

Agripreneur

A Virtual Experience Sharing Platform

Volume-VIII

Issue-XI

February- 2017

One day Regional Level Workshop on Skill Development

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India organized one day Regional workshop on skill development in Agriculture on 20th February 2017, at the Auditorium of the National Academy of Agricultural Research Management (NAARM), Hyderabad. The workshop was inaugurated by Shri Pocharam Srinivas Reddy, Hon'ble Agriculture Minister, Govt. of Telangana. The highlight of the inaugural session was a detailed presentation on the Skill Ecosystem in the country with recommendations.

Smt. V. Usha Rani, IAS, Director General, MANAGE-Hyderabad, opened the welcome address by thanking all participants and highlighted the importance given by the Union Agriculture Minister to skill development, so the skill council was set up. People with skills are needed today. The need of the hour is to impart skills to rural youth, artisans which definitely add value in livelihood improvement.

The stakeholders from 8 Southern States of India representing SAUs, National Institutes, ICAR, Private Agribusiness companies, National Training & Research Institutes, policy advisors, Agripreneurs and farmers participated in the workshop. The inaugural session was followed by a panel discussions on various themes. Some of the key recommendations which came up during the deliberations are mentioned below:

- Need to network sub-domains in agricultural sector
- Develop knowledge focal centers
- Identify and prioritize the themes, subthemes for developing skill-based digital content
- Identify the personnel, centers and capacity building initiatives for developing skill programmes in Agriculture

[Continue on page no.4..](#)

A new leaf in Entrepreneurial Development - CED

Centre for Entrepreneurship Development (CED) has around two decades of experience in Entrepreneurship Development and Skill Training for women. This programme has been exclusively sponsored by MANAGE for participation of women which of course is in line with the Government policy of empowering women. Centre for Entrepreneurship Development- ALEAP, conducted a training programme exclusively for women under Agri- Clinics and Agri - Business Centres scheme. CED emphasis is that, Horticulture has a direct influence on the development of environmentally sound and humanly healthful urban landscapes. Today, green space has become a very significant factor in the interior as well as exterior settings. The use of cut flowers, pot plants, and food crops has improved the quality of human life significantly. In view of the awareness, CED offered 50 acres of land of Industrial estate where interested AC&ABC participants who trained with Center for Entrepreneurship Development an undertaking of ALEAP-INDIA, will be provided land on lease for cultivating organic vegetables, fruits, flowers and other agriculture produce at A.P.J.Abdul Kalam Green Industrial Park ALEAP-India, Nandigama Village, Patancheru Mandal, Medak District, Hyderabad, Telangana. The unit size provided to one person is 1-2 acres. CED invites interested trained Agripreneurs to join and grow. For more details please contact Ms. Dhruvi Devi, Nodal Officer, Centre for Entrepreneurship Development (CED), Mobile: +918096700555, email : ced.aleap@gmail.com/ced.acabc@gmail.com,

Kangayam Cow Yielding Success in Drought Area

Kangayam breed is also known as “Kanganad” and “Kongu”. The breeding tract of this breed is Coimbatore, Erode, Dindigul, Karur and Namakkal districts of Tamil Nadu. This breed derives its name from its habitat - Kangayam taluk of Erode district (earlier part of Coimbatore district). Late Pattogar of Palayakottai developed this breed. I had learnt about the characteristics of Kangayam cow from the Veterinary Officer deputed in my village Kambathiyar Kovil Thottam, Kesaramangalam Post, Erode district, Tamil Nadu, says Mr. M. Ganapathy Ramu (26) a master in Agriculture Sciences. Coming from an agricultural family background, Mr. Ganapathy owned 15 acres of land in which he wanted to start a farm-enterprise based on dairy. He had five cows of Kangayam breed which were yielding less milk. He wanted to sell the cows for which he sought help from the expert. During the discussion, Mr. Ganapathy learnt about the innumerable benefits of Kangayam cow milk. He understood that, “Milk from locally grown cows, in their most natural habitat is best; locally grown cows eat and live in the same environment as the local population. Hence, the milk from such cows will surely be congenial to the local people”. Moreover, if a pre-born baby is fed with this milk, it would help in weight gain and growth. He was very impressed by the innumerable benefits of this breed and gave up the idea of selling the cows. Initially, it was very difficult for him to prove himself as a dairy entrepreneur, but he gained confidence through entrepreneurship skill training under Agri-Clinics and Agri-Business Centers scheme at VAPS, Madurai, Tamil Nadu, with the training module covering different subjects, market survey, DPR preparation, exposure visit to established ventures etc. The training helped him move forward with good returns as well as excellent recognition in the farming community. Mr. Ganapathy registered the firm by the name of “Madheshwari farm” and is providing consultancy on Kangayam rearing. Mr. Ganapathy says, the average milk yield of Kangayam cattle is 540 kg with average milk fat of 3.9%. He gets good returns as he sells milk at the rate of Rs.80/per liter as against the production cost is negligible. The annual turnover of the firm is Rs. 3.00/- lakh. The benefits of Kangayam milk are getting popular day by day in his area. He serves 250 farmers from 12 villages and is motivating them to conserve the Kangayam cow. Now Mr. Ganapathy is turning towards Goat rearing for milk yield. Mr. Ganapathy’s message to budding agripreneurs is that, “There are different platforms to start an agri-venture, but a move with innovation brings success”.



**Agripreneur
Toll-free No.
1800-425-1556**



M. Ganapathy Ramu
428, Kambathiyar Kovil Thottam,
Kesaramangalam (P.O) Bhavani
(Tq), Erode (Dist) Tamil Nadu-
638311,
Mobile : +91 9629656558



Ms. Komal Pisal

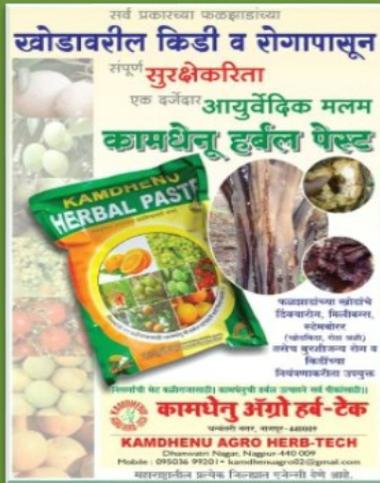
D/o Pisal Shankar Vishnu, Kancheri Vill & Po
Satara Maharashtra - 412802
Mobile: +91 8605965645,

Scripting success through value-addition

Hard work, dedication and some innovative thinking to make use of available resources for getting maximum benefit is the mantra of “Komal Agro and Food Processing Unit”. Ms. Komal Sahnakar Pisal (24) a women agripreneur graduate in Agricultural Bio-technology hailing from Satara district, Maharashtra is fully involved in retail marketing of Agri-inputs, soil and water testing lab and consultancy on value addition in crop produce. Ms. Komal is resource person to visit farmers storage centers, food processing unit, vegetable marketing centers, small Gowdowns, farmers producers companies etc. Ms. Komal encourages farmers on value addition of crop produce. She says that, a simple grading can bring huge difference in market prices for the same produce. Ms. Komal has registered 400 farmers from 5 villages and networked them to the market. More than 450 farmers have benefited from the soil and water test and complete guidance on crop production by Ms. Komal. Ms. Komal says during summer season the net profit is Rs.5.00 lakh on soil and water testing.

Herbal Paste for Gummosis

An early symptom of *Phytophthora* gummosis is sap oozing from small cracks in the infected bark, giving the tree a bleeding appearance. The gumming may be washed off during heavy rain. The bark stays firm, dries, and eventually cracks and sloughs off. This is the scenario of a Citrus orchard in Vidharbha region, Maharashtra. Application of bor-dex mixture on the stems of lime plants after pruning to protect the plants from gummosis and fungal infection was the existing practice, Mr. Tatode said. Mr. Tatode an Agripreneur, through continuous research found a solution for Gummosis. Shri Tatode developed KAMDHENU herbal paste by mixing 24 types of locally available herbal plants. He also extracted a liquid solution from the plants and mixed together by using an adhesive agent. Since the last ten years, Shri Tatode is applying the Kamdhenu Herbal paste for control of Gummosis, Mealybugs, Stem borer and other fungal diseases of fruit trees. Shri Tatode says, it is highly effective, safe to the environment, there is no need for repeated application, no expenditure towards labour, and within 24 hrs gummosis disease can be controlled. In summer the paste helps to maintain temperature hence the wilting can be controlled. Around 6000 farmers from Maharashtra state are applying the KAMDHENU herbal paste in fruit orchards.



Mr. Tejendrakumar S. Tatode

C/o Sharad Kathote K
amdhenu Agro-Harb-Tech,Dhanvantari Nagar,
Nagpur, Maharashtra
Mobile : 099229 39063, 09503699201, email:

Cost efficacy: Rs. 500/- per kg can be applied to 20 full grown fruit trees.

- Need for re-skilling and multi-skilling initiatives in traditional and unorganized sectors.
- As most of the agriculture activities are seasonal, people can't attend the training at a stretch. Staggered/ intermittent training days instead of continuous training for 200 hours. This system will attract more farmers and rural youth as they can't spend time continuously.
- Conducting Skills Competitions and Media Campaigns to popularize skill development programmes.
- Banks to provide credit assistance to Agri-preneurs trained under skill development programs as per NSQF.
- District agri-business plan with customized training, mentoring supported with financial assistance is mandatory for self-employment. Linkage with Private sector is necessary for wage employment.



Participants at the Skill development workshop

- Stream-II of AC&ABC may be initiated to cover Rural Youth.
- MANAGE-Syngenta and MANAGE-Pesticide India (PI) Foundation Models may be popularized for self and wage employment.
- Training pattern should be provided adequate service charges so as to help the institute to take-up quality training.
- ASCI should minimize ToT training for highly qualified resource persons like scientist and senior departmental officers.
- The district administration, agricultural and horticultural department should provide opportunities, handhold them to get bank loans and utilize the services of trained skilled youth wherever possible.
- ASCI to share list of skilled youth who were certified with the local administration and other departments.

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



Centre for Agri-entrepreneurship Development (CAD)
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad-500 030, India
E-mail : indianagripreneur@manage.gov.in Website: www.agriclinics.net

“Agripreneur” is published by Mrs. V. Usha Rani, IAS, Director General, MANAGE
Editor in Chief: Mrs. V. Usha Rani, IAS, Director General, MANAGE
Editor: Dr. Saravanan Raj, Director (Agril. Extn.)/(CAD)
Associate Editors: Dr. Lakshmi Murthy & Mrs. Jyoti Sahare

Editorial team acknowledges graphic design by Shri Bh. Chakradhar Rao and Shri P.Srinivas, CAD

For further queries, please contact: indianagripreneur@manage.gov.in