

# GREEN AGRI-ENTREPRENEURSHIP BUSINESS FOLLOWED BY THE AGRI- GRADUATES IN TAMIL NADU

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## Abstract

Green agri-entrepreneurship business defined as the business carried by the agri-graduates without harming to the environment, non-polluting, greening the environment and income generation through self-employment. The training to the agri-graduates is given through Agri Clinic and Agri Business Centre, government training centers, NGOs, voluntary organizations, universities, colleges, etc. This agri-entrepreneurship business sponsored by the NABARD. The banks provide subsidy cum loan to the agri-graduates through nationalized and private banks. They provide free training with TA and DA to the participants. Totally three months training is organized by the above institutions. During training period, individual trainees prepare the project proposal and submit at the end of the training period. The sponsored banks such as nationalized and private banks, after through verification sanctioned loan to the beneficiaries. The project cost from Rs.1 lakh to 20 lakhs for the individual project and group project Rs.20 lakhs to 1 crore. The project sponsor needs collateral security from individual or group owned land for starting the business. This paper highlighted different green agri-entrepreneurship business of the agri-graduates and their success stories in Tamilnadu.

**Key words:** Agri-entrepreneurship, agricultural development, self-employment, etc.

## 1. Introduction

Agri Clinic and Agri Business Centre is the pioneer one hosted at National Institute of Agricultural Extension Management, Hyderabad. It has trained 53329 agri-graduates of which 23000 started their own agri-business. Green agri-entrepreneurship refers to the business carried by the agri-graduates without harming to the environment, non-polluting, greening the environment and income generation through self-employment. Totally three months free residential training program is offered to agri-entrepreneurs. The salient features are: no age bar, aspirants of agriculture and allied sciences graduates & diploma holders can apply, credit support, NABARD subsidy of 36 per cent for general and 44 per cent for women and SC/ST. The curriculum for the trainees is practical sessions on agriculture and allied businesses, entrepreneurial, marketing, account and finances, field and industrial visits, detailed project report preparation, exposure visits to innovations at national agri-technology institutions, sessions on information and communication technology, personality development, etc. This paper highlighted green agri-entrepreneurship of the agri-graduates and their success stories in Tamilnadu.

## 2. Green Agri-Business Ventures of the Agri-Graduates

1. Extension and consultancy services.
2. Soil and water quality cum inputs testing laboratories.
3. Crop protection services, including pest surveillance, diagnostic and control services.
4. Micro-propagation including plant tissue culture labs and hardening units.
5. Production, maintenance and custom hiring of agricultural implements and machinery including micro irrigation systems.
6. Seed production and processing units.
7. Vermiculture units.
8. Production of bio-fertilizers, bio-pesticides and other bio-control agents.
9. Bee-keeping and honey & bee products processing units.
10. Agricultural insurance services.
11. Agri-tourism.
12. Agri journalism, film production, farm publications and exhibitions.
13. Poultry and fishery hatcheries.
14. Livestock health cover, veterinary dispensaries & services.
15. Information technology kiosks.
16. Feed production, marketing and testing units.
17. Value addition centres.
18. Cool chain including cold storage units.
19. Post harvest management centres for sorting, grading, standardization, storage and packaging.
20. Metallic and non-metallic storage structures.
21. Horticulture clinic, nursery, landscaping, floriculture and sericulture.
22. Vegetable production and marketing.
23. Retail marketing outlets for processed agri-products.
24. Production and marketing of farm inputs and outputs
25. Contract farming.
26. Crop production and demonstration.
27. Mushroom production.
28. Production, processing and marketing of medicinal and aromatic plants.
29. Production units like dairy, poultry, piggery, fisheries, sheep rearing, and goat rearing.

### 3. Green Agri-Entrepreneurship in India

The progress of green agri-entrepreneurship in India for the period from 01-04-2002 to 29-10-2018 is given in Table 1.

**TABLE 1**  
**Progress of Green Agri-Entrepreneurship in India from**  
**01-04-2002 to 29-10-2018**

S.No	States	No. of Candidates Trained	No. of Green Agri-ventures Established
1	Uttar Pradesh	13303	6419
2	Maharashtra	14492	7094
3	<b>Tamil Nadu *</b>	<b>6835</b>	<b>3523</b>
4	Karnataka	3805	1560
5	Rajasthan	3237	1214
6	Madhya Pradesh	2732	1205
7	Gujarat	1785	682
8	Jammu and Kashmir	1456	191
9	Telangana	1385	407
10	West Bengal	1120	296

Source: Manage, 2018

From Table 1, it is inferred that Tamilnadu placed the third position in progress of green agri-entrepreneurship. The first place is Uttar Pradesh, followed by Maharashtra. In Tamilnadu, the agri-graduates more interested in doing self-employment through green agri-entrepreneurship.

### 4. Success Stories of Green Agri-Entrepreneurship in Tamilnadu

**B&B Organics Opens Sale Counter in Amazon.com:** Free home delivery is a catchy slogan on the home page of B&B Organics website. B&B Organics is an online organic store started in Trichy with an investment of Rs.30 lakhs, and later expanded to Coimbatore and Bangalore. Since the organic food market is highly unorganized and non-branded, it is still challenging in India to buy a pure organic product. Since children and women are highly vulnerable to the effects of chemically grown food and adulteration, eating organic food has become important nowadays. There is a myth that organic food is expensive but actually it is not. After training in Agri-Clinics and Agri-Business Centres Scheme, Mr. Balaji worked as a farm consultant during the years 2014-2015 and during that period, a doctor from Trichy requested him to supply organic foods. After the doctor started switching to organic foods, he requested Mr. Balaji to deliver organic foods to his friends as well. This is how B&B organics came into existence. His current turnover is Rs. 91 crore per annum with the supply of five tons of groceries per month.

**Goat:** P.V. Goat Farm is the successful creation of Mrs. A. Ahila Ravi, a Microbiologist. The farm established in 2010, is situated in Erulapatty village of Namakkal district of Tamilnadu. The firm has moved on day by day in its modernization and technological expertise. Mrs. Ahila says, “since childhood I have been involved in goat rearing. The popularity of goat is high, but supply of goat doesn’t meet the market demand. Goats have been the alternate source of earning of many small rural families; the meat, milk and manure from goat are invaluable, but goat farming in India has been practiced using traditional and conventional methods since centuries. This was the crux of my thought to start goat farming in a modern way.” In the year 2010, Mrs. Ahila attended the 60 days residential training course under the AC&ABC scheme, at the Centre for Alternate Rural Employment (CARE), Namakkal. During training she visited many established agri-ventures running dairy farms, poultry farms, pig farms, fish farms, etc. and obtained expertise in technical know-how in animal husbandry management. Intending to establish her own agri-venture, she prepared a detailed project report of Rs. 15 lakh, out of which, Rs. 5 lakh was her own capital investment. For the remaining Rs.10 lakh, she applied for a loan at Indian Overseas Bank, Namakkal branch. Within two months, the loan of Rs. 9.75 lakh got sanctioned and NABARD offered her a subsidy of 44 per cent.

**Bowl of paddy:** Mr. V. Soundararajan from Thuvakudi, Tamilnadu, has worked as a middle-to-high level seed technologist in the seeds sector in different states of India at various times. During his tenure, when he heard about the Agri-Clinics and Agri-Business Centers Scheme and its benefits, without delay, he joined the two-month residential training program at Madurai. The area surrounding Thuvakudi comprises of around 40000 ha of wetland and around 9000 ha of garden land, which will be huge advantage for running an agri-clinic and agri-business service centre. He has started business at Thuvakudi to utilize his experience in seeds sector.

**Organic poultry feed supplements keep birds healthy:** Dr. L. A. Benhur, a veterinary graduate from Maraimalai Nagar, Tamil Nadu, joined as Poultry Executive in a company called Hoechst after completing B.V.Sc. degree and then moved to Kemin Nutritional Technologies Private Limited as a manager. He learned marketing from these companies. Then he started his own business in a small way. However, he had very little money in hand and wanted to take loan from his friend. During this period he joined the Agri -Clinics and Agri-Business Centers Scheme at Care, Namakkal. He knew that the scheme had provision for a loan of Rs. 20 lakh for a startup. He started the Nutricon, which is an emerging bioscience company managed by a team of proficient experts and highly qualified scientists with rich knowledge and diversified experience.

**Money mushrooming indoors:** Mr. K. Vinoth, a resident of Kottikuppam village, Tamilnadu, was engaged in traditional farming but a few years ago he decided to start an agri-business. He was very clear in his mind to become an entrepreneur and to start his own business. Having learnt about the Agri-Clinics and Agri-Business Centres scheme, with enthusiasm to learn more, Mr. Vinoth joined the two-month residential training program at Biofarm, Tamilnadu. Soon after completion of training, Mr.

Vinoth started a mushroom unit in a 500 sq m room. As the availability of compost could be a major problem, Mr. Vinoth set up a small mushroom compost plant in premises of his house. The compost is prepared on different levels of the unit for three weeks, then filled into bags and kept at an average temperature of 21-25 degrees C for 15–20 days until the growth of mycelium reaches the maximum. The production of mushroom from around 100 bags, covering an area of 500 sq m netted him Rs. 100000 within a span of six months, whereas earlier he was earning Rs. 80000 annually through traditional farming.

**Vet Care:** Dr. S. Sujitha, resident of Kallakurichi, Tamilnadu, is a veterinarian by occupation, who took the first leap of her journey as an agripreneur by opening a veterinary clinic. Backed by her expertise in the field of veterinary science, she started conducting minor surgeries on cows, goats, sheep, etc. and offered consultancy services as well. Dr. Sujitha underwent training at the Agri-Clinics and Agri-Business Centres Scheme at Health Educational Awareness for Lackluster Rural People Charitable Trust, Erode, Tamil Nadu, with an intention to acquire entrepreneurial skills for dairy extension and self-employment. Soon after training, Dr. Sujitha opened a veterinary clinic ‘Vet Care’ at her village with an objective to provide vet advisory and laboratory services covering all practices i.e. selection of milch breed, animal health management, feed and fodder management, timely vaccination and de-worming, conservation of indigenous local breeds, etc. for sustainable dairy. Dr. Sujitha, never forget to urge the dairy farmers to conserve the Kangayam cow which is the famous breed of the area. Dr. Sujitha, restrains the farmers from crossing the ‘Kangayam’ cow with cross-bred animals. Presently, Dr. Sujitha operates her clinic with an annual turnover of Rs. 5 lakh, with a monthly earning of about 25-30 thousand rupees. The clinic makes Rs. 6000 to. 8000 per month from minor surgeries, vaccination and consultancy services.

## 5. Conclusion

Agri Clinic and Agri Business Centre have trained 53329 agri-graduates of which 23000 started their own agri-business. Totally three months free residential training program is offered to agri-entrepreneurs. Tamilnadu placed the third position in progress of green agri-entrepreneurship. The first place is Uttar Pradesh, followed by Maharashtra.

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