



Agripreneur

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Agripreneur
Toll-free No.

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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 Agribusiness thinkers in the country working for promotion of Agri Entrepreneurship development”.

Skill Development for Rural Youth to Enhance Employability: Innovative Initiative of MANAGE & PI Foundation

National Institute of Agriculture Extension Management (MANAGE) and PI Foundation is the Charitable Trust of PI Industries Ltd, Hyderabad, collaboratively organized skill development program to train rural youth for improving their skills to get employed in Agro-input Industry. The most important objective is to develop skill among rural youth so that they can be gainfully employed by the Agri-input manufacturing and marketing Industries to market their products through extension / marketing and sales activities and help farmers achieve high level of farm productivity. Over 40 number of rural youth who have passed Higher Secondary School and having agriculture family background and preferably from economically weaker section with minimum age of 20 and maximum of 28 years have been selected from Telangana state. The training is conducted at the premises of Prakasam Krishi Vigyan Kendra (PKVK) Jammikunta, Karimnagar District. The KVK has the entire physical infrastructure to house candidates, having faculty in Agronomy, Entomology, Crop science and Extension and can conduct practical demonstrations required for 45 days residential course. The residential course will have class room training and field training. National Institute of Agricultural Extension Management (MANAGE) is the knowledge partner identified for the training programme. Training modules has been designed on the initial meetings with the PI Industries India and PKVK executives for the Skill Development program for Rural Youth. Main contents of the course viz. Agro ecological Zones in the state, Soil Testing and Soil Fertility Management, Agronomic Practices of Regional Crops, Manuring and nutrient management, Pests, Diseases and deficiencies, Effective use of Plant of Protection on products including biological, Various Irrigation Methods, Educating Farmers to reduce the judicial use of Inputs, Good Agricultural Practices, Extension methods and IT use, Research station visits to understand crop management practices, Dealer shop visits to understand various Agri. Inputs, Communication skills and Principles of Agri. Inputs Marketing. Well qualified and experienced professionals from MANAGE, PKVK and PI officials will assist in training. All trained rural youth will be placed in Agri-Business Companies after training. Present model may inspire other agribusiness companies to undertake similar projects resulting in attracting rural youth into agriculture.



Skill development programe at KVK, Jammikunta, Karimnagar

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Agrpreneur of the Month

Retired But Not Tired to Green Cities

Promoting urban vegetables cultivation on roof tops / back yards / balconies would be beneficial in catering to the needs of the denizens and to maintain good health standards. Growing of vegetables on terraces would be a beneficial to be self-reliant in production of fresh vegetables. Shri S. Natarajan, Agriculturist retired after 33 years of services from Tamil Nadu State Department of Agriculture. His knowledge on organic Agriculture motivated him to start Agri-consultancy to the farming community. At this juncture, he also came across the Agri- Clinics and Agri- Business Centers (AC&ABC) scheme. In the year 2014, he joined two month residential training course under AC & ABC scheme at Voluntary Association for People Services (VAPS), Madurai. After training, he started his firm by name of Natarajan Agri-Clinics and Agri-Business Centres, at Agri-commodity Marketing Complex Madurai. He interacted daily with farmers and make them aware on organic farming followed by supply of organic input on all crops including vermi-compost, manures, bio-fertilizer and bio-pesticides. On the request, he started visiting the farmer's field and provided doorstep services. Now, visiting five villages and rendering on spot solution for all aspects of crop production. He established his own shade-net nursery for supply the sapling of Brinjal, Chilli, Tomato, Moringa, and ornamental flower raised in pro-tray nurseries. As per Natarajan, the sale of ready sapling is benefitting nearly 5000 farmers from Madurai, Shivagangai, and Dindigul district of Tamil Nadu state.



Smt. Usha Rani, DG, MANAGE, Hyderabad interacting with S. Natarajan



Shr S. Natarajan with pro-tray nursery

Shri Natarajan further added that, under the smart city mission, I started working on making city terraces green. During my tenure, I have visited some cities where partially covering rooftops of new buildings with plants and solar panels. I wish to replicate the same in Madurai, Hence started consultancy on urban agriculture. I concentrated on Terrace and Kitchen gardening with supply of ready sapling. I have conducted number of training programmes on Terrace-gardening to House makers (specially for House wives in collaboration with VAPS, Madurai and Local Tamil daily "Dinamalar". Over 500 beneficiaries taking regular consultancy of Urban agriculture. Shri Natarajan says, "information is more powerful in the present era, one can get rich by selling information". My annual turnover is reaching upto Rs.50 lakh and I recruited two skilled person".

Shri S. Natarajan

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Institute of the Month

Mr. N.G. Kamath
Nodal Officer



Name of NTI: Krishna Valley Advanced Agricultural Foundation (KVAAF), Sangli, Maharashtra

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Mobile No. : 09372105764.

Email: ngkay@yahoo.com, avdevarshi786@gmail.com

Website: www.kvvaaf.org

No. of Training: 122

No. of Trained Candidates: 3843

No. of Established Ventures: 1947

Success Rate: 50.66%

Agri-ventures Established: Agri-Clinic, Dairy Units, Poultry, Nursery, Bio-fertilizer units, Vermi-compost units, Milk collection centers, Shade net & Floriculture., EMU farming, Goat farming, Food processing unit, Custom hiring center, Grape sapling nursery, Tissue culture etc.

Bankers Meet to Expedite Credit Linkages: A KVAAF Way

Studies have revealed that poor credit linkage is the major constraint in the success of AC&ABC scheme and establishment of the Agri-ventures. Despite all efforts, the flow of credit to Agripreneurs to establish projects failed to exhibit any appreciable improvement. This is due to the fact that, there is a significant gap in terms of communication and sensitization of commercial banks vis-a-vis Agripreneurs and their needs. Krishna Valley Advance Agricultural Foundation (KVAAF)- Sangli a Nodal

Training Institute implementing AC&ABC scheme through its 8 centers across Maharashtra state, has taken an initiative to address



Agripreneurs interacting during Bankers Meet

this issue. Organizing bankers meet regularly at the institute to improve the credit linkages has yielded favorable results.

The major objective of the bankers meet are:

- To evolve supplementary credit strategies for meeting the credit needs of the Agripreneurs
- To build mutual trust and confidence between bankers and the Agripreneur
- To encourage banking activity, both on the thrift and credit sides
- Expediently clear the pending applications under the scheme to reduce the pendency. KVAAF, Uttur, recently organized bankers meet by inviting all major bankers and the officials of the state department of Agriculture. The training coordinator explained in detail the revised guidelines of AC&ABC scheme. Successful Agripreneurs narrated their success and briefed the challenges faced by them to get loan sanctioned. Later, bank-wise pending projects were enlisted and respective bankers were invited to interact with borrowers and decisions to expedite credit linkages arrived at. The meet was highly successful and 45 projects received sanctions in the meet itself.

Gender Friendly Tools/Equipment's for Women in Agriculture

In order to enable women to perform the farm operations with lesser drudgery, various implements and hand tools have been developed by different agricultural institutes under ICAR viz. Central Institute for Women in Agriculture, Bhubaneshwar, Central Institute of Agricultural Engineering (CIAE), Bhopal, Madhya Pradesh, All India Coordinated Project (AICRP) Centers for Home Science. Colleges of Home Sciences in State Agricultural Universities, However, due to the limited reach of these institutions to the farmers, women generally remain unaware of these development. A conscious efforts has, therefore, been made by the National Gender Resource Center in Agriculture (NGRCA), Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare to bring out the compendium to popularize 69 eco-friendly tools and equipment's designed for the women in agriculture. Agripreneurs those involved in customer hiring and farm mechanization are requested to visit the mentioned web-link and furnish the information. weblink :// <http://agricoop.nic.in>



Cycle Hoe



Ground nut Decorticator



Maize de-husker-Sheller

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 Agri-ventures, pending projects, relevant schemes etc., and other information useful for State governments, Agricultural Universities, Banks, Training Institutes and Agripreneurs.



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