



# ISAP

## NEWS LETTER

### Indian Society of Agribusiness Professionals

VOL.1 • ISSUE-1 FEBRUARY 2003 MONTHLY

\* For Private Circulation Only


## Editorial...

Dear ISAPians,

*On December 14, 2002, when the core group met in Delhi, it was suggested that ISAP should have its newsletter. In this newsletter, we are looking forward to bringing you news, views, personal experiences and useful advice. Your contributions are welcome!*

*ISAP has been selected by Digital Partners, USA as one of the Most Promising Social Enterprises for their 2002 Award. ISAP has also received funding for its activities from a large financial institution in India and currently has over 2000 members all over India and abroad. Mr. Sunil Khairnar, our Executive Director was awarded the Ashoka Foundation, Washington, fellowship for Social Entrepreneurship.*

*The greatest need is to increase the tempo of the good work being done, to build an organisation that is robust, lasting and self-sustaining.*

*Dr. K.K. Upadhyay,  
Chief Operating Officer.* 

## Co-ordinating information flows-ISAP Meeting

The ISAP Core Group met in New Delhi on December 14, 2002. The ensuing presentations and lively discussions on the agri sector brought forth some valuable suggestions on furthering the role of ISAP, sustainable development, improving co-ordination and information flows and protecting the interests of farmers.

The meeting began with a presentation by Mr. Sunil Khairnar (Executive Director). He detailed the present situation of the agricultural sector and outlined the problems, issues and challenges it faces. He clarified the role and scope for ISAP in sustainable growth and development of Indian agriculture.

The chapter coordinators presented the problems that the agriculture sector faced in their respective geographical areas. Mr. Siddhartha, chapter coordinator (Orissa), highlighted the loopholes in the training system under the agri-business clinic programme, which is promoted and supported by the Central government. He also highlighted the problem of politicisation of developmental activities in Orissa and suggested that this be given wide publicity in the vernacular media. This would encourage more people to become members of the Society. He cautioned ISAP against politicisation, especially as it gained strength and experience.

Dr J. P. Mittal (senior scientist from ICAR) briefed the participants about dynamics of research in ICAR and gave useful suggestions. He was all praise for the work being done by ISAP and said chapter coordinators should study the agricultural problems in their respective area and contact ICAR so that these could be studied and amicable solutions arrived at. He informed the participants about the successful implementation of ATMA, and SREP and stressed that these be replicated in other areas also.

Dr. Mittal also felt that ISAP should tap the ICAR scientific fraternity, which is nearly 30,000-strong, to help achieve its objectives. He also urged ISAP to cash in on the database of research papers of Michigan University. He



assured ISAP of his support in all its endeavours.

Mr. K. M. Reddy, a member of ISAP, highlighted the problems of the farming community in the Rayalseema region of Andhra Pradesh. He said the deficit monsoon and market infirmities with respect to silk and other commodities were responsible for their poor conditions. In fact, it was because of this that many farmers had committed suicides, he added. Mr Reddy also detailed the agro-conditions in Malda district where he had worked with an agri-input company. He pointed out the failure of agri-companies in delivering results of soil analysis, which they had committed to do so. Detailing the problems he faced in promoting bio-pesticides, Mr. Reddy asserted that greater interaction with farmers could change their approach towards such pesticides and promote their use.

Mr Viren Seth, chapter coordinator, Gujarat, focused on practical problems and stressed on developing and popularising farmer friendly techniques and alternative cropping patterns. Emphasising the role of sustainable agriculture, he said it could be the harbinger of the future. He assured his full co-operation in promoting ISAP in Gujarat, adding that he would launch a membership drive in three forthcoming agricultural melas in the state. He also felt that some awards and recognition should be given to personalities for their achievement and contribution for the benefit of farm sector in particular and rural development in general.

Mr. Sudharshan Pandey and Mr. Sudhanshu from Bundelkhand detailed the failure of market fundamentals with respect to many commodities like ground nut, garlic, potato, mahua, neem, ber, etc. grown in the Bundelkhand region. They were hopeful that ISAP would help create a market for such produce. Highlighting the irrigation problems of the region, they said this was particularly acute for farmers living at the end of the canal system. Besides, the water table had declined to below 800 feet and this was matter of great concern. Assuring full support for the pro-farmer programmes of ISAP, they said they would mobilise membership for the Society among co-operatives and other farmer organisations. In this regard, they said it was important that ISAP should ensure participation of Panchayati Raj Institutions in its activities. Also, ISAP must involve noted personalities like Anna Hazare and Sundarlal Bahuguna in its future activities to make it more popular and productive.

Dr. D.K. Gupta, chapter coordinator, Shivpuri, laid more stress on marketing the ISAP concept. He wanted ISAP to commercialise its philosophy by identifying markets for commodity trade, linking the seller and buyer through ISAP. Also, ISAP should identify

appropriate target groups like metros, mandis and universities to mobilise membership and it must acknowledge all subscriptions on a priority basis. Mr. Gupta said ISAP should also arrange or facilitate krishi melas to assist farmers in technology dissemination and provide market (input and output) information and other associated information. He felt that krishi melas should be self-financed and should have a local colour, with some space for entertainment and lodging and boarding for farmers. Also, experts must be invited to such melas for delivering lectures about the latest trends, technology, etc.

Mr. Gupta said ISAP should come out with a newsletter, which should also be in the vernacular languages, detailing ISAP's activities and achievements. In an effort to ensure regular appraisal, he felt that the ISAP should meet on a quarterly basis. Also, ISAP should have a calendar of events to enable more systematic planning of its activities. His suggestion received support from Mr. Sudhanshu and Mr. Pandey. Mr Gupta also committed himself to enlarging the ISAP network in Madhya Pradesh.

Ms. Arunima Goswami, chapter coordinator, Kolkata, regretted the poor technology information flow in West Bengal and highlighted the complete failure of the extension network in the state. She said that since she enjoyed a good rapport with the Doordarshan authorities in the state, she could enable ISAP to promote farmer programmes through it. She also stressed on the need to explore business opportunities with respect to marine, floriculture, medicinal plants, maize, etc. On improving the membership of ISAP, she said this could be done through advertisements in the local media, by publishing a monthly bulletin, publicising the names and addresses of local chapter coordinators and promoting greater contact with cooperatives, NGOs and agri universities in the state. She also requested Mr Khairnar to promote greater internet usage among ISAP chapter coordinators. Ms Goswami also wanted ISAP to attach a feedback note in its subscription form to ensure more co-ordination and enable ISAP to respond more effectively to the issues raised.

Mr. Ravi Kelkar, chapter coordinator, Bhopal, emphasised the importance of sustainable agriculture and highlighted the problems of technology transfer at the village level. He endorsed the views of Mr Gupta on arranging krishi melas in association with university, governments, NGOs and private companies.

In his presentation, Mr Sudharshan Suryavanshi gave suggestions on the functioning of ISAP while Dr. K.K.Upadhyay proposed the vote of thanks.



## Time to Prioritise ICT in Agriculture

Congratulations to Mr. Sunil Khairnar for starting a discussion on ICT and agriculture. I believe its focus will be on issues of ICT use in agriculture and will extend to agricultural research, innovation and development in the context of South Asia.

The issue of ICT use and agriculture in South Asia has not received the attention it should have. This region's national economies to a large extent still depend on agriculture. A majority of their population lives in rural areas and all of them are dependent in some way or the other on agricultural production. Agriculture in these countries has dramatically changed in the last 30 years, showing that there are huge capacities not only to innovate, but also to effectively absorb new technologies.

In my opinion, we must consider ICT use and agriculture in several threads.

The first is its on-farm use in automating operations. For example, linking drip irrigation technology to information technology, through the use of networks of cheap electronic sensors for water, nutrients and microenvironment management. This will enable conservation of scarce and costly natural resources. However, this will require crop models, diagnostic systems and decision support systems, which our research systems must provide.

There are many who may question why "poor" farmers need such "advanced" technology or can they afford it? My opinion is that if they have to sustain their livelihoods, they will have to be able to produce as efficiently as farmers in other parts of the world do. It is here that technology plays an important role. The issue is not about their need for technology, instead it is about how to provide resources and support to these "poor" farmers so that they can access and use such technology? The answer lies with our scientists and technologists they ensure availability of low-cost electronic sensors and micro-networks, and back these up with credible crop models, diagnostic systems and decision support systems. On its part, our government must provide the farmers with adequate financial support, ensure access and efficient use of

such technologies, and ensure a reliable market for their produce. Thus, a concerted effort is needed through policy support, capacity building and infrastructure support to enable farmers and agriculture to use the new technology.

This leads me to another thread - IT and agricultural research.

As a student of IT research in agriculture, I see the danger of India being left behind other Asian countries, such as China, South Korea and even Thailand. It is a matter of concern that the sub-continent and India, in particular, is usually peripheral in demonstrating its capacity in IT research in agriculture at international seminars and conferences. Also, very little research in this area is reported in publications. Within India, such seminars and conferences are few and far in between. At one level, this is a barometer of how seriously India takes progress in one of the two technologies that are universally accepted as being prime movers of developments in agriculture (the other technology is biotechnology). This is not to say that IT-related research for agriculture is not being done. Instead, it shows that the organisations involved are not well connected to generate output that is visible and can have an impact on agriculture at the pace it should be.

If India does not claim its place now, it will loose out on the growing international trade in agricultural technology, as also open itself to foreign competition.

The Indian public sector agricultural research establishment, which should have taken the lead in this context, has done very little to establish strategies on how it wishes to use IT for development of agriculture. It primarily considers IT as an "agricultural engineering" issue and not a technology whose use has far-reaching consequences on all its present research disciplines, including biotechnology, its education and extension activities, and even its own organisation.

There are trends that indicate that with the use of ICT, the public sector agricultural research system may lose its lead as a source of agriculture related information and technology, and become just one of the many players involved in farm research, innovation and development. Such a shift has serious repercussions on its funding and its relevance to agriculture.





The third thread is about how ICT use can enable the farmer/ agricultural entrepreneur to connect within and outside the local community to articulate her/his needs and negotiate actions to fulfil them. Here, the community will have to build its own data and information bases, analyse and use these to define its desirable vision, strategise these to articulate its needs and negotiate with other communities and the government for action. For example, to be able to use the water and other natural resources in a watershed equitably, benefiting all community members, including those who do not own land, a lot of information is needed and has to be used collectively. This requires significant learning within the community in not only being able to use the technology but also to build partnerships, trust and competence in using the information.

Most discussions on ICT use in developing countries revolve around the issues of connectivity, content and capacity of users. I feel that the issue of connectivity is a matter of government and public will and availability of financial resources and time, and not of technology. There exists technology that can connect the entire world at relatively low cost and rapidly if it wishes to. A shift in thinking about telecommunications only as a revenue generator to one as being essential for improving the quality of life can bring about a spectacular change in rural connectivity.

Also, generating content in a top-down manner without involving the users cannot solve this issue. Therefore, efforts must be towards enabling users to articulate their information needs and enable them to access, create, use and disseminate information. Currently, most sources of information for farmers accessible through ICT are developed using the top-down approach, doing little to enable capacity and competence of the user communities to satisfy their own information needs and manage their own information.

We must, therefore, shift from discussions on infrastructure issues to operationalising ICT use in agriculture in the Asian sub-continent in this discussion list, enabling new institutions to mediate the emergence of information systems that use ICT effectively for agricultural innovation and development.

Ajit Maru

## वृक्ष लगाओ, जीवन बचाओ

### हमने क्या किया-

1. ईंधन के लिये लकड़ी काटते गये ॥ वृक्षारोपण अत्यन्त अल्प॥
2. इमारती लकड़ी के लिये वृक्ष काटते गये ॥ वृक्षारोपण अत्यन्त अल्प॥
3. कृषि कार्य के लिये अपनी भूमि के हर ईंच से फसल लेने की लालच में वृक्ष काटते गये ॥ वृक्षारोपण अत्यन्त अल्प॥
4. कार्बोनेट के जंगल शहर खड़े किये, इसके लिये वृक्ष काटते गये ॥ वृक्षारोपण अत्यन्त अल्प॥
5. स्वतन्त्रता प्राप्ति के बाद बड़े निर्माण कार्य जैसे बांध, बड़े जलशायों, सड़क निर्माण में जंगलों को काटते गये ॥ वृक्षारोपण अत्यन्त अल्प॥



### परिणाम-

1. वर्षा का वितरण असंतुलित हो गया है ।
2. वायुमण्डलीय औसत तापक्रम बढ़ता जा रहा है ।
3. भूमि का कटाव बढ़ता जा रहा है ।
4. भूमि में जल का रिसाव दर कम हो गया है ।
5. खेतों में तीव्र आधी तूफान से फसल आड़ी पड़ने की घटना बढ़ती जा रही है
6. खेतों में मित्र पक्षियों की संख्या कम हो गयी है ।

### हमें क्या करना है -

- ❖ अगर हमें उपरोक्त गंभीर परिणामों से बचना है तो हमें वृक्षारोपण को नैतिक जवाबदेही के रूप में लेना होगा । प्रत्येक कृषक अपने खेत के क्षेत्रफल के अनुसार वृक्षारोपण करें । बड़े किसान अधिक वृक्षारोपण करें ।
- ❖ वृक्षों का चयन क्षेत्र की कृषि जलवायु के आधार पर करें ।
- ❖ कुछ सामान्य वृक्ष जैसे : आम, नीम, अमरुद, करंज, सीताफल इत्यादी का चयन करें ।
- ❖ यदि हम इस उक्ति मालव भूमि खड़ी महान, डग डग रोटी, पग पग नीर को सार्थक करना है ।
- ❖ मालवा को जीवन्त रखना है तो आइये संकल्प करें कि मैं कम से कम पांच वृक्ष लगाऊंगा ।
- ❖ सक्षम व्यक्ति इस पत्र की फोटोकॉपी कराकर बांटें ।

धन्यवाद ।

विनीत

आभिनव, कृषि मानव संसाधन विकास संगठन

75 रोड विरूपति कोलोनी इन्दौर-1 फोन-0731 493613



# 'Learning' by Farmers

Dear Colleagues,

Giridhar (see below) has raised a very important issue about 'learning' by farmers. Is it that farmers do not want to learn new techniques, use new technology, build new skills and gain new knowledge? Or, is it that the communication between those who promote new ideas, methods and products and the farmer is inadequate and/or inappropriate?

I think it is primarily an issue of communication and not one of farmers not wanting to learn. If farmers did not want to learn India would still be facing critical food shortages and be a 'ship-to-mouth' country.

We built our extension system on the top-down, Research->Extension->Farmer information dissemination model. In other words, we built a system in which farmers were only 'beneficiaries' of ideas developed by researchers, who knew everything and the farmers knew nothing. When such inequalities in relationships exist and where there isn't equal participation, one partner will certainly 'doze off', as Giridhar rightly mentions.

What we need is an information model in which the entire community of innovators (those who develop the information, products, skills, etc., and who are not necessarily scientists), information and knowledge intermediaries (such as Giridhar), and the users (farmers, traders and consumers) participates and learns together. For example, this discussion list is such a community where one can share information and knowledge through e-mail, ICT and agriculture. I believe that such "common" information spaces exist in our villages, talukas and districts, as also within and across economic, development and commodity specific sectors. The information from these spaces can be used to:

- enable desirable visions and articulation of needs of the community, for example, information on how best to control the Pigeon Pea Borer and how this will bring better income;
- negotiation of action, should the community spray pesticides or practice integrated pest management.

As you will realise, these two activities bring an appropriate, negotiated solution that will be sustainable because it is at the same level (not top-down) for everyone concerned. The community, made up of multiple stakeholders, should learn as a whole so that the negotiation for action can be at the same horizon. This learning will be experiential and in multiple cycles.

What we also need to discuss in this forum is how we will support the growth of such information spaces, where we will use ICT and what policies are needed so that the needs of the communities are met.

We must realise that as such communities will be very dispersed physically (I am writing this from The Netherlands) and in time, it is here that ICT will become very useful.

Warm regards,

Ajit Maru  
Research Officer (Information)  
International Service for National Agricultural Research  
Laan Van Nieuw Oost Indie 133  
2593 BM, The Hague  
E-Mail: [a.maru@cgiar.org](mailto:a.maru@cgiar.org); [a.maru@planet.nl](mailto:a.maru@planet.nl)

From: "Giridhar Pai" <[gcilbr@vsnl.com](mailto:gcilbr@vsnl.com)>

Subject: Media for Farm Extension - Which and how?

Dear Group Members:

I am heading our company's Field Extension and Education Unit, connected to its Bio-control Research Division, where we conduct research and produce and supply bio-control agents. Our key products are live insects, NPVs and Trichoderma.

We have found in our interaction with farmers the following issues pertaining to communication and education.

Although all/most farmers visiting our stalls in various exhibitions show interest in collecting our product pamphlets and brochures, we have never really received queries as a result of such distribution of our literature. One of our associates says that nobody reads product literature on farming and related subjects as such literature is mostly in English and is quite technical. It is not clear which audience are the companies making and selling crop protection products seeking to cater to through such literature. If it is the English speaking and in research and academic circles, then such product literature is likely to be of no use to them because they are not actual users of such products!

Even farmers' education events harp on the theory of plant protection. Farmers attending such programmes appear to have little interest and do not satisfactorily register the information being communicated and conveyed.

In one region of Karnataka - Gulbarga, I heard on radio some excellent information on protection of the Pigeon Pea Crop from the Pigeon Pea Pod Borer. The AIR station there had done a wonderful job of conducting a programme on organic farming and was promoting the use of neem as one of the components of IPM in pigeon pea. Also, during the Pigeon Pea cropping season, it was beaming very useful and simplified information on protecting the crop from the Pigeon Pea Pod Borer. All this, however, seemed to be a waste, given that most, if not all, farmers in the Gulbarga area practised incorrect methods and timing of pesticide application.

I have also viewed some excellent programmes on agriculture and farming on television, made by both DD and several local channels. The timing of such programmes, the use of visuals and the simplified form of the information available all indicate that farmers will benefit. However, field experience indicates that farmers make little use of such information on plant protection that they can avail of from different media.

How do we go about evolving an effective information and communication technology to deal with illiterate and perhaps not-too-keen to learn farmers? I know this is a tall order, but successful examples will be greatly appreciated.

Thanks and regards,

Giridhar Pai  
GM - Field Extension & Education Unit  
Division: Biocontrol Research Laboratories  
Pest Control (India) Private Limited,  
Bangalore





# Safed Musli

This write up on the medicinal plant, Safed Musli, is about high value agriculture for people who want to grow crops that can lead to increased returns for them as compared to those from traditional farming. Already, the crop has benefited farmers in states like Maharashtra.

Safed Musli today fetches prices as high as Rs 1,500 per kg, with its tuberous roots finding uses in many ayurvedic medicines. Its roots are also used for the preparation of nutritive tonics and aphrodisiacs. It is also used in diet foods given to women after childbirth. There are also reports that in countries like the US and UK, efforts are being made to use Safed Musli flakes/chips for preparing breakfast cereals.

Safed Musli is partly a herb with sub-erect lanceolate leaves. Its roots contain spermatogenetic, spermatorrhoea and chronic leucorrhoea and belong to the Liliaceae family. There are around 256 varieties of Safed Musli, with India alone having 17.

Found predominantly in forest lands in India, Safed Musli roots (the commercially relevant part of this plant) were collected by the tribals, who then sold it to local traders. Due to over-exploitation of forests, this natural stock of Safed Musli is getting depleted. However, farmers have now started cultivating Safed Musli given its potential commercial value and good demand.

The biggest market for Safed Musli is in New Delhi around the Red Fort. It is reported that the Delhi traders export a bulk of the Safed Musli to the Gulf countries. However, there is little data available regarding the quantity and value of these exports. Also, the demand for the crop is enormous, with the present supply only able to satisfy a fraction of this demand. Hence, the high prices of Safed Musli.

While domestic medicinal/ayurvedic companies like Dabur also purchase Safed Musli for their different



preparations, it is learnt that their procurements are mainly of the cheaper varieties.

## Cultivation method

The normal climate of the central India region suits the Safed Musli crop the most. Thus, it is cultivated in states like Tamil Nadu, Karnataka, Andhra Pradesh, Madhya Pradesh, Gujarat, etc. But it can also be grown successfully in a wide range of temperature and rainfall. Safed Musli can be inter-cultivated with banana crop, making it very profitable. Drip irrigation used for the banana crop also facilitates and eases its cultivation.

## Soil and climate conditions

The soil for Safed Musli cultivation should be sandy loam with proper drainage system to have better yield. There should be no calcified stones in the field. Also, Nagarmotha weed, also known as lehardi and lawadi in Maharashtra (the weed has got seven to eight knots in the root zone) should not be in the field.

## Land preparation

Fields for cultivating Safed Musli have to be prepared in April-May. After

they have been deeply ploughed, 20 to 50 trolleys (40 to 80 tonnes) per acre of FYM is mixed in the soil. If the soil is of clay nature, then soil conditioner at the rate of one tonne per acre can be used. Green manure can also be used to enrich the soil. For this purpose, Sun [boru] @ 60 kg per acre can be sown in the field where Safed Musli is to be planted during March-April. These should, however, be cut and mixed into the soil before they start flowering.

To facilitate the easy decomposition of the green manure, the fields can also be irrigated. If the soil clods, then tillers can be given for better pulverisation.

After preparation of land, raised beds are prepared for the proper growth of the musli tubers and to facilitate proper drainage. Generally, beds with height up to 1 feet and a width of 3.5 feet are prepared for the proper growth and development of the tubers.

## Sowing

Being a kharif crop, the sowing of Safed Musli starts with the first monsoon showers. Although seeds can also be used, tubers are preferred for better result. Thus, from the previous crop, the fingers of the tubers are separated while ensuring that some part of the crown/disc remains intact.





Generally, these fingers are planted at a distance of 10"-12", with about 32,000 fingers, weighing 400-500 kg. required per acre.

It is advisable to treat the fingers or tubers before planting with either with cow urine (proportion of cow urine and water should be 1:10) or with Bovestin and Streptocyclin (mixed in 15 litres of water) in order to keep it free from fungus.

### Controlling weeds

Generally, two weedings of the crop are required - the first within 20-25 days of sowing and the second 20-25 days later. The fields must be kept free from weeds to obtain a proper yield.

### Fertiliser/pesticides requirement

Apart from the FYM used while preparing the fields, it is advisable to apply NPK (50:40:40 kg per acre) in the field after the first rainfall. The crop is generally free from pests and diseases. However, water logging can damage the tuber root. Stopping irrigation can check this. For the control of illi and other pests, thymol (5ml/litre) should be sprayed every month as a precautionary measure. Safed Musli is prone to attacks by the fungus "Fusarium" and Trichoderma Viridi can be used to destroy it.

### Irrigation

Safed Musli requires regular irrigation, though water logging can be harmful. There should be an incline in the beds to drain out excess water. The main purpose of irrigation is to maintain moisture in the soil. Irrigation can be done through land, sprinkler or drip.

### Harvesting

After 3-5 months of sowing (generally in the month of October-November), the leaves of Musli start yellowing. Subsequently, they become dry and get detached from the tuber/disc. During this time also, it is

necessary to maintain the moisture level in the soil. Some Research scientists say that is the maturity stage and it means that the crop cycle is complete and the tuber should be dug out.

By January-February, the skin of the tuber matures and it turns to dark brown. This is the right time to dig out the tubers.

After they are dug out, the tubers are properly washed. While the longer and healthy fingers are detached from the tubers, the smaller ones are kept for use as planting material in the next season. The longer and healthy fingers are then taken for processing, when their skins are peeled. They are then kept in the sun for drying for three-four days. The dried fingers are then packed in polythene bags and sent to the market.

### Production per acre

On an average, the yield is 20-30 quintals of wet musli per acre. After peeling and drying, a final yield of 4-4.5 quintals (20 per cent) dry musli is finally obtained. In the indigenous market, dry musli fetches between Rs 800 to Rs 1,800 per kg depending on its quality, whereas it is beyond Rs 3,000 per kg in the international market.

### Uses of Safed Musli

Safed Musli has very good ayurvedic medicinal use. It is a rich source of over 25 alkaloids, vitamins, minerals, proteins, carbohydrates, steroid saponsins and polysaccharides, etc. Presently, a number of health tonics (sexual tonics) are prepared from it. It is essential part of a traditional diet for mothers (after delivery) in the form of "laddoos".

**N.Raghu Ram**  
Sampada Farms & Consultants,  
104-Parimala Enclave,  
Officers Colony,  
Dr.A.S.Rao Nagar,  
Hyderabad-62. (AP)

## एक विचार

कपि में प्रवेश को मैं मेरे जीवन का एक महत्वपूर्ण परिवर्तन बिन्दु मानता हूँ। कपि एक ऐसा विषय है जिसमें हमारा संबंध लगभग संपूर्ण परिवर्तनीयता के तंत्र से होता है। अर्थात् हमारा संबंध भूमि, जल, वायुमण्डल, वृक्ष, पौधे, गाय, बैल, सरस, कीट, पक्षी और इत्यादी सूक्ष्म जीवजन्तुओं से होता है। कपि में हम प्रकृति की अत्यन्त निकट रहते हैं और इससे प्रकृति की सह अस्तित्व की अवधारणा समझने में आसानी हुई। मुझे इस परमस्वरूप का बोध हुआ कि मेरे अस्तित्व में केवल मेरे परिवार का ही योगदान नहीं है अपितु इस पृथ्वी के विभिन्न जीवधारियों का योगदान है, चाहे वो किसी भी धर्म, जाति, लिंग, आयु या जीवविशेष समूहको हो।

फिर आखिर क्यों

हम अपने को हिन्दू, मुस्लिम, सिख या ईसाई मानते हैं?

हम क्यों नहीं अपने को सिर्फ एक जीवधारी मानते हैं? और जीवधारिता को अपना धर्म?

मेरा यह मानना है कि प्रेम ही इस संसार की एकमात्र सुखर अनुभूति है। जो लोग सहअस्तित्व की अवधारणा में विश्वास रखते हैं वही प्रेम के सुख का आनन्द ले पाते हैं। प्रेम में कोई जाति, धर्म, आयु, लिंग, जीवविशेष का बन्धन नहीं होता है।

दो आत्माओं के मध्य होने वाले प्रेम के सुख की तीव्रता उन दोनों आत्माओं के सामाजिक व्यक्तित्व पर निर्भर करती है, जितनी अधिक सामाजिकता उतने ही अधिक प्रेम के सुख का एहसास।

मेरा यह प्रबल विश्वास है कि अरुण शक्ति (माता व पिता समाप्त) हम सभी को प्रेममार्गी बनाने हेतु अत्यन्त प्रयासरत है।

मेरा यह मानना है कि हमें धनाश्रय व सशक्तता दोनों चाहिए हैं परन्तु धनाश्रयता व सशक्तता की परिभाषा बदलनी होगी।

कितने जीवधारियों से आप प्रेम कर सकें वह आपकी धनाश्रयता का प्रतीक होगा।

कितने जीवधारियों से आप प्रेम कर सकें वह आपकी सशक्तता का प्रतीक होगा।

समस्त जीवधारी प्रेममार्गी बनें वही हमारा लक्ष्य हो।

धन्यवाद,

समर्पण,

अजीत केलकर

अभिनव कपि मानव संसाधन विकास संगठन  
75, ग्रेटर विरूपति कॉलोनी, इन्दौर-1  
फोन : 493613



## HEAD OFFICE

### Indian Society of Agribusiness Professionals

Rathi Niwas, F-316, Opposite Maharaja Arts,  
M.B.Road, Lado Sarai, New Delhi - 110 030

Phone: +91 11 26537590, 26537591 E-mail - isap@vsnl.net

#### Sunil Khairnar Executive Director

**Dr. K.K Upadhyay**  
Chief Operating Officer  
Mobile: 9818002723

E-mail - upadhyay@isapindia.org

**Abhay Thakur**  
Regional Coordinator-North  
Mobile: 9818001449

E-mail - thakur73@rediffmail.com

**Varaprasad Reddy**  
Regional Coordinator-South  
House # 1-4-880/36/4/A, Kousalya Nilayam,  
Gandhi Nagar, New Bakaram, Hyderabad  
Mobile: 9849080774  
E-mail - Varaprasada\_r@hotmail.com

**K.N. Rahman**  
Regional Coordinator-Centre  
Tel.: 0755-2758709  
E-mail - isapbhopal@yahoo.com

**Shyam Bhadane**  
Regional Coordinator - West  
25, A Professor Colony  
Deopur, Dhule - 424002 Maharashtra  
Phone - (02562) 23034, 21025  
E-Mail- shyam4969@indiatimes.com

#### Bangalore chapter

C.N. Lakshminarayan Reddy  
Room #222, 1st block, U.G. Hostel, G.K.VK  
University of agricultural sciences  
Bangalore. Phone: 0803636522, 0803915624  
E-mail: cnreddy1@rediffmail.com

#### Chennai chapter

M.R. Gopakumar  
C/o Grg enviro sound solutions pvt ltd.,  
17, krishnamachari avenue, adyar,  
Chennai- 600 020  
Tel 441 1134, 441 2997, fax 445 5307

#### Calcutta chapter

Arunima goswami  
36 shantinagar, Rahara, Kolkata-700118

#### West Bengal

Tel : 033-2568819 (Residence)  
Email : mailforgoswami@rediffmail.com

#### Mumbai Chapter

Jeby Patel  
Universal Tastemakers  
133, New Apollo Estate, Mogra Road,  
Andheri(East), Mumbai-400 068  
Tel: 91-22-632 2631 Fax: 91-22-837 8156  
Email: UniversalTastemakers@rediffmail.com

#### Ratnagiri chapter

Ajay Desai  
2787, zadgaon, Shivaji high school road  
Ratnagiri - 415612  
Phone: 02352 - 24627 / 21342  
Email: ajaydesai@vsnl.net

#### Amritsar chapter

Manbir Singh  
4313-ranjitpura, Po. khalsa college,  
Amritsar-143002  
Tel: 0183-223405 (night time)  
0183-225316 (daytime)  
E-mail: hunter@glide.net.in

#### Shivpuri chapter

D.K. Gupta  
Neelmani International  
5, Goyal Bhawan, 101/1, AB Road,  
Shivpuri-473551  
Ph: 07492-232921/257323(Off), 256021(Res)  
Mobile: 9827050443  
Email: adityadg@hotmail.com

#### Himachal Chapter

Dr. Chiranjit Parmar  
Horticultural Sales & Services  
186/3 Jail Road, Mandi HP 175001, INDIA  
Phone: 01905-22810; Fax: 01905-25419  
E-mail: parmarchi@vsnl.com  
Website: www.lesserknowplants.com

#### Ahmedabad chapter

Viren Sheth  
602, 6th floor, Core Tower,  
N.Parmal Railway Crossing, Ellisbridge,  
Ahmedabad-380006  
Phone: 079-6461462/64  
E-mail: cippy@winetonline.net

#### Pondicherry chapter

S Pushpalatha  
Ekoventure, 19, II Floor, Kamarajar Street,  
Meenakshipet, Kadirkamam,  
Pondicherry - 605 009  
Ph: 0413-275812  
E-mail: ekoventure@sify.com &  
ekoventure@yahoo.com

#### Chandigarh chapter

Rakesh Guglani  
#37 Sector 15 A, Chandigarh-160015  
Tel 0172-587624  
E-mail: rocks@glide.net.in

#### Indore chapter

Ravi S. Kelkar  
Abhinav - Agri-human resource development  
organization  
75, Greater Tirupati Colony, Indore-1  
Tel-0731-493613/482048  
E-mail: shrdc@rediffmail.com

#### Marathwada chapter

Shankar Bale  
Director, BDC- Sankalp Seeds Co Pvt Ltd  
Jalna (MS) Tel: (02482) 38546  
Email: sankalpseeds@sify.com

#### Bhubaneswar chapter

Siddhartha Senkar Dash  
S/O Mr Balaram Dash  
Plot No - 27(P), Behind Maharshi college  
PO - Sahidnagar, Bhubaneswar  
Orissa - 751007  
Tel: (0674) 38546  
Email: siddharthadash@hotmail.com

#### Banda (UP) chapter

Sudhanshu Bhusan Dwivedi  
Jakhani, Khurband, District Banda  
Uttar Pradesh  
Tel: (05192) 26998  
Email: akanksha-media@rediffmail.com

#### Telangana chapter

Mir Hasham Ali Abbasi  
Address 5-37 Phulung, Nizamabad (AP)  
Tel: 08462 25768

#### Thrissur chapter

Anup Balakrishnan  
Room # 29, New hostel,  
College of horticulture  
Kerala Agriculture University  
Thrissur  
Ph: 04872371656  
Email: abkrishn@rediffmail.com

#### Tripura chapter

Mujibur Islam Majumdar  
Manik Chakra, Arundhati Nagar  
Agartala, Tripura - 799003  
Tel: 0381-230027 (R)  
Email: baharulim\_01@etavista.com &  
baharul15@rediffmail.com

#### DAVANAGERE AND OTHER CENTRAL PARTS OF KARNATAKA

Basavarajappa M.P.  
Room # 7, P.G Hostel, G.K.VK  
University of agricultural sciences,  
Bangalore-65 Ph: 080330154  
E-MAIL: basump@rediffmail.com

#### Coimbatore chapter

Shashi Ghosh Msc (Agri Extension)  
Room#10, PPC Hostel  
Tamil Nadu Agricultural University,  
Coimbatore -3  
Phone: 0422-2441813  
E MAIL: ghosh\_sask@yahoo.co.in

#### Dharwad chapter

Gopinath  
Sulekha Hostel (building)  
Opp: Kittur Rani Channamma park main gate  
P.B.Road, Dharwad  
Ph 0838-440560  
E-mail: gop0029@rediffmail.com