



Good Practices in Agricultural Extension and Advisory Services with Agripreneurship

Vol.1

2018



Smt. V. Usha Rani, IAS
Director General, MANAGE

From the Director General's Desk

I am very pleased to share the first issue of "Good Practices in Agricultural Extension and Advisory Services with Agripreneurship" to showcase the success of agripreneurs and their specific theme based area of innovation. In this volume we share four significant startup stories. This will be a good document for beginners and farmers to understand the real challenges faced by agripreneurs and solutions to overcome them and the impact of their venture in the society.

This document highlights the success stories of Agripreneur, AC&ABC Scheme and MANAGE, in contributing to the society through agriculture extension and advisory services.

Lead Author's Note

Good practices case study series on agricultural extension and advisory services with agripreneurship aims to document the success stories and innovative practices across India. These case studies provide ample evidence for "Changing nature of extension roles from mere transfer of technology (ToT) to emergence of innovative models".

- Dr. Saravanan Raj
Director (Agricultural Extension), MANAGE

Case Study 1 : Agro-tourism YATRA-Farm Tourism Venture

Making Green Paradise

India | North East Region | Assam | S.S.Botanicals | Samir Ranjan

Venture: Samir Ranjan is promoting organic farming and advisory services in the north eastern states through YATRA.

Agripreneur: Samir Ranjan, a B.Sc. Agri graduate, after the AC&ABC training, took an initiative to start chemical free vegetable production process and agro-tourism activities.



Case Study 2 : Farmer Producers Organization Chaitanya Agriclincs-Service Providers for Farmers Producers Organization

Sprawling Town - Promoting Farmers' Owned Enterprises

India | West Region | Maharashtra | Pune | Chaitanya Agriclincs | Kiran Dumbre

Venture: Kiran Dumbre is promoting Chaitanya Agriclincs to help farmers' producer organization.

Agripreneur: Kiran Dumbre, a successful Agripreneur has a BSc. Agriculture degree along with MBA-Marketing.



Case Study 3 : Aquaculture IIFSA-Aquaculture Venture

Let's Innovate Aquaculture

India | South Region | Andhra Pradesh | IIFSA | Akbar Ali

Venture: Akbar Ali is promoting IIFSA which is an aquaculture service company that provides services in south India.

Agripreneur: After completion of B.F.Sc (Bachelor of Fisheries Science), Akbar Ali took the AC&ABC training and started an aquaculture venture.



Case Study 4 : Soil Testing Unit IDEAL AGRI SEARCH - Soil Testing Venture

Farmer Must Know the Nature of Soil

India | West Region | Maharashtra | Ideal Agri Search/Prakash Autade

Venture: Prakash Autade is promoting Ideal Agri Search Services, providing soil testing support and Agro Inputs with related solutions.

Agripreneur: Prakash Autade, a Agriculture graduate, started a soil testing and agro inputs manufacturing venture after completion of AC&ABC training.





Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme

Better Farming by Every Farmer

- Enabling Quality private agricultural and allied extension services
- Promoting entrepreneurship and self-employment opportunities

Salient Features of the Scheme

Eligibility Criteria

- Graduates in Agriculture and Allied subjects from Universities recognized by ICAR/UGC,SAUs and other Agencies approved by DAC&FW,MOA&FW,GOI
- Biological Science Graduates with Post-Graduation in Agriculture & Allied Subjects
- Degree course recognized by UGC having more than 60% of the course in Agriculture and Allied subject
- Diploma/Post Graduate Diploma courses with more than 60% of course content in Agriculture and Allied subjects, after B.Sc with Biological Sciences from recognized colleges and Universities.
- Agricultural Intermediate (i.e. plus two) with at least 55% marks

Age	:	No Bar
Training Period	:	Two Months
Project Cost	:	Actual Project Cost
Type of Projects	:	Individual or Group projects under Agriculture /Allied sectors
Rate of Interest	:	As determined by Bank
Repayment Period	:	5-10 Years-depends on the project
Margin Money	:	No Margin money up to 5 lakh (10-15 % or as decided by the Banks)
Security	:	Collateral security up to loan amount of 5 Lakh is waived
Loan	:	Startup loan up to Rs.20 lakh, Rs. 25 lakh and Rs. 1.00 Crore. Also linked with MUDRA Loans for AC&ABC trained candidates (upto Rs. 10 lakh)
Subsidy	:	36-44% credit linked back-ended composite subsidy
Handholding	:	Training and one handholding through 100+ Nodal Training Institutes

