



Better Farming by Every Farmer

e-Bulletin



Agripreneur

A Virtual Experience Sharing Platform

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Agripreneurs participated in 33rd India International Trade Fair (IITF) -2013 at Pragathi Maidan, New Delhi

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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”.



Shri. Ashish Bahuguna, IAS, Secretary, MoA, GOI, visited AC&ABC stall at IITF-2013, Pragathi Maidan, New Delhi

The India Trade Promotion Organization (ITPO) launched the 33rd edition of the mega event, India International Trade Fair (IITF), during November 14-27, 2013 at Pragathi Maidan, New Delhi. Shri. Pranab Mukherjee, Hon'ble President of India, proclaimed the **“Need to Incorporate Skill Development for Inclusive Growth”**, while inaugurating the IITF. The Centre for Agri-Entrepreneurship Development (CAD), MANAGE, Hyderabad, participated in the Fair with a stall in the Agriculture Pavilion of the Ministry of Agriculture, on the theme **“Extension through Agripreneurs”**. MANAGE facilitated participation of Agripreneurs and Nodal Officers, under the AC&ABC Scheme, in the exhibition. The Nodal Officers from Indian Society of Agribusiness professional (ISAP), Karnal, Haryana, Shree Maa Guru Gramodyog Sansthan (SMGGS), Varanasi, Uttar Pradesh, ISAP, Ahmedabad, Gujarat, Voluntary Association for Peoples Service (VAPS), Madurai, Tamil Nadu, Participatory Rural Development Initiatives Society (PRDIS), Hyderabad, Andhra Pradesh, Krishna Valley Advanced Agricultural Foundation (KVAAF), Sangli, Maharashtra, Terra Firma Bio-technologies Limited (TFBTL), Bengaluru, Karnataka, participated in the Fair.

On 20th & 21st Nov. 2013, Agripreneurs, trained by VAPS, Madurai, exhibited organically produced Cloves, Black Pepper, Nutmeg, Organic fertilizers, Vermi compost etc., and highlighted the importance of Organic farming. About 3700 people visited the stall.

On 22nd & 23rd Nov. 2013, Agripreneurs facilitated by (PRDIS), Hyderabad, elucidated the visitors on Exotic Vegetable production, Vertical Gardening, Tree Transplantation, Organic Fertilizer Production and Agri & Horticulture consultancy. Mrs. Renu Chauhan from the Ministry of Agriculture, Govt. of India, visited the stall and gathered information on various shades of Agripreneurship under AC&ABC Scheme. More than 4200 persons visited the stall.

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National Institute of Agriculture Extension Management



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



National Bank for Agriculture and Rural Development

Shri Ramchandra Appari, an Ecopreneur – Merging Economy while Sustaining Ecology

“Innovation is the specific instrument of entrepreneurship. The act endows resources with a new capacity to create wealth.” Quote by Peter Drucker, Author and Management Consultant.

The quote comes true by the determination of Shri Ramchandra Appari displayed through his Agriventure “Green Morning Horticulture Services Pvt. Ltd.” Mr. Ramchandra Appari (35) has exemplified the unification of innovative ideas in the traditional method of landscaping with an objective to bring modern Agriculture in to the corporate sector and earning millions by paving the transformation in traditional landscaping. He says, “Rome was not built in a day”; likewise he took 6 years to start his Agriventure and reap success. Though he completed Masters in both Entomology and Agri-business Management, his interest took the entrepreneurship route for the first time when he attended the 60-day AC&ABC training at Participatory Rural Development Initiatives (PRDIS) training institute, Hyderabad.

After completion of AC&ABC training, due to lack of finance, he joined Future General Life Insurance company as a Branch Manager at Hyderabad in 2009; but the motivation and the bug of entrepreneurship inducted by PRDIS-Hyderabad was still lingering in his mind. Every day, after office hours, he used to survey clients, friends, relatives and filled

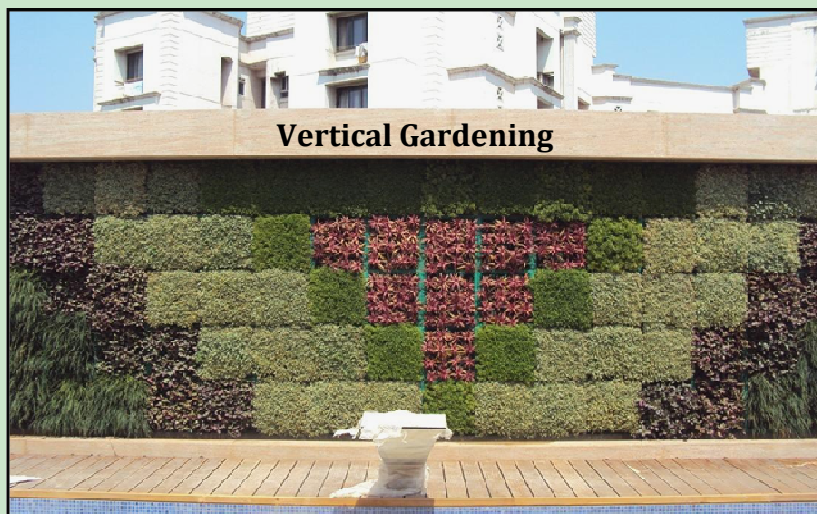
up around 500 questionnaires before he started his venture. He accomplished an extensive market survey with a foolproof frame work of Agriventure and left the job.

In the year 2010, he launched an Agriventure in name of “Green Morning Horticulture Services Pvt. Ltd.”. Initially, he gathered a good team of experts and offered them equal partnership by offering share. All the experts had rich experience in horticulture services. Innovative Landscaping found a favourable demand in the market. They transformed landscaping with new concepts like Old Tree plantation, Vertical Gardening, Organic potted vegetable gardens etc., wherein they found less competition but huge profit. The concept gradually became popular in the corporate sector and a small innovation became a big business model. Client-trust is the Mantra of the successful venture. Green morning team followed this Mantra and have achieved spotless record of delivery of services and consistent record of getting over 60% of repeat business from customers. His list of corporate customers comprises of Indian Army, Metro-Rail-Hyderabad, CMC Ltd., Mylan, NCC Ltd., APIIC, Sancta Maria NOVOTEL, Salz, CDRI etc. The services of Green morning Agriventure include:

- | | |
|--------------------------------------|-------------------------------|
| 1. Landscape Designing & Development | 2. Vertical & Terrace Gardens |
| 3. Tree transplantation | 4. Plant Rentals |
| 5. Agri and Horticulture Consultancy | 6. Vermi-compost sale |

Green Morning Firm is continuously providing consultancy to farming communities through Haritha Nursery. The Nursery’s priority has been to grow indigenous, tropical, ornamental fruit trees, shrubs and climbers to replace the large numbers chopped down in Hyderabad City and surrounding areas. Rejuvenation of old trees is one of the major activities of the firm which helps to save the ecology. The staff members are well trained and always ready to give advice on how and where to plant trees. The nursery uses its own Vermin-compost and also makes it available for sale. Tropical fruits and ornamental plants are sold at a discount or donated to help conservation efforts in the area. Green Morning firm has an annual turnover of Rs.10 Crore from Horticulture consultancy services. A total of 12 trained staff are enrolled on their pay roll.

Shri Ramchandra Appari says **“The vision of the Green Morning firm is to encourage and empower the farming community towards hi-tech urban Agriculture.”** **Shri Appari can be contacted on his Mobile No. 099593-53444, and the Email ID- ramachandra.appari@gmail.com.**



Centre for Agriculture and Rural Development (CARD) - Noida - Uttar Pradesh : Recognition and Partnership are keys to success

Debut of Centre for Agriculture and Rural Development (CARD):

CARD has started Agri-Clinic and Agribusiness Training Program in 2008 at Indira Nagar, Lucknow. This organization has extensively worked in the field to establish ventures. In 2009, the training has shifted to IABM, Noida. From 2008 to 2013, the organization has established its repute in the field and uplifted lives of unemployed Agriculture graduates with success rate of more than 44%.

Progress of the Training Program:

This organisation has covered 53 out of 72 districts of Uttar Pradesh. In 2008, when the Centre shifted to Noida, there was a clear impact i.e. maximization of trained candidates from western Uttar Pradesh. Among the districts, Agra, Aligarh, Mathura, Meerut, Mujaffernagar, Pilibhit and Bareilly are on top. However, CARD has also penetrated in Uttarkhand and Rajasthan as well.

Hand-holding support:

To encourage trained candidates to set up Agriventures, providing proper hand-holding support is very important. CARD is providing hand-holding support in best possible manner through regular visits, meeting bankers, establishing linkages with Agri-input companies, conducting seminars, workshops, refresher training etc. This effort made CARD to rank among the top institutions by achieving the success rate of 44%.

Though efforts were made to bring overall development of Agripreneurs, around 41% of the trained candidates have established Agri-input centres because of the nature of early returns from Agri-input supply. As Dairy also gives early returns and ensures sustainability, around 35% ventures are dairy units thus making it as the second most important component of agribusiness industry. Others are poultry, horticulture nursery, bio-fertilizer units etc.



The seven best Agripreneur awardees with Director, CAD, MANAGE at ACABC conclave and UP 1st ACABC Awards 2013 organized by CARD on 31st May, 2013.

Strategies adopted for mobilizing candidates:

CARD is managing adequate number of eligible candidates for AC&ABC Training Program through advertisements in media. They are also visiting Agriculture Universities to create awareness about the scheme and to attract interested candidates.



Dr. M.S. Khan
Nodal Officer

The CARD can be contacted on the following address:

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On 24th & 25th Nov. 2013, Agripreneurs from Krishna Valley Advanced Agricultural Foundation (KVAAF), Sangli, Maharashtra, explained about the different techniques of production of Bio-pesticides and Bio-fertilizers. The “Bamboo cultivation” technique captured the attention of various sugarcane growers, who want to reclaim their saline soil into green land. Dr. R.K. Tripathi, Director (Extension), MoA, GoI, and Ms. Suzana Tuneva, Embassy of the Republic of Macedonia, visited the stall on 24th November. There were about 4200 visitors to the stall.

On 26th & 27th Nov. 2013, an Agripreneur, trained by Terra Firma Bio-technologies Limited, Bengaluru, Karnataka, explained about the wide range of VARSHA brand agricultural implements manufactured and marketed by his own firm “VARSHA Associates Agri Business Centres”. More than 4000 persons visited the stall and admired the multi user farm machinery.

Nodal Officers and Agripreneurs expressed that participation in IITF-2013 provided them an opportunity to establish a wide network at national and international levels along with good experience and exposure.

Agripreneurs interacting with Dignitaries at IITF-2013, New Delhi



www.agriclinics.net is the portal providing information about AC&ABC 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



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