



Gleaming with Goodness!

Mr. Nagana and his team started producing Eco Rice and established EcoAgripreneurs to help create a better life for every farming family by providing technical consultancy services and promoting residue free food.

Mr. Nagana Malkaji Gouda Director of EcoAgripreneurs, was born and brought up in a joint family in Ballari district. He did his Masters in Agricultural Sciences from the University of Agricultural Sciences, Dharwad.

Mr. Nagana Gouda has spent over fifteen years in the Agriculture Sector and worked for several national and international projects across India for seven years. He is one of the FAO certified Master trainers on Integrated Pest Management - Farmer Field Schools. He has trained thousands of NGO staff and other extension workers on Sustainable Agriculture Practices. He has also coordinated with cotton research trials across India and station trials of paddy. He was quite instrumental in training the research and production team on technical aspects.



It was his passion about empowering farmers on scientific farming that made him quit his job as a Research Agronomist at Seedworks International Private Limited to pursue Agripreneurship. Mr. Nagana and his team wanted to be the Agripreneurs who would propose an eco-friendly approach in agriculture and thus established EcoAgripreneurs. He adds, "I want to create a brand that resonates with my philosophy."

His focus is to help farmers produce residue-free fruits and vegetables and developing Eco Farms. He has successfully provided technical consultancy services to pomegranate growers, covering about 300 acres of land, producing residue-free fruits. He has also provided market linkage & technical services to farmers to enable them to realize higher returns on the production of pesticide residue-free rice in the Davanagere and Ballari districts.

Rice and wheat are staple food. Several problems plague Indian Agriculture. It is only by producing enough cereal crops, fruits, vegetables, milk that one will be able to tackle the growing population & rising prices. Mr. Nagana says, "Producing safe food, sustaining the environment and improving agricultural productivity is the key for the future generations".

He envisions creating a better life for every farming family by providing support through a holistic approach to crop management, providing technical guidance before selling agro-inputs, nurturing seed growers and creating a market for pesticide residue free 'Eco Rice'.

Startup Product Details

Eco-Agripreneurs is a professional agriculture organization that works closely with hundreds of farmers to promote ecological agriculture. They proudly call these farmers Eco-Farmers and are helping them to grow rice responsibly, without harming/polluting the ecosystem.

EcoAgripreneurs is currently into the following activities:

Agro-input Services: They sell seeds, fertilizers, and agro-chemicals through their outlet in Davanagere. They strictly adhere to IPM practices and advise farmers on the proper usage of chemicals. They have over 100 dealers in their network of central Karnataka and Gramin Krishi Kendra.



Agriculture Consultancy & Eco Farms: They provide technical consultancy services and conduct capacity strengthening/building programs for farmers, agriculture professionals and other extension agents and professionals. They are guiding several farmers to practice ecological farming and convert their farms into Eco Farms.

They follow a holistic approach to crop management. Often farmers are interested only in pest management, yet EcoAgripreneurs educate them about other aspects of farming, especially plant nutrition. Regarding pest and disease management, they consciously focus on building the capacities of farmers on growing residue free food, even if it is for the domestic market.

Today, they provide technical guidance to about 100 Pomegranate farmers, 1000 paddy farmers, 800 Arecanut farmers, 200 vegetable growers and about 600 seed growers. They have successfully tested the possibility of growing pesticide-free rice. The first successful testing was done on a 2 acre land during 2017 Rabi season and on a 7 acre land during 2018 Kharif season. Later this methodology was adopted by several farmers on 179 acres during 2018 Rabi and on 726 acres during 2019 Kharif, till 2022, more than 3000 acres of paddy was brought residue free paddy cultivation..

Seed Production: They are into Agri pharmacy, developing seed-preneurs, linking farmers to markets. They generated a revenue of ₹6 crore from input sales and about ₹35 lakh from the sale of eco paddy/rice.



Consultancy Services and Growing with every partner

Business strategy for building Production Base (Farmers)

They provide technical information to farmers and help them understand the ill effects of pesticides and their residue on the ecosystem and human health. When farmers have to use pesticides, they also educate them on approved pesticides, maximum residue levels and pre-harvest intervals.

Business strategy for Consumers of Eco Rice

They create awareness among consumers through social media about the ill effects of consuming rice containing pesticide residue. Presently, they are working with 450 farmers and have reached 1250 consumers. Today Eco Agripreneurs is blooming and is in a developing phase. Residue-free paddy is their uniqueness and a first of its kind.

Their marketing strategies include social media marketing, Trade show marketing and out bound marketing. Trade show marketing has been the most successful, with them getting an exporter who bought more than 75 tons of paddy worth ₹18 lakh.

Business operations during Covid-19 were restricted to mentoring farmers, extending support in the areas of technical competency, conducting training, meetings, and interactive sessions for farmers, crop field days, collaborating with the department of agriculture and regular field visits.

Areas of Operation

They currently operate in Davanagere, Chitradurga, Ballari and Haveri districts of Karnataka.

Achievements



Boom in Retail operations with mark crossing over Rs. 6 Crores.



Provided land related technical services for more than 1000 acres of land.



Reached 5000 farmers till date.



Conducted training programs in collaboration with the Department of Agriculture.

Association & Key take aways from MANAGE



The Incubation program at MANAGE has provided me with an opportunity to learn various aspects of the business through experts. We had an opportunity to mutually learn and co-operate with several other incubators. It also provided an opportunity to interact with business mentors who gave ideas for fine-tuning strategies and improving the business. Being recognized by MANAGE as an incubatee under RKVY-RAFTAAR has further cemented our credibility among different stakeholders.

- Mr. Nagana Malkaji Gouda

Other takeaways include business expertise, supportive training ambiance, and learning from responsive faculties.

Vision as an Entrepreneur

Working with farmers and building their capacities to understand natural processes, avoiding pesticide application, reducing the cost of cultivation, improving yield levels, supplying much-needed agro-inputs, and marketing residue-free rice to customers.

Ensuring all the stakeholders and the ecosystem are the beneficiaries.



Company Name

EcoAgripreneurs



Date of Incorporation

21 February 2017



Age of Company

5 years, 7 months, 5 days



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<https://www.facebook.com/media/set/?set=a.863090743747068&type=3>



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(A Centre of Excellence in Agribusiness Incubation and Knowledge Partner of RKVY-RAFTAAR)

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