



Better Farming by Every Farmer

e-Bulletin

Agripreneur

A Virtual Experience Sharing Platform

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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”.

Manipur Chapter of Indian Agripreneurs poised for Registration



Glimpses of successful Agripreneurs of Manipur State

Manipur chapter of the Indian Agripreneurs Association has been informally working for the past few years. Now, this group of Agripreneurs has elected Mr. N. Basanta Singh as its president and Mr. H. John Singh as its secretary, and submitted the memorandum of the objectives to the Registrar, Cooperative Societies, Govt. of Manipur. Formal Registration of the Association provides yet another platform for the trained Agripreneurs of Manipur State for integrating their collective efforts with their counter parts in rest of India. The Forum also provides opportunities for holding discussions on common problems faced by Agripreneurs in establishing business ventures, accessing Bank loans and a host of field-level problems faced by startup Agri-entrepreneurs. The issues emerging from such forums, functioning in other States, have paved the way for shaping policy initiatives resulting in better outreach and implementation of the scheme objectives. State Chapters of Indian Agripreneurs Associations are already working in A.P., Karnataka, Tamil Nadu, Maharashtra, M.P., U.P and Chattisgarh. Mr. M. Naga Raju, President of Andhra Pradesh Agripreneurs Association of India, has



Mr. Basanta Singh, President, Indian Agripreneurs Manipur Chapter, Sangolband Tongbram, Leike, Imphal West -7950011, Mobile: 097744 16647

taken initiative to launch the forum in Andhra Pradesh and is guiding Agripreneurs of other States to launch similar forums. Mr. Naga Raju can be contacted at 093911 44445. Trained Agripreneurs of other States where such forum is not yet formed can initiate the process. In Manipur, the Institute of Cooperative Management (ICM), Imphal is the only Nodal Training Institute spearheading AC&ABC Scheme since 2002. So far, the Institute has conducted 14 training programs and trained 388 candidates of which 117 have established Agri-ventures ranging from Fisheries to sericulture. Dr. Joy Chandra, Training Coordinator of AC&ABC has been instrumental in the establishment of Indian Agripreneurs Association, Manipur Chapter.



National Institute of Agriculture Extension Management



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



National Bank for Agriculture and Rural Development

Extension in Apple-Crop Specific Advisory by Mr. Ishfaq Bukhari, J & K

The difficult times in Kashmir valley could not deter the entrepreneurial spirit of committed individuals like Mr. Ishfaq Bukhari who took life as a challenge to face all odds in order to restore the economic liberty for himself and his fellow beings. Mr. Bukhari has worked relentlessly to establish his venture in Srinagar by harnessing the potential of Agriculture.

Mr. Bukhari has completed the AC&ABC training at Indian Society of Agri-Business Professionals [ISAP], Srinagar, during December, 2012. He stated *"I decided to open an Agri-Clinic to help the farming community besides creating a good business opportunity for myself. Since J&K is an agrarian state, mostly fruit crops are grown here, especially Apple, which needs many sprays of pesticides besides several doses of different fertilizers. I quite often used to see farmers spraying pesticides, applying fertilizers and using seeds recommended by local Agri-input dealers. In majority of the cases, I have seen indiscriminate use inputs"*.



Mr. Ishfaq Bukhari (in centre) and Mr. Bilal Ahmed Nazar, Nodal Officer, ISAP, Srinagar & Mr. Shafiq Asif Shaik, J & K Bank, Srinagar.

Mr. Bukhari belongs to the rural area of Bara-mulla district and understands the problems faced by the farmers. During the initial phase of his project, he moved from door to door to motivate the farmers to join with him. As an extension activity, he recommends right doses of pesticides, fertilizers, seeds and other inputs so that the farmers can grow their crop profitably and in a sustainable manner. Mr. Bukhari mobilized almost 500 farmers and has tried to bring

them under one association, "APPLE PLANET AGRI-CLINICS". It is a first of its kind organization in the district. Mr. Bukhari is also taking consultancy support from Agri-scientists/officers for the benefit of farmers. Along with pesticide shop, this consultancy business has increased the turnover tremendously, along with the feeling of contentment for giving social good.

The range of services starts with crop planning activities for farmers. First, the available land with the farmers is categorized into three parts – orchard, irrigated and rain-fed. Then, suitable crop is suggested under each land category. For example, earlier the farmers used to grow Maize in Apple orchard, but it increased the incidence of scab due to high moisture conservation. But Mr. Bukhari has suggested growing of legumes instead of Maize in Apple orchard. This adoption not only reduces the scab incidence, but also increases the Nitrogen content of the soil. Another recent intervention that has helped farmers economically was the suggestion of application of systemic fungicide, instead of contact fungicide. For all these services, the farmers need to pay Rs.500/- month, irrespective of the size of their land holding.

Mr. Bukhari may be contacted on his mobile: 095960 14004, email: ishfaqbukhari79@gmail.com

Krishna Valley Advanced Agricultural Foundation (KVAAF), Sangli, Maharashtra

Krishna Valley Advanced Agricultural Foundation (KVAAF) is an associated concern of M/s. Suraj Foundation, which is the social arm of Pranav Group of company based at Pune. KVAAF has been specially established at Sangli in Maharashtra in the year 1993 to promote Agri innovation through capacity building and motivating farmers to undertake better farming. Over the years, the foundation has developed demonstration plots on Horticulture, Drip irrigation and Sericulture in various parts of Maharashtra.

KVAAF is associated with MANAGE for implementing AC&ABC Programs since the inception of the scheme i.e. from the year 2002. Within a decade of its affiliation, it has evolved as a leading Nodal Training institute in Maharashtra spearheading the AC&ABC Scheme. It has also established 2 more sub-centres in the year 2011, one at Uttur in Kolhapur District and the other at Kanhan near Nagpur in Maharashtra. These three Institutes, till date, have trained 2356 Agripreneurs under the AC&ABC scheme, out of which 1050 have established Agri-ventures. Out of these 1050, there are 515 Agri-clinics and Agri-business Centres, 197 dairy units and 129 veterinary clinics. Share of trained Agripreneurs and established ventures of KVAAF in the State of Maharashtra is 32.88% and 34.41% respectively.

Following are some of the good practices adopted by KVAAF which have contributed for its successful implementation of the AC&ABC Scheme.

1. The candidates are counseled by experienced staff members before registering for the training to ascertain his or her business mind set, their family background, Land holding, capacity to invest, risk bearing ability, industrial/marketing experience and their preparedness to stay on for 2 months during the period of training.
2. Participants are made to sign an 'affidavit' and notarized, declaring that they haven't under gone this training anywhere else, they shall attend the program regularly and shall take effective steps to initiate their own business within 3 months from completion of the training.
3. Inauguration & valediction ceremonies are conducted inviting guests from Banks, NABARD, State Agriculture Department and ATMA who can be helpful to trainee candidates in establishing Agri-ventures and in other matters to further the cause of successful running of Agri business. Former trainees who have established and running successful business and those who struggled to get loans from banks are invited every day morning, prior to scheduled session, for one hour for interaction with the trainees.
4. Mid-training counseling is arranged to assess the depth of understanding of the trainees, to make them aware of the available opportunities and successful business models with the help of experienced staff members of KVAAF.
5. During the market surveys and exposure visits, efforts are made to make the trainees aware of the practical aspects of business modalities. Possible ways of raising money for their ventures are also discussed during these surveys.
6. Beyond the prescribed time frame/module, IT classes are conducted everyday for the trainees. Trainees are encouraged to have his/her own email address and are taught to browse Agri business sites. A separate IT syllabus, developed in-house by KVAAF, is being used for teaching them to further their computer knowledge.
7. During the training, different bankers, including LDM and NABARD AGM, are invited to interact with the trainees on loan proposals, sanction procedures, pre & post sanction do's and don'ts, subsidy claim procedures of NABARD etc.
8. Agri. Corporate leaders are invited to interact with the trainees in the latter half of the training period. Project reports are sent to the banks of Candidates' choice, in consultation with LDM and AGM, NABARD.
9. Hand holding is extended to candidates irrespective of their training Institute in the state of Maharashtra, and beyond the stipulated period of one year.
10. Advantages of other programs that are related to Agri-business conducted by KVAAF are extended to trainees of AC&ABC for their benefit.
11. As a special initiative, KVAAF arranged meeting of Nodal officers of other NTIs in Maharashtra to discuss strategies for mobilizing candidates, to sort out issues concerning with bankers in sanctioning loans and to share any innovative practices adopted by other Nodal Officers. In such gatherings, information pertaining to leading Agribusiness companies in their regions is pooled and exchanged so as to help the Agripreneurs in facilitating business opportunities by way of dealerships.
12. Close liaison is maintained with officials of ATMA/Agri/Allied departments who will be helpful in getting Agripreneurs involved in State-run Agri projects as consultants.



For further details to replicate any of above initiatives, Please contact Sri. N.G. Kamath, Nodal Officer of KVAAF Sangli. Mobile no.09372105764, email: ngkay@yahoo.com

Information snippets for Agripreneurs

Venture capital: It is equity finance for early stage, high risk and high potential ventures. Earlier, this finance was restricted to ventures with high end technology like IT or Biotechnology. Presently, several venture capital funds are available for agriculture and agribusiness.

Ennovent (Sustainable Enterprise Fund): The mission of this fund is to promote innovation and entrepreneurship for sustainability at the bottom of the pyramid, in the areas of Food, Energy, Health & Water. Participation is through equity or loan. Submit business plan to apply (www.elevarequity.com). The India office is located in Bangalore and you can reach at 080-4142 1717.

IFMR Ventures: This fund intends to bridge some key missing links in rural supply chains. They are primarily interested to invest in companies that work with individuals who work with several rural enterprises. This venture has already invested in Earth-goods where handicrafts are sourced from several rural artisans. You need to submit your business plan to www.ifmrtrust.co.in. You can call 044-66687000 for further details.

Some Important Web-links & Information: Dept. of Agriculture & Cooperation (www.agricoop.nic.in)

1. Kisan SMS portal: President of India has launched this new portal, which can be used to disseminate important information related to agriculture & allied activities.
2. Draft guidelines for setting up automatic weather stations (AWS): Provides information on AWS equipment standard, AWS installation & maintenance standards etc.
3. Support to bring Green revolution to Eastern India: With an allocation of Rs.1000 Crores, support to bring Green revolution to eastern India has been extended (Assam, Bihar, Chattisgarh & West Bengal)

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 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



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