



Better Farming by Every Farmer

e-Bulletin



Agripreneur

A Virtual Experience Sharing Platform

VOLUME 3 ISSUE 4

MAY - JUNE-2011

In this Issue:

Workshop on "Agripreneurship Development" for Nodal Officers kick starts at IG-FRI, Jhansi to power initiatives to reach the goals for the year 2012.

Agripreneur of the month -

Shri K. Suresh Kumar of Madurai, Tamilnadu.

Institute of the month - Jubilant Agriculture Rural Development Society (JARDS), Moradabad, U.P.

"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".

Workshop on "Agripreneurship Development" for Nodal Officers held at IG-FRI, Jhansi to power initiatives to reach the goals for the year 2012



Participants at the Workshop along with Dr.V.V.Sadamate, Advisor (Agriculture), Planning Commission, New Delhi, Dr. Prashant Armoriker, Joint Director, Ministry of Agriculture and Dr. P. Chandra Shekara, Director (Agri-Extension), MANAGE.

Three day workshops on Agripreneurship Development are being organized across the country to update and appraise the Nodal Officers to gear them up for achieving various targets as per the revised compendium of guidelines. Four such workshops are scheduled at Jhansi (IGFRI), Madurai (VAPS), MANAGE, Hyderabad and MITCON (Pune).

The first such workshop was held during 25th-27th May 2011 at Indian Grassland and Fodder Research Institute (IGFRI) at Jhansi, Uttar Pradesh.

The workshop was graced by the participation of distinguished dignitaries such as Dr.V.V. Sadamate, Advisor (Agriculture) Planning Commission, New Delhi, Dr.Prashant Armoriker, Joint Director, Ministry of Agriculture & Cooperation, New Delhi besides Dr. P.Chandra Shekara, Director (Agri-Extension), MANAGE. The participants were greatly inspired by the vision and valuable guidance of these dignitaries with commitment to reach out for expanding the scope and vision of ACABC Scheme for the year 2012. Nodal Officers and Coordinators from NTIs in Bihar and Uttar Pradesh attended the workshop. In addition, many officials from Banks, NABARD and the Local Department of Agriculture at Jhansi attended the workshop. Workshop deliberations revolved around review in the performance of Nodal Training Institutes and their future strategies for achieving the various targets in the year 2012. New benchmarks for performance and experience sharing in innovative methods of handholding for achieving higher success rate, remained the highlights of the workshop deliberations.



National Institute of Agriculture Extension Management



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



National Bank for Agriculture and Rural Development

An Agripreneur's Innovative Approach exceeds the Boundaries of Agri Business – Saves jasmine harvesters from dangerous snakebites in Trichi District, Tamilnadu.

In the 10th training batch of VAPS (Voluntary Association for People Service) at Madurai under ACABC Scheme, there was an Agri-graduate from Annamalai Agricultural University – Shri K. Suresh Kumar who was like any other trainee. Little, could one imagine that Shri K. Suresh Kumar would one day exceed the boundaries of agribusiness by inventing an innovative device that would save hundreds of jasmine harvesters from fatal snakebites and probably death.

Shri K. Suresh Kumar soon after his graduation worked for 6 months as a Field Assistant in a private MNC company named Polenc Agro Chemicals drawing a salary of just Rs.1500/- per month. He left the job as he did not like the type of job, which involved only marketing. Having given up the idea of a job, he started a small garment manufacturing unit at Trichi. This was an activity totally unconnected to his qualification. Even though he was successful in the garment business, he felt guilty that despite being an agricultural professional he was not contributing anything for the welfare of farmers. Around this time he came to know about the ACABC Scheme, VAPS, training programmes and the advantages under the scheme. He then enrolled himself as a candidate with VAPS, Madurai in its 10th batch in the year 2007 and completed the 60 days training successfully. Suresh Kumar says that the training gave him the direction to take up some innovative activity in the field of Agriculture. After training he started an activity in the name of his daughter “K.S. Lakshmi Agri Clinics and Agri Extension Centre”, at Trichi.

His lookout for some innovative idea was initiated during the training period. During discussions with farmers, Agriculture Department Officials and District Collector, Trichi in a meeting his attention was drawn towards the plight of jasmine producers especially harvesters. He took upon himself the task of solving the problems of the farmers growing Jasmine crop in and around Trichi District. He was deeply moved to know about the problems of Jasmine growers and especially harvesters who are mostly children engaged in the activity.

Problems of Jasmine growers

It is well known that to fetch a better price; jasmine has to be harvested during the night or early hours of the day (4:00 AM). As the jasmine fields are full of poisonous snakes there is a great risk of snakebite during these wee hours... If the harvest is done during day time to avoid the snakes, the flowers become unfit for marketing because they open up after sunrise. Therefore, jasmine harvest has to be done in the early morning hours only. During a meeting, the District Collector and the Agriculture Department Officials urged Shri K. Suresh Kumar to develop some device to overcome the problem. Suresh thought of a device which would be in the form of a head light without much weight and without batteries to avoid recurring cost to farmers.



Headlight Developed



Shri Suresh Kumar took up the task and developed a rechargeable head light which was light weight with a large backup for recharge within an affordable price. He discussed with some of his friends who had done courses in Electronic Engineering. He initially tried 10 models. None was appropriate. After several trails, a device was developed and demonstrated to the officials and farmers. One unit of head light comprises of a helmet with a lamp, battery package, charger and hip belt. The head light weighing 250 gms had special features such as energy saving, high luminance, 10-15 meters of light range. All were satisfied with the device and it was approved by the State Government as a Model to be released to jasmine farmers. **Cost of one unit as fixed by Government: is Rs.1540/-.**

Jasmine crop is cultivated in about 480 hectares by farmers in Trichi District of Tamilnadu State. Around 360 farmers were identified for giving this head light supplied by Shri Suresh Kumar through his unit K.S.Lakshmi Agri Clinics and Agri Extension Centre. Currently, the head lights to jasmine growers are supplied by K.S. Lakshmi Agri Clinics and Agri Extension Centre under Government support by National Horticultural Mission with subsidy. Each farmer having 1.00 Hectare is supplied with 5 lights at a unit cost of Rs.1500/- by NHM. The Remaining amount of Rs.40/- per set is to be born by the farmer. So far, the unit has supplied 3200 head lights in Trichi and Madurai Districts.

Turnover: The unit has posted an average annual turn over of Rs.23 lakhs with an average net profit at Rs.4 Lakhs.

- **Farmers Covered:** 150 in 10 villages in Trichi District.
- **Employment Generation:** Direct Employment to 4 Technical and skilled persons and his business activity generated Indirect employment to more than 50 persons.
- **Future Plans:** Sri Suresh Kumar's future plans are to extensively develop solar lights to further ease the problems of jasmine growers and harvesters some of which have been already demonstrated recently in an exhibition.



For further details Mr. K. Suresh Kumar can be contacted on his Mobile No. 09865420719

Jubilant Agriculture Rural Development Society (JARDS) Boosts up Agripreneurship in Western Uttar Pradesh.

Jubilant Agriculture Rural Development Society (JARDS) was established in April 2005 as a Non governmental Organization with the objective of disseminating technical agricultural education to the farmers of Western U.P. and with a vision to upscale to other neighbouring states. Capacity building and training Rural Youth for entrepreneurial skills and creating awareness of new technologies in Agriculture among farming communities are the main concepts around which all the activities of JARDS revolve around.

Major Achievements of JARDS:

- Developed 20 vermi villages in Moradabad and neighbouring Districts where in about 200 farmers are trained in vermi composting methods who use the compost in their fields, thus promoting concept of organic Farming.
- Formed 90 farmers clubs in different villages in Districts of Moradabad, Rampur and J.P.Nagar. These clubs are linked with banks for financing Agricultural loans.
- Four hundred Bee keepers have been trained in Moradabad and neighbouring districts, for adopting scientific methods of Bee-keeping.
- To cater to the needs of Modern Dairy Farming, the Organization is going to establish a modern Dairy Technology demonstration farm with its own resources.
- The Organization is closely associated with U.P. Govt. Special Component Plan 'U.P. Diversified Agricultural Support Project' (UPDASP), ATMA and National Horticulture Mission.
- Working with State Bank of India as a business facilitator. Services of trained Agripreneurs are utilized for accomplishing assigned tasks.
- In association with the Institute of Entrepreneurship Development U.P. and Department of Science and Technology, U.P. various training programmes were organized for rural youth in the districts of Moradabad, Rampur and J.P.Nagar, on mushroom cultivation, medicinal and aromatic plant cultivation, bee keeping and food processing.

Association with ACABC Scheme.

JARDS. is implementing AC & ABC training programme since 2010. The Institute till date has conducted six training programmes and trained 183 candidates of which 69 agripreneurs have setup ventures in activities such as Agri Clinics & Agri Business Centers, poultry farming, farm machinery, Production of micronutrients, agro forestry, nursery etc. Of these, 20 ventures have been set up with Bank Assistance.

One of the Agripreneurs, trained by JARDS, Mr. Mahesh Prasad Verma established an innovative Agri Information Centre which under one roof offers agri related information, goods and services such as agri inputs and farm machinery. It also offers financial services such as facilitating agri loans and kisan credit card etc.

Hand Holding Activities : Under hand holding activities the institute focuses on the following:

- Gives guidance and assistance to agripreneurs in getting necessary licenses for setting up agri ventures.
- Organizes meetings of government officials in the District with agripreneurs for creating awareness of different procedures and regulations in establishing different agri enterprises.
- Convenes Bankers meetings involving District Lead Bank Manager for reviewing pending proposals under ACABC Scheme.
- Convenes quarterly agripreneurs meeting to discuss the problems and find solutions.

"Agri Clinics and Agri Business Centres Scheme has been extremely beneficial to Farmers, Agri professionals and community workers in interior Uttar Pradesh" says Shri Deepak Mendiratta, Nodal officer, JARDS, Moradabad, U.P. For further details he can be contacted over mobile no.09412475302



Mr. Deepak Mendiratta
(Nodal Officer)



Participants of Training Programme with Shri. R.C. Verma, Chairman, Regional Rural Bank

Voluntary Association for People Service (VAPS), launches an innovative design called Madurai Model to Streamline Agripreneurs treasure of knowledge for the benefit of farmers

VAPS, a leading Nodal Training Institute based at Madurai has been at the forefront in implementing ACABC scheme since inception. It's quarterly News Letter "Agripreneur Info" crisply documents innovative and successful agri ventures setup by its trained agripreneurs under ACABC scheme. The Institute has so far trained 1146 candidates of whom 549 have established successful agri ventures. After analyzing the unique potentialities and technical talents of agripreneurs and to streamline their vast knowledge base, VAPS has now structured a model called "MADURAI MODEL" which basically caters to the service needs of farming communities in different geographic locations. Madurai is one of the agriculturally significant districts in Tamilnadu with Rs.6.66 lakhs farming families. According to the Madurai model each of the 13 blocks in Madurai will be served by 10 Agri Clinics and Agri Business Centres; thus there will be 130 Agri Clinics in the entire District, established to support Agri Extension services to the farmers. The Agripreneurs will be formed as a group and later this will be promoted as a federation. Once the 130 Agripreneurs have established their ventures, from each block 10 Agripreneurs will be formed in to a Group. For each group there will be a President & Secretary. Thus, there will be 26 elected representatives. In 13 blocks. These 26 representatives will select one District convenor & Co-convenor for the Madurai District Agripreneurs Association, The Madurai District Agripreneurs Association will coordinate with all the Agripreneurs and help them in resolving their problems like involvement in ATMA, NHM, RKVY and other schemes. This unique organisational structure initiated by VAPS for the trained agripreneurs in Madurai District can be replicated in other Districts.

Forth Coming Events:

Agripreneurs interested in updating their skills for furthering their business expansion may contact their NTIs for participation in the refresher programme.

Refresher Training Programmes for established Agripreneurs under ACABC Scheme.

| During October 2011 | | During November 2011 | | During December 2011 | |
|--------------------------------------|----------|--------------------------------------|----------|--------------------------------------|-----------|
| 10 th to 12 th | Pune | 02 nd to 4 th | Varanasi | 7 th to 9 th | Ranchi |
| 12 th to 14 th | Srinagar | 15 th to 17 th | Guwahati | 20 th to 22 nd | Madurai |
| 17 th to 19 th | MANAGE | 28 th to 30 th | Pune | 20 th to 22 nd | Ahmedabad |
| | | | | 27 th to 29 th | Jaipur |

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



"Better Farming by Every Farmer"

"Agripreneur" is published by
 Shri Sanjeev Gupta, IAS, Director General,
 National Institute of Agricultural Extension Management
 (MANAGE), Hyderabad
 Contact Us :
 Centre for Agripreneurship Development, (CAD)
 National Institute of Agricultural Extension Management
 (MANAGE), Rajendranagar, Hyderabad Pin- 500 030, Andhra
 Pradesh., India

Editor in Chief : Shri Sanjeev Gupta, I.A.S.

Editor : Dr. P.Chandra Shekara

Associate Editors: Dr. Lakshmi Murthy

Mr. A. Vinod Rao

Mr. M Pavan Kumar