



Better Farming by Every Farmer

e-Bulletin



Agripreneur

A Virtual Experience Sharing Platform

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In this Issue:

- State Level Workshop at Kerala
- Agripreneur of the month- Shri Rishi Ram Parashar
- Institute of the month - NAF-Tamil Nadu

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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”.

State Level Workshop on Central Subsidy Scheme for Establishment of Agri-Clinics & Agri Business Centers (AC&ABC) at Thiruvananthapuram, Kerala



Shri R. Amalorpavanathan, CGM, NABARD, inaugurated the State Level Workshop on Central Subsidy Scheme for establishment of AC&ABC at Thiruvananthapuram, Kerala

The NABARD, Kerala Registered Office, Thiruvananthapuram, organized a One-day State Level Workshop on GoI's Central Subsidy Scheme of Agri Clinics and Agri Business Centers on 4th March 2014 in the Auditorium of Kerala Regional Office. The Workshop was inaugurated by Shri R. Amalorpavanathan, CGM, NABARD. The participants included Shri Venkataramanaiah, Consultant, MANAGE, Dr A. k. Sheriff, Nodal Officer for AC&ABC, Kerala Agricultural University (KAU), senior officials from line departments, Commodity Boards & Controlling Offices of all Commodity Boards, State Cooperative Banks, State Cooperative Agriculture and Rural Development Banks and Agripreneurs.

Shri N Ramesh, GM, in his welcome address indicated that the Scheme was launched in 2002 in the country and a number of Agripreneurs were benefitted from this scheme. Shri R. Amalorpavanathan, CGM, Kerala RO, in his presidential speech, underlined the importance of establishing Agri Clinics and Agri Business Centers in Kerala. He reiterated that Kerala has tremendous scope to evolve suitable policies to give a push to hi-tech Agriculture, with appropriate budgetary support and suitable strategies.

The need of the hour is to boost youngsters, Agriculture graduates and Agriculture diploma holders into this kind of enterprise so that they are sufficiently motivated both in terms of money and passion for the sector by giving them training in entrepreneurship skills as well as technical skills.

Contd. on page-4....



National Institute of Agriculture Extension Management



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



National Bank for Agriculture and Rural Development

Agripreneur Rishi Ram Parashar: A Pharmacist turned Beekeeper

"In 2009, I produced 21 quintals of honey and sold at the rate of Rs.140/kg. This translates into a net profit of Rs.80/kg as the total cost to produce 1 kg of raw honey was Rs.60/-. It built my confidence and encouraged me to continue to pursue Bee keeping," says Shri Rishi Ram Parashar, a Bee keeper.

Shri Rishi Ram Parashar is an Agriculture graduate, resident of Barna district, Kurukshetra, Haryana. Prior to entering Bee keeping, he was a marketing executive in a pharmaceutical company for 15 years. Extensive travelling as Marketing Executive kept him away from the family thus prompting him to search for a new profession. In 2007, he joined the Agripreneurship development program organized by Indian Society of Agri-business Professionals (ISAP), Karnal, Haryana, under the AC&ABC Scheme. He was selected through the screening test and joined the 2-month residential AC&ABC training course.

During the training, he visited an Apiary in Karnal and was impressed by the activities and several benefits of Apiary. He sensed that his search for a new profession had ended at that point and acquainted himself with all the technical know-how of Apiary. After training, he had prepared a Detailed Project Report (DPR) worth Rs.10 lakhs and launched M/s Parashar Bee farm in Karnal. He invested his own capital of Rs.5/- lakhs and for the balance he applied for a loan to Oriental Bank of Commerce, Dhand district, Haryana. He had purchased an initial lot of 50 Bee hives and set up a honey production unit and selling points in his farm. Within the same year, his loan got sanctioned for Rs.5/- lakhs prompting him to purchase another set of 100 Bee hives. During the first year itself, he had harvested 450 kgs of honey, and each kg of raw honey was sold @ Rs.120/kg thus earning a handsome profit.

In the year 2011, around 270 Bee colonies were lost due to floods in Karnal district. However, without losing hope, he took it as a challenge and continued Bee Keeping. Shri Parashar says, "Bee keeping is mainly based on natural elements such as flowers, climate and intensity of Bee per unit area. It is a migratory business". Hence, by knowing flowering season in different states, he re-locates the bee hives from place to place. Every year, he relocates the bee hives to Kota, Rajasthan in December, to Hoshiyarpur, Punjab in March and to Jammu and Kashmir & Aligarh in August.

"Honey is a real commodity, can be easily stored and doesn't get spoiled immediately after harvest, thus making transportation and selling almost effortless" says Shri Parashar. Enriched with pharmaceutical experience, he wants to blend Apiary with health care as Honey has good medicinal value. He himself experienced honey having a positive result in curing ulcers and diabetes. Hence, his future vision is to start an Api-therapy center on his Bee farm and to provide services for the betterment of mankind. He is also planning to establish honey processing plants for production of by-products like Bee pollen, Propolis, Royal Jelly, Bee Venom etc., as well as to produce by-products such as wax, which can be used in candle and soap industries.

M/s Parashar Bee firm is getting popular day-by-day in Karnal district. Shri Parashar is conducting training on Apiary and educating fellow farmers to start Bee keeping venture. He has trained around 50 farmers in his own district and motivated them to start Bee keeping at a small level. He recruited eight full-time skilled labourers and the Annual turnover of the firm is Rs.20/- Lakhs.

To acquire more scientific information on Bee keeping, please contact M/s Parashar Bee Farm, H. No. 1869, Sec-7, UE, Karnal. Mobile No.94163 77025. Email ID: - rishiparashar@gmail.com



Shri Rishi Parashar with Bee hives



Raw Honey

Agripreneurship is the key to Rural Sustainability – Mantra of National Agro Foundation (NAF), Tamil Nadu

"National Agro Foundation (NAF)", a Public Charitable Trust, founded by (late) Shri. C. Subramaniam, was established in 2000 as an institution of conglomeration of development, cooperation and corporate model for a Second Green Revolution to serve the rural community, dominated by resource poor small and marginal farmers and their families. While first Green Revolution emphasized on "Seed to Grain", the second Green Revolution is aimed at "Soil to Market". "Empowerment" of farming and rural community is the central theme of NAF through comprehensive rural development. A multi pronged approach creating replicable models of empowered village clusters is the mission of the organization.

Significant achievement:

NAF was recognized by MANAGE in 2010 as Nodal Training Institute for implementing the AC&ABC Scheme. Since inception, eight batches were trained covering 204 Agripreneurs out of which about 100 Agripreneurs established enterprises on their own and the rest are in a position to do so in near future. The organization has a full fledged training center and a group of officials working exclusively for AC&ABC and bank linkage facilitation role. So far, 98 success stories have been reported to MANAGE and overall success rate is at 48% (cumulative since inception).

Through this initiative, the organization is spreading Good agricultural practices and strengthening the private extension system which is the major objective of AC&ABC Scheme i.e. "Extension through Agripreneurs".

Strategies of National Agro Foundation (NAF) for promotion of AC&ABC activities:

- Regular advertisement for inviting applications for AC&ABC training program through local Radio Station & Print media, convening of meetings with Alumni of Agricultural universities, arranging Career Counseling programs etc.
- During training, NAF familiarizes the trainees with the concept '**Lead farmers-Lead Village**' to transform the Agricultural value chain like soil testing, market linkages, micro-finance and credit services, field advisory services, etc., as a part and parcel of agricultural development initiatives through Agri-Entrepreneurship.
- Facilitating meeting of the trainees with locally established Self Help Groups (SHGs) and Community based organizations to expose them to micro savings and local Panchayat administration.
- A two-day workshop on DPR preparation is conducted in every training course with Govt. Sponsored Agencies like NABARD, Ministry of Rural Development, Department of Science and Technology, State Bank of India, Indian Bank, Punjab National Bank, Indian Overseas Bank, First Data Western Union Foundation etc. to guide the trainees on pre-sanction appraisal of project proposals, loan procedures and other relevant topics.
- NAF imparts training to women SHGs on Governance, financial literacy, Agri-entrepreneurship etc. NAF was recognized by Tamil Nadu Corporation for Development of Women (TNCDW) for imparting such trainings to SHGs.
- As a part of its Animal husbandry initiatives, NAF provides technical support to the Veterinary graduates in establishing Dairy ventures. NAF collaborated with Agripreneurs and achieved milk yield improvement to the tune of 300% in about 6500 high-yielding cross breed cattle.
- NAF established an ICT lab to work as a repository for AC&ABC data and publications.

For more details, NAF can be contacted at :

NATIONAL AGRO FOUNDATION, Research & Development Center,
Anna University Taramani Campus, Taramani Road, Taramani, Chennai -600 113,
Mobile: 094452 01063

Phone No. 044-22542803, 22542598,

Email: nationalagro@gmail.com



Shri. S.V. Murugan
Dy. Director / Nodal Officer

Continued from page- 1.....

The Director of State Horticulture Mission Dr. Prathapan, Rubber Board official Dr. Rajeevan and Animal husbandry official Dr. Sunil highlighted the areas that could be taken up by Agripreneurs and the training benefits available for them. Subsequently, Shri Venkatramanaiah, MANAGE Consultant, presented the activities of the institute as well as the status of implementation of AC&ABC ventures in the country. Dr. A.K. Sheriff, Nodal Officer, AC&ABC, made a presentation on the progress of AC&ABC in Kerala as well as the trainings imparted to Agripreneurs. He also highlighted the formation of an Association of Agripreneurs for guiding and hand holding the Agripreneurs.

Smt. Akhilamol, a successful Agripreneur, spoke about the success of the ventures taken up by her viz. Ponnus Farms Agri tourism, Water quality testing and Pearl spot fish cultivation. Shri Shaji Natarajan, a beneficiary, also spoke about the success of his landscaping venture and farm implements' outlet that was started after availing assistance under AC&ABC Scheme. Another Agripreneur group, Technocrats Consultancy Services, indicated that they had availed of subsidy under Group mode, and were successful in their ventures such as providing training, consultancy and helping in project preparation work for Agripreneurs.

The Agripreneurs made many suggestions like popularizing the scheme through local papers. MANAGE playing a more effective role in assisting the Agripreneurs and negotiating with senior bank officials to activate the system. One of the Agripreneurs, Mr. Oomen, Suggested that identity cards should be issued to Agripreneurs under AC&ABC scheme to enable them to have some weightage while interacting with government departments as well as Banks. hereafter, the CGM, NABARD, concluded that there was a need for pro-active support of Banks, NABARD and State Governments for successful implementation of the AC&ABC Scheme. There were also presentations on other Govt. sponsored schemes like Dairy Entrepreneurship, Poultry Venture Capital Fund, and Integrated Scheme for Small Ruminants & Rabbits by Shri V Rajaraman, Manager, NABARD, Kerala RO. The Workshop ended with a vote of thanks by Smt. Prafulla T Kurien, Assistant General Manager, ICD, NABARD, Kerala RO, Thiruvananthapuram.



Late Dr. N. Sasidharan

Condolence Message !

Agripreneur Dr. (Shri) N. Sasidharan, veterinary doctor (Retd.), Vellunthara, Kollam, Kerala, passed away on 1st March, 2014. MANAGE family conveys its heartfelt condolences to the near and dear of Dr. Sasidharan, a professional with deep concern and commitment for the farming community.

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, 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



“Better Farming by Every Farmer”

**“Agripreneur” is published by
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Contact Us :

**Centre for Agri-entrepreneurship Development (CAD),
National Institute of Agricultural Extension Management
(MANAGE), Rajendranagar, Hyderabad Pin- 500 030, India.**

E-mail : indianagripreneur@manage.gov.in

Website: www.agriclinics.net

HELPLINE NO. : 1800 425 1556 (Toll Free)

Email- helplinecad@manage.gov.in

Editor-in -Chief : Shri B. Srinivas, IAS

Editor : Dr. P. Chandra Shekara

Associate Editors: Dr. Lakshmi Murthy

Ms. Jyoti Sahare