



Better Farming by Every Farmer

e-Bulletin



# Agripreneur

A Virtual Experience Sharing Platform

Volume V

Issue 9

December-2013

## State Level Workshop on “Agri Clinics & Agri Business Centers Scheme” and other Government Sponsored Programmes at Bhubaneswar

### In this Issue:

- **State level Workshop** on AC&ABC and other sponsored schemes at Bhubaneswar
- **Agripreneur of the month**—Shri Jagdish Dhanani
- **Institute of the month** - Jagruti Foundation - Vishakhapatnam
- Mrs. Saritha Reddy—Awarded **The Best Prize** at ISB-Hyderabad

Use Agripreneur  
Toll Free Helpline  
**1800-425-1556**

*“ 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”.*



A State level Workshop on “Agri Clinics & Agri Business Centers Scheme” and other Government Sponsored programmes was conducted on 26<sup>th</sup> December 2013 in Bhubneswar, Odisha. Branch managers of Commercial banks of the State, RRBs, OSCB, Director from NTI, Odisha, GM and CGM from NABARD and Consultant from MANAGE, Hyderabad, participated in the workshop.

Shri. S. M. Shahastrabudhe, GM, NABARD, in his welcome address, gave a brief introduction about the AC&ABC Scheme, which was conceived to supplement the efforts of public extension and also to create gainful self-employment opportunities for agricultural professionals. Inaugurating the workshop, the CGM, Odisha Regional Office, highlighted the objectives of the scheme and stated that farmers were willing to pay for the extension services and, therefore, requested the bankers to implement the scheme in right earnest by financing the Agripreneurs who are ready to set up Agriventures. He also stressed that, over a period of time, a number of modifications were brought in the scheme and the subsidy was maximized @36% and 44% for general and SC/ST beneficiaries respectively. Shri Vasudeo Rao, Consultant MANAGE, oriented the participants to the salient features of the scheme and shared success stories.

An Agripreneur, Shri Nalina Kanthi Dass from Cuttack, who had availed loan under the AC&ABC scheme from State Bank of India, Bidhyadarpur branch, Cuttack, had established a Unit for sale of Agri-inputs. He shared his experiences of undergoing training at NTI, Chattisgarh, and the process undertaken to establish the unit. There was a brief presentation on all the other Government sponsored schemes by representatives of line Departments. The workshop concluded with a vote of thanks by Shri. M. Sarkar, DGM, NABARD. All the stakeholders committed to work in tandem for promotion of the scheme in the state.

### Action Points that emanated for strengthening the AC&ABC Scheme are :

- Bankers to clear the proposals pending with them under AC&ABC Scheme and forward applications for subsidy to NABARD
- Financing of at least 5 project proposals of AC&ABC by each bank before 31<sup>st</sup> March, 2014
- Time lines to be followed by the bankers for forwarding of subsidy applications in respect of Grameen Bhandaran Yojana, AMIGS, DEDS, PVCF etc.
- All the Zonal Offices/Regional Offices to circulate the guidelines of AC&ABC and other Govt. sponsored programs, among the branches
- At least one project under the AC&ABC scheme to be financed by each branch of all the banks
- For further details, all the Banks may log on to [www.agriclinics.net](http://www.agriclinics.net)



National Institute of Agriculture  
Extension Management



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



National Bank for Agriculture  
and Rural Development

## Shri Jagdish Dhanani's Digital-AgriMedia: Mainstreaming Green Journalism in Rural Areas



“Being a Master in Agricultural Science & Journalism, I know that electronic media is playing a very important role in dissemination of agricultural information; it is reaching a wide range of audience at a very fast rate; it serves as a veritable instrument not only for information dissemination but also for stimulating farmers’ interest in new ideas and practices in agriculture.” says Shri Jagdish Dhanani, 49, resident of Gandhi nagar, Gujarat. In the year 2005, he started his career in production of Video films on Agriculture. He took his first assignment from AgriLand Biotech Pvt. Ltd, Gujarat for production of a documentary film on Organic farming and Pest management and successfully completed the same with sufficient profit. This increased his confidence and prompted him to take more assignments from different companies and organizations.

Thus, he became the bread winner of the family.

Despite his high qualifications, after realizing the benefits of the AC&ABC scheme, he joined the 60-day residential training course at International School for Public Leadership (ISPL), Ahmedabad, to develop his entrepreneurship skills and to expand his business. During the training, he visited a number of established Agriventures and thoroughly understood a wide range of business skills. “The concept of Digital AgriMedia is to educate the farming community with the help of e-literature i.e. AgriMedia Films, mass media support to organizations working with the Agriculture sector. Till date, we have not taken any loans/subsidy/financial support from any one. All this is happening by way of the mutual support of farming community, my firm and other Agricultural organizations” says Shri Jagdish. His efforts are reaping fruits, with more than 200 agricultural companies becoming regular clients of Digital-AgriMedia.

The major activities of Digital-AgriMedia are divided into the following three categories:

### 1. Digital AgriMedia: Professional Services (Commercial)

- Documentary film, short films, corporate films: More than 235
- Advertisement, jingle, quickie and its creation: More than 300
- Ad agency for Electronic Media: ETV, TV9, VTV, DD, GTPL and telecast.
- Ad agency for Print Media: Divya Bhaskar, Sandesh, Gujarat Samachar etc.
- Ad agency for Radio: Akashwani, My FM, Radio City, Radio Mirchi etc.

### 2. Digital AgriMedia: Farmer Services (Non-Commercial)

- Educational Films i.e. AgriMedia Films as e-literature: More than 100 films in Gujarati and more than 25 films in Hindi.
- E-Technology Packages i.e. technical films for ATMA Gujarat : More than 110

### 3. Digital AgriMedia : A profile

- Technical team for film production – agricultural specialists & journalists.
- More than 250 companies / organizations as clientele.
- Received the FAI National award for GGRC film on drip irrigation.



Shri Jagdish Dhanani interacting with customers

Shri Jagdish said while sharing his experiences “The Video on agricultural practices looks very real and excites the farmers; they are very attentive in capturing and noting every action. We know that we are working predominantly for illiterates; consequently, we used high resolution photo quality to convince them with images than with words. As the videos are made in local and Hindi languages, the outreach is higher.” On norm of social responsibility, Digital AgriMedia sponsored an Agriculture Tele-serial “**Samruddhi Tapke Tipe Tipe**” which is telecast in Gujarati on DoorDarshan Girnar, Gujarat, from 6.30 PM to 7.00 PM on every Sunday and Monday.

As on today, Digital AgriMedia services has reached 50,000 villages and benefited 3,65,000 farmers. The firm is having an annual turnover of Rs.1.20 Crore and has 7 skilled people hired on their pay roll. The future vision of the firm is to tie up with GOI, GOG, SAUs, NGOs and private companies in strengthening E-extension and E- literature to bring the latest hi-tech information on agriculture to the doorstep of the farming community.

Shri Jagdish Dhanani can be contacted on mobile no. 09427050733, and [Email-jagdishdhanani@gmail.com](mailto:Email-jagdishdhanani@gmail.com)

## Jagruti Foundation for Rural Development, Vishakapatnam, a CSR initiative working for the betterment of rural lives through training and placement

Jagruti Foundation for Rural Development has been established with the motto of reaching out to the rural masses, who are below poverty line, by providing them with training and placement programs that help enhance their standard of living. This foundation is a Corporate Social Responsibility initiative of Pujari's Education Trust and commenced in August 2005. With the noble endeavors of a few professionals, Jagruti Foundation sought to venture into addressing the core problems of rural India – illiteracy, unemployment, Poor health, lack of proper accommodation & sanitation and child labour.

Jagruti Foundation has an effective and well coordinated team of professional volunteers, teachers and staff who are committed to work relentlessly towards improving the standard of living of those living in rural areas. The Foundation seeks to solve the social and economic problems being faced by the rural population of India with the help of a well monitored education system, training and placement programs, improved health and sanitation, advanced agricultural practices, environmental initiatives and social welfare programs for women empowerment. By developing a scalable institutional framework, Jagruti Foundation focuses on poverty alleviation by providing better livelihood opportunities, amenities and infrastructure facilities through innovative skill training and placement programs.

### Salient Achievements of Jagruthi's Nodal Training Institute (NTI) regarding AC&ABC activities

- Inviting Bankers/ Local Agricultural Officers/ Agripreneurs as faculty
- Providing practical training through Demonstration of Nursery, Management of Dairy and Poultry
- Arranging interaction of candidates with innovative farmers
- Maintaining a Library containing agricultural publications and Agri Entrepreneurship magazines
- Facilitating successful establishment of Agriventures by 26 of the 45 candidates, trained at Jagruti foundation, in the areas of Agri clinics, Agri business centers, Agri Input business, Vegetable Nursery, Dairy Farm and Consultancy Services.
- Linking up trainees with established Agripreneurs to get a better idea in their respective field to establish the venture.



**Agripreneurs during field visit**

### Selection process and hand holding activities

Selection of candidates was undertaken by the screening committee as per the AC&ABC Guidelines. Hand holding was also provided to all the candidates to establish Agriventures in their areas of interest. Regular meetings and workshops were conducted to sensitize the bankers about the AC&ABC scheme and to support the trained Agripreneurs. A database of respective Bankers/ Agricultural officers, trained Agripreneurs and successful entrepreneurs is maintained for further follow up.

**For further details about Jagruthi Foundation, please contact:**



**Mr. V. Pujari, Chairman**

Jagruti Foundation, Indo American Valley, Sankaram (Village),  
Anakapalle Mandal, Visakhapatnam-531001, Andhra Pradesh.  
B. Jeevan Reddy, Program Manager, Ph:9573401631  
Email: [jeevan@jagruti.net](mailto:jeevan@jagruti.net), [www.jagruti.net](http://www.jagruti.net)

## “Hard work always pays ” an affirmation by A Successful Women Agripreneur- Mrs. M. Saritha Reddy



**Mrs. M. Saritha Reddy**

Mrs. M. Saritha Reddy, Managing Director of Navaratana Crop Sciences Pvt. Ltd, Hyderabad, has been awarded “**The Best Prize**” at the Business Plan Competition as a part of the “ Goldman Sachs 10,000 Women Certificate Programme for Women Entrepreneurs” held at the Indian School of Business, Hyderabad.

Mrs. Saritha Reddy has set high standards among women Agripreneurs in Andhra Pradesh. Navartana Crop Sciences Pvt. Ltd., Hyderabad, has covered 100 villages in Ranga Reddy district and neighboring districts benefiting 1000 farmers by providing a range of organic bio-fertilizers and quality inputs. Mrs. Saritha Reddy is a “**Member-Project Advisory Committee**” of “Business Planning Development Unit for Agri- Entrepreneurship and Technology Management”, National Academy of Agricultural Research Management (NAARM) - Rajendranagar, Hyderabad.

*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](mailto:indianagripreneur@manage.gov.in)**



### “Better Farming by Every Farmer”

“**Agripreneur**” is published by  
Shri B. Srinivas, IAS, Director General

**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](mailto:indianagripreneur@manage.gov.in)  
Website: [www.agriclinics.net](http://www.agriclinics.net)

**HELPLINE NO. : 1800 425 1556 (Toll Free)**  
**Email- [helplinecad@manage.gov.in](mailto:helplinecad@manage.gov.in)**

**Editor-in-Chief : Shri B. Srinivas, I.A.S.**

**Editor : Dr. P. Chandra Shekara**

**Associate Editors: Dr. Lakshmi Murthy**  
**Ms. Jyoti Sahare**