



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”.

State Level Agripreneurs' Conclave, Organized by Centre for Agriculture & Rural Development (CARD), boosts morale of Agripreneurs in Uttar Pradesh



Centre for Agriculture & Rural Development (CARD), based at Noida, is an active partner in implementing AC&ABC scheme in Uttar Pradesh. CARD, in a span of 5 years of its association with the scheme, has trained 459 candidates and facilitated establishment of 211 Agriventures. CARD has embarked on an innovative idea of organising a state level convention for recognising and honouring start-up Agripreneurs who stood the test of time with grit and determination in establishing and successfully running the business modelled Agriventures.

The conclave was held on 31st May 2013 at the 'Indian Institute of Sugarcane Research' (IISR) Lucknow, Uttar Pradesh. Besides 180 Agripreneurs from Uttar Pradesh, the conclave was attended by Director (CAD) of MANAGE, Project Coordinator of ATMA, AGM of SBI, Area manager of Kirloskar Pumps and Head of Agribusiness ITC-UP.

The main objective of the effort was to facilitate exchange of ideas, explore business networking among Agripreneurs, trained on the same platform. Yet another objective was to recognise, honour and reward the success of some of the best Agripreneurs.

The nominations received were screened by an Awards Committee formed for the purpose, which included officials from ICAR, MANAGE, NABARD and ATMA, besides the Nodal officer of CARD and executives from private companies.

The Agripreneurs were short listed based on the following criteria :

- Minimum 3 years of operating an Agriventure
- Farmers' coverage (should be around 2000)
- Minimum villages covered (should be around 20)
- Association with GOI Schemes.

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National Institute of Agricultural Extension Management



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



National Bank for Agriculture and Rural Development

An Agripreneur's Social Vision blending with Agribusiness enhances the Agri-entrepreneurship horizon in Chattisgarh

Here is an inspiring story of an Agripreneur Mr. Dilip Bisen of Raipur who was trained by IGKV Raipur under AC&ABC scheme during 2008-2009. His commitment for promoting organic farming, especially using the age old nature's gift of cattle dung and cow urine, which has rich medicinal / pesticidal properties, aroused a passionate desire in him to embark on a noble objective of preventing cattle slaughter for utilising their urine and dung for producing organic manure and bio-pesticides. Mr. Bisen thought that if the cattle owners are made aware of the natural medicinal properties of cattle bio waste (dung and urine), they would not send the aged cows and other cattle to slaughter houses. From the dung and urine thus collected, they could produce organic manure and pesticides, which would serve both the noble causes viz. prevention of cattle slaughter and promotion of organic farming. In various village campaigns Mr. Bisen has been bringing about this awareness.



Activities:

Mr. Bisen is a post graduate in Entomology and has 22 years of experience in plant protection techniques. He worked in companies manufacturing pesticides and insecticides. While working in such companies he became conscious of the harmful effects of organo-phosphorous fertilisers and pesticides, the excessive application of which unnecessarily increases the cost of cultivation while eroding soil fertility. Therefore, through various campaigns and Gram Sabhas in about 40 villages spread over 5 districts in the state of Chattisgarh, he has created awareness among farmers on non-chemical techniques of plant protection and organic methods of fertilising the soil. His basic Agri-extension work revolves around teaching the farmers about the following organic farming techniques:



- Control of insect pests by Light trap technology
- Methods of production of organic manure and fertilisers by using Cow dung, Cow urine and Neem leaves
- Techniques of conservation and culturing of beneficial bacteria and fungi in the soils like Lactobacillus, Anaerobic Trichoderma, Giberrilic Acid etc.
- Techniques of enriching soil micro nutrients by Vermi-compost

Bank Loan/Subsidy

Shri Bisen was sanctioned composite loan of Rs.20.00 lakhs by Punjab National Bank, Pochipedi branch under AC & ABC scheme for his Agri-clinics and Agri-Business Centre in the Name of M/s. Om Sai Agri-Clinics and Agri-Business Centres. NABARD, Raipur, Chattisgarh, has also released subsidy amount of Rs.7.20 lakhs.

Turn over: Rs.20 lakhs per year - **Income:** Rs.6.00 lakhs per year

Employment: 10 skilled - direct and 30 indirect.

Vision

Shri Bisen, with the support of Banks, NABARD and State Governments, wishes to produce an organic product which will be sold to farmers. Once the brand is registered, Mr. Bisen wishes to promote this product through Gram Panchayaths all over the Country. He says 'The success of this project will improve Rural Indian Economy and Rural India will shine all over the World'.

For further details please contact: Shri. Dilip Bisen at his AC&ABC Centre, Vikas Vihar, Maha Dev Ghat Road, Raipur, Chattisgarh. Mobile No. 09826194665

Innovative Initiatives - Voluntary Association for People Services (VAPS) - Madurai, Tamil Nadu

Since its association with MANAGE for Implementing AC&ABC Scheme in the year 2004, VAPS has initiated innovative methods for better out-reach of the scheme to aspiring Agri educated / professionals. VAPS has so far trained 1668 aspiring Agripreneurs from Agri / allied fields from the Tamil Nadu and Puducherry, through 37 Training batches from Madurai, 3 from Salem and 10 from Puducherry. A total of 166 Agripreneurs have established Agri-related ventures with Bank finances while 778 established with their own funds. Some of the novel methods adopted by VAPS, which yielded good results in achieving better implementation of the AC&ABC scheme, are listed below for wider out-reach and replication by other NTIs in the country:

VAPS

- offers hand holding support for an unlimited period to Agripreneurs rather than one year as envisaged in the scheme guidelines.
- publishes a quarterly Newsletter “**Agripreneur Info**” covering articles on modern techniques of Agriculture, Agri business and latest Govt. Schemes both from Central and State sectors. The Newsletter also publishes success stories from AC&ABC as well as others with an objective to motivate trained and non-starter aspirants, especially women Agripreneurs and senior citizens.
- has initiated Social Networking sites i.e. Face book & Twitter (vapsagri@facebook.com & vapsinfo@twitter.com) and Group SMS program so as to have better interaction with Agripreneurs on day-to-day innovations, MANAGE Refresher Training Programs, Agripreneurs’ Association Meetings, Bank & Subsidy related issues and ensuring mobilization of candidates for fresh AC&ABC training programs.
- has initiated “Tamil Nadu Agripreneurs’ Association of India (TAAI)” and “Puducherry Agripreneurs’ Association of India (PAAI)” and arranges half-yearly & Annual Meetings at the office of the NTI to discuss the problems of Agripreneurs and Agri-related Business, and to find out solutions. For addressing the problems of women Agripreneurs, a separate forum “Women Agripreneurs Association of India” is in the offing.

Innovative Agriventures Established by VAPS Trained Agripreneurs

- Designing of rechargeable, battery operated head light with helmet by Sri K. Suresh Kumar saved jasmine harvesters, especially children, from snake bites.
- Wealth from Waste— an Agri-Clinic, run by Sri S. Karuppaiah, collecting naturally growing medicinal herbs from rural areas through rural unemployed women and extracting oil, which is used in the preparation of Ayurvedic & Siddha Medicines and is also being exported.
- Sri M. Anandane is engaged in Custom-hiring of Agricultural machineries for winnowing harvested paddy grains before selling to State Civil Supplies Corporation.
- A unit of Consultancy, Cultivation, Production and Marketing of Spirulina, a food supplement prepared from cyanobacteria (blue-green algae) by Sri R. Balamurugan.
- Coconut Mobile Clinics by Sri Maruthmalai Murugam.

Madurai Model:

Based on the concept initiated by MANAGE, VAPS developed a novel approach referred to as “**MADURAI MODEL**” which envisages enrolling a minimum of 10 trainees in each selected Block of a District and encouraging them to start Agri-related Clinics in the rural areas. Candidates from other / non-representing Blocks are also being enrolled. To facilitate and monitor the success of the Madurai Model under AC&ABC Scheme, trained Agripreneurs are appointed as District Coordinators. To review the success of the Madurai Model, a Coordination Committee, consisting of officials from NABARD, Lead Bank, Department of Agriculture, ATMA and other technical consultants, has been constituted.

The **Madurai Model** scheme is a success and worth replication.

*For further details on any of the above initiatives, please contact:
Sri S. A. Arul, Nodal Officer, VAPS, Madurai on his Mobile No. 09443569401*

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Eight Agripreneurs viz. (1) Ravindra Pratap Singh (2) Swarn Singh (3) Yashpal Singh (4) Chabinath Shukla (5) Arvind Kumar (6) Mohd. Shahid (7) Alok Kumar and (8) Rama Shankar Pandey who are successfully running Agri Clinics and Agri Business Centres were selected by the Committee and were honoured by a memento and a citation.

Another significant aspect of the Conclave was that Private Agri-related companies such as Kirloskar, ITC and JCB displayed their products that could be used by the Agripreneurs. The private companies hinted franchising opportunities to the Agripreneurs.

The innovative concept of the "Agripreneurs' Conclave" pioneered by CARD, Noida, is a significant step in unleashing the potential of Agri-Entrepreneurship with Public Private Partnership. Dr. M.S. Khan, Nodal Officer, CARD, who organised the convention says, "*This Conclave and Awards are nothing but to recognize them and create a platform where Agripreneurs across the state come and share their ideas with each other, create a platform where corporate, Govt. Banks and other institutions could discuss their programs, schemes, products and services which can be routed through Agripreneurs in rural areas*".

It is hoped that other active NTIs across the country would replicate the initiative in their service areas. For further details about the Conclave, Mr Khan, Nodal officer, CARD, can be contacted at: shakeel@card.org.in, Mobile number - 09350292417 or 0888219241.



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 Agriventures, 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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