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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 Agri-business thinkers in the country working for promotion of Agri Entrepreneurship development”.

**Innovative Agripreneurs Honoured at National Agricultural Fair Cum Exhibition
KRISHI VASANT- 2014, Nagpur**



The Krishi Vasant-2014, the biggest ever farm exposition, was inaugurated by His Excellency Shri Pranab Mukherjee, the President of India, in a glittering opening ceremony. The President lauded the 'New Dimension and New Direction' provided to Indian agriculture in the last ten years that has seen the country achieving food security and becoming a top exporter of food grains. “In this period, special initiatives taken for increasing food grain production in the eastern part of the country, production of pulses and oilseeds and provision of credit to farmers have resulted in a second agricultural revolution in the country” said the President. Shri Sharad Pawar, Union Agriculture and Food Processing Minister, informed the audience that the country has now become the top exporter of Rice and second top exporter of Wheat and Cotton.

The exhibits include farm machinery, new crop varieties and Animal breeds, advances in the sphere of farm research, and best practices for management of inputs such as fertilizers and seeds. An interesting aspect of the exhibition was participation of 92 successful innovative farmers. MANAGE facilitated participation of twenty four innovative Agripreneurs from Andhra Pradesh, Assam, Bihar, Chhattisgarh, Gujarat, Jharkhand, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Manipur, Uttar Pradesh etc.

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Agripreneur S. Innasimuthu to beautify Madurai and to promote Urban Agriculture

When Mr. Innasimuthu came to Madurai first time, he was just a 19 year old, fresh from completing his Diploma in Agricultural Science in 1991 offered by Tamil Nadu Agricultural University. He started career in a small way as a self employed gardener after resigning a job with meager salary. He says “I used to hire a spade on rental basis and canvass door-to-door in K. Pudur & Athikulam residential areas, offering myself to-do gardening. At least three out of 20 houses gave me job”. Slowly, the number increased. In the year 1994, after purchasing a small piece of land, he launched his own firm Green Madurai Nursery Garden and recruited 10 skilled labourers for assistance. Amidst this growing business, Shri Innasimutthu felt that he needs more knowledge on entrepreneurial planning & business networking. During this period, he came to know about AC&ABC Scheme. He was qualified in the screening test at Voluntary Association for People Services (VAPS) Madurai, and joined the course in March, 2010. After completing the course, he established an Agri-venture named Green Madurai firm with the hand-holding support from the Nodal Training Institute, VAPS Madurai and loan of Rs. 20 Lakhs in March, 2013 from Syndicate Bank, Madurai Main Branch. The NABARD subsidy @ 36% was also received.



Shri S. Innasimuthu conducting training on Nursery Management to Women SHG



Sriman Devar Trust– Madurai honored Shri S. Innasimuthu on Environmental Awareness Work

The Green Madurai firm is growing a wide variety of plant saplings through its nurseries and selling bio-manures suitable for all crops. The firm also provides consultancy on landscaping and gardening. The firm is equipped with soil testing lab for testing soil fertility & water quality standards. It is also promoting eco-friendly solar technology. The Green Madurai firm is a leading landscape and water fountains provider and maintainer, apart from delivering ornamental gardening services to houses, industries, Govt. Offices, river beds, public parks, educational institutions etc., in Tamil Nadu.

The firm covers Madurai, Dindigul, Virudhunagar, Sivagangai and part of Erode Districts and the services even extend up to Chennai & Thiruvananthapuram. The firm provides Horticulture–Terrace gardening / home gardening services to 1500 houses, 180 Business Houses, apart from developing farm houses and offering maintenance services covering 480 progressive farmers. His free services on garden layout / Landscaping & maintenance work extends up to 40 Educational Institutes in the earlier mentioned districts. He created **meadows** in the entire “Vaigai” river banks lying within Madurai Corporation limits transforming Madurai City as **Green Madurai**.

The Green Madurai’s annual turnover now crosses Rs. 45-50 Lakhs with an annual profit of Rs. 15 Lakhs. The Green Madurai generated direct employment to nearly 100 persons and indirectly to 450 persons. Nineteen skilled workers from his firm are offering Horti/Agri Services throughout Tamil Nadu. His outstanding achievement was published in almost all local Print & Electronic Media. The Syndicate Bank, after acknowledging his services, awarded him ‘**Best Customer Award**’.

The Madurai district ATMA has selected the Green Madurai firm for undertaking the job of distribution of one-day old chicks of Giri Raja poultry breeds and honey–bee boxes to 39 village households in Kottampatty block.

For more information Mr. S. Innasimuthu, can be contacted on his mobile: 093-441-03364: Email-greenmadurai@gmail.com, Website: www.greenmadurai.com

Sadhana Krishi Vigyan Kendra, Amravati – to promote Agripreneurship in Vidarbha

Sadhana Krishi Vigyan Kendra has been implementing AC&ABC Scheme since 2008. The institute has conducted fourteen training programs and trained 447 candidates of which 155 have successfully established Agriventures in the areas such as Agri-clinics, Agri-business centers, poultry farming, goat farming, veterinary clinics, farm machinery units, production of micro-nutrients & bio fertilizers, Agriculture consultancy, food processing unit, dairy unit, seed processing & grading etc.

Good practices of the Institute for promotion of AC&ABC:

- Organizing workshops for Bankers, NABARD & other stakeholders to strengthen implementation of AC&ABC scheme, reviewing the proposals pending with banks and re-evaluating the process of submission of project proposals for loans.
- Regular support to Agripreneurs in getting business licenses for starting Agribusiness centers and in fulfilling procedural formalities for setting new Agriventures.
- Organizing monthly meetings of Agripreneurs to discuss the progress and problems with the involvement of KVK experts and encouraging the formation of Agripreneurs' groups.
- Setting up of Library for books and other publications
- Providing to the trainees DVDs containing AC&ABC guidelines, study material, information on sponsored schemes of NABARD, NHM, ATMA, success stories of established Agriventures, projects etc.
- Regular broadcasting of the success stories of Agripreneurs under the AC&ABC Scheme through 90.4 MHz FM SADHANA Radio Station among the 6.5 lakh stakeholders of Maharashtra State.
- Conducting Refresher training programs for enhancing the Agri-entrepreneurship skills among Agripreneurs.

Maharashtra State honours Agripreneurs:

- Mr. Rahul Belsare (MS 5643) was awarded "Yuva Krishi Bhushan Award" by State Agriculture Minister for his excellent work in the production and marketing of Vermi compost; he was also awarded "Prahar Yuva Shetkari".
- Mr. Nandkishor Wath (MS 4864) and Mr. Amit Deshmukh (MS 4863) were awarded "Udyog Ratna Puraskar" for producing 100% organic fertilizers.
- Mrs. Sangeeta Sawalakhe (MS 4783) was awarded "Maharashtra Udyogini Award-2008" and "Sakhi Gaurav Award 2009"
- Mr. Rahul Sahare was awarded "Shetimitra Puraskar-2010". He was also awarded "Maharashtra Gunijan Ratnagaurav Puraskar" by Marathwada Krushi Vidyapith, Mumbai.

"AC&ABC training helped the Agripreneurs to build up confidence, awareness, planning and also prepared them to fight future challenges in Agribusiness" says Shri K.A. Dhapke, Nodal Officer.

For further details Dr. K.A. Dapke can be contacted at -

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Shri K.A. Dhapke
Nodal Officer

MANAGE Congratulates Awardee Agripreneurs

Different themes highlighted by innovative Agripreneurs were Mobile Agriculture School, facilitating farm-preneurs promoting Vermi-composting, head lamp for farmer's safety, Integrated farming, Medicinal crop cultivation, processing and marketing, scientific soil health management, preparation of ornaments from silk cocoon shell, preservation of the Pengam fish, ICT in fishery advisory, ratooning in Shatavari crop, precision Bamboo cultivation, scientific goat breeding, low cost animal health management, solar based light trap in IPM, domestication of Japanese quail farming, pendal technique in tomato cultivation, contract farming of Gherkin and export management, Agri-media etc. Three innovative Agripreneurs were awarded for their innovative initiatives and achievements. They are Mrs. M. Saritha Reddy (Scientific soil health management), Shri. Soibam Suchandra Singh (Rehabilitating of an extinct fish breed, Pengba) and Shri. Raj Kishor Sinha (Integrated farming with Dairy, Pisciculture, Duckery, Poultry, Quail farming and crop cultivation). The winners received awards from Shri. Prithviraj Chouhan, Chief Minister, Maharashtra.



Mrs. M. Saritha Reddy



Sh. Soibam Suchandra Singh



Sh. Raj Kishor Sinha

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 indianagriprenneur@manage.gov.in



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