MANAGE organized a one day consultative workshop on “MANAGE certified Agricultural Consultancy and Agri-preneurship Development” at MANAGE, Hyderabad on 23rd December, 2016 to bridge a wide gap between extension professional to farmers.

Smt.V.Usha Rani, IAS, Director General, MANAGE in her welcome address, briefly shared the objectives of the workshop. The Director General stressed on issues in the government system viz. lack of line department staff, work load of line department officers, lack of employment for agricultural youth, failure of Agricultural department in agri-advisory services etc. and emphasized that, the line departments alone cannot cater to the actual demand of information and knowledge of Indian farmers as studies and opinions of agricultural stakeholders reveal. Hence to augment the extension activities, MANAGE is planning to take up study on Private Extension Service. The workshop brought together a total of 18

Agripreneurs, who were dealing in areas viz. manufacturing of bio-fertilizers, bio-pesticides, seed production, Integrated Pest Management, organic farming, dairy farming, Micro- irrigation, ICT led aqua-advisory, pandal farming, protected farming etc.



One day workshop on “MANAGE certified Agricultural Consultancy and Agri-preneurship Development” at MANAGE-Hyderabad

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## Onion brings Happy Tears

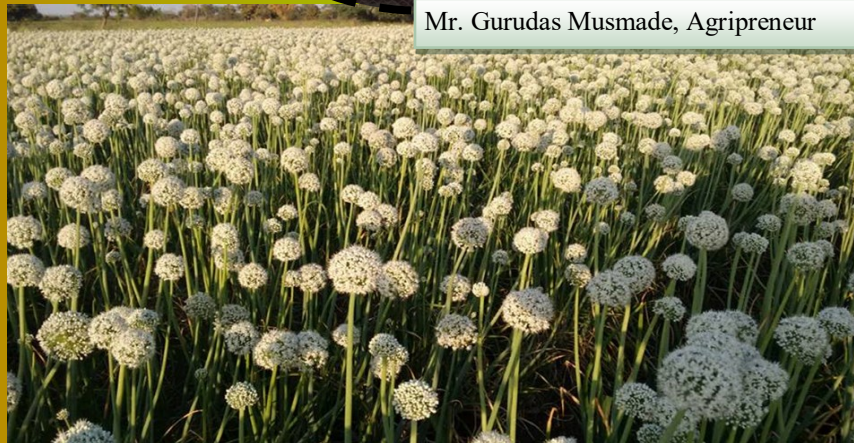
Onion is one of the most popular crops cultivated in India. Maharashtra state is the largest producer of onion in the country. Demand for onions remains more or less constant all through the year due to its usefulness as an essential ingredient in various culinary recipes and due to its use as such in salads. Besides, as an export product, onion also contributes significantly to the foreign exchange of the nation. However, in terms of productivity it is quite low when compared to other nations. The reasons for lower productivity of onion in India could be attributed largely to the limited availability of quality seeds and lack of hybrids as opined by Mr. Gurudas Ashok Musmade (69) a plant pathologist from Devali vill. Rahuri, tq., Ahmednagar district, Maharashtra. Mr. Gurudas has in his possession 20 acres of irrigated land. It was during 2014-15 that he came to know about the high demand for quality onion seeds in the village. He contacted KVK-Babhleshwar in this regard since he wanted to take up onion seed production. During one such visit to the campus he came to understand that KVK-Babhleshwar was offering agri- entrepreneurship training under Agri-Clinic and Agri-Business Centers scheme. Being Masters in Agricultural Plant Pathology he attended the interview and was selected.

During the training Mr. Gurudas learnt the technical know-how of onion cultivation. After duly completing his training he registered a firm by Name GM Seeds and started Onion cultivation. KVK, Babhleshwar, advised him to cultivate short day type of variety. The Onion seed field must be isolated from contaminants viz; fields of other varieties and the fields of the same variety not conforming to varietal purity requirement for certification. Mr. Gurudas after receiving valuable tips started cultivating breeder seeds in 10 acres of land. Mr. Gurudas used bulb to seed method of onion seed production. In this method, the bulb are lifted when 75% plant shows neck fall/top diedown. The bulbs are dried or cured in a naturally ventilated place and the neck is trimmed leaving 2-3 cm attached with the bulb. The bulbs are roughed at this stage based upon the colour, shape and size. The medium size bulbs weighing (50-80 g) are selected and stored. The bulbs are examined again before replanting in the following season. Potential yield goes to 400-450 kg/acre. After germination and field tests, the seeds are used for commercial cultivation. GM Seeds developed a red colour variety i.e. Fule Samarth, Basanth-780, Bhima Super for Kharif season and for Rabi and Summer GM Seeds produced Puna Fursungi and N241. Mr. Gurudas has been involved in Onion seed production since the last three years and has around 750 farmers under him on contract basis from the states of Maharashtra and Madhya Pradesh. Mr. Gurudas sells the seeds at the rate of Rs.800 per Kg to these farmers. The cost of production per kg seed is around Rs.125 to 150 and the annual turnover of GM Seeds is around Rs.1 to 1.50 Crore.

Mr. Gurudas has recruited 7 employees on his pay roll. He has now ventured into producing Chilli seeds and has developed a new variety called Fule Jyoti. In cluster Bean he has developed a variety named Konkan Bhusahn. Further, Mr. Gurudas says that quality seed production is possible because of the utmost care he takes in selection of bulbs for seed production. Today, he is one of the resource persons of KVK-Babhleshwar for onion seed production as well as a producer and supplier of quality seeds of different varieties of Onion. He is now focusing on breeding colored varieties. "After the classic yellow onion, we've now extended our range to red, pink and even white onions he says proudly. Fule Samarth is a variety developed by him which displays a nice pink color, high reliability and flexibility for the grower, and a leaves a delicious mild taste for the consumer."



Mr. Gurudas Musmade, Agripreneur



### Mr. Gurudas Ashok Musmade, GM Seeds

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# Institute of the Month

**Mr. Sasikumar.R.**  
**Nodal Officer**



**Name of NTI:** North Eastern Hill University, Tura, Meghalaya

**Address:** Tura Campus, Chandmari, Tura, Meghalaya 794002, phone 09863068311, email: nehu-tura@rediffmail.com, phone: 03651-223107 (O) ,Fax- 03651-223953

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sashibiofoodster@gmail.com

**No. of Training:** One

**No. of Candidates under training:** 29

## Rise Up and Build: the mission of NEHU

North-Eastern Hill University was set up by an Act of Parliament and notified on 19th July 1973. The objectives of the University, as laid down in the act, are "to disseminate and advance knowledge by providing instructional and research facilities in such branches of learning as it may deem fit; to pay special attention to the improvement of the social and economic conditions and welfare of the people of the hill areas of the North-eastern region, and in particular, the intellectual, academic and cultural advancement". In 2016, NEHU-Tura campus collaborated with MANAGE-Hyderabad for implementation of Agri-Clinic and Agri-Business Centers Scheme. The first training program comprising of 29 candidates was inaugurated on 16th December, 2016 at NEHU Tura Campus, Meghalaya. All candidates showed interest in Agri- business. The program was inaugurated by Shri. A.K. Tigidi, Retired IAS officer (A.P) and Guest of Honour, Shri. S.K. Sangma, Joint Director, Agriculture, Government of Meghalaya and Chairman, Prof. G. Singaiah, Pro-Vice Chancellor, NEHU Tura Campus, Meghalaya chaired the session. Shri.A.K. Tigidi gave a special lecture on "Agripreneurs and their importance", Shri.S.K. Sangma gave an overview of "Commercial Horticulture as a business model in Meghalaya" and Prof. G.Singaiah shared on the "Importance of Marketing system in Meghalaya". The training program is in full swing and MANAGE- Hyderabad extends Best Wishes.



AC&ABC training program inaugurated at NEHU, Tura, Meghalaya



Trainees at NEHU Tura, Meghalaya

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This model consists of a call centre with a toll free number to which farmers' call to seek information or advice or solutions to their problems. Thereafter, the tele-adviser collects information about the farmers (Name, Address, Phone Number etc.) and approaches private agricultural consultants in the respective operational territory. Private agricultural consultants who approach the farmer who is in need of the agricultural service. Farmers need to pay a prescribed fee to the private consultant for the service. As a pilot, this model will be implemented in Telangana and Andhra Pradesh States.



Agripreneurs at one day consultative workshop at MANAGE-Hyderabad

Dr. K. Vijaya Lakshmi, Director (Plant Health Management), National Institute of Plant Health Management (NIPHM), Hyderabad briefly explained and discussed about the components which can be integrated into this model i.e. playhouse, seed treatment, organic farming, bio pesticides, bio control agents, apiary, etc. NIPHM agreed to give refresher training to the private agricultural consultants interested in aspects of plant health management.

The output of the workshop was informative and all the participants agreed to work on this model collectively in collaboration with MANAGE.

For more details please mail to [helplinecad@gov.in](mailto:helplinecad@gov.in) or Dial Toll Free Helpline no. **1800 456 1556**.

### Announcement!

#### **National and State Level Best Agripreneur Awards and Exhibition at Hyderabad**

The National Institute of Agricultural Extension Management (MANAGE) is organizing a three-day National Level Exhibition for Agripreneurs trained and established under Agri-Clinics & Agribusiness Centres Scheme (AC&ABC) during 7th – 9th March 2017 at Hyderabad, Telangana. All the successful Agripreneurs are invited to participate in this unique Exhibition exclusively organized for Agripreneurs.

The Hon'ble Union Agriculture Minister Shri. Radha Mohan Singh Ji, will be inaugurating the Exhibition and distribute the awards to successful Agripreneurs. Around 300 stalls will be erected to accommodate 300 Agripreneurs on first-come-first serve basis.

**For more information please visit [www.manage.gov.in](http://www.manage.gov.in) / [www.agriclinics.net](http://www.agriclinics.net) or Contact Mr. Vinay Kumar, P., Consultant, MANAGE, Hyderabad. Mobile No.: 9538243377 email: [vinay.cad@manage.gov.in](mailto:vinay.cad@manage.gov.in)**

### Lives being Transformed

Smt. M. Saritha Reddy a women Agripreneur and owner of Navaratana Crop science (P) Ltd., has taken an initiative to train the inmates of Central Prison Cherlapally, Hyderabad, Telangana state on advanced organic farming techniques. Shri K. Venkateshwar Reddy, Jail Superintendent invited Navaratana Crop Science Pvt. Ltd to train the inmates on Organic farming. The concept behind this training was to train the inmates on agriculture to better prepare them for making the difficult transition back into the community and gain self-employment when they complete their sentence. In the training, a total of 80 inmates were selected, out of which, 75 per cent belong to the rural background and want to engage in farming after being released. The training curriculum was designed including topics viz. kitchen waste management, composting, vermi- composting, preparation of natural bio-pesticide, market opportunities and trends, package of practices on major crops, subsidies, Government schemes on micro-irrigation, horticultural crops, protected cultivation etc. During the two month training, eighty inmates were trained on preparation of vermicomposting, manure compost, natural pesticide, natural protein preparation ( Panchagavya), natural poison bait and market strategies etc. “The major change was that, the inmates were even trained on identification of major crop pests, insects, diseases and their control measurers etc”, says Shri K. Venkateshwar Reddy Jail Superintendent. He continues “these inmates are people who have gone through tough times, but with a little bit of help, they can get on to the right path and win their livelihood”. The training brought self-confidence and behavioral changes among the inmates. “Initially, I escaped from talking to people, but now I have gained self-confidence, I learnt to give respect, act and think with confidence, and learnt to be trusted. I will go back and start my farming” said one Inmate.

Navaratana Cropscience can be contacted at <http://www.navaratnacropscience.com/> Mobile : +91 90101 11139.

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Mrs. Saritha Reddy Inaugurated the training



Vermi-compost unit established by inmates at Cherlapally Central Prison, Hyderabad



Inmates during training

[www.agriclinics.net](http://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 Agri-ventures, pending projects, relevant schemes etc., and other information useful for State governments, Agricultural Universities, Banks, Training Institutes and Agripreneurs.



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