



Better Farming by Every Farmer

e-Bulletin

Agripreneur

A Virtual Experience Sharing Platform

VOLUME V ISSUE V

AUGUST 2013



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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”.

Technology Sourcing for Agripreneurs

Technology is an important driver for business growth for new generation Agripreneurs. It is associated with all aspects of Agri-clinics and Agri-business, from developing high-yielding varieties to engaging into improved process of bio-fertilizer/bio-pesticide production. The usage of innovative technology provides competitive advantage to Agripreneurs. Post-harvest / food processing activities employ niche technologies and have become an integrated part of their business plans.

The National Agricultural Innovation Project (NAIP) of the Indian Council of Agricultural Research (ICAR) is commercializing ready-to-use technologies for entrepreneurs through 22 Business Planning and Development Units (BPDs). Most of these BPDs are having incubation facilities. The BPDs are located in State Agricultural Universities or in Central ICAR Institutes. The Indian Agricultural Research Institute (IARI) is also providing incubation facilities to 25 MSMEs each year. There is a provision for financial assistance of Rs.6.25 lakhs per enterprise. The Agripreneurs in the area of food processing and farm mechanization can avail these benefits. More information on this scheme is available at www.ztmbpd.iari.res.in. Alternatively, the Agripreneurs can call 011-2584 3542.

Another such institute is CIRCOT (in Mumbai), which is commercializing different technologies for cotton. They also provide capacity building training & testing facilities. The Agripreneurs who are interested in food processing related technology can visit Central Institute of Post-harvest Engineering & Technology (CIPHET), Ludhiana. They have several ready-to-use technologies. For example, CIPHET has technologies on automatic Litchi peeler, Tomato grader, Pomegranate aril extractor, Groundnut de-skinner, Ber fruit grader, Automatic custard apple peeler etc. CIPHET also has technologies for mini dal mill and flour mixers. A complete list of all the available technologies can be found at www.ciphnet.in. Alternatively CIPHET officials can be reached by calling 0161-2313101.



Technology Valuation: While buying a technology from an institution, the Agripreneur should have some understanding of technological valuation as it gives him/her an idea on profitability outcomes after adopting this new technology. There are several qualitative and quantitative methods to determine the right amount to pay for a technology. The simple method is called “Rule of Thumb” where up to 25% of the increased profit (after adoption of new technology) can be provided to the technology provider. Here, time duration for such benefits needs to be considered (subjective evaluation of the Agripreneur) if the entire amount for the technology is to be paid up-front.

Agripreneurs, Nodal Training Institutions, Bankers, Extension Functionaries of State Governments, NGOs and Agri Business Companies are requested to share their valuable experiences for the benefit of Agripreneurs.



National Institute of Agricultural Extension Management



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



National Bank for Agriculture and Rural Development

Innovation Led Agri-Business - Ms. M. Sarita Reddy

This month, we would like to introduce Ms. M. Sarita Reddy, who has been trained under Agri-Clinics and Agri-Business Centres Scheme in 2011 and has established her company, “Navaratna Crop Science Pvt. Ltd.” in Hyderabad. Her company has a production unit in Cherlapalli Industrial Area. She was recently present at MANAGE, Hyderabad, and during a discussion, she attributed her success to her independent spirit of decision making with accountability. She thinks that some people have an inbuilt quality to work independently and that inclination surfaces to opt for entrepreneurship. Post B.Sc. (Ag), she worked in Nandan Biofarms (in the area of bio-

fuels) and has learnt different business skills like operations management, financial management, franchisee management, marketing management etc., which are helping in her own business. She maintains continuous contact with farmers and personally monitors the field trails.



Recently, her company launched a plant probiotic, named *Bhoojeevan*, which has become very popular among the Ridge-gourd farmers as it reduces flower drop and maintains right male-female flower ratio that is very important for fruit set. Her company has products that range from Bio-fertilizers to Micro-nutrients. She attributed her success to the ongoing R&D focus by her company and strong farmer orientation by all team members. Presently, she has engaged 40 people in her team from production to marketing. Her unit has received license for manufacturing of micro-nutrients & bio-fertilizers. Currently, her products are available in Andhra Pradesh, Karnataka, Tamil Nadu and parts of Maharashtra.

She uses farm demonstration – both result & method - to promote her produce, as farmers believe in the efficacy of a product only after seeing the benefits (yield or quality produce) after using the product. She feels that private extension should reach grass-roots level and farmers should get best products that are environmentally friendly and ecologically sustainable. She opines that a part of this extension effort should be subsidized for MSMEs as some times it becomes difficult for them to compete with companies. For more information about her company, please visit www.navaratnacropscience.com. Ms. M. Sarita Reddy can be reached at 040-6514 3358.

Do you know?

Small Farmers Agribusiness Consortium (www.sfacindia.com) has launched the following scheme for the benefit of farmers.

KRISHIDOOT – Incubation support to 25 FPOs under this scheme. Along with handholding support, there is also information support on inputs, weather and prices to registered mobile users .

Voluntary Association for People Service (VAPS), Tamil Nadu - Theme Specific Training (Animal Husbandry)

Voluntary Association for People Services (VAPS) is a voluntary organization, based in Madurai, Tamil Nadu (TN). It is working in different parts of TN in the area of Agricultural development. VAPS has been associated with MANAGE since 2004 to implement the AC&ABC scheme. A total of 833 candidates have been trained at VAPS and 402 candidates have started their Agri-ventures. The institute is adopting the following strategies to realize the objective of hand-holding:

- Conducting workshops to sensitize bankers about AC&ABC scheme
- Maintaining data-base of respective bankers, trained Agripreneurs and successful entrepreneurs
- Publishing a quarterly newsletter, "Agripreneur Info"
- Formation of Tamil Nadu Agripreneurs Association of

India (TAAI) – a federation to address the needs of Agripreneurs.

The 39th AC & ABC program on Animal Husbandry (theme specific) was started on 25th July 2013 with revised syllabus and with the components of Agricultural Extension, practical knowledge, extension delivery, market survey and preparation of Detailed Project Reports (DPRs) as indicated below:

- Components and Management of Integrated Farms.
- Practical Training on Animal Health Diagnosis & Cure; Visits to Modern Dairy, Stall-fed Goat & Poultry Farms, Mobile Vet Clinics, Animal Husbandry Clinic, ATMA & IAMWARM method demonstration plots, Interaction with successful Vet-preneurs, TANUVAS Research Centres, Micro-Irrigation methods in Integrated Farms, Fisheries Farms etc.
- Extension Delivery – Participation of Trainees in NABARD Village Farmers' Club Meetings, Animal Husbandry Farmers' Awareness Programmes.
- Classes on opportunities related to Animal Husbandry, Fisheries etc.: Technologies/Schemes both from Central & State sectors.
- Lectures by Vet. Company representatives and progressive farmers.

For further details on any of the above initiatives, please contact:

Sri S. A. Arul, Nodal Officer, VAPS, Madurai on his Mobile No. 09443569401 ,

Email-ID vapsinfo@gmail.com, arulsa@rediffmail.com



Refresher Training Program (RTP) for Agripreneurs at MANAGE, Hyderabad



Refresher Training Programme for "Established Agripreneurs on Business
Expansion Capabilities under Agri Clinics and Agri Business Centres Scheme"

6-8 August, 2013



**National Institute of Agricultural Extension Management
Rajendranagar, Hyderabad – 500 030**

MANAGE has organized a 3-day RTP at its campus in Hyderabad for 28 established Agripreneurs from Andhra Pradesh and Maharashtra. Sessions like business networking, project preparation & financial analysis of agricultural projects etc., were offered. The Director General interacted with the participants and congratulated them on their successful ventures. He advised them to take full advantage of the independence in operations of their Agri ventures and also the full control they have on their time to come out with replicable innovations. The participants were very receptive and active during all the sessions. As a part of business networking, participants shared their business initiatives, along with the hurdles faced. They also shared the strategies followed by them to move forward. Each participant prepared a DPR for his/her business expansion. The participants re-

quested for similar kind of programs at regular intervals.

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 etc. 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.

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
Shri B. Srinivas, IAS, Director General**

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