



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

## Eight New Nodal Training Institutes join Agri-Clinics & Agri-Business Centres Scheme



Agri-Clinics & Agri-Business Centres (AC&ABC) Scheme is strengthened by induction of eight new Nodal Training Institutions (NTIs). NTIs are responsible for training and handholding of potential Agripreneurs. Thousands of Agripreneurs are expected to benefit from these new NTIs. The following eight new NTIs have been recognized under the scheme:

1. Institute of Co-operative Management (ICM), Guwahati, Assam
2. Institute of Co-operative Management (ICM), Bhopal, M.P
3. Udaybhansinhji Regional Institute of Cooperative Management (URICM), Gandhinagar, Gujarat
4. University of Agricultural Sciences, Dharwad, Karnataka
5. Indira Gandhi Krishi Vishwa Vidyalala (IGKV), Raipur, Chattisgarh
6. Jawaharlal Nehru Krishi Vishwa Vidyalaya (JNKVV), Jabalpur, Madhya Pradesh
7. Jagruthi Foundation for Rural Development, Visakhapatnam, Andhra Pradesh
8. Centre for Development Orientation & Training (C- DOT), Nalanda, Bihar,

With this addition, the number of NTIs has been increased to 97. MANAGE congratulates these institutions, assures them full support and wishes them all success. Soon after the execution of MOUs, the addresses and contact details of Nodal Officers would be uploaded on the website– [www.agriclinics.net](http://www.agriclinics.net). Eligible candidates aspiring to undergo AC&ABC training can contact them for further details.



National Institute of Agriculture  
Extension Management



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



National Bank for Agriculture  
and Rural Development

## Shaik Akbar Ali's Initiatives for promotion of Sustainable Fish farms in Andhra Pradesh, Karnataka and Odisha

Shaik Akbar Ali is an Aquapreneur with a difference. His interest and passion, coupled with efforts in promoting best practices in Aquaculture have benefited more than 2000 farmers within a Water Spread Area (WSA) of 35,000 acres in Andhra Pradesh, Karnataka and Odisha.



Mr. Shaik Akbar Ali graduated from College of Fisheries, Muthukur, Nellore District in Andhra Pradesh. He has undergone AC&ABC training at Bojja Venkata Reddy Agricultural Foundation, Nandyal, in 2010, with an intention to acquire entrepreneurial skills for enhancing production and income in Aquaculture. He started an Aquaculture consultancy firm viz. '**Information and Inputs for Sustainable Aquaculture**' (IIFSA) at Akiveedu village, West Godavari district, Andhra Pradesh, with an objective to provide advisory and laboratory services covering all Aquacultural activities for sustainable fish farming. With his professional knowledge and entrepreneurial skills acquired during AC&ABC training, Mr. Akbar Ali is delivering the following services in Aquaculture through his

consultancy firm, IIFSA.

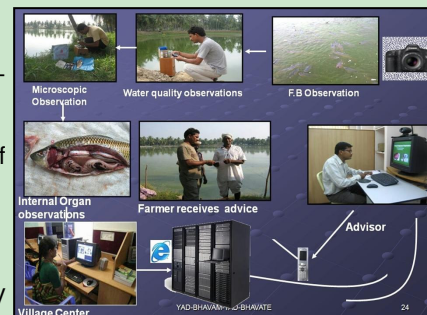
- **Pond to Lab to Pond service** in which, field agents collect fortnightly Aqua samples for testing in the lab. After detailed analysis in the lab, advice is given through phone or print. This advice is also recorded in the data base. Farmer-wise farm record books are maintained.
- **IT based services** with the application of Tele Aqua Software by which fish farmers can get advice at their location itself and also get all updated information about Aquaculture practices.
- **Emergency Management Information Service (EMI)**. Under this service, the fish farmer, whose ponds are affected by any disease, makes a phone call which is received and stored in the computer system. This information is then passed on to field expert, who immediately visits the infected pond on a motor cycle and tests water for parameters like dissolved oxygen, pH, salinity, temperature etc. at the pond itself, and for the remaining analysis brings the samples of water, plankton, soil to the laboratory. After the diagnosis, based on lab analysis, the fish farmer gets the advice on telephone/mobile.
- **Sale** and procurement of all types of fish pond inputs and outputs.
- **Evaluation** of ongoing Aquaculture projects for enhancement and optimization of general operations and management.
- **Consultancy services** in proper selection of cultivable species for monoculture or polyculture, development of low-cost Aquaculture systems from excavated ponds and in identification, treatment and control of Aquaculture diseases.

**Coverage:** 2000 farmers under consultancy and lab services covering more than 50 villages

**Turnover:** Currently, the annual turnover of the Firm is Rs.64 lakhs with net income of Rs.12 lakhs

**Employment:** Employment created for 8 Skilled workers directly and 25 people indirectly.

**Future Plans:** Mr. Akbar Ali envisions to open similar Service Centers across the country with the association of International Institute of Information Technology and involvement of State Governments, on a PPP mode. His objective is to create awareness about the importance of fisheries in the National economy, human nutrition and application of technology tools for nurturing sustainable business models in Aquaculture.



**For further details Mr. Akbar Ali can be contacted at his Mob No. 09000948599 and email: [iifsaoffice@gmail.com](mailto:iifsaoffice@gmail.com) or [akbar@iifsaoffice.in](mailto:akbar@iifsaoffice.in).**

### Innovative Initiatives of Sree Maa Guru Gramodyoga Sansthan (SMGGS), Varanasi, U.P.

Sree Maa Guru Gramodyoga Sansthan (SMGGS), with head quarters at Varanasi, U.P., is one of the leading Nodal Training Institutes (NTIs) in the country. SMGGS is one of the earliest recognized NTIs during the initial phase of the scheme and associated with MANAGE since 2003. Within a decade of its association with the Scheme, SMGGS has conducted 102 Training Programs of which 90 programs have been conducted by SMGGS, Varanasi, and the rest by its Jhansi Sub-Centre, which was inducted as an NTI in the year 2010. From both these Centres, cumulatively, 3500 candidates have been trained out of which 2078 Agripreneurs have established ventures ranging from mobile Veterinary Clinics, Agri-clinics, Horticulture units to Agribusiness Centres. Further, All India AC&ABC data-base shows that more than 10% of total Agripreneurs trained and 16% of the ventures established across the country are from SMGGS. Such remarkable achievements of SMGGS are perhaps the result of the commitment, sincerity and innovative approaches of the organization which deserve to be commended and need to be replicated by other NTIs, who wish to embark on such a high drive. Some of the innovative methods practiced by SMGGS are given below which can be replicated by other NTIs too:

- While mobilizing the candidates for fresh training batches under the AC&ABC scheme, officials of SMGGS meet parents of the interested candidates to create awareness and counsel about the scheme so that the candidates also get necessary support from the family. This approach is found to be very useful in encouraging the candidates and in their preparedness to take up future challenges.
- SMGGS has evolved a unique network of Agripreneurs in each village with a leader for every 5 to 6 Agripreneurs. After quality training and entrepreneurial skill development, candidates establish AC&ABC Centres covering around 1000 rural population per Centre. All the services required by farmers for sustainable development of Agriculture, from soil testing to post-harvest management are made available at the farmer's doorstep.
- Many a times, the candidates are provided extra training i.e. beyond 60 days module of AC&ABC, if they ask for more sessions on a particular topic and if they feel they need more knowledge in a specific subject.
- SMGGS has initiated a unique method in advising the trainees while preparing the Detailed Project Reports (DPRs). Depending on the aptitude of the trainees, the loan to be availed is divided into two phases. In the 1st phase, the candidates are asked to avail a part of the loan say Rs.5 to 10 lakhs through which they are encouraged and advised to initially establish an Agri clinic with lower input sales, such as quality seeds, fertilizers, pesticides etc. The Agripreneur must run this for a minimum period of 1 year. During this period, Agripreneur learns about what the farmers in the service area demand or need the most. After this phase, the Agripreneur prepares second project for expansion of the existing Agri-clinic and Agribusiness centre or diversify into an allied activity seeking loan as per eligibility.
- After the training period, Agripreneurs are motivated to visit at least 10-15 farmers every day to discuss with them their day-to-day problems. The farmers are provided with mobile numbers of Agripreneurs for resolving their day-to-day queries. "We monitor this by visiting villages with the Agripreneurs and also the farmers so as to confirm the visits" says Mr. Chiranjeew Singh, Chief Coordinator/ Director SMGGS.
- Hand holding is provided to Agripreneurs beyond the stipulated period of 1 year.
- SMGGS conducts a monthly meeting with local banks to inquire about pending proposals and to make them aware of the scheme guidelines. Senior staff members of SMGGS also visit the regional/head offices frequently for speeding up the decisions on loan proposals submitted under AC&ABC.
- A very important exercise, which SMGGS emphasizes which they are practicing since beginning of the scheme, is that they do not provide training certificates to the candidates unless they have 100% attendance and secure a minimum 60% marks in the exam that SMGGS conducts at the end of each training program which is not stipulated in the scheme guidelines.



**For further details Mr. S. P. Singh, Nodal Officer of SMGGS can be contacted on his  
Mobile: 09919802325, email: smggsvan@rediffmail.com**

### Questions to be answered by Agripreneurs at the time of Market Survey, Hands On Experience and Detailed Project Report preparation

- What are my strengths to start an Agri-Clinic/ Agri-Business centre?
- What Agri- products do I produce/ sell? And what type of Agri-extension services do I offer?
- Who are my target farmers and what do they want and where are they located?
- How my project would serve the purpose of extension to the target group of Farmers?
- How many farmers are interested in my product/ service?
- Why would these farmers buy my products or take my services?
- Do I require machinery / equipment? Where are they available and at what cost?
- What is the technology do I use to run the Agri-Business?
- Where do I locate my business? What are the location advantages?
- Do I require any land? If yes, how much, is it own or to be leased in?
- Whether raw material is available? If yes, what is the source, if no what is the alternative plan?
- How many months in a year, do I require raw material?
- Do I require transport support? If yes, what kind?
- What market advantages do I have?
- How can I profitably afford to serve this target group?
- How will I distribute my products/services to these farmers?
- How long do I have a market advantage?
- Who are my competitors and what is their present market share in the targeted area? How can I overcome the competition if any?
- What price can I charge for my product/service and for how long?
- What are my long term Agri-business and marketing goals?
- What is the finance required for starting my business?
- Am I capable of mobilizing entire finance or should depend on bank finance?
- Am I prepared to mobilize financial resources to meet margin money requirement? If yes, from what sources?
- What type of securities do I have if the project cost exceeds Rs.5 lakhs?
- Do I have skilled manpower to support my Agri-business? If yes, how many? If no, how to mobilize them?
- Do I require any license to run my business? If yes, what are they?
- What are the other legal and operational requirements to be cleared for my Agri-Business?
- What are the other Central and State Government Schemes to support my Agri-Business?
- Whether I can partner with any Agri-Business company to promote my business?

**This exercise may be adopted by NTIs during training.**

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



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**Contact us at:**

**Centre for Agripreneurship Development, (CAD)**

**National Institute of Agricultural Extension Management**

**(MANAGE), Rajendranagar, Hyderabad - 500 030,**

**Andhra Pradesh, 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 : Sri B. Srinivas, IAS**

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

**Associate Editors: Dr. Lakshmi Murthy**

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