



Better Farming by Every Farmer

Agripreneur

A Virtual Experience Sharing Platform

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“Agripreneur is a virtual platform to share the experiences of Agripreneurs, Nodal training institutes, Agribusiness companies, Extension functionaries, Bankers, Academicians, Researchers and other stakeholders in the country working for promotion of Agri Entrepreneurship development”.

Mobile App Kisan Suvidha

The Ministry of Agriculture & Farmers Welfare has developed a mobile app called Kisan Suvidha for the benefit of farmers and other stakeholders. This app provides information on five critical parameters viz. weather, input dealers, market price, plant protection and agro-advisories.

The app was launched in English and Hindi languages with a facility of translation into regional languages as well.

It has the following features:

- ◆ **Weather:** Weather forecast for current day and next 5 days along with extreme weather alerts.
- ◆ **Input Dealers:** Contact details of pesticide, fertilizer, seed and farm machinery dealers in the area of the registered farmer.
- ◆ **Market Price:** Market prices of commodities in the nearest area and the maximum price in the state as well as in India.
- ◆ **Plant protection:** Information regarding pests and diseases of crops along with the recommendations.
- ◆ **Agro-Advisories:** Advisories by experts in the local language of the farmer
- ◆ **Call to KCC:** An additional tab directly connects the farmer with the Kisan Call Center where technical graduates answer their queries.

This app has been developed in house and can be downloaded from Google Play Store, mKisan (mkisan.gov.in/) and Mobile Seva App Store (apps.mgov.gov.in/index.jsp).



Organic Jaggery tastes Sweet Success

“Jaggery” is an Indian sweetener, traditionally manufactured by crushing sugarcane and boiling the sugar cane juice in an open pan process, says Shri. Rajkumar Kharb, (60) from Hisar, Haryana. After retiring from the Agriculture Department, Haryana, as an Agriculture Development Officer, Shri Kharb wanted to start his own enterprise in organic farming. In the year 2015, he joined the Agri- Clinics and Agri- Business Centers (AC&ABC) scheme at Indian Society of Agribusiness Professionals (ISAP) Karnal, Haryana for the 60 days residential training program under the scheme. During this training, he learnt how to conduct a market survey, prepare project reports and other soft skills needed for development of the business. He says “field visits gave a wonderful opportunity, where participants could have first-hand experience of the business they are dreaming to start, study solutions to most of the common problems and other contingencies they may face”.

Investing his own capital, Shri. Kharb registered his firm by the name “ARB Organic Jaggery”, and started working with sugarcane growers. Advocating avoidance of mono-cropping in sugarcane, and refraining from heavy use of chemical fertilizers and pesticides, he wanted the growers to give prime attention and realize the full potential of the soil in increasing yields and providing the much sought after sustainability to agriculture. He has completely transformed his 20 acres of land, where today, sugarcane is grown in a completely organic way. Not only did he himself use, but he also advised farmers to apply “Jivamrut” - a traditional and easy to prepare organic concoction developed in the Indian Institute of Sugarcane Research, Lucknow, Uttar Pradesh. He grouped 50 sugarcane growers from five villages and is today involved in making organic Jaggery. He has been able to turn the common Indian Jaggery making cottage industry into a factory franchise, while at the same time helping sugarcane growers improve their standard of living by paying the farmers promptly unlike in sugar mills.



Mr. Rajkumar Kharb, Agripreneur

Shri. Kharb has, “Licensed the techniques of organic Jaggery making process from the Department of Agriculture, Haryana, and has tried to make the business model more revolutionary by networking with 50 farmers. As it is manufactured from organically grown sugarcane, the quality of Jaggery is high along with longer shelf life. Being organic, the sugarcane drink also fetched better prices and improved profit margins. All the sugarcane-growers today have their own Jaggery units with valid permits. Shri Kharb further explains that, “Without investing in establishing one’s own factory, the technique can be licensed and sold to farmers so that many more small-scale factories can be set up by farmers themselves”.

In ARB firm, as on date, there are three employees on the payroll and two are skilled workers. Within a short span of time, the annual turnover of the firm has crossed Rs.35/- lakh. Shri Kharb also runs a Biogas manufacturing plant on a commercial model and wants to develop more such rural enterprise models for uplifting the rural youth and rejuvenate the traditional rural enterprises and make them compete commercially.

Shri Kharb’s message to budding Agripreneurs is “Grow organically, buy organic and save the planet for future generation”.



Organic Sugarcane Syrup



Organic Sugarcane Jaggery



Organic Cane Juice

Shri Rajkumar Kharb

Institute of the Month

Mr. Purushottam Hendre
Nodal Officer



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No. of Training: 21

No. of trained candidates: 614

No. of Venture Established:

326

Success rate : 53.09%

Nature of Activities: Daily clinics, Vet Clinic, Agri-Input Shop, Sericulture, Nursery and Landscaping, Vermicomposting, Grape processing unit, Micro-irrigation system, Soil testing lab, Custom hiring, Dal Mill, Bio-pest control etc.

e- Advisory Services on Agri-business by KVK-Babhaleshwar

Since 2004, Krishi Vigyan Kendra, Babhaleshwar, Maharashtra, is a collaborative partner with MANAGE for implementation of Agri-Clinics & Agri-Business Centers (AC&ABC) Scheme. A total of 21 training programs have been conducted so far and 614 candidates trained. Under the scheme, the mission of the KVK is to promote Agripreneurs who in turn give employment to rural youth and work as extended hands of the KVK to provide Knowledge, Inputs and Services for socio-economic development of the farming community. Krishi Vigyan Kendra, Ahmednagar has been providing technology backstopping for the farming community since its inception in 1992. It has become a role model for other KVKs and extension agencies in providing new extension models for technology dissemination. The KVK has



A video CD “Krushu Udyojakta Vikas”

been providing different extension advisory services coupled with different input supply services like seed, seedlings, grafts, bio-fertilizers, bio-pesticides, soluble fertilizers, plant protection inputs, soil and plant tissue analytical services. The emphasis of KVK Ahmednagar has been on providing these extension advisory services along with the extension of various inputs for increasing the adoption of various technological packages of National Agricultural Research System. Recently, KVK Babhaleshwar produced a video CD titled “Krushu Udyojakta Vikas” which means agricultural entrepreneurship development. The content of the Video CD comprises of 15 entrepreneurial topics based on agriculture viz. cultivation of medicinal plants, Hi-tech agricultural technologies, bio-pesticides, goat rearing, mushroom production, nursery management, food processing, information technology, poultry management, bio-fertilizer, quail farming, sericulture, spirulina production, vermi-composting etc. The KVK is providing the Video CD to all participants of Agri-Clinics and Agri-Business batches as well as for the farmer trainees of other skill oriented training programmes at KVK Babhaleshwar as course material.

Freshwater Pearl Culture : A Profitable Venture in Uttar Pradesh

Pearl culture is an art concerned with biological production of one of the finest gems; it is produced by the pearl oyster, a bivalve mollusc, living insignificantly at the sea bottom and generally found in marine fishery. However, the freshwater mussel pearl production techniques are no more a secret for the inland fish farmers in Uttar Pradesh. Shri Balmukund Gupta, (32) Master in Agricultural Plant Pathology hailing from Rajatalab village, Varanasi district, Uttar Pradesh is involved in fish farming with freshwater pearl culture. Shri Gupta has a 1.02 hectare fish pond. He is engaged in fresh water fish breeding and culture of Indian major carps viz. Rohu, Mrigala, Catla, Common carp, Grass carp, Silver carp, Fresh water prawns and Catfish. Shri Gupta says, "I opted for these varieties because these are suitable in North Indian climate as well". Shri. Gupta is a resource person with State Department of Fishery, Varanasi district for promotion of fishery activities among the farmers. During the period, he came across pearl culture and got the necessary training from the department and learnt the techniques. He started pearl culture farming by depositing as many as 30 endemic mussels (*Lamelli dens marginalis*). The pearl culture would provide additional income to the fish farmers as they would not incur any expense in the production while they were cultivating mussels with fish, Mr. Gupta said. Launching the technique in the district, he has trained 20 fish farmers on pearl culture in collaboration with the State Department of Fisheries, Varanasi district. "Mr. Gupta has proved that fresh water mussel culture has vast potential in the district and we are planning to promote it among the inland fish farmers," said Shri Mukesh Kumar Sarang, Chief Executive Officer, Fisheries Department, Varanasi. For more details on Freshwater Pearl Culture. Mr. Gupta may be contacted at Mobile +91 8189004136, +91 9889887494, email Id: balmukund7244@gmail.com



Mr. Balmukund Gupta, Agripreneur



Pearl Culture



Fish catching

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, handholding activities, finance options and 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.



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