

# Celebrating the entrepreneurial success of Ex Servicemen by MANAGE

## *Launch of First Sainik Khetihar Outlet in Hyderabad*

Hyderabad, Feb 14 (Patriotic Views): The first retail outlet branded as "Sainik Khetihar" started by ex-servicemen of Telangana was inaugurated in Hyderabad in the auspicious presence of Dr. P. Chandrashekara, Director General MANAGE, Dr. N. Balasubramani, Director (CCA), MANAGE, Dr. Sangappa, Scientist, ICAR-IIMR and other guests.

National Institute of Agricultural Extension Management (MANAGE) has conducted 15-days training program of "Jai Jawan Kisan" (Soldiers for Agriculture), sponsored by NABARD regional office Hyderabad. The program aims to transform Ex-Servicemen as Agripreneurs and



attract them to agri and allied sector as their livelihood option after retirement from the defence.

Sainik Khetihar has adopted a very innovative business model of procuring chemical free Millets and other agri-produce directly from Farmers Producer Organisations (FPOs) and

supplying natural farm products to the consumers at reasonable price. It sources naturally cultivated millets from tribal farmers of Andhra Pradesh and Chattisgarh, and provides market linkages to tribal farmers and realise better farm gate price.

The venture aims to

expand its retail outlets in different locations of Hyderabad, and upscale this to pan India, in near future. Health conscious consumers can get quality products from these outlets and encourage the ex-servicemen. The innovative model is sure to revolutionaries the nutri food delivery system.

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■ HYDERABAD

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