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CONTENT

- 08. Shri Nitin Gadkari
Union Minister for Road Transport & Highways, Government of India
- 14. Shri Parshottam Rupala
Union Cabinet Minister of Fisheries, Animal Husbandry and Dairying, GOI
- 16. Sadhvi Niranjan Jyoti
Minister of State for Rural Development
- 18. Revitalizing Agriculture
- 20. Redefining Cow-Based Entrepreneurship Models
- 22. Bollapally Srikanth
- 24. Tractors
Key To Rural Economy Boost
- 26. Growing Flowers And Loving It!
- 28. Going Global From Bastar
- 30. TribalAg Limited
Taking Farmers to Prosperity
- 32. Fish Fortunes
- 36. The Man Who Chose Farming Over Civil Services
- 38. Shri Radheshyam Parihar
- 40. The Farmer Loved And Respected As Bade Bhaiyya
- 42. Smt Thuampuii of Mizoram
- 44. Traditional Farming, Joyful Life
- 45. Salon Owner Turned Successful Nursery Owner
- 46. Success in Organic Farming
- 48. Success Story From Nagaland
- 49. Mobilizing Farmers In Jharkhand
- 50. Experimenting With Various Kinds Of Wheat, Rice And More...
- 52. Agri Sector
- 54. Woman Farmer Emerges As Role Model
- 56. The Successful Fish Farmer of Karnal
- 58. Women shoulder farming in Champawat
- 60. For The Love Of Millets
- 62. Agribusiness
A Nutrelis Agro Food Saga
- 63. Banana Farming In Behraich
- 64. Ensuring Farmer Prosperity Through Cow-Based Traditional Farming

THE VISION



MFOI Awards 2024

Celebrating Our Farmer Heroes Who Drive India's Growth Story

The Millionaire Farmer of India (MFOI) Awards, sponsored by Mahindra Tractors, is the happy realization of a dream that had inspired me for many years. The MFOI Awards are the beginning of a beautiful journey for us all.

With the Millionaire Farmer of India (MFOI) Awards, we have taken a significant step towards celebrating the spirit of Indian farmers and their contribution to the nation's economy. The awards aim to recognize the efforts of farmers who have not only doubled their farm incomes but have also achieved millionaire status through their unwavering efforts and innovative agricultural practices.

The ongoing thrill of honouring the farmers of India who have excelled in their respective fields is a highly inspiring endeavour for us all. For 2024, our vision is that the awards shall be seen globally as the collective recognition of Indian farmers.

The wise say, 'Nothing succeeds like success'. We want our farmers to share this thrill of high achievement. We want the Millionaire Farmer of India Awards to emerge as the most authoritative testament to the resilience and creativity of Indian farmers, who have overcome numerous challenges to emerge as one of the most successful agricultural communities in the world.

The Millionaire Farmer of India Awards have generated tremendous interest among the farmers and all other stakeholders of the agriculture sector. This is a huge inspiration for us all at the Krishi Jagran Group.

The 2024 Millionaire Farmer of India Awards will be seen as the national celebration of the spirit of Indian farmers and their contribution to the nation's economy. The awards will continue to recognize the efforts of farmers who have achieved millionaire status through their innovative agricultural practices and unwavering efforts.

Millionaire Farmer of India Awards shall be seen as an authoritative platform for farmers to showcase their achievements, share their experiences, and connect with other stakeholders in the sector. The awards will be a testament to the resilience and creativity of Indian farmers and the role they play in driving India's growth story.

MC Dominic
Founder & Editor-in-Chief

MFOI Awards Have Been Hailed By All Stakeholders Of The Agriculture Sector

Trends 2024: A Paradigm Shift



The inaugural edition of the Millionaire Farmers of India (MFOI) Awards has been a most exciting and wonderful experience for the Krishi Jagran Group.

Organizing an event to celebrate farmer prosperity is a great way to recognize the hard work and dedication of farmers. It is also an opportunity to raise awareness about the importance of agriculture and the challenges faced by farmers. Such events can help to promote the use of sustainable farming practices, encourage innovation in agriculture, and foster a sense of community among farmers.

MFOI Awards have been hailed by all stakeholders in the agriculture sector, from the titans to our agrarian heroes – the farmers. The MFOI Awards have enabled farmers to showcase their highest achievements, share their experiences, and learn from each other.

MFOI Awards are also promoting the use of sustainable farming practices, which can lead to higher yields and better-quality produce. By bringing together farmers, policymakers, and other stakeholders, the Krishi Jagran Group's MFOI Awards are fostering a sense of community and collaboration among all those involved in agriculture.

The awards have been a highly enriching experience for the entire KJ family. India is a growing and confident nation, marching ahead to realize its amazing potential. Our farmers are a very significant part of this journey. Organizing a nation-wide event to celebrate farmer prosperity has been a very important initiative.

We have realized that celebrating the wonderful achievements of our farmers has helped us to raise awareness about the importance of agriculture, promote the use of sustainable farming practices, and foster a sense of community among farmers. It has made all major stakeholders realize that celebrating the hard work and dedication of farmers acts as a force multiplier and encourages innovation in agriculture. It emphasises upon the significance of collective effort and collective achievement.

By working together, we can help to improve the economic conditions of our larger base of farmers and ensure food and nutrition security for all. These are the lofty ideals which motivate us. We shall continue to strive high for the achievements of goals which take us towards the making of Atma Nirbhar Bharat.

Shiny Dominic
Managing Director



The trends in Indian agriculture sector during 2024 will encompass greater technological advancements and the growing agtech landscape will witness a sea change in its investment scenario. As 2024 unfolds, the agricultural landscape remains at the forefront of economic concerns in India. The preceding year witnessed significant restrictions on the import and export of various agricultural commodities as the nation grappled with surging inflation and unanticipated weather patterns.

Now, as we step into the New Year, experts anticipate that India is poised for significant growth with projections indicating a potential contribution of \$600 billion to the country's GDP by 2030... a 50 per cent increase from its 2020 contribution. This surge is particularly noteworthy, given agriculture's already substantial role contributing over 18.3 per cent to the country's GVA and standing as the largest employment provider.

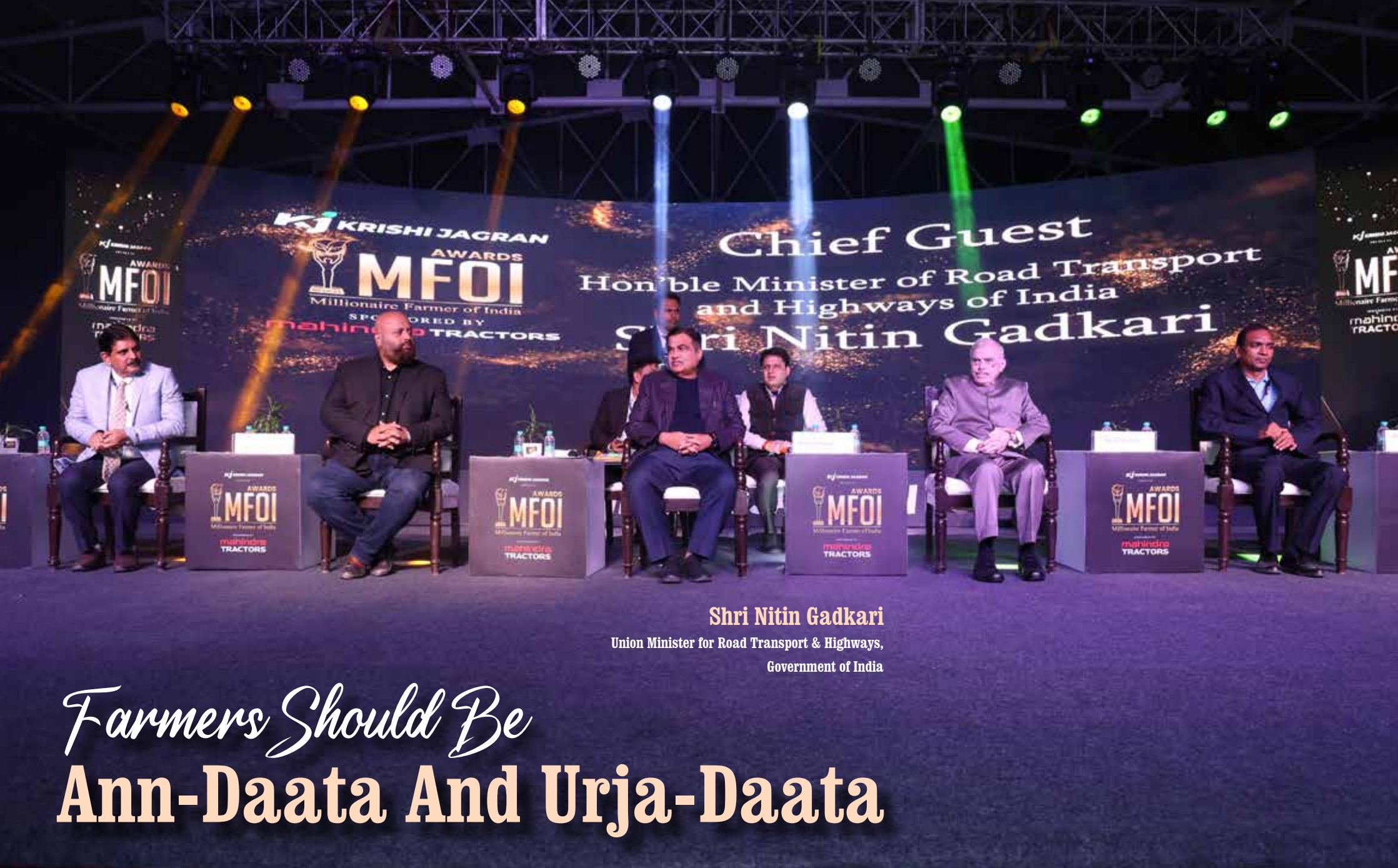
The world's biggest democracy is also set to witness its next general election this year. The result could lead to changes in how the government deals with agriculture issues. Some of the global developments, especially large-scale conflicts like the Russia-Ukraine war in Europe and the Israel-Hamas war in West Asia, might have an impact on the global trade of food.

For a country where agriculture accounts for 16% of GDP and engages 43% of the workforce, it is imperative that our farmers readily embrace agritech as it is agile and offers solutions that are flexible, easy to use and easy to customize. With a fistful of tech, the Indian farmer is finally taking his rightful place at the center of the agriculture value chain. Perhaps the biggest game-changer is the e-mandi, an e-market place that connects farmers with buyers online, reducing intermediary costs.

Data-driven agriculture is quickly gaining traction in India as it offers solutions to challenges that have held back the sector for too long. It has made the kisan realize that prosperity is no longer an impossible dream. Rather, with a smartphone in hand, a high-speed internet connection, and a leap of faith, he can seize the reins and discover what it's like to steer his own future.

This is not plain crystal-ball gazing. Agritech is ushering in sustainable farming practices, enhancing yield and productivity, plugging gaps in the supply chain, eliminating intermediaries, minimizing post-harvest losses, and promoting financial inclusion for small farmers, who have traditionally had little access to institutional credit. The government is also encouraging public-private partnerships in the agri value chain, making it a priority sector in terms of economic development.

Mamta Jain
Group Editor & CEO



Shri Nitin Gadkari
 Union Minister for Road Transport & Highways,
 Government of India

Farmers Should Be Ann-Daata And Urja-Daata

“

Bio bitumen is regarded to be better than petroleum bitumen. That is why I say that instead of growing wheat or rice, farmers should engage themselves with crops that can enable them to produce fuel and bitumen

in large numbers to secure employment. In our country, cotton yield is cheap while cloth is expensive. Wheat is cheap and bread-biscuits are expensive. Tomatoes are cheap and sauce is expensive. Our fruits are cheap and juices are expensive.

This is happening because our farmers do not get the right price for their produce. Another problem we face is that we are part of the global economy. The price of our agricultural produce, like wheat, rice, maize etc is determined by the international market forces and the demand-supply dynamics.

Our farmers made huge efforts to achieve high production levels. In our country, we have sugar surplus, corn surplus, wheat surplus, rice surplus...

Edible oil is one area where we are not self-sufficient. We are spending huge amount of foreign exchange in buying edible oil.

Demand And Supply Dynamics

It is natural that we shall have to study the global dynamics of demand and supply to determine what work we shall undertake.

We know that the productivity of wheat and rice has gone up significantly in our nation. Punjab and Haryana are the major states contributing to our high productivity of wheat and rice. My wife is engaged with our agricultural activities. Recently, she was honoured with an agricultural award by a company. She got the award because one acre could yield 11 quintals of soyabean.

But this achievement does not deserve any applause. In the US, an acre yields 30 quintals of soyabean. We import huge quantity of oil from Argentina. There, one acre yields 28 quintals of soyabean. Brazil yields 26 quintals of soyabean. In our own fields, the average was 5-6 quintals. This year, the yield was 11 quintals for the first time.

We have good production of wheat and rice in our country. But if you think in terms of demand and supply, in the last 15 years, you will observe that the prices of fertilizers and insecticides have risen significantly. The prices of cement and steel have risen significantly.

Now examine how much the price of rice and wheat has risen. All is a question of demand and supply. Due to surplus production, prices of wheat and rice have not risen significantly. The price of fertilizers and insecticides is going up. The price of seeds is rising.

In our country, the per acre expenditure of farmers is high. That is why it is important that farmers focus on lower costs of production. Today the Governor of Gujarat spoke to you all. He emphasized natural farming, on cow-based farming techniques.

Develop Innovative Approach

Those farmers who use chemical fertilizers should undertake a small experiment. I operate three sugar mills. We tried an experiment on our farms. We used drones for spray. We used nano urea. Earlier, we had to use four gunny bags of urea for one acre. With drones, we had to use only two bottles of urea. One bottle is equivalent to one gunny bag of urea.

In this way, we saved on two gunny bags of urea. Secondly, when we apply urea by spraying it manually, 75 per cent of it gets wasted. The plant gets only 25 per cent of the urea. When drones

I am very happy to see that the farmers who have made distinguished progress and made record-breaking incomes are being facilitated today.

The government is committed to improving the financial situation of the farmers. About 65 per cent of our population lives in villages, but the contribution of this sector to GDP is far less. The manufacturing sector contributes 2 to 24 per cent to the national GDP, and the service sector contributes 52-54 per cent to the national GDP.

Gandhi ji used to say that our country resides in villages. There has been about 25-30 per cent migration from villages to urban areas. This migration did not happen for happy and positive reasons. It happened because our farmers are not as financially secure as they should have been.

As a result, the sons of farmers had to move to urban areas

are used for spray, 75 per cent of the urea application reaches the plant. Only 25 per cent gets wasted. That is why only two bottles of nano urea were enough.

Now leading urea suppliers like IFFCO have introduced nano urea for the farmers. If farmers use drones to spray, they will save on their farm expenses.

I'm the Transport Minister, and I want that farmers should be able to operate drones on the fuels to which they have easy access.

In our country, the drones operate on lithium-ion batteries. These are very expensive batteries. The drone costs Rs 8 lakh to Rs 8.5 lakh approximately. It shall be great if the farmers use bio-ethanol to operate it.

I have come here on my Toyota Innova, which runs on bio-ethanol manufactured 100 per cent by the farmers. It is the first vehicle globally which meets the Euro 6 emission norms.

I came in that vehicle so that I can show it to you and make a specific point.

Our effort is to use the fuel through which drone price shall go down to Rs 4.50 lakh. Ethanol is Rs 60 a liter.

I know that we all are concerned about organic farming, natural farming, reducing the use of fertilizers and other farm inputs. All farmers must be aware of all that can be done to reduce farm expenses. It is important to bring down per acre expenses.

The situation is that we are spending more and more on farmers, but the sale price is roughly the same. Hence our profit margins are going down.

Important To Bring Down Input Costs

The whole point is how to bring down production costs in agriculture. This is the important agenda. The Gujarat Governor encourages farmers to adopt natural farming so that the produce is high, and the expenses remain low.

I have got 7 doctorate degrees. Out of them, four doctorates are in agriculture science. And I am talking about experiments that I have conducted myself. I manufacture 2 lakh liters ethanol per day and my target is to manufacture 10 lakh liters ethanol per day.

It is important to note that the import bill of our nation is Rs 16 lakh crore. We import fossil fuels, petrol, diesel, gas etc. I have been saying since 2004 that we need diversification of agriculture towards the energy and power sectors. Now people have started acknowledging this and appreciating its need.

The government has to buy oilseeds, wheat, rice, etc. Let us take the case of sugar. The production stood at 350 lakh tons. The requirement of our nation is 280 lakh tons. And we had stocks of 70 lakh tons. So we had surplus sugar of 140 lakh tons.

In Brazil, sugar is available for Rs 22 a kilo. In India, the rate works out to Rs 32 a kilo. So who will buy our sugar in the world market?

Even our neighbours like Nepal, Bangladesh etc are importing sugar from Brazil. Our sugar started selling after there was a drought in Brazil, and production dropped there.

The input costs of our farmers continue to be high. Take the case



“
We need the diversification of the agriculture sector towards energy and power sector. Farmers should grow energy crops

of sugar farmers. The raw materials cost Rs 100. The processing costs are Rs 25. Now total cost for the farmer is Rs 125. If the rate of the finished product is Rs 105, can any business run this way?

All sugar factories went into heavy losses. In many states, for up to two years the sugar mills did not pay anything to the farmers.

The sugar business was not running in an efficient manner. While sales were staggered, a huge inventory had to be maintained. Huge interest would accumulate on the bank loans. The economics of the sugar sector went for a toss, and many sugar factories had to be closed.

The Importance Of Ethanol

When Atal Behari Vajpayee ji was the Prime Minister and Ram Naik ji was the Petroleum Minister. I observed the use of ethanol there. After I came back, I became a staunch supporter of the use of ethanol. I started advocating that if sugar farmers produce ethanol, their financial condition can be improved.

Ethanol is made in three ways. It is made from molasses in the sugar industry. It is also made from sugarcane juice. If sugarcane syrup is stored for four to six months, it can be used to make ethanol.

Our country manufactures 4.50 crores liters of ethanol. If 20 per cent ethanol is to be mixed in petrol, we need 1000 crore liters of ethanol. Hence, we need more ethanol than we produce.

We have about 8 lakh telecommunication towers in our country. They use about 400 crore liters of diesel. I am trying that the towers use ethanol instead of diesel.

Ethanol can also be produced from broken rice or from foodgrains. In Assam, ethanol is being produced from bamboo. I suggested that in that region, 20 per cent ethanol should be mixed in petrol. This way, farmers will also earn.

Also, bamboo is a grass. In the north-east, people were not being permitted to cut bamboo for using it. At a meeting convened by the Prime Minister, I asked the officers from the north-east that is bamboo a grass?

They confirmed that it is grass. I asked them that when it is regarded as grass, why are they insisting that people must take permission to cut bamboo?

The PM also intervened that why were people being asked to take permission to cut bamboo for use? Hence it was decided at the meeting that people would not have to take permission to cut bamboo.

Karnataka farmers have increased bamboo production to 200 tons.

I urge farmers to grow bamboo in their fields and on the wastelands. We have developed a machine which chops bamboo into small pieces.

Bamboo is regarded as white coal. Our country imports coal worth 22 lakh crore every year. If farmers grow bamboo on their fields, they can use this machine to chop it into small pieces. Thereafter bamboo can be used to produce power. Farmers will get an income boost by selling bamboo for use as coal. Lakhs of people will get employment through it.

Now in Assam, bamboo is used to produce ethanol.

In many areas, farmers are still burning parali (paddy residue in fields). Now there are 40 projects in which 5 tons of parali is being used to produce 1 ton of bio cng and bio lng. If cotton straw is used, it takes 10 tons to make 1 ton of bio cng. If you use napier grass, it uses 12 tons to make the same amount of bio cng.

My converted my Mahindra tractor to CNG use. I have been able to save Rs 1 lakh per year. To save money is to earn money.

I also promoted the manufacture of tractors which run on CNG. Recently, at an agricultural event I launched a Mahindra tractor which runs on CNG. Farmers will save money significantly if they use CNG instead of diesel. Farmers can make ethanol from parali and they can also make CNG.

There are about 175 plants in Punjab, Haryana, Uttar Pradesh and other states which are making bio-CNG from parali. In Panipat, Indian Oil has a plant which uses parali (rice straw) to make 1 lakh litres of ethanol, and 150 tons bio-bitumen, and also bio aviation fuel.

I took the initiative to have a Spice Jet airplane fly from Dehradun to Delhi on 50 per cent of bio aviation fuel. Three years ago, we used bio aviation fuel for the fighter jets and helicopters of Indian Air Force.

Bio-Bitumen

Our country uses 80 lakh tons of bitumen. Our refineries produce 50 lakh tons of bitumen, and 30 lakh tons is imported. Instead of burning rice straw, please make bitumen. I can purchase

all the bio bitumen that you produce. The technology to make bio bitumen has been developed in our country, and the machine used for the purpose costs Rs 50 lakh to Rs 60 lakh approximately.

Bio bitumen is regarded to be better than petroleum bitumen. That is why I say that instead of growing wheat or rice, farmers should engage themselves with crops that can enable them to produce fuel and bitumen.

These experiments have been successfully conducted at Panipat and elsewhere. Farmers should be part of the ethanol economy.

Hero, Bajaj and TVS motorcycles, scooters, and auto-rickshaws will use flex engines for the use of 100 per cent ethanol. Petrol costs Rs 120 a litre and ethanol costs Rs 60 a litre. Imagine the extent of saving.

I am trying that we should have ethanol pumps in India. Cars, scooters, auto-rickshaws, motorcycles etc will use 100 per cent ethanol. The Toyota vehicle in which I have come here operates on a combination of electricity and biofuel. Specifically, it utilises ethanol, a plant-derived biofuel. The fuel cost works out to Rs 25 a litre. Now compare it with petrol, which costs Rs 120 a litre. The saving is massive.

Farmers benefit. Consumers benefit. And no pollution is caused.

In Nagpur, I ran 15 buses of a Swedish company on 100 per cent ethanol. These are AC buses. Now Suzuki and other companies are also introducing flexible engines that can use ethanol. Once we have flex engines, we don't have to import petrol or diesel.

Our import bill for fuel is 16 lakh crores. We are the third highest importer of fuel globally. In the years to come, we may have to import fossil fuel worth Rs 24 lakh crore.

Instead, we can bring down our fuel costs to Rs 6-7 lakh crore only if we use ethanol made using maize, rice, bamboo, sugarcane juice, rice straw. Our farmers can help us achieve this target. All this money will go into the rural economy. Then the children of farmers won't have to migrate to cities for work.

Power can also be produced using bagasse, cotton straw, rice straw. We have to strengthen the ethanol economy.

I urge all farmers to study the technology to produce bitumen. These are our government research institutes. I shall buy the entire bitumen. There is no need to burn parali in Punjab, Haryana, or other states. It causes heavy pollution in Delhi.

There are two important philosophies. One is conversion of knowledge into wealth, and the other is conversion of waste to wealth. Conversion of knowledge into wealth is the future.

No material is waste. I sell the recycled toilet water of my city to Maharashtra government. I get Rs 300 crore a year for it – for selling toilet water.

When I was the Water Resources Minister. In Mathura, we recycled wastewater and supplied it to the Indian Oil Refinery at Mathura. They used to pay Rs 25 crore to UP Irrigation Department for water. I told them we shall supply it to you for Rs 20 crore. This is waste to wealth.

Parali can be used to make ethanol, bitumen, aviation fuel, CNG.

In an industrial area near Pune, I launched a blue energy truck. It functions on LNG.

We have many such blue energy trucks in Nagpur area. With one refill, the truck can traverse 1400 kilometres. Tractors can also run on CNG, LNG. We shall have electric tractors soon.

Recently I launched a JCB which operates on hydrogen.

Hydrogen is of three kinds. Black hydrogen is made using coal. Brown hydrogen is made using petroleum. Green hydrogen is made using rice straw, parali, biomass and dirty water.

GOI has a Green Hydrogen Mission. I have a vehicle which operates on Green Hydrogen. No pollution, no noise. Currently Hydrogen is priced at Rs 300 a kilo. We want to bring down the price to 70-80 rupees a kilo.

Kisan is ann-daata, and that is wonderful. Now they have also become urja-daata. Because of ethanol. They shall be bitumen-daata. They shall be aviation fuel-daata. Planes shall fly on fuel prepared by the farmers. I give you my word for it.

All this is proven technology.

Diversification Of The Agriculture Sector

We need the diversification of the agriculture sector towards energy and power sector. Farmers should grow energy crops.

We are examining sweet sorghum. It is being researched. If we find the sugar percentage high, it shall be an ideal crop. Sugarcane crop takes 14 months to mature. Sweet sorghum takes four months only to mature. We shall use sweet sorghum juice to make ethanol. Bagasse shall be used to make power.

Research is going on to examine all these alternatives.

Sahyadri Farms in Nasim, Maharashtra, exported grapes worth Rs 15,00 crores. They got rootstock from Spain and improved their quality. That is why today their exports are so high.

If you go to lavish weddings in big cities, you shall see that the fruits are always imported. This is because Indian fruits don't match up in quality.

Nagpur is famous for oranges. They got orange rootstock from Spain and are developing the local variety with the imported rootstock.

This is my request to all of you. Every village must have a top-class nursery. The nursery should provide top-class plants to the farmers, which matches global quality.

There is a lot of discussion over GM seeds. In the times to come, we shall have to increase the production of soyabean, groundnut, mustard etc. We have a heavy import bill for vegetable oil. If our farmers produce enough oilseeds to serve our needs, we shall massively save on foreign exchange.

We have to increase export and decrease import. We shall be able to decrease import only if we have good rootstock, good seeds and ensure high quality produce. Cold storages, post-harvest storage and processing industries – all these shall have to be developed to serve the needs of farmers.

Value addition is essential. Sahyadri Farms makes sauces for leading brands.

I urge all farmers to make Farmer-Producer Companies (FPCs).

Water is a major resource. Punjab, Haryana are lucky that they have sufficient water resources. In Maharashtra, in Vidarbha, one has to dig 450 feet deep for water.

In road construction by NHAI, we have focused on water conservation. Gaon ka paani gaon mein, khet ka paani khet mein, ghar ka paani ghar mein.

Water, high-quality seeds and rootstocks, organic agriculture, organic farm inputs, application by drones – all these are important for farmers.

I have a project. We make amino acid from waste human hair. In Nagpur, I could get only 40 kilo of waste hair in a month. Now every month I buy two to three trucks of waste hair from Tirupati. I use it to make amino acid. I provide it to the farmers at 25 percent less than the market rate.

The amino acid works as a plant booster. It leads to swift flowering in sugarcane, in vegetables. It became highly popular among farmers.

In Faridabad, the Indian Oil laboratory has researched on a new culture. When it is added to the plant, it acts as a major growth booster. We are using an ethanol waste to make potash. Our nation has been spending precious foreign exchange on importing potash.

Conversion Of Waste To Wealth

Conversion of waste to wealth is the mantra.

Farmers have to reduce expenses on pesticides and chemical fertilizers. Quality of production must remain high. There must be constant focus on better rootstock and better seeds. For the income of farmers to improve, production cost should be kept low and sale price of produce has to be high.

These are the times of global economy. Crops will have to be chosen and planted by studying the demand and supply dynamics, and also the export and import patterns.

Punjab and Haryana have such heavy use of fertilizers. It is sad to see such high incidence of cancer. Indiscriminate use of chemical fertilizers is dangerous.

In the times to come, farmers must focus on energy crops. Drones should be used for spraying. We are working on ethanol technology for drones.

GOI has announced Drone Sakhi campaign for women empowerment and also for enriching the agriculture sector. Farmers must form Farmer Producer Organizations (FPOs) for higher profits. We shall use the best technologies available globally to increase production and maintain high quality.

Processing industry is being given a major boost by the government. Value addition is essential for strengthening the farm economy.

GOI is steadily increasing MSP for the welfare of the farmers. The situation now is that MSP is higher and market price is lower. Who will buy from us when our procurement price is higher than the market price? Hence farmers need to focus on the crops which are in shortage globally and command a high price.

Agriculture growth rate is currently 12 percent. When it increases to 24 percent, farmers will become millionaires.

Western Maharashtra is producing 110 tons of sugarcane in one acre. In Marathawada, one acre is yielding 100 tons of sugarcane. In the area where I am running three sugar mills, the situation is bad. There, 22 sugar mills have declared bankruptcy.

My sons told me that we must close these sugar mills. I told them we can't do this. If I close my sugar factories, 20 MLAs and 4 MPs will lose elections. Hence I have to bear this huge loss.

The truth is the truth. The situation is that one person puts his entire energy to production. A second person buys it. And a third person decides the sale price.

Deciding the sale price is also politics. Majawati ji increased the rates, then Mulayam Singh ji increased the rates, then Yogi ji increased the rates. The government has nothing to do with all this but rates are constantly being increased, and the factories which use the produce as inputs are shutting down.

If prices don't synchronize with the the global price, the industry shall not function. Sugar factories are the hens which lay eggs of gold. If the factory closes down, who will buy the sugarcane?

I'm not speaking in favour of the factories. If they have exploited the labour or the human resource in any way, there should be agitation against the factories. But we need to understand the grassroots realities.

Organic Fertilizers

If organic fertilizers are used more, there shall be less dependence on chemical fertilizers. Hence farmers must always focus on what is in demand globally and grow crops accordingly.

I am very happy to have attended this event. I am a farmer myself, and I don't depend on the government. I have developed various projects in the agriculture sector. My turnover is 2,500 crores. I keep experimenting with new ideas, and I don't run after government grants.

I urge you all to work towards high quality seeds, high quality nurseries. All this shall ensure high income, high prosperity for farmers. Use technology to increase productivity. Reduce costs. Examine ways to export your produce. Ensure value addition for your produce. If you achieve value addition, your income shall increase. Start operating as FPOs. Practice water conservation. Use solar pumps.

With all these technologies, farmers can ensure success and prosperity. My best wishes for you all. I welcome you all to take a look at my Innova car which runs 100 percent on ethanol produced by farmers. This is the future.

I am also getting similar tractors to the market. In the times to come, farmers shall produce fuel. On the fuel produced by farmers, all vehicles shall operate and the farmers shall benefit. That day is not far.

I congratulate all winners and pray for their bright and prosperous future. I thank you all. Namaskar.

Shri Parshottam Rupala

Union Cabinet Minister of Fisheries, Animal Husbandry
and Dairying, GOI

This Is The Right Time To Progress,
This Is The Right Time To Prosper

“

Our youths must come forward to achieve high and excel in the agriculture sector

In the Millionaire Farmers Awards, Shri Dominic ji has created a platform where policy makers, farmers, industrialists, eminent persons from abroad are all interacting with our farmers who have achieved high. For bringing them all together and celebrating our successful and inspiring farmers, I congratulate the Krishi Jagran Group.

I welcome all foreign dignitaries to India, to the land of Mahatma Gandhi, of Sardar Vallabh Bhai Patel and Shri Narendra Modi.

My best wishes to all farmer brothers and sisters. This is New India. This is the time to tell the world about the high-achieving farmers of India. I am happy to observe that this highly significant initiative has been taken by the Krishi Jagran Group.

Today morning, I read the news report that in 2010, there were 7 Indians who were in the Fortune 500 list. The turnover of their companies is more than Rs 1 lakh crore. On this prestigious platform created by the Krishi Jagran Group, I am very happy to inform you that that today, 30 companies of India are now among the Fortune 500 companies.

One of them are on the Krishi Jagran platform here. Mahindra and Mahindra.

I congratulate the Krishi Jagran Group on their achievement. I also extend my best wishes that the leaders of the future shall emerge from this platform.

This is the direction in which our farmers are headed. They are working hard to achieve these lofty goals.

It is the dream of Prime Minister Shri Narendra Modi to empower the farmers of our country. Prime Minister Shri Modi has made and implemented those policies which shall make the agriculture sector grow and make our farmers prosperous.

This is why India is self-reliant in food-grains and we are also giving food grains and other food products to many nations who need it. Now is the time to surge ahead with technology. Agricultural growth can be possible with the infusion of technology.

Our youths must come forward to excel in the agriculture sector. I call upon all young farmers that India is an agricultural nation. India can contribute to the food security of the world.

Organic farming, natural farming, the adoption of technology for sustainable agriculture, the supportive policies of the government – our farmers and our youths must gain from all these positives to achieve high and excel. This is the right time.

Yahi samay hai, sahi samay hai. This is the right time to achieve, this is the right time to go forward.



Sadhvi Niranjana Jyoti

Minister of State for Rural Development

Save Mother Earth, Save Our Soil From Damage By Indiscriminate Use Of Urea And Chemical Fertilizers

“Our great Prime Minister has developed a highly supportive policy system so that our farmers can flourish



India is a land of glorious agriculture, and it is the land of saints.

India has always celebrated its agriculture, and India has always celebrated its saints. Farmers are the backbone of our nation. Farmers are among the most important contributors for the making of self-reliant India.

In a recent edition of Mann Ki Baat, our honourable Prime Minister Shri Narendra Modi highlighted something very important. He highlighted that there are four major communities of our nation. These are women, the youths, farmers and the poor. These are not my words. These are the words of our great Prime Minister.

Modi ji is right. Women have no caste, the youth have no caste, the farmers have no caste and the poor have no caste barriers among themselves.

Since 2014, our honourable Prime Minister Shri Modi ji has worked hard to ensure that our farmers are empowered. He has tried hard to double their income. He has tried hard to ensure that farmers always get the right due for their produce.

Our honourable Prime Minister has always focused in this direction. There was a time when India had to import wheat and rice from abroad. Today, because of the hard work of our farmers, we are self-reliant in food grains and agricultural produce.

Because of the commitment and dedication of our farmers, our great Prime Minister is able to help the people who are living below the poverty line. Because of the hard work of our farmers, 81 crore poor people are being given free ration. If our farmers had not worked so hard, it would not have been able to support these poor people.

Our great Prime Minister has developed a highly supportive policy system so that our farmers can flourish. He has focused on how our farmers can use solar energy on their farms for their power needs. He has subsidized these facilities for the farmers.

At times, farmers have to suffer because of drought or because of heavy unseasonal rains. Our small and marginal farmers had to suffer the most because of these calamities. Earlier our farmers used to commit suicide when confronted with these awful problems.

Prime Minister Shri Modi came to the rescue of our farmers by supporting them with the Prime Minister Kisan Samman Nidhi.

Pradhan Mantri Fasal Bima Yojana is another major initiative. Earlier the farmers used to get support only if the loss was to the tune of 50 percent. Now they are provided support even if they suffer a loss of 30 percent, if they have opted for crop insurance.

Our great Prime Minister's constant endeavour is how to take our farmers forward, how to ensure their prosperity.

I urge you all from this prestigious platform – we have to examine why we are poisoning mother earth with chemicals. It is the endeavour of our honourable Prime Minister that all farmers must get the soils of their fields tested. He has ensured that adequate facilities for soil-testing are available.

Some land may be most suitable for banana production. Some land may be most suitable for mango production. How will the farmer know about this? Which crop should be planted in which field? This shall be known only after the farmer gets the soil tested.

For this purpose, our great Prime Minister introduced the soil health card.

Land is a limited resource. Land shall not increase. We shall have to use the same land to feed our families, our people. In order to optimize the use of land, our honourable Prime Minister has introduced schemes for regular training of our farmers on how they can ensure maximum productivity of their land.

The Krishi Sinchai Yojana, the Pradhan Mantri Krishi Sampada Yojana – all these are important initiatives taken by Prime Minister Shri Narendra Modi in order to empower our farmers.

We all are here on this prestigious platform. We all have to endeavour how to reduce the use of chemical pesticides. We have used chemical fertilizers to maximum productivity, but it has come with a huge cost. Punjab even has a cancer train now. The excessive use of urea and chemical fertilizers has brought about this situation.

You may examine how a farm looks if you use chemical fertilizers, and if you use cow dung or bio-fertilizers. Chemical fertilizers make the land hard and dry. But cow-dung or bio-fertilizers keep the earth moist, which is most suitable for the plant.

This is the huge benefit of bio-fertilizers.

This time, I told the farmers in my area that they should use cow dung as fertilizer for the bajra crop. All those who used bio-fertilizers – their productivity has doubled, and the land did not get damaged.

Cow-dung based fertilizers have been highly treasured by our nation for centuries. Our farmers started the indiscriminate use of chemical fertilizers. But it has led to an adverse impact on our farms.

It is good to progress, but we must not cause long-term damage to the soil and to the ecosystem. The generations to come should not curse us because we used chemical fertilizers indiscriminately and damaged the soil.

We should not damage our fertile land. It is good to achieve high productivity. At the same time, it is also important to protect mother earth.

I urge all our farmer brothers to protect our fertile land and to protect land.

Mother and Motherland – they are like paradise. They are our heaven. We must protect the health of our soil, our mother earth.

I congratulate all the farmers for their high achievements. I also call upon them to ensure that our soil is protected and it does not get damaged.

Jai Hind. Jai Bharat.



We advocate for regenerative cattle-based agriculture, a system now termed ‘Regenerative Agriculture’ in the West, essentially mirroring our ancient practices. I want to shed light on the immense benefits of integrating cattle into our farming ecosystems



ABOUT THE AUTHOR

Mr Satish Babu Gadde practices cattle-based traditional farming and has won numerous awards for high productivity and quality

Revitalizing Agriculture

A Plea for Embracing Traditional Farming Wisdom

As a humble farmer deeply connected to the land, I am writing to share some time-tested traditional farming practices from my village. My hope is that these insights may find a place in the broader discourse on agriculture and be communicated to future generations. In a time when our agricultural practices are evolving rapidly, revisiting and preserving age-old methods that once contributed to our agricultural prosperity is crucial.

Before the World Wars, India was home to unique and sustainable cultivation methodologies. The land bore witness to the success of these practices, creating a legacy that is now at risk of being overshadowed by modernization. Traditionally, farmers in our region cultivated a variety of trees on their lands, each serving a specific purpose. Neem, valued for its medicinal properties; Peepal, known to enrich soil fertility; Custard Apple, Castor acting as a natural pesticide; Amla, Drumstick, and Papaya served as natural protectors for the farms.

The aftermath of the World Wars brought a significant shift. Converted arms and ammunitions were repurposed into pesticides and fertilizers, altering the agricultural landscape drastically. From a single fertilizer factory in Mysore, we now have numerous factories across India and the world, transforming our agricultural practices.

In the midst of this transformation, our family stands as one of the last proponents of traditional methods, witnessing outstanding results through Bharatiya agriculture.

Regenerative Agriculture

We advocate for regenerative cattle-based agriculture, a system now termed ‘Regenerative Agriculture’ in the West, essentially mirroring our ancient practices. I want to shed light on the immense benefits of integrating cattle into our farming ecosystems.

In our traditional system, cattle are not mere livestock but integral family members. The cattle-based traditional farming model involves leaving them to graze in the fields, tethered with long ropes fixed to iron rods. This allows cattle dung and urine to be evenly distributed across the farm, fostering soil health and crop nutrition. The advantages of this system are noteworthy:

1. Saves Time and Labor: This approach minimizes the need for cleaning sheds, processing manure, and other labor-intensive tasks.
2. Prevents Mastitis: The constant change in sleeping locations for cattle prevents dangerous mastitis, a significant issue in the dairy industry.
3. Natural Weed Control: Cattle urine acts as a natural weedicide,

eliminating the need for chemical weed control methods.

4. Clean Ecosystem: This method ensures the soil, groundwater, and air remain clean and fertile, contributing to a healthier ecosystem.

5. Revenue Boost: Cattle play a vital role in generating revenue through various means, including the sale of older cattle, providing milk, manure and more.

Numerous Benefits

The traditional approach not only addresses various challenges, from water table restoration to pest management, but also fosters a clean and integrated farming ecosystem. However, the shift from these methods in pursuit of modernization and Western agricultural practices has led to a disconnect between soil, cattle, and crops.

A key strength of our method lies in the planned crop schedule. Dividing the land into sections for different crops and rotating cattle accordingly ensures efficient dung disposal, particularly when standing crops are present. This not only manages the disposal effectively but also contributes to the natural enrichment of the soil.

The success of this methodology is evident in increased yields.

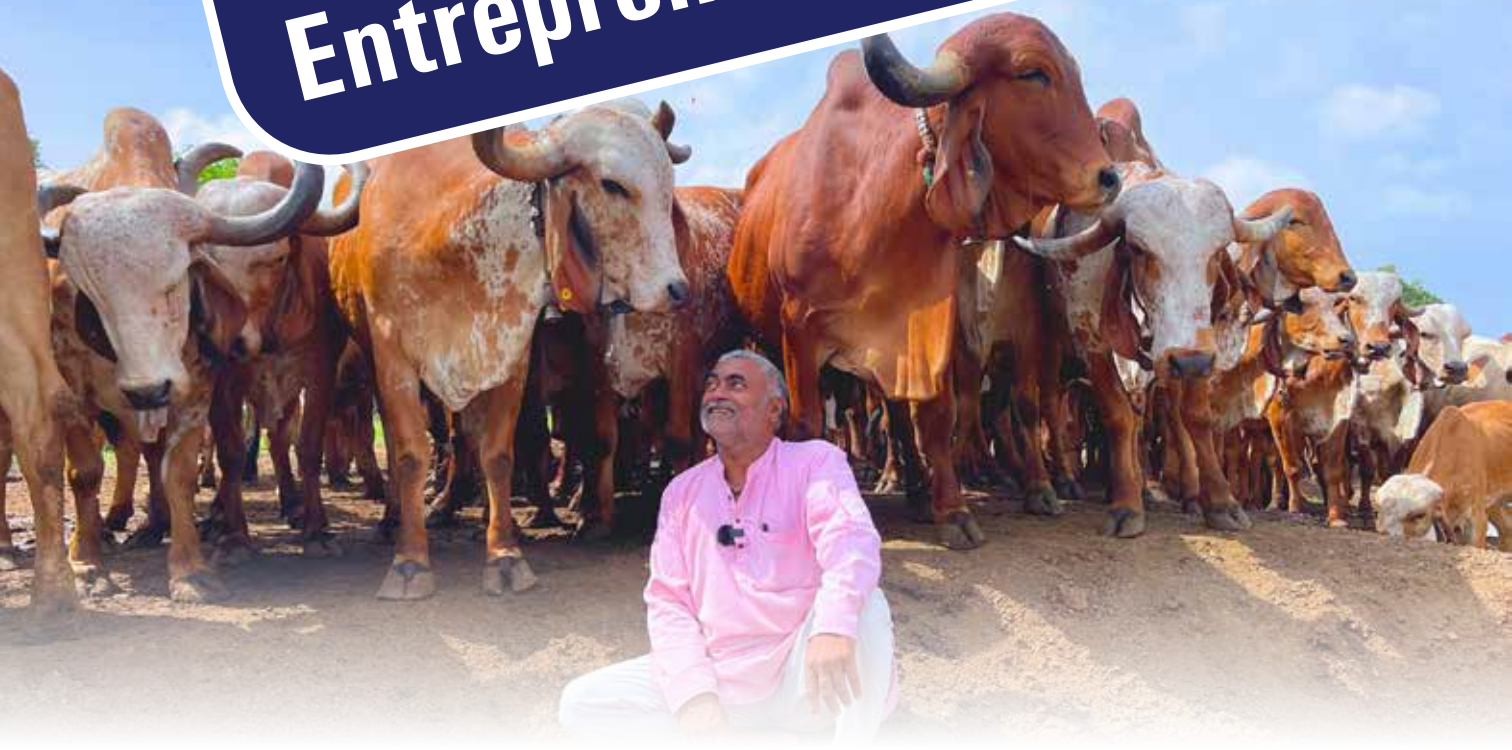
Taking coconut cultivation as an example, traditional farming has demonstrated higher yields compared to conventional methods. With the shoots exceeding the average yield, the trees exhibit minimal flower and fruit drop, a marked advantage over fertilizer-dependent practices.

In celebrating the achievements of our nation in areas like space exploration and technology, it is imperative not to overlook the fundamental importance of caring for our soil. Agriculture encompasses more than just sowing and reaping; it involves horticulture, animal husbandry, and dairy farming. Integration, not segregation, is the key to a robust and sustainable farming ecosystem.

Our ancient farming methods can be successfully replicated in regions facing water scarcity, with soil conditions improving significantly within three months. It is essential to convey to the youth that farmers hold the power to rejuvenate the health of the nation, emphasizing nutritious food over mere food security.

We should incentivize and motivate families and communities to adopt cattle-based traditional farming as an integral part of our cultural heritage. The benefits are multifaceted and extend beyond individual farms to contribute to the overall well-being of our society.

Redefining Cow-Based Entrepreneurship Models



Shri Rameshbhai Rupareliya of Gondal town in Rajkot has dedicated his life to the preservation, and conservation of the Gir Cows.

For the last ten years, Shri Rupareliya has been giving training on Vedic Gaupalan Vidya. More than 9000 people from different walks of life have taken training under him and have started their farms of indigenous cows. Some of his students have also received the Gopal Ratna award, the most prestigious award in indigenous cow rearing given by the Department of Animal Husbandry. The Vedic Gaupalan training not only covers the finer aspects of the right way of cow rearing but also trains the students on how to connect business with the Gaushala.

Gir Gau Jatan Sansthan was founded by Shri Rupareliya in the year 2016. Shri Raupareliya has been into Desi Gaupalan for more than one decade. He also does Cow based farming and has taken bumper crops year after year.

Gir Gau Jatan Sansthan manufactures more than 200 Cow-based products and operates a direct-to-customer model. They

also export the products to about 123 countries worldwide. Gir Gau Jatan Sansthan employs about 100 people to carry out the daily functions of the company.

Along with herbal ghee and products, Gir Gau Jatan Sansthan is also producing Mathni (Bilona). This Bilona prepares butter by the process of rotating nine times clockwise and nine-time anti-clockwise according to the scientific principle and thus cowherds can extract butter using the Vedic method, and make desi pure ghee.

Anaerobic bags are also being produced so that fertilizer (manure) can be easily available for farmers and kitchen gardens. This bag prepares liquid organic fertilizer which helps to increase the fertility of the soil.

Gir Gau Jatan Sansthan has also launched an app called Vedic GaupalanVidya, which is available in 12 regional languages. The App has resources on the right way of doing Vedic gaupalan. The app has about 18000 downloads so far.



It is a matter of pride for GGJS that over the last few years, more than 10,000 people from India and 26 countries have visited the gaushala to learn how cow-based entrepreneurship can be a successful business model

Gir Gau Jatan Sansthan is one of the model Gaushalas in India, which has successfully connected commerce with Indigenous Cows rearing. Very recently the National Rural Livelihood Mission, Govt Of India has signed an MOU with Shree Gir Gau Jatan Sansthan, whereby Gir Gau Jatan Sansthan would help and mentor about 9,000 Self-help groups to make and sell products directly to customers.

Shri Rameshbhai Rupareliya has corrected the wrong belief that gaushalas or cattle shelters are meant only to preserve and tend to non-milch cattle. He has also corrected the wrong assumption that gaushalas need perennial funding. He is among those successful entrepreneurs who have created profit-making businesses from cow products.

Shri Rupareliya's gaushala has been manufacturing and even exporting cow-based products to several countries. Inspired by

him, a large number of farmers have replaced chemical fertilizers and pesticides with natural cow-based products to reduce input costs significantly. In this way, these farmers have maximized profits from agriculture.

Gir Gau Jatan Sansthan (GGJS) run by Shri Rupareliya is a highly successful model that should be replicated in more and more states. The gaushala manufactures about 150 cow-based products and machines used in processing cow products. The gaushala management also exports the products to 124 countries.

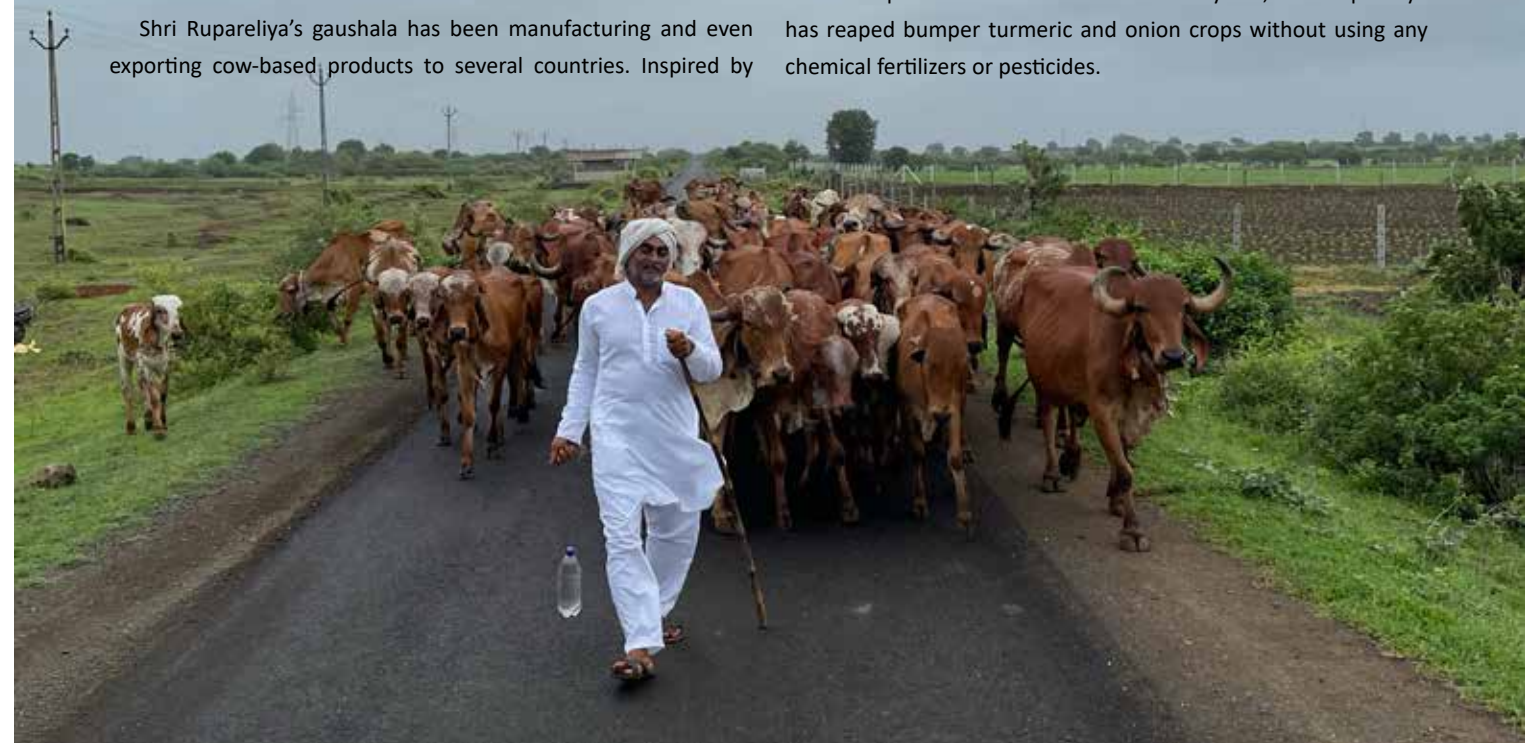
GGJS has shown how the DTC (direct-to-consumer) marketing model can be used to sell products through the website. In mid-2022, the gaushala management was selling cow-based products worth about Rs 35 lakh every month. This translated into a turnover of more than Rs 4 crore annually. About 25 percent of these products are exported.

Shri Rupareliya, who is 45 years old, says that cow entrepreneurship can transform our gaushalas into revenue-generation centers and enable them to effectively fulfil their role as the caretakers of cattle. He believes that we shall be able to draw youths to cow-based entrepreneurship models if we are able to change the traditional perception of gaushalas.

It is a matter of pride for GGJS that over the last few years, more than 10,000 people from India and 26 countries have visited the gaushala to learn how cow-based entrepreneurship can be a successful business model.

It is important to note that Shri Rupareliya has not used any chemical fertilizer or pesticide at his farm in Gondal since 2008. Earlier, he too was struggling with high input costs due to the rising prices of fertilizers and pesticides.

Now his farm uses natural manure. He has found it to be both cheap and effective. In the last few years, Shri Rupareliya has reaped bumper turmeric and onion crops without using any chemical fertilizers or pesticides.



Bollapally Srikanth

An Inspiration For Farmers



The blooming agricultural field in the vicinity of Doddaballapura near Thubagere tells the success story scripted by Mr Bollapally Srikanth, a farmer from Telangana, in the last 25 years through flower trading and floriculture.

Hard work, dedication, and willingness to implement modern farming techniques has helped him to become a known face of Indian floriculture.

Mr Srikanth hails from a small town called Bodhan in Nizamabad district of Telangana. He was from an agriculture background family and had the dream of owning land to do farming. However due to poverty, he had to leave his hometown Bodhan in Nizamabad district to start his career in Bangalore in 1995. Srikanth was assigned to supervise a newly set up greenhouse project of a floriculture company near Bangalore and was entitled to earn a salary of Rs 1,000 per month.

From Employee To Entrepreneur

After two years of working in the same floriculture company, he gained a lot of knowledge in this line. By saving from his two year's salary of Rs. 24000, he planned to start trading flowers on his own by sourcing from different companies, farmers, and other distributors.

He started his trading business in a small 200 square feet place in Wilson Garden, Bangalore which also was his residence. He used to go out to collect flowers from the growers, pack and parcel the flowers to the customers all by himself. Later he hired two employees to help him in his work, as he started getting more orders by supplying to restaurants, weddings, and other events. After initial success he slowly started promoting growers from Ooty, Coorg, Kodaikanal and other places. Mr Srikanth found that what the floriculture farmers grow in their farm is not enough to meet their demand from trading business. To bridge this gap, they are sourcing flowers and different growers in India and from other countries like Thailand, Holland, and Australia. Besides imports, they also export flowers to Dubai. They are one of the most respected suppliers in restaurants and many other events held in the city.

Adapting Improved Technology for Better Business

Speaking about technology, Mr Srikanth says, "It has been ten years since we started growing by using the latest farming

techniques." Mr Srikanth has implemented many technologies in his farm. He is using the traditional way like jeevanamrut and vermi compost for improving soil quality.

Green house/ Poly House

To grow his flowers as a first step-in high-tech agriculture with an objective to provide the optimum growing condition for this high-quality planting material for crops like Gerbera, Carnation, Rose, Hydrangea, Celosia, Snapdragon, Matholia etc.

High tech agriculture was supplemented using drip irrigation. To control the impact of sunlight, he chose the correct greenhouse covering. This enabled him to control the amount of sun and shade percentage of shade net. He also used insect nets on the perimeter of the greenhouse to achieve his goals of reduced use of pesticide and thus augmenting integrated pest management. In a span of twelve years, the turnover of Rs 5 lakh increased to Rs 45 crores as a flower trader.

Four Sutras Of His Success

- 1) Quality product
- 2) 100 percent commitment in work
- 3) Consistent supply
- 4) Using updated technology

Women's Empowerment - 90% Female Labour Employed In Rural Areas

Mr Srikanth is working towards labour empowerment in rural areas. As of now 300 to 400 members work on his farm. The number of women employees is higher than men. Mr Srikanth provides them shelter and all necessary facilities. He encourages the children of the labourers to study well. He provides them with school uniform, bags, books, and pencils etc.

Recognition and Awards

- Best Grower award in the year 2017
- Dare to Dream Awards
- India Flowers Plant Industry Excellence Award
- Millionaire Farmer Award 2023 and many other awards.

Mr Srikanth encourages the youths to do agriculture. He trains the students of AGBSE, M.SC Agriculture and Horticulture and motivates and guides them for research.

TRACTORS

Key To Rural Economy Boost

The evolution of the tractor in India is closely linked to the future of sustainable farming – that includes improving productivity and reducing drudgery – while ensuring national food security and even making India the breadbasket of the world

For farmers in India's rural hinterlands, mechanisation isn't a choice; it is a necessity. Tractors help farmers save labour and optimise their precious time, apart from boosting crop yields.

The main workhorse on India's farmlands, the tractor is a versatile machine. It is a single source of power that enables agricultural operations, right from field preparation and planting to harvesting and transporting of produce. It is not surprising that the tractor is an immense source of pride – almost a family member – for rural households.

India is, in fact, the world's largest tractor market by volume, nearly 2.5 times of China and 3.5 of the US. Nearly 9.5 lakh tractors were sold domestically in 2022-23 and 4 million cumulatively in the last five years.

That said, tractors still touch only a fraction of India's agricultural landscape. According to data from the National Statistical Office's Situation Assessment of Agricultural Household survey, only 4.6 per cent of farmers own tractors. The rest, most of them smallholders, either rent tractors or employ human and animal power. It causes delays in the completion of farming tasks and wastage across the crop value chain.

Given this scenario, what actions can policymakers take to promote farm mechanisation, especially in the context of emerging agricultural technologies and the need to ensure sustainable increase in output? While government support for agriculture has been robust – whether through investment in rural infrastructure, ensuring favourable terms of trade for farmers through remunerative minimum support prices and procurement of crops, or financial assistance for the purchase of machinery under the Sub-Mission on Agricultural Mechanisation (SMAC) scheme – what can the next set of reforms be to take forward the already established momentum?

GOI Initiatives

In a recent step in the right direction, the government has reduced the number of tests that any new tractor model has to clear at the Central Farm Machinery Training and Testing Institute, Budni (Madhya Pradesh), from 17 to four. Moreover, the companies (original equipment manufacturers) have been permitted to self-certify these tests. There has also been a reduction in testing time at Budni from over nine months to only 75 working days.

Steps such as these to simplify the earlier lengthy process for obtaining certification are consistent with the objective of promoting trust-based governance at all levels and ease of doing business in India. It also enables quicker introduction and adoption of new-age technologies such as precision farming and telematics-based analytics where the tractor has a central role to play. These advanced digital technologies that can revolutionise the future of Indian agriculture need to be linked to the evolution of the tractor – as a smart, flexible, efficient and highly specialised machine catering to emerging trends like crop rotation, intercropping and horticultural farming.

The Challenges

There are, however, impending challenges. These include the implementation of the Bharat Stage TREM V emission standards for tractors and self-propelled machinery from April 2024. The government, only in January 2023, had rolled out the TREM IV emission norms for tractors with over 50 horsepower. While this may make the machines more eco-friendly, it will also require manufacturers to make investment in new engine technologies like Common Rail Direct Injection, Diesel Particulate Filters, Diesel Oxidation Catalysts, electronics and semiconductors. It will increase the cost of mechanisation, making it more challenging for farmers to maintain a balance between efficiency and affordability.

India needs to look at farm mechanisation beyond tractors. Globally, the tractor industry is annually worth \$60 billion, whereas the corresponding sales of farm machinery are around \$100 billion. It's the other way round in India, where the tractor industry's annual sales are \$7-8 billion, as against hardly \$1.2 billion for farm machinery.



The main workhorse on India's farmlands, the tractor is a versatile machine

The tractor is ultimately just a power source. To enhance its utility, it is essential to develop matching farm machinery and implements tailored for different crops and landholding sizes, particularly keeping in mind the needs of smallholders. The government's Make in India initiative can play a pivotal role in the widespread development, testing, and adoption of reliable yet affordable non-tractor farm machinery customised for local crop conditions.

India's Farm Mechanisation Industry

India's farm mechanisation industry is witnessing significant investments and collaborations, focusing on cutting-edge technologies to drive productivity, reduce environmental footprint and align with global sustainability goals. The government can help the industry in this endeavour by discouraging import of cheap low-quality machinery, especially from China, and ensuring uniform and timely disbursement of subsidy under SMAM to enable farmers to leverage financial assistance better. A delay in direct benefit transfer payments also has a cascading effect on manufacturers, impacting mechanisation.

Just as farm mechanisation has to go beyond tractors, we need to look at tractors beyond farming. Tractors don't sit idle. Over 30 per cent usage of tractors today is for non-farm activities, mostly related to construction and transportation. It further amplifies their value in the country's rural economy. Developing tractors with features and technologies customised for these tasks can unlock a new avenue for rural employment.

(This article first appeared in The Indian Express)



ABOUT THE AUTHOR

Mr Hemant Sikka is president, Mahindra's Farm Equipment Sector

Growing Flowers And Loving It!

“ I am happy to say that we are regarded as a successful couple now and are a source of inspiration for many people. Inspired by us, many people around us are adopting this work as their business



About The Author

Mrs Meena Chandel is engaged in floriculture in Bilaspur, Himachal Pradesh. She and her husband have won many awards.



employment to 18 people. Today the annual income of our family is up to Rs 60 lakhs, which we want to take to Rs 1 crore.

In December 2021, at a state-level function organized in Agricultural University, Palampur, my husband was honoured with the title of “Flower Ambassador” of Himachal Pradesh by the Agriculture Minister and Vice Chancellor of Agricultural University, Palampur.

In November 2022, I participated as a Flower Expert in a DD Shimla program on Flower Farming in Himachal Pradesh.

In June, Regional Agriculture Fair 2023 was held at Agricultural University Palampur. About 500 farmers from North India took part in it. In which I was awarded first and second prize in floriculture.

In December 2023, I was honoured with the National Award for Millionaire Farmers of India in the Flowers category. The event was held at IARI, Pusa Delhi.

Now about 40 to 50 students from various agriculture universities come to us for training in floriculture.

I am happy to say that we are regarded as a successful couple now and are a source of inspiration for many people. Inspired by us, many people around us are adopting this work as their business.

Our family has been cultivating flowers inside and outside greenhouses for the last 20 years by renting land. We started this work with 1000 square meters, in which we first cultivated carnation. The results were encouraging.

At that time, I was working as a language teacher in a school. I was not able to give enough time to flower cultivation and care.

I decided to leave my job and expand my work with flowers, for which I give all the credit to my husband. I worked in the school for 12 years, but I was more inclined towards my work because the more time I spent on my work, the better was our income. Then I started the work by renting land in my name in Hirapur Panchayat. This was during the pandemic. But we took the risk.

Our annual income that year was Rs 20 to 25 lakhs.

High Risk, High Profits

Today we have 22 bighas of land on rent in which we are cultivating many types of flowers. Our main crops are Gypsophila, Limonium, Gerbera, Carnation, and Rose. We have given

Going Global From Bastar

Dr Rajaram Tripathi has worked tirelessly for almost thirty years in Bastar, Kondagaon, for conservation and promotion of dozens of endangered species of rare herbal medicines. He and his team have grown a dense forest full of biodiversity of about 10 acres and have created a natural environment for herbal medicines. The “Ethino Medico Garden”, which means “rare herbal garden”, has about 5100 rare herbal medicinal plants of more than 340 species.

Dr Tripathi says that from the point of view of economic practicality, most of the farming in the country has become a loss-making exercise. He adds that many beneficiaries of tractors become defaulters, even their lands are auctioned.

Multiple Challenges

Dr Tripathi says that he and the farmers around him learned the lessons of success the hard way. Sometimes the market cheated them. Sometimes the traders looted them. But every time they managed to bounce back. They continued with the cultivation of muesli, and also started the cultivation of many other medicinal plants.

The tribal families of Bastar were also associated with them. Dr Tripathi and his team installed a processing unit of Safed Muesli. They also started processing other herbal medicinal plants.

Dr Tripathi says that he and his team were harassed by the officials of the Income Tax Department and also by the officials of the Electricity Department. Considering herbal cultivation as commercial farming, the Electricity Department started demanding three times the normal rate of electricity

for all pump connections of borewells. The department also disconnected all the connections.

Dr Tripathi highlights that a long battle was fought with them, and a new rule was made, which benefited all the herbal farmers. In the meantime, the Sale Tax officers and the Labour Department also started harassing them. Dr Tripathi says that he and his team did not lose courage.

Farmers' Cooperative

Dr Tripathi recalls that the farmers did not give up even in these adverse circumstances. With the inspiration of former President Shri Abdul Kalam, the farmers adopted the model of co-operation to confront the syndicate of corporate houses who have monopoly on the trade of herbs. Now all organic and herbal farmers have formed a strong common platform Central Herbal Ayurvedic Marketing Federation of India (www.chamf.org) to jointly market the products.

Banaras Hindu University Professor Virendra Kumar Dubey, Professor VK Joshi, Dr. Guralp Singh Jarial of Bhopal, Dr. Sahdev Singh, Mr Vishal Bharat, Dr MJ Khan etc. – many distinguished and eminent individuals helped in giving shape to this concept. Through this nationwide common platform, farmers can sell their products at a minimum support price. This is how the farmers started doing



Dr. Tripathi has developed a new variety of black pepper titled “Maa Danteshwari Kali Mirch 16”, which is being hailed for high productivity and quality

joint trading of agricultural products. In this way they solved the problem of marketing to some extent.

This was an important achievement for the farmers. Dr Tripathi believes that the farmer loses less in the fields but loses 100% in the market. In 2003, the farmers’ cooperative took the export license and started to export directly.

This task was not easy. Initially, they faced many problems. One complete consignment which was headed for England landed in Sri Lanka with the connivance of our buyer. The farmers were neither given their goods nor paid. Their year’s earnings were looted.

Now the farmers’ cooperative has learnt instead of exporting directly, it is better to export goods through reliable exporters. By 2005, their association with the farmers of 16 states in the country became the largest organization of organic farmers in the country. From September 2005, the Ministry of Agriculture of GOI also gave them the status of National Organic Producer Farmers Organization of the country.

India's Superfoods

India has many valuable agricultural products to offer to the world market. Hundreds of our medicinal herbal products, medicinal plants, aromatic products, essential oils, all spices including black pepper, ginger, turmeric, coarse grains, food colors, jaggery, honey, millets (Shri Anna) & many types of superfoods are among the best in the world. It is a huge and fast-growing market. India can become the world guru goes through the fields of the farmers who produce these products.

Dr. Tripathi has contributed highly to Indian agriculture and to our farmers over 30 years. He has many achievements to his credit and has set many records.

Under the leadership of Dr. Tripathi, “Maa Danteshwari Herbal” has the distinction of getting the country’s first “International Certificate of Certified Organic Spices and Herbs Farming” 22 years ago.

Has also received the “Best Exporter Award” from the National Horticulture Board of GOI for high quality control in the export of spices and herbal products to countries like Europe, America etc. over two decades. Dr. Tripathi has traveled to about 34 countries and done a comparative study of agriculture and marketing systems there.

Work On Stevia, High Quality Pepper Species

Dr. Tripathi has tied up with CSIR-IHBT, the highest research institute of GOI, to develop a zero-calorie stevia species without bitterness and high sweetness and to make zero-calorie stevia sugar 250 times sweeter than sugar from its leaves.

Dr. Tripathi has developed a new variety of black pepper titled “Maa Danteshwari Kali Mirch 16”. The new variety of Peepli gives more production and better quality than traditional species and requires minimum care in all parts of the country, especially in hot areas. With Peepli-16 and the new species of Stevia titled “Maa Danteshwari Stevia-16’ etc., a large number of farmers are benefiting. It has been appreciated by the scientists of the Spice Board and the agricultural experts of the country.

Dr. Tripathi has been honoured with the award for being the best farmer of the country three times in the last two decades by different Agriculture Ministers of GOI. Dr. Rajaram has received many international national awards including RBS Earth Hero, Green Warrior i.e. Harit Yoddha Award.

Dr. Tripathi is the chairman of the Central Herbal Agro Marketing Federation of India (CHAMF), which is the country’s largest organization of organic farmers.

Dr Rajaram Tripathi
Bastar, Kondagaon,
Chhattisgarh



TribalAg Limited

Taking Farmers to Prosperity



Shri Khelaram Murmu
CEO & Director of TribalAg Limited



Shri Swami Suryanil
Chairperson of TribalAg Limited

“
We carry out any business or activity or service to support and provide better standard of living to the members and their extended community

- Developing the first and the largest Agri Enterprise founded and run by Tribal & Marginal Farmers and Agripreneurs
- In the path towards engaging as shareholders 1,00,000+ Empowered Tribal & Marginal Farmers & Tribal Micro Agripreneurs providing traditionally grown organic vegetables and fruits, processed organic agri-products and organic forest produce
- Creating a robust rural supply chain engaging 1+ million acres of tribal farmland and 1+ million acres of Sustainable Social / Village Tribal Forests
- Making an impact wrt Climate Change by fighting it through Fruit Tree Planting
- Supporting all the above activities through an extended IT-enabled Enterprise Solution with embedded deep technologies like IoT, Machine Learning and Pattern Recognition and Drone Technology

Core Focus

We plant, grow, cultivate, produce, deal in all kind of crops, vegetables, fruits and to carry on the farming activities by organic method or other methods, raise plantations of various forest species of proven utility and other agricultural, plantation, horticultural crops, medicinal and aromatic plants and to buy, sell, export, import, process, distribute, or otherwise deal with all kinds of forest crops, medicinal and aromatic plants, agricultural products and all activities incidental thereto. We are also engaged in rearing and trading pigs and goats in village clusters. We have a strong focus on fruit tree planting, by our engaged farmer stakeholders, as this helps us to fight against climate change and at

the same time alleviates hunger and poverty for stakeholders as a source of income. Our brand motto for this initiative is “Fruit Trees Change Lives”, which we have delivered with the support of our partner Sustainable Green Initiative with whom we have engaged and supported planting part of the 30 million trees in the last one decade planted by it.

We carry out any business or activity or service to support and provide better standard of living to the members and their extended community, providing health and medical services, welfare and community development services, housing, retail, infrastructure development and any other value-added services by directly engaging the members and their extended community or jointly with strategic partners.

Tata Steel Downstream Products Limited: We have supported it for the last 4 years through our Affirmative Program Implementation Partner Total Start Entrepreneurship Ecosystem Developers through CSR funding. We know it is a long-drawn engagement and requires continuous long term support. But we feel that the project and the team now drive on its own. We were very happy to be connected to this engagement.

Sustainable Green Initiatives: We believe we have found the right partner for our national endeavor for Fruit Tree Planting. Our partnership and support to TribalAg which is long term will resolve two main issues. It will provide a secondary source of income for marginal farmers and this initiative will drastically reduce carbon emission in this region.

Total Start Entrepreneurship Ecosystem Developers: We have been engaged with this project since April 2018. Our conviction to create wealth by the marginal tribal farmers for themselves stands strong after 4 years of engagement in this project and as the outcome the creation of TribalAg Limited, an unlisted public limited company which is onboarding tribal marginal farmers as both beneficiaries and shareholders and thus creating wealth for them. We strongly believe that the enterprise will shortly become profitable and will be able to distribute dividends to its tribal marginal farmers to further support them other than providing them transactional beneficial support which is already happening.

Agri Solution for our beneficiary farmers: Advice to our farmers specific to their crop requirements wrt the right dosage of input as well as the best available crop consultation. Our farmers can also order inputs through us for seeds, fertilizers, pesticides, small agri equipment and small agri loans and they can sell their output directly through us, thus leveraging our aggregated bargaining power both for input and sales.

We are providing free fruit saplings from our captive nurseries to our farmers, helping them plant and grow them with continuous monitoring from our side and nurturing from their side, such that when they bear fruits, it adds to their income and shields them from the vagaries of climate and its impact on agriculture. We will also support in providing all inputs for this at a minimal aggregated cost and help sell all outputs as requested.

Pig farming and Pisciculture support for our beneficiary farmers: We have set up pig breeding centers and fish hatchling/ fingerling breeding centers, so that we can support our interested farmers to have further additional income. We will also support in providing all inputs for this at a minimal aggregated cost and help sell all outputs as requested.

Why a Public Limited Company and not an FPO or a Private Limited Company? Two main reasons, a Private Limited Company cannot have more than 200 shareholders whereas we are looking at onboarding 1 lakh marginal tribal farmer shareholders soon. An FPO cannot be invested in either by a VC or Angel Fund or any private investment other than from its members and the growth is always stalled. TribalAg will enable this without losing control of the company by issuing convertible preferred shares to investors who are not marginal or tribal farmers.

We have launched two new initiatives one for Pisciculture and the other for Pig farming in FY22-23. The Center for Experimentation and Excellence for Organic Farming in Jharia, Potka, East Singhbhum is setting up adequate infrastructure for breeding of piglets, hatchlings/fingerlings.

We have launched four more new initiatives FY23-24. One for Sericulture for both pre and post cocoon engagement with the Sericulture Department of Govt of Nagaland in select 3 districts in Nagaland. We have started a project with the Govt of Meghalaya, Directorate of Horticulture under Dept of Agriculture to strengthen and scale 5 Farmer Producer Companies in South West Garo Hills and Ri Bhoi District and will be further extending to the rest of the 23 FPCs. This is under the MOVCDNER Project. These two projects we are doing under the legal sub-entity of TribalAg Limited NER. Third engagement we have started in Jammu & Kashmir aggregating the apple orchard farmers there and creating a legal community enterprise and bring it under the overall umbrella of TribalAg Limited J&K. The fourth one is our engagement in HarDOI district in Uttar Pradesh to support two local marginal farmer communities.

FISH FORTUNES

Employment And Livelihood For Lakhs Of People Through Shrimp Farming



I had the privilege to be recognized by different shrimp producers in various countries. They invite me to share my experiences



ABOUT THE AUTHOR

Dr. Manoj Sharma is the Managing Director of Mayank Aquaculture Pvt. Ltd

Fish has fascinated me since childhood. Studying at the Central Institute of Fisheries Education (CIFE), Mumbai gave me the opportunities to be familiar with different sectors of fisheries and aquaculture.

My journey of transformation to an entrepreneur and consultant on aquaculture started with my posting in Surat, Gujarat. I took a composite fish culture of carp and of giant freshwater prawn in two leased village ponds at Olpad village, Surat District during September, 1994-95. Prawn seed was obtained from fishermen, who collected them from Narmada River at Bhuruch, Gujarat. I got initial success in carp and prawn culture and became deeply involved in aquaculture. It is true that nothing succeeds like success.

I trained the fishermen in proper collection, identification, and safe transportation of seed and by doing so I got better seed, and they got better return. That was the beginning of my relationship with them, and we established trust between us. My earning from aquaculture progressively started growing and then I undertook to supply prawn seeds to stock in certain reservoirs of Maharashtra, Gujarat, and Rajasthan. Prawn seeds were transported in 1000 L capacity Syntex tanks filled with water and aeration through oxygen cylinders. The standardisation of the scientific method of fresh water seed supply has helped increase the survival of seed and increased production of adults manifold in Gujarat.

In 1995 Shri Pradeep Navik, Sarpanch of Dandi village visited me to see the harvest of prawns in Olpad village. Later I met Shri Vasant Safri, Sarpanch of Dilasa village. Both were impressed to see the profitability in aquaculture and then I was invited by them to help their villagers to undertake these activities for their livelihood. Since both the villages were situated near the coastline I started Tiger shrimp (*Penaeus monodon*) in four ponds of each 1.0 ha at Dandi during 1995-96 with great success. Further, this was extended to 20 ponds of each 1.0 ha by 1997. But shrimp farming suffered heavily due to white spot syndrome virus (WSSV) and resulted in great loss, stalling the expansion. But it was revived later in 1999.

Growing Shrimp Farming Community

I explained the concept and mechanism in detail to the shrimp farming community and initially five farmers groups started the Surat Shrimp Farmers Association (SAFA). The number of farmers started growing slowly, now the association has more than 1200 members which is the largest shrimp farmers association in the

world. SAFA was registered in 2005. The SAFA conceptualized satellite shrimp farming in Gujarat. Under the satellite shrimp farming, the farmers were encouraged to get land and other inputs such as seed and feed supplied by reputed companies in collaboration with farmers groups on a buy-back system basis. Under the satellite shrimp farming production reached to more than 5000 tons.

The success of Tiger shrimp farming became an eye opener to the District Collectors of South Gujarat Districts. The Collectors framed a policy to allot coastal brackish water sites to fishers and farmers by 2001 which gradually spread to other coastal districts. The land leasing policy was amended a few times to ease the process and land allotment to the tune of 10,000 hectare during 2003, 2005, 2007, 2013 and 2017.

As the shrimp production was gradually increasing with increase in culture area, the shrimp farmers established the first processing unit according to the guidelines of the European Union during 2007. Then the farmers used to supply all the farm produced shrimps to the newly established processing plant. Now, there are seven processing units in Surat.

Women Empowerment

Normally skilled women from Kerala and West Bengal used to work in the processing plants. The local women learned the technique, and now more than 1000 women from local villages are working in South Gujarat processing units.

Today, Gujarat is the second largest producer of shrimp to a tune of 60,000 tons with an export value of Rs 2,500 crores from 10,600 ponds covering more than 12,000 ha. The shrimp industry is providing employment and livelihood to lakhs of people through shrimp farming, development of subsidiary industries such as seed and feed, machinery like aerators, generators, electric appliances, chemicals, fertilizers, probiotics, etc.

In 2003 I met Shri Sonavane, District Development officer and Chief Executive of District Rural Development Authority (DRDO). We discussed the success story of shrimp farming in coastal districts, then he requested to initiate a certain such program for inland areas. That made me conceptualize an idea of cage culture in reservoirs for enhancing the income of fishermen. Then we selected Ukai Reservoir for a demonstration of the cage culture of carp. I designed 5X5X3 meter cages to install in Ukai Dam under DRDO program to demonstrate cage culture to the relocated fishers on the periphery of Ukai Dam to create livelihood options. Following initial success of cage culture, it is now extended to more than 2000 cages in Ukai Dam providing livelihood to many fishers settled on the periphery of the dam.

Participation In Kaun Banega Crorepati

I was selected for Kaun Banega Crorepati programme during 2010, hosted by SONY TV and conducted by Shri Amitabh Bachchan, which helped in promotion of shrimp farming awareness overnight among masses in India and boosted shrimp farming in Gujarat.

I am doing shrimp farming in more than 250 acres in Surat District. It follows Vannamei farming in Tiger way for the last many years. I have also taken social responsibility in the nearby villages of my shrimp farm by providing certain facilities like providing livelihood for carrying on farm day to day activities and regular employment for the watch and ward, etc.

As shrimp farming is facing problems due to various disease outbreaks, I initiated the Bioremediation concept to prevent diseases using probiotics during 2011. A joint venture was established between my company and HTS Bio, France to produce and market the beneficial product. In this context I started importing high quality VIVA line of probiotics directly from France. These probiotics play a major role in sustainable production. Now, with my 25 years of vast experience in shrimp farming, I developed a cost-effective bioremediation concept with probiotics for shrimp farming. The probiotic application has attracted many shrimp farming countries. I had the privilege to be recognized by different shrimp producers in various countries. They invite me to share my experiences. In 2015 Ecuador invited me to advise their shrimp farmers. Based on my advice, Ecuador production was enhanced to 6.0 lakh tons from 1.5 lakh tons in 2015.

Brackish Water Fish Culture

Dr A.K. Reddy has been always in contact with me to observe the latest developments. In fact, the CIFE in Sultanpur way back in 1991 brought even milkfish seed procured and transported from South were successfully cultured and so was the prawn in Sultanpur and then after the centre was transferred to Rohtak. These experiments were conducted to show that such soils can be profitably used for brackish water fish culture also. Unfortunately, these successful results were not commercialized. Dr. Reddy and I started farming of L. vannamei at CIFE's Regional Centre at Rohtak Haryana during 2012. First demonstration of L. vannamei was undertaken at ICAR-CIFE Rohtak in three ponds of each 0.2 ha by Dr A.K. Reddy under an institutional research project in collaboration with my company. In the first demonstration we achieved 8100 kg/0.60 ha (13,50 tons/ha/120 days).

Since then, shrimp farming has become popular in Haryana. Now, the L. vannamei shrimp farming is undertaken in the states of Haryana, Punjab, Rajasthan and Uttar Pradesh in about 2000 acres of salt affected land not suitable for agriculture. The production in inland saline soils ranging between 2.5 to 4.5 tons/acre/130-140 days with net income varying from Rs 3.0 lakhs to Rs 5.0 lakhs/acre was achieved. India has 8.62 million ha of saline soils. These are added resources to existing 1.2 million ha of coastal saline area for farming of finfish and shellfish species in the future.

I also formed Gujarat Aqua Feed Dealers Association to control



In 2015 Ecuador invited me to advise their shrimp farmers. Based on my advice, Ecuador production was enhanced to 6.0 lakh tons from 1.5 lakh tons in 2015

food safety on ethical grounds to supply certified inputs to the farming community. Norms are made for the supply of quality seed, feed, and other essentials required for shrimp farming from time to time. At present, the business houses are having a turnover of Rs 1500 crores/annum from shrimp. All these steps led to production of the best quality shrimp for export to European Union countries.

Indian shrimp producers are mainly dependent on the export market. More than 90% of Indian shrimp is exported to international markets. Sometimes the shrimp prices crash to such a low level that the farmers may not even get production cost. Thereby, I thought of starting 'ZINGALALA', a restaurant with a concept of "pond-to-plate" in Surat, Gujarat during June, 2019. The Zingalala is preparing 45 varieties of shrimp, a famous cuisine of regional and exotic tastes. The Zingalala also planned to supply ready to eat and ready to cook frozen shrimp products. It is the first of its kind in India, and this will boost domestic consumption of shrimps, not entirely depending on the export market.

I published several publications, both national and international. My publication "Farming Vannamei in Tiger way" attracted many farmers nationally and internationally.

Awards And Accolades

I have the privilege to get a string of awards namely "Hiralal Chaudhary" Foundation Award as "Best Fish Farmer 2005" from Central Institute of Fisheries Education (ICAR), Mumbai; Best Farmer Award from Bhumi Nirman (Agriculture Magazine, Bhopal); 11th Aqua International Expo. 2004; India Small Giant Award 2015; National Shrimp Farmer Award by National Fisheries Development Board (NFDB), Govt. of India, Hyderabad during 2018; ICON of Surat Award by Times Group for my contribution to Aquaculture Development during 2019. Also, CNN-IBN made a serial on shrimp farming success stories. DD-KISAN National Chanel made BIOPIC "Kisano Ke Mahanayak" on Shrimp Farming to motivate farming community which was regularly broadcasted on DD at an interval of every 15 days.

Above all, I got the privilege of being contacted by Dr. V.R.P. Sinha to write my experiences to enthuse the younger graduates to undertake aquaculture entrepreneurship for which I am most grateful to him.



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Mr Sudhanshu Kumar is a progressive and successful award-winning farmer

The Man Who Chose Farming Over Civil Services

“ Seeing his hard work his village elected him as headman four times, from 2001 to 2020

After finishing his schooling from St. Paul’s School Darjeeling and MA (History) from Hansraj College, Delhi University, he got a job at Tata Tea Gardens Munnar as assistant manager in 1987. Against his father’s wishes he left his preparations for the IAS after passing the prelims exam and came home to do farming. His father threatened to divest him from all property rights if he ever thought of becoming a farmer. That’s when in rebellion he went off and got a job. Seeing his adamant resolve his father reluctantly allowed him to come to his village in 1988 and gave him the worst piece of land to do farming, sure that he will leave the village and farming and go back to preparing for his UPSC.

He worked very hard at the mango orchard that he got as a deterrent. It was more a jungle than an orchard. The maximum his father ever got from this 13-acre orchard was 15-20 thousand rupees. He worked on this orchard with advice from the agriculture university DRPCA, Pusa, Samastipur and was able to get Rs 1.35 lakh the very first year. It was the talk of the local area. This was in the year 1989.

Using Scientific Knowledge In Agriculture

Thus, he got his first lesson and success. Scientific knowledge in agriculture can bring about a miracle. Seeing his resolve and the

success he got instantly his father relented and let him become a farmer which he has been now for the last 34 years. His next step after using knowledge in agriculture was mechanisation. He invested half of his first income from mango in buying a tractor mounted sprayer.

This machine took him to the next level of income from mango. This encouraged him to invest more in machinery. The second lesson he learnt was that farm mechanisation was the future of profitable farming and he consciously pursued this.

It also became clear to him that fruit farming is the instrument to earn a better profit. So, he went about planting his next fruit plant, Litchi. He nearly gave up on farming because litchi was not giving him proper returns. This was giving a handle to his critics who were always taunting his father for letting him join farming.

A saviour came in the form of micro irrigation namely drip and sprinkler. Thanks to the government’s subsidy scheme he was able to install the same in his litchi orchard. With the help of micro irrigation which he installed in the year 2007 he was able to achieve maximum production because now he could control water and humidity. He was also able to conserve water and use it more judiciously.

Hard Work, Sweet Success

His initial breakthrough in marketing litchi came when in order to break the hold of the middlemen he tried to supply litchi to a factory. The factory put a condition that litchis must reach the factory by nine in the morning. His village was 100 km, and it took 5 hrs in those days to reach. This meant he had to load the litchis by 4 am but he took up this challenge and plucked litchis at night.

He did this for 7 days. Sleeping in the day and plucking in the night. The middlemen were not ready to give more than Rs 85,000 but he got a payment of Rs 3.65 lakh from the factory.

His hard work paid off. He was able to circumvent the middlemen. Next, he started 24 hrs home delivery to Delhi at a premium price. During the Covid period he was able to double the online supply.

As far as the field crops like maize, wheat and lentils are concerned he was able to get maximum production and profit because of using seed drills both mechanical and pneumatic and combined harvester which again was made possible because of the generous subsidy by the government.

Guava And Banana Plantation

After the success with mango and litchi he set up a guava and banana plantation with complete automation of fertigation inaugurated by the state CM. The system is laptop and mobile controlled. He also installed a weather station and soil and other sensors on his field along with online cctv cameras.

To better market the banana he has constructed a ripening chamber which has increased his selling price from Rs 9 per kg to Rs 17. Over the last 10 years he has been able to establish a good marketing network from his village.

Last season he experimented successfully with strawberry and dragon fruit. This season he is planning to scale up Strawberry. Seeing his hard work his village elected him as headman from 2001 to 2020 four times.

Today his success has encouraged hundreds of farmers to copy what he is doing and succeed. Today he has increased the tonnage of the ripening chamber so that farmers in his village can aggregate their produce with him to sell at better price. Now he has also registered a FPO to work better with more farmers as direct members of this enterprise.

Shri Radheshyam Parihar

Successful Organic Farmer

My name is Radheshyam Parihar, I am a resident of small village named Binayaga in district Agar Malwa of Madhya Pradesh. I studied till middle class. After leaving studies I have been doing organic farming for 15 years.

In the initial years, I had only two hectares of land in which I have been growing crops like chilli, coriander, garlic, onion, ashwagandha, basil, nigella, isabgol etc. I faced losses in these crops, but I did not give up.

I got my farm registered with Madhya Pradesh State Organic Certification Agency and after 4 years I started making profits from organic medicinal and spice farming. With that money I bought 2 acres of land in 2005. After which I started buying 2 acres of land every year.

When I started food processing and selling these crops, I started getting double the profit. I started work on a large scale in 2008 by installing a grading machine, pala velazar and mini dal mill on my farm.

Seeing my success, farmers from nearby and other districts started taking training on my farm and started cultivating spice and medicinal crops. I have connected about 6000 farmers with organic spice and medicinal produce farming.

I have received four national awards in the field of agriculture from the Central Government and I have also been honored many times by the State Government. IAS and IPS officers of the district keep visiting my farm.

I run a free Krishak Pathshala on my farm, in which farmers from many states participate. I have created my own brand in the name



of Malwa Mati, so that all my goods are sold at good prices. Now I have 18 acres of land with two warehouses on the farm. I have purchased a tractor, loading vehicle etc. Presently my turnover is Rs 95 lakh. Seeing my success, students of IIM, IIT, MBA come to my farm to learn about my farming practices.



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Mr Mishra is concerned about the high usage of water by sugarcane. He has experimented with ways in which water usage by the sugarcane crop can be reduced so that the water table does not suffer.



The Farmer Loved And Respected As Bade Bhaiyya

ABOUT THE AUTHOR

Mr Achal Kumar Mishra is an award-winning progressive farmer of Lakhimpur Kheri, Uttar Pradesh

Mr Achal Kumar Mishra of Lakhimpur Kheri is a progressive farmer who has inspired a large number of farmers and youths of his area. He has done law, he's an entrepreneur and a keen social worker. People of his native Medaipurwa village call him 'bade bhaiyya' (big brother) out of respect.

Lakhimpur Kheri is the largest district in Uttar Pradesh, on the border with Nepal.

Mr Mishra is at the forefront in all social activities. He participates in plantation drives, engages in many welfare initiatives, and assists poor families for the wedding of their daughters.

Mr Mishra has helped farmers in his region lower their input costs with the help of innovative and technology-backed methods. His cane fields and the tourist resort owned by him provide direct and indirect employment to about 50 people in the region.

Mr Mishra had to take on many additional responsibilities after his father's untimely death. He had just completed his post-graduation in law. But after his father's death, he had to return to his village from the city to look after his farms. The unfortunate demise of his father shattered his dream of living a plush city life. He used his education and general awareness to increase the yield of his agricultural land.

Despite the resistance posed by his family, Mr Mishra started using the innovative trench opener and then the trench ring opener method in order to reduce the use of water. He also made the shift to organic manure at a time when everyone around depended upon chemical fertilizers.

High Sugarcane Yield

With these informed choices and sustained hard work and commitment, Mr Mishra was able to more than double his land's per acre yield. Earlier the produce stood at 700-800 quintals. With his hard work, it increased to 1,800-2,000 quintals. In this way, Mr Mishra was able to achieve a significantly higher yield than the average per acre yield in Brazil (350 quintals) and the United States (365 quintals), which are the leading nations in cane production.

Most of the farmers in his area grow sugarcane. Some of them also grow crops like paddy, wheat, broccoli, capsicum, mustard, garlic, onion, ginger, and other vegetables. Mr Mishra likes to experiment with new ways of farming and also learn innovative techniques in order to maximise yield.

His methods were successful, and they made cane farming so profitable that Mr Mishra managed to buy more land and even purchased a resort in the area. This helped him provide

employment to more youths from the area and also promote rural tourism.

Pivotal Role In Helping Other Farmers

Mr Mishra has received several awards and accolades for his achievements. In recognition of his achievements in cane cultivation, Mr Mishra has been awarded by the Indian Institute of Sugarcane Research under the National Agriculture Development Programme.

It is a mark of recognition of his achievements that in 2018, Mr Mishra was part of a farmers' group that met Prime Minister Shri Narendra Modi. Mr Mishra has also been honoured with the Innovative Farmer Award by SBI Karnal (Haryana).

Mr Mishra has won many awards for the highest cane production in the district multiple times over the last two decades.

Mr Mishra is highly respected by other farmers because he has played a pivotal role in inspiring other farmers to achieve excellence through high yield and superior quality. His farmer producer organization has contributed significantly in uplifting the local rural economy.

Mr Mishra says that he is motivated by his desire to give back to

society and work for people's welfare. He is motivating the farmers of his area to switch to the cultivation of

medicinal plants, which are in good demand and register a high sale price.

Managing Water Usage

Mr Mishra is concerned about the high usage of water by sugarcane. He has experimented with ways in which water usage by the sugarcane crop can be reduced so that the water table does not suffer.

Mr Mishra is highly concerned about maintaining greenery around the area. He often takes the initiative to plant saplings and take care of the green spaces. Residents of the area say that Mr Mishra spends a sizable percentage of his earnings supporting social causes.

Mr Mishra says he is inspired by the teachings in our religious scriptures to take care of nature and live a life which is in sync with nature. He says that our scriptures teach us to help the people who are in need, and he is abiding by the principles and teachings of his ancestors and family elders.

Finding Empowerment Through A Food Processing Enterprise

Success Story of **Smt Thuampuii of Mizoram**

“

Smt. Thuampuii is the role model for entrepreneurship and motivates and inspires other villagers in her hometown



Smt. Thuampuii resides at N.Vanlaiphai, Serchhip District, Mizoram. She started enterprise with Amla Processing with the enterprise named 'Kim Kim Food Processing Industry' in 2019. Now she makes 17 products from different local fruits.

Her source of income is from the processing of fruits. These include locally available fruits like Amla (Gooseberry), Pineapple, Prunus Jenkinsii, Orange etc.

Smt. Thuampuii registered with FSSAI and began attending training sessions with other women from her village in Food processing Technology. During the training, she learned new food processing technologies and she also learnt the importance of food processing. It inspired her to continue her entrepreneurial journey.

Amla grows naturally in Serchhip district. But since the farmers were unaware of processing methods, about two-thirds of the products were wasted. But after Smt. Thuampuii started her food processing enterprise, she tries to ensure that no fruit gets wasted.

New-found respect from family and community

"I had never been seen as an income earner; rather, I was thought to be a person who loves to look after her family, cook food, and take care of livestock, which amounted to my prime responsibilities," says Smt Thuampuii, a woman entrepreneur from N.Vanlaiphai village in Serchhip district, Mizoram. "Now I feel proud of my success in the food processing enterprise in my hometown".

"My family supported me very much. I would not have reached this success without their support."

Training

She has been constantly attending training and demonstrations conducted by KVK and other departments from other states for Processing Technology, for the development of

her enterprise. With her enthusiasm, she has transformed her socioeconomic status.

Krishi Vigyan Kendra, Horticulture Department, Industry Department, DRDA and SELCO Foundation observed her entrepreneurial skills. They further encouraged her and helped in entrepreneurship development through skill-oriented training, field demonstration, linkages with stakeholders and linkages with market-led extension on food processing based on the participatory system.

Smt. Thuampuii took this opportunity as she had already started her enterprise. She started with Gooseberry processing. She followed the training for scientific management of her enterprise and expanded the products to the processing of other local fruits. She always stayed in contact with KVK scientists, KCC etc. for availing the benefits of updated technology.

Achievements

- Kim Kim Food processing enterprise has participated in the International Tourism Mart, exhibition hosted by Mizoram University, DRDA, Horticulture and Agriculture Department.
- Kim Kim Food Processing enterprise attended exhibitions 3 times outside the state.
- Smt. Thuampuii received the Best Stall award in DRDA exhibition (State Level)
- Smt. Thuampuii achieved Billionaire Farmer of India Award

Importance For Farmers And Local Community

The enterprise engages 5 labourers daily and generates employment for all age groups. Smt. Thuampuii is the role model for entrepreneurship and motivates and inspires other villagers in her hometown, N.Vanlaiphai. Following her path, several farmers have developed an entrepreneurial mindset and have started their own enterprise based on Food Processing Technology.

Traditional Farming, Joyful Life



The work we do on our farms is based on the concept of 'Sugandhim Pushti Vardhnam.' At all our farms, we do Agnihotra twice a day, which is based on this concept

My name is Lekh Ram Yadav, and I have an MSC in Biotechnology. I started my career by working as a Technical Manager in an NABL accredited laboratory where I used to do DNA fingerprinting and GMO testing. After working for approximately 6.5 years in Gurgaon, I started to think about what could be done to serve nature and humanity. I saw the lifestyle and medical issues faced by people and decided to start organic farming in Rajasthan. I started with 110 acres of land and today, I am doing organic farming in 300 acres of land in Rajasthan, in 3 districts: Jaipur, Nagaur, and Jaisalmer.

The journey from 110 acres to 230 acres was not easy and had many hurdles. When I started, I began with aloe vera and had a drastic loss. After that, I did a thorough study and R&D on organic farming, the process of organic farming, the nature, and complete cultivation part of organic farming in India. I attended many seminar sessions to understand in detail and followed YouTube and many organic gurus to understand the concept in detail. Then, when I was going across with all these things, I came across guruji Tarachand BeL Ji's "TCBT" technique. I started following it and also started practicing it up on my farm. When I saw the results, it was awesome, and I started practicing and following it on all farms. All the farms are Organic certified NPOP India.

Seasonal Fruits And Vegetables

We sow all seasonal vegetables, fruits, spices, lemon, herbs, etc. We also have an A2 certified Dairy where we have Sahiwal breed cows, and we produce Milk, Ghee, Paneer, and Sweets from it. Recently, we have started Agro Tourism and 56 bhog vatika project in 22 Acres of land in Rajasthan. The Agro tourism project is also registered under Agro tourism department of Rajasthan.

The complete journey gave me lots of learning and a better approach to life. The work we do on our farms is based on the concept of organic farming."

"The complete journey gave me lots of learning and a better approach to life. The work we do on our farms is based on the concept of 'Sugandhim Pushti Vardhnam.' At all our farms, we do Agnihotra twice a day, which is based on this concept. We also have started using a Vedic ancient base low RPM atta chakki, hydraulic pressure-based oil extraction, and pastel-motor-based spices and condiments, which are full of their nutrient values. The motto of our farming is that we grow the crop on a traditional basis, process it on a traditional base with complete nutrition values, and consume it with traditional values for results."

Mr Lekh Ram Yadav, Rajasthan



Salon Owner Turned Successful Nursery Owner



I dared to follow my passion. I always loved gardening. In 2010, I opened a nursery at Amtala, a small town in Murshidabad

I am Tapas Kumar Pramanik, an ordinary small-town boy who dared to dream big. Though I hail from a lower-middle-class family background, I always wanted a beautiful life and to do something meaningful. In my early childhood days, I closely watched my mother's struggle to run the family as the sole earning member, as my father lost his mental balance. I realized that steady income is necessary to live with respect and to look after my aging parents. So, after completing my brief education, I opened up a barber's shop. It was the easiest choice being the family trade. In a few years of hard work, I turned it into a big salon equipped with all the modern facilities. I engaged my brothers there.

Following My Passion

Then I dared to follow my passion. I always loved gardening. In 2010, I opened a nursery at Amtala, a small town in Murshidabad. At first, I started with common flower plants, Indian timber plants, and croton plants. Soon, I got overwhelming responses from my customers. My business flourished. My love for plants also drove me to satisfy customers' demands. Covid-19 also played a big role in changing the habits of people. The pandemic taught us the necessity of a green earth. So, from then on, people are asking for numerous species of not only Indian plants but also plants that are available outside India. At present, I have more than 550 species of various plants. It includes Herbs, Conifers, Shrubs, Annual and Perennial flowers, Orchids, Trees, Creepers, Climbers, Liverworts, Ornamental Grasses, etc.

I take pride in my nursery and serve my customers with utmost effort. I am thankful to 'MFOI' for giving me recognition. It encourages me to strive for better. I am also indebted to my family. My mother is always my inspiration. I also like to thank all my esteemed customers who always encouraged me to try something new.

Mr Tapas Kumar Pramanik



Success in Organic Farming

Being a part of the Millionaire Farmer of India event organized by Krushi Jagran and sponsored by Mahindra Tractors was a truly inspiring experience. This unique program has left an indelible mark on the agricultural sector of India. It provided me with the opportunity to learn new things and build valuable networks with millionaire farmers from different districts across India.

In this remarkable initiative, Krishi Jagran has successfully reached every corner of the country, honoring and recognizing the outstanding work of farmers at the national capital. It's heartening to see their contributions acknowledged on such a grand scale.

One session that resonated with me was the one conducted by Shri Acharya Dev Vrat, the Governor of Gujarat. His insights on sustainable agriculture not only inspired young farmers like myself but also shed light on the various aspects of sustainable farming practices, drawing from his experiences at his Gurukul in Gujarat. As he rightly said, "Sustainability is not just a choice; it's a responsibility."

Another enlightening session was led by Shri Nitin Gadkari, the Minister for Road Transport & Highways, GOI. He shared valuable information about the policies and initiatives undertaken by the Government of India for the welfare of farmers. His guidance on how farmers can become both "Urjadatta" (energy givers) and "Annadata" (food providers) struck a chord, emphasizing the holistic role farmers play in our society.

I extend my heartfelt gratitude to Mr. MC Dominic, the CEO and Editor-in-Chief of the Krishi Jagran Group for conceiving and implementing this innovative concept of honoring millionaire farmers. This recognition not only applauds their success but also motivates others to strive for excellence in the field of agriculture.

I look forward to incorporating the knowledge gained from this experience into my own agricultural practices, contributing to the vision of a sustainable and prosperous farming community. Happy farming to all and may the spirit of innovation continue to thrive in the agricultural landscape of our nation!



I look forward to incorporating the knowledge gained from this experience into my own agricultural practices, contributing to the vision of a sustainable and prosperous farming community

ABOUT THE AUTHOR

Mr Abhang Shewale is a national-award winning organic farmer



Success Story From Nagaland

Forging The Road Ahead

Nagaland being a hilly state with mountainous terrain is in itself a challenge for agriculture. The need for creating anything can only come about with one's own innovative and firsthand experience, which in most cases would be met with failures and painful experiments rather than successful outcomes. In spite of the tremendous failures, Mr Kathi Chishi has been in the field now for 17 years innovating and committing to the one perception - that he considers agriculture as the greatest opportunity that can solve the economic problem of the state. Mr Chishi is a first generation Agri Entrepreneur and the founder of Toka Multi Purpose Cooperative Society based in Nagaland, which has won numerous National Awards for the initiative the organization has undertaken in the northeast part of India. The organization started with a startup fund of Rs 7000 and 7 volunteers in 2009 reviving an old cooperative which was defunct. It initially started by carrying out various plantations and working with farmers through contract and buyback activities.

The Learning Curve

Over time through trial and error the organization has grown to find its forte in agriculture and currently manages about 884 employees, and provides a holistic approach from primary level activities of raising nursery to processing and marketing of agriculture produce. The organization initially took a pro active role in promotion of its own products but later shifted to a more environmental friendly and sustainable approach towards the wants and need of the regional landscape with technical outputs with

Mr Kathi Chishi

various research organization from across the country. The philosophy of the organization lies deeply in its believe to lead an innovative approach towards an inspiring and symbiotic growth relationship for both farm and the farmer, taking into cognizance its social, environmental and political condition of the region and adapting towards a more sustainable change in a developing environment.

About Us

Toka Multi-Purpose Cooperative Society is a registered Society under the Society's Registration Act of 1860 vide registration No NL/3116 registering authority having its registered Office at Purana Bazar, Dimapur Nagaland – 797112. The Society is engaged in implementation of various training and rural tribal development projects in Nagaland. The co-operative came into being in the year 1995 and has since developed from a primary co-operative to an implementing and executing agency for various agencies catering to services from training, handholding, production, farming, manufacturing, and microfinance.

Recognition

- **NATIONAL ENTREPRENEURSHIP AWARDS, 2019**
Winner 2019, A3 category
Under Ministry of Skill Development and Entrepreneurship, Government Of India
- **VAN DHAN NATIONAL AWARDS, 2021**
 1. Best Mentor / Entrepreneur
 2. Best Innovative Product*PMVDY Scheme under Union Ministry of Tribal Affairs*
- **MILLIONAIRE FARMER OF INDIA AWARDS, 2023**
Representing State - Nagaland, India

Our Divisions

- Project Management & Consultancy
- Skill Development under DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana)
- Rural Livelihood Projects
- Field Survey
- Corporate Training
- Rural Training
- Micro & Macro Financing
- Farming
- Nursery Management
- Value-addition
- Packaging, Labeling & Design
- Marketing
- Export & Import
- Monitoring

Mobilizing Farmers In Jharkhand

For Higher Prosperity



“ We produce organic honey which I sell locally and export abroad. I also provide beekeeping training. I have trained 255 farmers of Jharkhand and Chhattisgarh, and their income has increased by two to four times

I am Manrakh Mahato of Ratu village in Ranchi district, Jharkhand.

Apart from being a farmer, I am also a beekeeper. I have been farming and beekeeping simultaneously for the last 25 years. In farming, I grow paddy, mahua, groundnut, and urad on about 12 acres of land.

I am presently associated with Khadi and Village Industries Commission and Krishi Vigyan Kendra (Divyayan) and am also the Master Trainer of Jharkhand State.

We produce organic honey which I sell locally and export abroad. I also provide beekeeping training. I have trained 255 farmers of Jharkhand and Chhattisgarh, and their income has increased by two to four times.

To market the honey produced by these farmers, I have formed a company named Amar Sanjeevani Natural Bee Products Private Limited. I have added all the trained farmers to this company. We buy their products and give them rates 15 to 25 percent more than the market rate so that the farmers can get fair prices and they do not have to wander anywhere. I am constantly making efforts to take this work forward.

ABOUT THE AUTHOR

Shri Manrakh Mahato is an award-winning progressive farmer of Jharkhand, apiarist and honey exporter

Experimenting With Various Kinds Of Wheat, Rice And More...

“ In the late 2000s, I stopped burning my crop residue. I used to plough it into the soil even though I did not have the required implements for it



About the Author

Sh Manjit Singh Sandhu is an award-winning progressive farmer of Pilibhit, Uttar Pradesh

Sh Manjit Singh Sandhu & Kunwar Aftab Singh Sandhu

In the late 1970s, after completing my education in Dehradun, I shifted to my ancestral farm in Pilibhit, Uttar Pradesh. I started helping my father with farming and began to understand different methods and practices. Thankfully, my father gave me a good education, which helped me understand the pros and cons of traditional farming methods and what changes could be implemented.

Initially, there were many challenges ranging from the availability of quality seeds to effective and safe inputs (fertilizers, pesticides, herbicides, nutrients, etc.) to finding a market for selling the produce. Another major issue was the lack of knowledge of farmers. At that time, there were no agricultural scientists or representatives from the agriculture department to help and guide farmers.

Almost a decade later, in the late 1980s, we had a more dynamic and progressive member of parliament in Mrs. Maneka Gandhi. She knew Pilibhit is an agriculture hub and thus she tried to get innovative ideas for farmers. She was the one who introduced organic farming to us. Right away, I tried to learn more and started researching about organic farming. She got many renowned farmers from other states who were already doing organic farming. With the help of those farmers, I started doing organic farming.”

Pursuing Organic Farming

In the beginning, it was not very promising because the initial 3-4 years were the transition period where I could not sell my produce as organic, meaning my yield was going down and I was not getting the price of organic. So, it was a double loss, but gradually there was a market developing in Delhi for organic produce. But still, there was a lot of organic produce that would go unsold each year and get spoiled.”

I did not lose hope and kept doing organic farming, but circumstances went from bad to worse because chemical companies realized that if they did not stop organic farming right away, it might hurt their business in the future. So, they targeted the frontline organic farmers and started harassing them, which unfortunately affected the small market that was developed for organic produce. As a result, I decided to move back to traditional farming but kept a small piece of land of 2 hectares as organic for our own consumption.”

Venturing Into Agroforestry And Orchards

Over the years, I have continued to learn new things and research the market. As a result, I decided to diversify from traditional crops such as wheat, paddy, and sugarcane to black chana, masoor, alsi, strawberries, sunflower, and mustard. I also ventured into agroforestry and orchards such as popular plantations, eucalyptus, guava, and mehndi. Alongside this, I have been promoting organic farming and always tried to develop a market for it.

I have always believed in ethical and healthy farming. For a long time, I have been against summer paddy even before the government put a ban on it. Summer paddy is purely grown on ground water, which is one of the main factors for the depletion of ground water. Also, in the late 2000s, I stopped burning my crop residue. I used to plough it into the soil even though I did not have the required implements for it. Much later, the National Green Tribunal put a ban on crop residue burning. I was even awarded for these efforts in Lucknow by All India Farmers Alliance (AIFA). Even the local administration has recognized my efforts on several occasions.”

Helping Animals Through SPCA

Besides farming, I stayed active in society and politics, always trying to help and improve. My efforts were recognized, and I was made the president of the Society for the Prevention of Cruelty to Animals (SPCA) in Pilibhit. I also became a member of the People for Animals organization. During that time, SPCA Pilibhit had no place to keep injured animals, so we kept all the animals at my farm. My wife helped me a lot in taking care of the animals. Then, during my tenure as president, I established a permanent place of around 2 acres in Devipura, close to Pilibhit city, to keep all the animals.

For the last decade, my younger son, Kunwar Aftab Singh Sandhu, has been taking a keen interest in farming and has introduced new methods and diversified. He also studied at Welham Boys’ School in Dehradun and later went to Switzerland for further studies. After working for a few years, he decided to come back to the family roots.”

Growing Different Kinds Of Wheat

He increased the organic area from 2 hectares to 4 hectares. He now grows different kinds of wheat like black, blue, and purple wheat developed by the National Agricultural Biotechnology Institute, Mohali.

These wheats are more nutritious, high in fiber, and antioxidants. Then he also grows two types of black rice, one from Manipur known as ‘Chak Hao’ and another from the south known as ‘Kali Batti’. He also grows other varieties of rice such as green rice, red rice (red raktshali), Tilak Chandan, Hiranaki, etc. He keeps trying new things and believes in innovation.

He is growing and has a small orchard of Red Apple Ber, which is a cross of Kashmiri red apple and ber. He aggressively promotes chemical-free farming, which is safe for the environment. He advises and educates other farmers, and many of them have benefited from him.

We keep learning and make changes accordingly at our farm to improve farming standards. It is always our effort to grow and provide healthy food. New methods and strategies have surely helped us reduce expenses and thus increase profits.”

AGRI SECTOR

Enriching The Value Chain

“ We have entered into purchase agreements with several food processing companies and with several farmers across India. We directly source the best quality produce from farmers and supply it



Mr Naveen Perla

The name of our company is Frmr Ecosystem Private Ltd. We are an agriculture company which is a recognized “Startup” by Government of India and Department for Promotion of Industry and Internal Trade under the Ministry of Commerce and Industry of India.

Promoters: This company was founded by Mr Naveen Perla and Mr Sudheer Vazrapu.

Mr. Naveen Perla is a qualified Company Secretary who has also studied Law and is a postgraduate from IIM Calcutta. He was born in Srikakulam, a small town, and completed his schooling from one of the leading institutions in the country, Lawrence School Lovedale, Ooty. With over 16 years of corporate experience in top management positions across various companies, he has worked in fields such as corporate legal, financial services, wealth management, e-commerce, and aviation. He is also a recipient of several awards from leading organizations such as NDTV Profit and CNBC and has been involved in various philanthropic activities.

Mr Sudheer Vazrapu completed his engineering from the prestigious BITS Pilani - Hyderabad Campus. After a brief stint in the IT sector, he decided to explore and sustain his family’s 50-year-old business of Food Processing, Warehouse Financing and Cold Storage Chains. His experience in areas like sustainable food production, agro-ecology, permaculture, and natural building all over the country has played a crucial role in sustainable cultivation in operations of our company.

Services provided

Farming As a Service (FaaS)

Farm 2 Business agri commodities procurement and Supply chain

Vision Of The Company

The vision of Frmr Ecosystem is to revitalize the Indian Agribusiness sector by introducing Technical and Management skills of the highest international standards and to put agriculture on a sustainable path that enhances biodiversity and to create resilient food production systems. Aimed at also providing consulting services, innovative and sustainable result driven solutions for farmers, agribusiness, and food processing sector across the value chain.

Achievements

In the first year of incorporation, the company achieved 15 Crores Turnover achieved a Gross Profit of close to 35 lakhs.

When Bheemsinghi Sugar factory was closed abruptly, thousands of farmers were stranded with huge sugarcane crop

in stock. We were approached to support the farmers and we immediately entered and picked up nearly 30,000 MT of sugarcane from them. We made payments directly to the farmers within 24 hours and supplied them to other sugar cane factories. Rates were fixed by the factories, and we did not take a single rupee commission or brokerage from farmers.

SERVICES

Farming As a Service (FaaS)

Current situation: We started farming in 25 acres of land in Korukonda and have created literally a food forest. To ensure higher quality and productivity the best inputs and using bio fertilizers we have been doing sustainable cultivation. Today our produce is of the highest quality and yield and is directly picked up by various corporate for further value addition and processing. Various crops grown are Watermelons, Musk Melons, Guava, Papaya, Marigold, Moringa, Beans & Various vegetables.

Target: The company is in the process of acquiring over 150 acres of land banks in the next couple of months.

Employment: Within a short span of less than a year, we have provided employment to over 1500 people mainly to women workforce and have achieved a turnover of more than 50 million and have made significant progress in reducing costs and improving yields across the value chain.

Advisory Services: Consultancy and retainer services for providing end to end farming solutions from Crop selection to post harvesting services and market linkage. Executing turnkey farming projects for large scale farming.

Farm 2 Business Procurement and Supply Chain

We have entered into purchase agreements with several food processing companies and with several farmers across India. We directly source the best quality produce from farmers and supply it. We have supplied over 200 Metric Tonnes of Spices such as Turmeric & Pepper.



Entrepreneurship, Innovation, Experimentation

Woman Farmer Emerges As Role Model



I want to transform agriculture so that it is seen as an enterprise. As part of my transformation from farmer to entrepreneur, I am going to process iron fortified millet and other nutritional products like safflower, sunflower etc.

About the Author

Mrs Soniya Jain, a progressive farmer from Sunel block in Jhalawar district, Rajasthan

I am Soniya Jain, a progressive farmer from Sunel block in Jhalawar district, Rajasthan. I could have easily chosen to live a settled life in Singapore. But because of my determination to transform the life of farmers and preserve the legacy of our family, I chose to stay back in Pirawa.

- I completed various online and offline training courses to adopt integrated farming, seed production, value addition, livestock rearing, contracts farming of medicinal and aromatic plants for Patanjali.
- My vision is to create a self-sustainable, community driven, economically viable and beneficial farming ecosystem in Jhalawar.

Fields of Activity

Adopted Integrated Farming System, Seed Production, Value Addition & Processing, Livestock rearing, Organic Farming, Contract Farming of Medicinal & Aromatic Plant Production (Patanjali), Participation in Agriculture Programs, etc.

Milestones Of My Journey

- As a progressive farmer from Jhalawar district, I started scientific agriculture with the inspiration and technical guidance of KVK, Jhalawar in 2016.
- Got technical information on seed production from KVK, Jhalawar. After that with the motivation of KVK scientists, I was actively involved in seed production program for Raj Seed Agency.
- Produced Soybean, Black gram, Maize, Linseed, Lentil, Chickpea, Mustard, Wheat, Coriander, etc. under seed production program.
- In 2017, I started contract farming with the Patanjali Group. Thanks to the contract farming agreement. I got good experience and produced radish and barley as medicinal crop.
- I supplied the byproducts of barley and radish to Patanjali Group for preparing Ayurvedic medicine for cancer disease.
- Apart from these I cultivated Tulsi, Isabgol, Ajwain, Kalmegh, Shatavari, Safed Muesli, etc.

Achievements

Providing improved seeds to the neighboring farmers through seed production program.

Motivating other farmers and making linkage between farmers and Patanjali Group for contract farming.

Awards/ Recognition Received

- Received award Padma on International Women's Day by ICAR

- Recognition/appreciation letter received for innovative progressive farm women as an entrepreneur from office of the Deputy Director Agriculture (Extension), Zila Parishad, Jhalawar.
- Appreciation letter received under 'Gram Swaraj Abhiyan' for innovative progressive farm women in Agriculture and Horticulture field from Department of Agriculture, Jhalawar.
- Recognized by Shri Vijay P. Mitharwal, Manager National Sourcing for important role in value supply chain and sourced onion and garlic directly from farmers to Manager National Sourcing during the Covid period.
- Appreciation letter received under for Seed Production Program from Rajasthan State Seed Corporation Limited, Jhalawar.
- Appreciation letter received for production of Kharif and Rabi onion mother bulb from National Horticultural Research and Development Foundation, Kota.
- Award received as "Dharti Putra" from Agriculture Times, Jaipur.

Impact Of My Work

- As a progressive Farm Women of Jhalawar, doing organic farming and contract farming of medicinal & aromatic crops, seed production program, I am able to have a positive impact on the farmer community and the society.

Contribution to Society

- The technological intervention by me in organic farming and contract farming of medicinal & aromatic crops are well accredited by farmers across the district.
 - I am seen as a role model, farm women leader and successful woman entrepreneur by the farming community and inspiring them to achieve high in agriculture.
 - I am regarded as an able and efficient resource person for providing training and interactions to enlighten the farming community on contract farming.
 - Apart from this, I am working for making linkages between farmers and industries for contract farming for the welfare of the farming community.
 - In my inspirational role as a successful woman farmer, I want to transform agriculture so that it is seen as an enterprise. As part of my transformation from farmer to entrepreneur, I am going to process iron fortified millet and other nutritional products like safflower, sunflower etc.
 - As a woman farmer entrepreneur, I connect with customers directly. This is our farmer to customer model.

The Successful Fish Farmer of Karnal

I am Neeraj Chaudhary. I live in Butana village in Karnal district, Haryana. I have done B.Tech (Mechanical). I have 12 years of experience in the Fisheries & Agri sector.

The major income-generating activity for me is fisheries. Productivity has increased up to 30 times during the last five years with the adoption of new techniques of fish farming.

With this new RAS technology system, we can produce fish round the year, and the size of fish is full, for which we can get a full price in the market. Also, the production increases up to 50-60 tons from just 200 ft by 40 ft area with 90% water recycling technology. So, in technique, the improvement is that we can grow expensive fishes, produce 30 times more fishes from less area with limited land resources. Automatically, profitability has increased. We can say that we should grow more fish while conserving land and water.

Currently, farmers produce 3-5 tons of low market value fish in 1 hectare of land. With this new technology, they can increase their production up to 50-60 tons and produce high market value fish. Farmers require more land and water for producing fish, and they face many climatic problems like birds, theft, floods, drought, and many more problems in open pond farming systems.

With this technology, farmers can grow 30 times more fish in closed climatic conditions, and there will be no loss due to rain, flood, theft, drought, birds, or any other loss. Whether it is 50 degrees hot outside or -20 degrees outside, farmers can grow their fish in an indoor plant very comfortably round the year with 90% recycling of water for up to 10-15 years and make huge profits with this technology.

Every day, 5-7 new farmers from all over the nation visit my place to see the facility and get training at my plant for starting their own fish farming with this new latest RAS technology so that they can earn their livelihood in a better way. In fact, students who are well-educated are encouraged and motivated towards the agriculture and fisheries sector, which is a good sign for our country.

Land requirement is not high with this technology. RAS plant can produce 50 tons of fish in just a 200ft by 40 ft building, whereas in pond farming, this figure of 50 tons will be achieved in a minimum of 15 hectares of land. Moreover, 90% of water through biological filtration process is going to recycle up to 10-15 years, and with mechanical filtration process, faecal matter and fish waste will be used as organic waste for fruits and vegetables.

So, this technology is very beneficial, and day by day, the farmers are adopting it for the betterment of the fisheries sector.

Innovations In Production

The design of the plant ensures that 90% of the water is recycled for up to 10-15 years through a biological filtration process. In this process, ammonia in the water disintegrates into nitrate and nitrite, which are less harmful to fish. Additionally, aerators are provided in each tank to maintain the dissolved oxygen (DO) level for fishes, and stocking and production increase up to 30 times.

Any fish can be grown in the system, including fresh, brackish, and sea fishes. Manpower requirements are minimal. Soil and environmental pollution are reduced because cow dung and other byproducts are not used in this technology. Additionally, chemicals

and fertilizers are not used in fish culture tanks. This technology also improves fish quality and fish health parameters, making it good for human consumption. The waste produced by fish is utilized as organic fertilizer in crops, which prevents air pollution because no foul smell or gases are produced in this technology.

In this technology, fish production is fully protected from pests and diseases because it is in controlled conditions. This technology brings about radical change in management packages and contributes to record production from land, water, or animals. It is easy to maintain a record of the stock and produce in the system because everything is clearly visible, including the per-day growth and all parameters. Therefore, it is easy to maintain all records with the new technologies implemented for fish farming.



In this technology, fish production is fully protected from pests and diseases because it is in controlled conditions.



About the Author

Mr Neeraj Chaudhary, fish farmer in Butana village, Karnal district, Haryana



Women shoulder farming in Champawat

Outreach for Development team, S M Sehgal Foundation

Champawat, an unexplored city of Uttarakhand, is a few steps from becoming a commercialized tourist site.

This township is known for its rich biodiversity and temples of high artistic value. People here have managed to balance culture while progressing with the times. The gender roles aren't entirely traditional here. The patriarchs help equally with house chores as much as women work in fields. The district has about 65 percent of forest land, but only 9 percent is agriculture-irrigated.

Champawat has much potential in agriculture, but certain limitations hinder the growth of farmers from creating a sustainable livelihood.

Challenges In The Agriculture Sector

Crop depredation by animals like wild boars is the most common problem farmers face here. Wild boars have emerged as severe vertebrate pests in India. The impact of wild boar damage is particularly pronounced in fields located near forested areas. Though many measures are available for managing wild boars and keeping them away from the crops, the measures aren't economical.

More irrigation systems, updated farming techniques, adequate utilization of fertilizers, availability of high-yielding crops, and more awareness among farmers regarding modern technology and optimal practices in the field are needed. These needs have constrained their capacity to plunge into innovative farming techniques for increased productivity and a constant source of adequate income.

Gradual Change

Kolidhek, a small village of Champawat, witnessed the start of an Agriculture Input Resource Center, of the people, for the people. Under a CSR-supported project, S M Sehgal Foundation formed a company for the farmers named Champawat Monal Farmer Producer Company (FPC).

This initiative allows the farmers associated with Sehgal Foundation, especially women, to avail of high-yielding seeds at a subsidized rate.



The concept of FPC is to nurture small and marginal farmers and provide them with the necessary skills and information to improve the farm output.

Cutting through the social communication gap, the first approach was mobilizing the farmers through community and village meetings, where the needs for the project and plausible solutions were shared. With support from the interested farmers, a Farmer Interest Group (FIG) was created, one in each village, consisting of small and marginal farmers. The group meets on the 15th every month, and people present their issues and concerns. The project is currently being run in fifty villages across the district. These regular meetings help identify the gaps in attaining a sustainable livelihood.

To manage these fifty FIGs, a Farmer Producer Company was formed, as mentioned. The primary purpose of the FPC is to create market linkages for the farmers, build the capacities of the members, and provide them with the needed support to manage the company for their further development.

Best Farming Practices for the Enterprise

A Modern Nursery was established as one of the business entities of Champawat Monal FPC. The nursery has the necessary facilities, such as a shade net, farm pond, and irrigation systems for effective plant cultivation through constructed ponds. Additionally, to support the production of high-value horticultural plants, the



nursery supplies farmers with high-quality seeds, fertilizers, and essential tools. The S M Sehgal Foundation team regularly monitors the nursery for evaluation or support.

Good quality seeds are provided to farmers to ensure that crops can withstand adverse climatic conditions, the seedlings produced are fast-growing and resistant to pest and disease incidence. Moreover, the crops have uniformity in their growth and maturity, which makes it easier for the farmers to get reasonable prices for their produce.

Women's Enterprises

A wholesome angle to establishing this FPC is that the company has 528 female shareholders, furthering the growth independently. Most women associated with the company have struggled to juggle education, work, and home, but have balanced it quite well.

Godavari Kaloni, a shareholder and beneficiary of Monal FPC, says, "I belong to Khedikot gram panchayat of the Lohaghat block. I learned about Monal FPC through one of the meetings, which



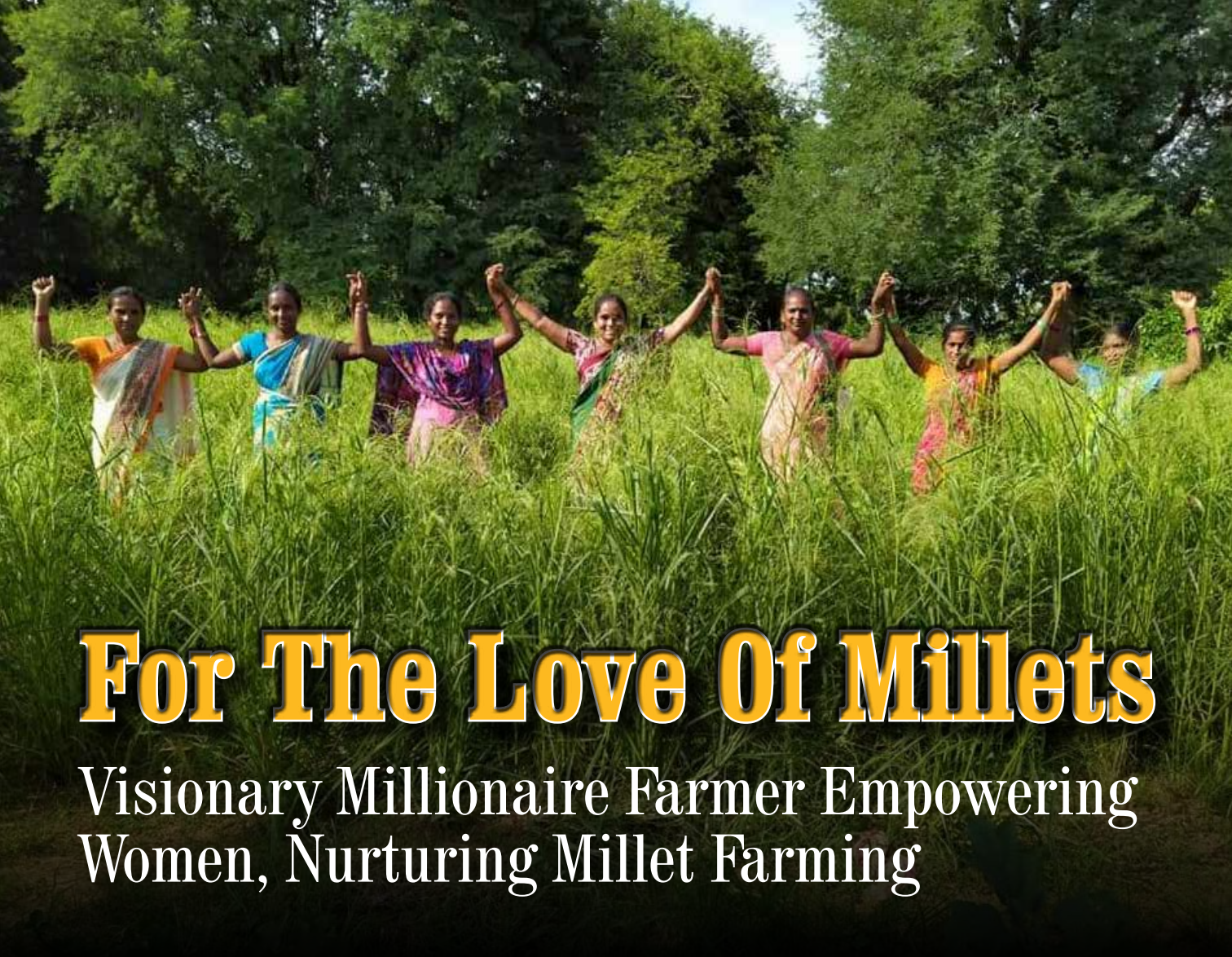
sparked my interest. Being associated with Sehgal Foundation team has been a great learning for me; earlier, I would only recognize myself as a homemaker. Today, I can travel to villages and help many farmers understand the need for different varieties of seasonal crops to meet the demands, how to prevent insect damage to the crops, the right use of fertilizers, and many other good farming practices. I want to set an example and empower more women like me."

Another shareholder, Geeta Devi, says, "Having worked on a tea farm, I understand farmers' many challenges. No doubt, there have been lots of support and assistance from Sehgal Foundation for on-the-ground implementation; but for me, a major change has been emerging into a new Geeta. Through these regular meetings, I have overcome my fear of speaking in front of a crowd; now I am participating in group meetings and spreading awareness among farmers to shift to sustainable agriculture practices."

Pushpa Chaubey works in four villages of Champawat: Kheskandi, Kolidhek, Pahu, and Phurti. She is associated with Sehgal Foundation as a vocal advocator, mobilizing the women farmers as shareholders in the formed company. Pushpa talks about the change she noticed in herself and many women like her, "I have always been proud of the fact that my husband is in the army, but the sense of freedom truly lies in oneself. My dream of becoming socially and financially independent is now a work in progress, which has been possible through this project. I am taking care of my family too. I travel around the villages, meeting farmers, listening to their challenges and how we can address the issues, but most importantly for the female farmers to come forward and speak in the group meetings and voice their opinions. The real-time impact is slow but becomes visible when the participation is mutual. Good quality seeds and water availability are solving the farming challenges. Still, the regular meetings with the farmer interest groups allow women to share their concerns and participate in decision-making. We learn as we do."

Many more hidden stories are yet to be unfolded as this project diversifies. Geeta Devi and Godavari Kaloni are not just names here; they are women putting the "e" in equality by carrying sacks of potatoes one steep hill at a time.





For The Love Of Millets

Visionary Millionaire Farmer Empowering Women, Nurturing Millet Farming

“
Saraswathi believes that true progress in agriculture can only be achieved when women are equal partners in decision-making processes

In the heart of India, where fields stretch to the horizon and the rhythm of agriculture beats with the pulse of the nation, Saraswathi stands tall as a beacon of inspiration. Recently honoured with the prestigious title of “Millionaire Farmer of India” by Krishi Jagran, Saraswathi’s journey is a testament to unwavering dedication, a commitment to sustainable farming, and two decades of tireless advocacy for female farmer rights.

Saraswathi’s love for farming is rooted in the agricultural traditions passed down through generations. Her story takes a unique turn as she chose to specialize in millet farming, a decision that would not only shape her destiny but also revolutionize the landscape of Indian agriculture.

Championing The Rights Of Female Farmers

For Saraswathi, millets are not just crops; they are a way of life and a path to sustainable farming. Embracing agroecology principles, she harmonized her farming practices with nature, prioritizing environmental conservation and biodiversity. In doing so, she became a torchbearer for the cause of sustainable agriculture in India.

What sets Saraswathi apart is not just her success as a millionaire farmer but her unwavering commitment to championing the rights of female farmers. For the last two decades, she has been at the forefront of a movement that seeks to empower women in agriculture, recognizing their vital role and contribution to the farming community.

Millet Sisters FPO

One of Saraswathi’s notable achievements is the establishment of an exclusive millet sisters Farmer Producer Organization (FPO). This initiative is not merely a business venture but a community-building endeavour that aims to uplift women in agriculture. The FPO serves as a platform for knowledge exchange, skill development, and collective empowerment.

Overcoming Challenges

Saraswathi’s journey is a saga of resilience and determination. In a predominantly male-dominated sector, she faced numerous challenges but turned each obstacle into an opportunity for growth. Her success as a millionaire farmer is not just about financial prosperity but also about breaking gender barriers and paving the way for other women to follow in her footsteps.

Beyond the fields, Saraswathi’s impact reverberates in rural communities, where she has become a symbol of hope and change. Through her advocacy work, she has raised awareness about the importance of recognizing and valuing the contributions of female farmers. Saraswathi believes that true progress in agriculture can only be achieved when women are equal partners in decision-making processes.

As a female entrepreneur, Saraswathi is not content with personal success; she envisions a future where every woman in agriculture is recognized, respected, and given equal opportunities. Her efforts extend beyond the boundaries of her own farm, reaching into the very fabric of society to weave a narrative of inclusivity and empowerment.



Inspirational Figure For Society

Krishi Jagran’s acknowledgment of Saraswathi as the Millionaire Farmer of India is a recognition not just of her financial achievements but of her holistic approach to farming and community development. Saraswathi’s story is a reminder that agriculture is not just a livelihood; it is a vehicle for positive change, sustainability, and empowerment.

Saraswathi’s journey from a millet farmer to a Millionaire Farmer of India is a story of passion, purpose, and profound impact. Through her dedication to sustainable agriculture and tireless efforts in advocating for female farmer rights, she has not only transformed her own life but has become a guiding light for a more inclusive and sustainable future in Indian agriculture.



Agribusiness

A Nutrelis Agro Food Saga

In the dynamic world of agribusiness, few figures shine as brightly as Mr Pradeep Dwivedi, a visionary leader whose journey has become synonymous with success and innovation. At the helm of Nutrelis Agro Food, Mr Dwivedi has steered the company to new heights, transforming challenges into opportunities and solidifying its position as a key player in the agricultural sector.

Early Days and Vision

Mr Dwivedi's foray into agribusiness was marked by a blend of passion and strategic acumen. His early days were characterized by a deep understanding of the agricultural landscape and a keen sense of the challenges that lay ahead. Armed with this knowledge, Mr Dwivedi articulated a vision for Nutrelis Agro Food that went beyond profit margins — a vision rooted in sustainable practices, innovation, and a commitment to the welfare of farmers.

Innovations and Sustainable Practices

One of the cornerstones of Mr Dwivedi's success at Nutrelis Agro Food has been his emphasis on innovation and sustainable agricultural practices. Under his leadership, the company has pioneered cutting-edge technologies, optimized crop yields, and reduced environmental impact. These innovations haven't only improved the company's bottom line but have also positioned Nutrelis Agro Food as a trailblazer in the industry, setting new standards for responsible agribusiness.

Market Expansion and Global Reach

Mr Dwivedi's strategic vision has driven Nutrelis Agro Food's expansion into new markets, both domestically and internationally. The company, under his guidance, has successfully navigated the complexities of global trade, establishing a strong presence in key markets. This global reach has not only increased revenue streams but has also facilitated knowledge exchange, fostering a culture of collaboration and growth.

ABOUT THE AUTHOR

Mr Pradeep Dwivedi is the CEO of Nutrelis Agro Food



Recognizing the pivotal role that farmers play in the agribusiness ecosystem, Mr Dwivedi has spearheaded initiatives aimed at empowering local communities

Community Engagement and Farmer Empowerment

Beyond the boardroom, Mr Dwivedi has been a catalyst for positive change at the grassroots level. Recognizing the pivotal role farmers play in the agribusiness ecosystem, he has spearheaded initiatives aimed at empowering local communities. Nutrelis Agro Food, under Mr Dwivedi's leadership, has implemented programs focused on skill development, education, and healthcare, thereby creating a symbiotic relationship between the company and the communities it serves.

Overcoming Challenges

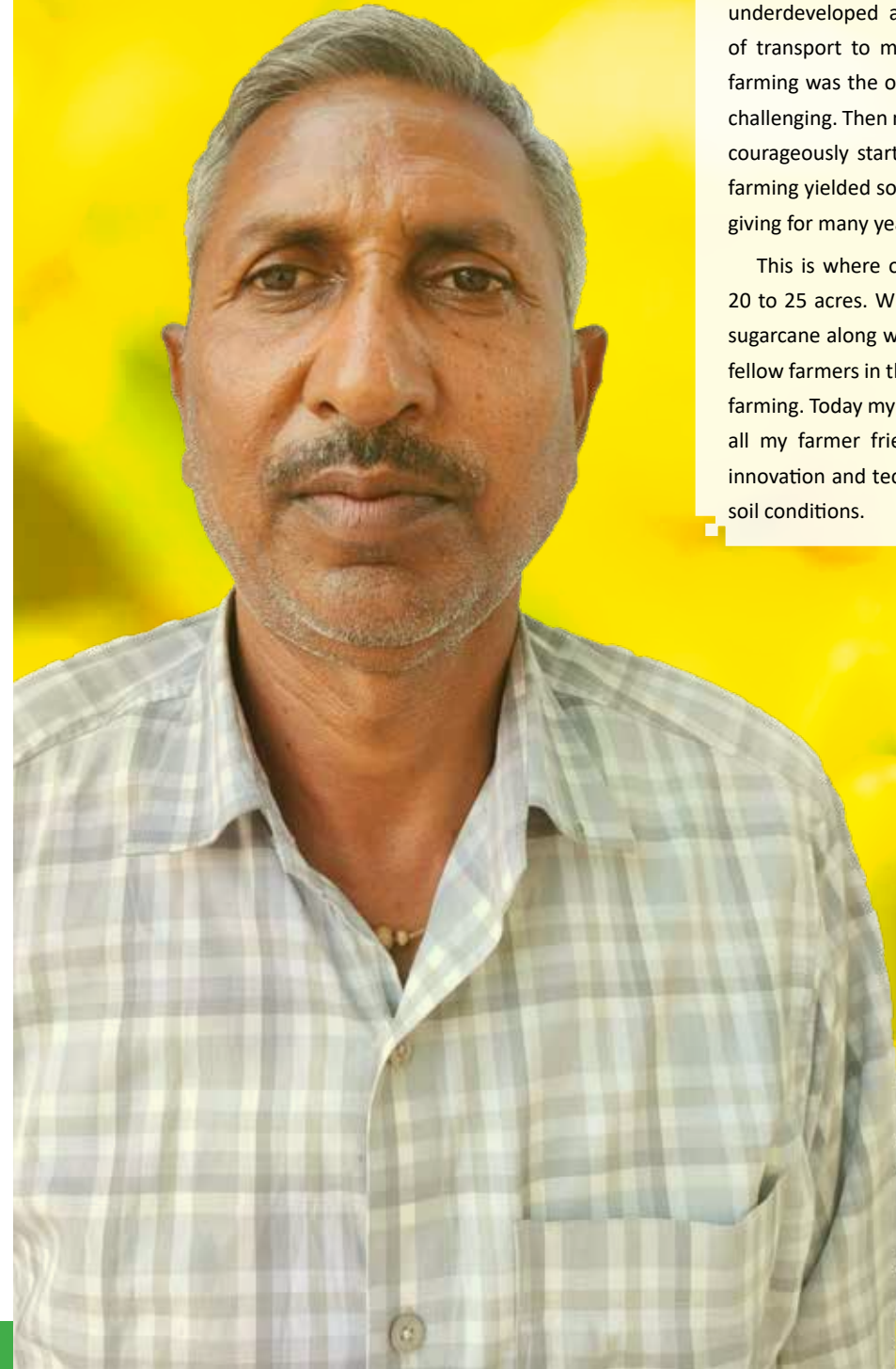
No success story is complete without acknowledging the challenges overcome along the way. Mr Dwivedi's leadership during periods of economic uncertainty, market fluctuations, and unforeseen obstacles has been instrumental in Nutrelis Agro Food's resilience and continued success. His ability to navigate adversity with poise and foresight has earned him respect within the industry.

Commitment To Public Welfare

Mr Pradeep Dwivedi's journey with Nutrelis Agro Food is not just a success story; it's a testament to the transformative power of visionary leadership in agribusiness. Through innovation, sustainability, and a commitment to community welfare, Mr Dwivedi has carved a legacy that extends beyond the balance sheet. As Nutrelis Agro Food continues to thrive under his stewardship, the story of Mr Pradeep Dwivedi stands as an inspiration for aspiring agribusiness leaders and a beacon of hope for the future of sustainable agriculture.

Banana Farming

In Behraich



I am Anil Kumar Singh from district Behraich, Uttar Pradesh. Till a few years back, Behraich was considered backward and underdeveloped as it is surrounded by rivers. The only means of transport to my village Fakharpur was by a boat. Traditional farming was the only way of livelihood. Life was very difficult and challenging. Then my father's friend suggested banana farming. We courageously started banana farming in one acre. That one acre farming yielded so much profit that even our 10 acre farm was not giving for many years.

This is where our success story started. Today I do farming in 20 to 25 acres. With the help of modern technologies, I cultivate sugarcane along with bananas. I also try my best to encourage my fellow farmers in the area to adopt new technologies for successful farming. Today my annual turnover is more than one crore. I advise all my farmer friends to improve their livelihoods by adopting innovation and technology in their farming as per the climate and soil conditions.



Ensuring Farmer Prosperity Through Cow-Based Traditional Farming



Mr Surendra Awana engages in a range of activities including cow rearing, dairy fish farming, duck rearing, camel rearing, horse rearing, goat rearing, sheep rearing, poultry farming, etc.

Mr Surendra Awana is a progressive farmer from Bherana village in Gram Panchayat Bichun, Rajasthan. He has been involved in natural agriculture, animal husbandry, gardening, medicine, forestry, nursery work, and has also been making pots, lamps, and wood paint from cow dung for the last 40 years.

Mr Awana has the experience of producing 24 types of multi-year-old organic fertilizers and pesticides from cow urine, including cow rearing, dairy fish farming, duck rearing, camel rearing, horse rearing, goat rearing, sheep rearing, poultry farming, etc. Mr Awana has been awarded by several institutions for his contributions to the field of agriculture. Some of the awards he has received include:

- Fellow Farmer Award 2023 by Indian Agricultural Research Institute (IARI)
- Jagjivan Ram Abhinav Kiss Award by the Indian Council of Agricultural Research
- Jagjivan Ram Innovative Farmer Award 2021 by the Ministry of Fisheries, Animal Husbandry and Dairying, Government of India
- National Gopal Ratna Award 2021 by the Indian Agricultural Research Institute
- Nanavonmesh Krishak Award 2021 by the Indian Council of



Agricultural Research

- National Haldar Organic Award 2019
- Farmer Promotion Award 2021 by Central Sheep and Wool Research Institute
- Progressive Farmer Award 2020 and 2022 by Indian Grassland and Char Research Institute Jhansi
- Appreciation Certificate for Breed Improvement by National Bureau of Animal Genetic Resources Karnal 2020
- State Level Animal Husbandry First Award 2023
- Honoured in 2019 by the Governor of Rajasthan for excellent work in the field of cow-based and integrated agriculture
- State Level First Award by the Chief Minister for the year 2018-19 under the Atma Scheme of the Agriculture Department
- First Award for Organic Farming by the Government of Rajasthan

Multi-Dimensional Activities

Mr Awana started dairy farming with just 2 cows and now has around 195 cows. He practices pisciculture, organic farming, and prepares numerous cow dung-based products. He enhances the fertility of the soil with fertilizers made of cow dung and urine.

Mr Awana studied in college in the Arts Faculty but when he got passionate about farming, he took up agriculture and earned name in the country and abroad. Mr Awana was born to Shri Shaitan Singh Awana in 1962.

For the last 40 years, Mr Awana has been involved in natural agriculture, animal husbandry, gardening, medicine, forestry, nursery work, and has also been making pots, lamps, and wood paint from cow dung.

Since July 1, 2010, Mr Surendra Awana has been planting a sapling every day and taking care of a total of 1,112,000 trees. Every year, he saves 3 crore 65 lakh liters of rainwater in 5 large ponds, irrigates 20 hectares of land, and produces multi-year-old trees.

Innovative Approach

Due to the use of sex-sorted marginal work of BAIF and ABS on the farm, 140 calves of advanced breed have been born, and 90 Gir cows are pregnant. Mr Awana prepares organic fodder by sowing Azolla, Drumstick, Aloe Vera, Cactus, Neem, Acacia, Pilkan, Mulberry, Khejri, Thar Shobha, Khejri Jhijhwa, Dhencha, Hazelusan, Pakdu, Guinea Grass, Cane Australia, Ruchika, Butter Grass. He also owns a Village Farmer Producer Company.

As the Founder Director of Jaipur Desi Gopalak Samiti, Mr Awana has ensured economic benefits for farmers by selling organic fruits, vegetables, and milk products in the market through the FPO. Under his leadership, the farmers are working in coordination with National Camel Research Centre and an MOU has been signed for processing camel milk. CSWRI has taken sheep of Avishan species from Avika Nagar, improved the breed, and signed an MoU for its technology. This initiative will also help the dairy farmers of the region.



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