



INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONALS

Enhancing Livelihood Opportunities for Rural Poor



Indian Society of Agribusiness Professionals

B1/B1, Mohan Cooperative Industrial Area,
Mathura Road, New Delhi- 44

www.isapindia.org

Advisory Board

Dr SA Patil

An eminent agricultural scientist and educationist, Dr. S.A. Patil was Chairman, Karnataka Agriculture Mission. He has earlier been Director of the Indian Agricultural Research Institute. Before joining as Director, IARI, he was the Vice-Chancellor of the University of Agricultural Sciences, Dharwad (2000–2006).

Dr Amol Goje

- Dr. Amol Goje is enabling rural communities in India to participate effectively in the new economy, driven by computers and rapid information exchange. He is using information technology to promote computer literacy and IT-enabled entrepreneurship as well as to service delivery in rural India.

Mr Pradeep Lokhande

- Mr. Pradeep Lokhande is one of India's most respected rural market experts. He has established an effective two-way communication between India's rural society and those who wish to reach them for commercial, academic and development purposes.

Mr GV Shanker

- Mr.G.V. Shankar is President and CEO of Global Connect Inc., Canada. He worked for several years in Process Equipment Design & Manufacturing followed by Operations & Maintenance (O&M) in Chemical, Petrochemical, Fertilizer and Power Plants across the globe.

Dr VV Sadamate

- Dr. V.V. Sadamate, Former Adviser Agriculture, Planning Commission. He did Post- Doc from Michigan State, USA as a Fulbright Senior Research Scholar. Obtained higher Extension Management training at Wisconsin, Cornell Universities and Royal Institute of Public Administration (RIPA) London, UK, Widely travelled for Extension Studies, Consultancies and training Assignments.

Governing Board

Mr Sunil Khairnar, Founder [BTech (Agriculture), PGDM (IIM Ahmedabad)]

Sunil has over 20 years of experience in agri commodities trading, animal feed husbandry, input sourcing, and consulting services. He is founder of INDIGRAM group. He is a founding member of the Rural Marketing Association of India (RMAI). He was associated as Director with Mission Biofuels, Gol, and was on the board of Directors of International Food and Agribusiness Management Association for 2010-11.

Mr Sudarshan Surywanshi CEO [B.Tech (Agri), MTech (IIT, Kharagpur)]

Sudarshan Suryawanshi is co-founder and CEO of ISAP. He has 25 years' of experience in agriculture and rural development and has expertise in community mobilization for forming producer organizations, integrated farming systems, market linkages, supply chains, water resource management, small & micro enterprises, international consulting and training across 27 countries across Asia and Africa

Mr Vikas Kardile [B Tech (Agri) , PGDM (IIM Ahmedabad)]

- Vikas has over 19 years of experience in Agriculture Commodity Trading, processing and supply chain management. He heads Shantikunj Solvent Ltd. a solvent extraction plant with annual turnover of INR 100 crore. He is also Vice President of Rajaram Solvex Ltd of annual turnover of INR 125 crore.

Mr GV Shanker [MS, Chemical Engineering, University of Saketchewan]

- Mr.G.V. Shankar is President and CEO of Global Connect Inc., Canada. He worked for several years in Process Equipment Design & Manufacturing followed by Operations & Maintenance (O&M) in Chemical, Petrochemical, Fertilizer and Power Plants across the globe.

Dr B R Patil, [Ph.D. (University Of Illinois, U.S.A)]

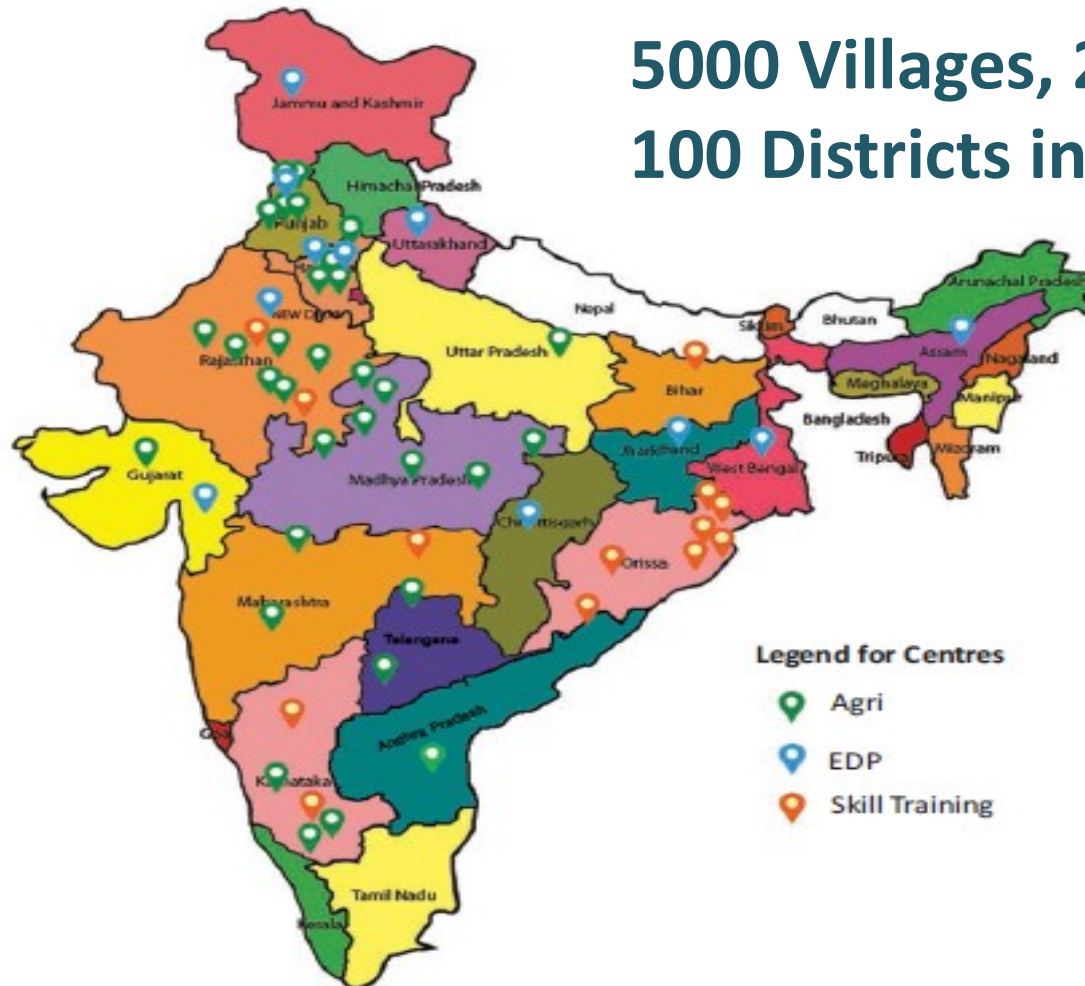
- Dr Patil is an eminent social scientist with multidisciplinary background and 45 years of experience in leading research, consultancy, policy making and capacity-building projects in 25 countries from Asia, Africa, Europe and America for 10 national and 25 bilateral, multilateral and international agencies .

Mr. Pankaj Agarwal [B.Tech. (IIT Delhi), M.Engg. (NUS Singapore)]

- Pankaj has over 17 years of international experience (USA, Singapore, India) across functional domains that include Information Technology, Software Development & Digital Marketing. He had set up technology ventures in Singapore and has significant consulting experience with start-ups and big conglomerates.

ISAP- Geographical Outreach

**5000 Villages, 250 Blocks,
100 Districts in 18 States**





Journey So Far!

ISAP to its credit operates in One Million farm households in Livelihood Enhancement Programs **(200 Farmer Producer Organizations (FPOs), 2000 Women SHGs); Incubated 2458 Agribusiness Enterprises;** trained more **than 10,000 BPL youth on vocational skills; 31 Community Water Treatment Plants: 2 Rural Hospitals (100 beds capacity)** across 5000 Villages in 250 Blocks of 100 Districts in 18 States with its 25 Field Offices and 300 Employees.

ISAP has promoted 200 Farmer Producer Companies (FPCs) under various livelihood promotion programs in the states of Haryana, Punjab, Karnataka, Madhya Pradesh, Maharashtra, Telangana and Uttar Pradesh. All these FPCs are federated as Federation of Indian FPOs & Aggregators (FIFA www.fifaindia.in). Member FPCs of FIFA had **cumulative turnover of more than INR 200 Crore** in last two years.

ISAP has incubated more than **2450 Micro, Small & Medium Enterprises (MSME)** in agri sector. Cumulative average annual turnover these business units is **more than INR 150 Crore**. As a next logical step, ISAP has promoted a full-fledged business incubation agency in the name of Indigram Labs Foundation (ILF www.indigramlabs.org). ILF focuses primarily on start-ups operating in agriculture, health wellness and renewable energy sector.

ISAP Interventions for Rural Livelihoods

Sustainable Intensification of Agriculture

- Integrated Farming Systems
- Farmer Producer Organizations
- Agribusiness Village Resource Centre
- Custom Hiring Service Centers
- Value Chains & Market Linkages
- Use of ICT for Agri Extension

Natural Resource Management

- Safe Drinking water
- Watershed Management
- Low cost Irrigation
- Use of Solar and Bio-gas energy

Women Empowerment

- Women SHGs
- Rural Enterprises for Women
- SHG Federations

Skill Development

- Vocational Training
- Entrepreneurship Development Program (EDP)

Donors & Clients



Government of India	State Government Departments	International Organisations	Foundations & Corporate
Ministry of Rural Development (SGSY), GoI Ministry of Drinking Water and Sanitation, GoI Ministry of Agriculture, GoI National Institute of Agriculture Extension Management (MANAGE), Hyderabad Small Farmers Agribusiness Consortium (SFAC), GoI. Ministry of Health, GoI, New Delhi National Medicinal Plant Board, New Delhi Khadi and Village Industries Commission (KVIC), New Delhi Department of Science and Technology, DST, New Delhi Oil and Natural Gas Corporation Limited (ONGC)	Maharashtra Agribusiness Competitiveness Project (MACP) , Govt. of Madhya Pradesh : Dept of Agriculture Govt. of Rajasthan : Directorate of Agriculture, Jaipur Govt. of Uttar Pradesh : Min of Panchayati Raj Govt. of Chhattisgarh : SAMETI, Dept of Agriculture, Govt. of Chhattisgarh Govt. of Jharkhand : Dept of Dairy & Animal Husbandry	International Federation of Organic Agriculture Movement (IFOAM), Bonn, Germany Japan Bank for International Cooperation (JBIC), New Delhi Japan International Corporation Agency (JICA) One World South Asia, New Delhi International Rice Research Institute, Manila (Philippines)	Ford Foundation OCP Foundation – Morocco CNH Industrial E.I. DuPont South Asia Dow Agro Science IEX Energy John Deere MAHINDRA Monsanto Qualcomm, USA Microsoft Corporation, Seattle, U.S.A Sir Dorabji Tata Trust ICICI Bank Jubilant Foodworks Ltd.

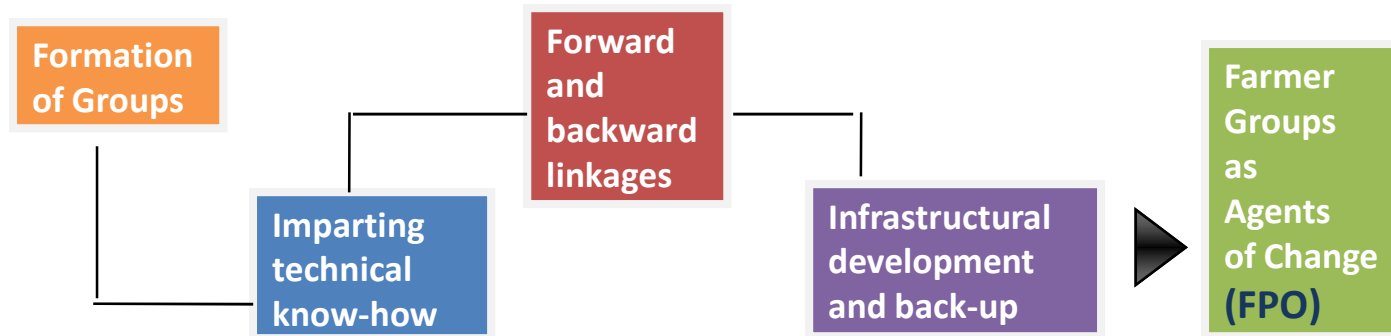
Awards & Recognitions

- ✦ “UN GCNI Innovative Practices Award, 2018” for Sustainable Development Goals (SDGs)
- ✦ ‘Rashtriya Swayamsiddh Samman 2016’ for innovative ICT application in Agriculture
- ✦ AGRICULTURE LEADERSHIP AWARD 2015 for innovative leadership in ‘Agriculture Extension’
- ✦ e-KrishakSahyogi / Krishi Gyan app of ISAP got “Special Mentions for the Year 2015” by ‘The Grand Jury of Manthan Award 2015’ under the e-Agriculture & Ecology category
- ✦ THE MANTHAN SOUTH WEST Award for ISAP Kisan Vani CRS 2014
- ✦ Top Prize Min of I & B for CRS, preserving and perpetuating local traditions 2013
- ✦ Monsanto Pledge Award for Global best CSR Project intervention
- ✦ Citation by House of Representatives, State of Missouri (USA) for ISAP on Sustainable Yield Initiative
- ✦ Awards to Project farmers by ANGR Agri Univ, A.P., and by Govt of Rajasthan as “Innovative” & “Best” farmer, respectively (2011, 2012)
- ✦ Manthan Award South Asia 2009 for delivery of knowledge based services in “e-Enterprise and Livelihood”
- ✦ National Award on E-governance 2007-08 to ISAP, by Govt of India for ICT Intervention
- ✦ Most Promising Social Enterprise Award 2002 – Indo -US Knowledge Trade Initiative



Agriculture Extension and Livelihood Programs

Farmer Producer Organizations (FPOs)



400,000 farmers, 200 Farmer Producer Companies

Locations – Haryana, Punjab, MP, Maharashtra, Rajasthan, Karnataka, Telangana

Cumulative Turnover of FPO for last 2 year - INR 200 Crore

Agriculture Extension – Trainings on GAPs



Agri Extension- Crop Demonstrations



Market Integration

- Training on PHM
- Training and handholding for Branding, Packaging and retailing etc.
- Linkage with Organized buyers, processors etc.



Integrated Farming System (IFS)

Goatery



Dairy



Vermi-composting



Herbal Pesticide



Parachute net



Azolla for livestock



Agribusiness Village Resource Centre

A total of 12 Agri Village Resource Centre (AVRC) and 2 Pack-houses with basic facility of sorting, grading etc and a cold storage unit (for Banana & Mangoes) have been set up by ISAP

Each AVRC is comprised of Agribusiness Centre and a Human Resource Development (HRD) Centre.

Facilities at Agribusiness Centre

- FPO office,
- Mini-processing unit,
- Mini-warehouse,
- Input store,
- Farm-mechanization centre,
- Plant Nursery etc.



Facilities at HRD unit

- Primary Health Center,
- Women's Skill Development Center,
- Computer Education center
- Children's Recreation Center.

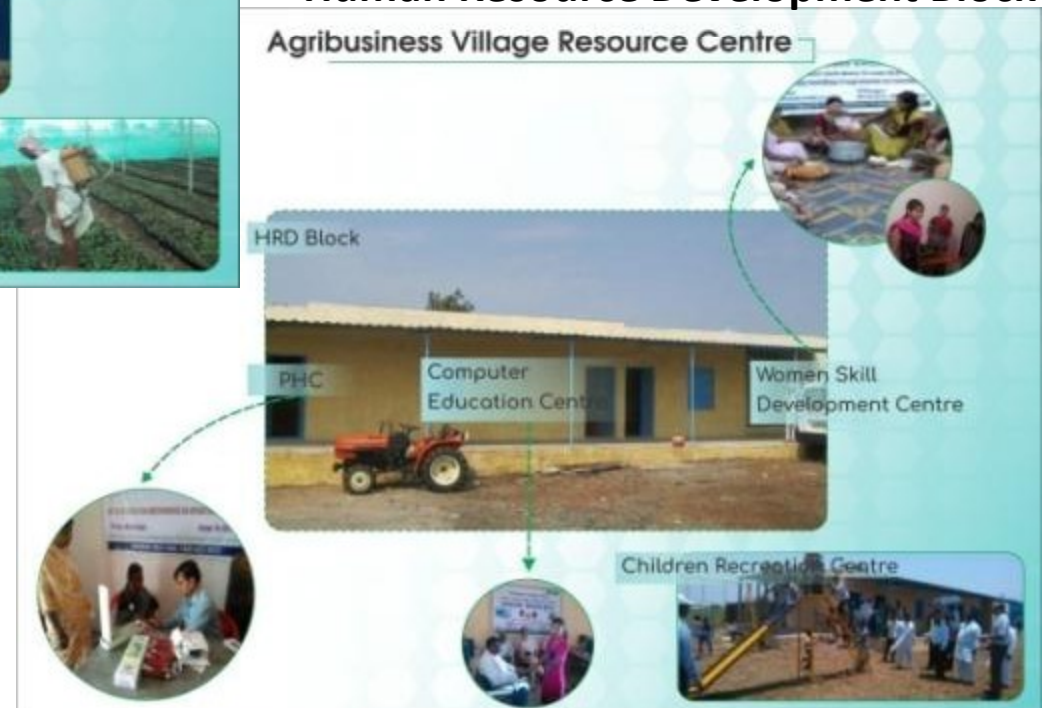
4 FPCs promoted by ISAP have been shortlisted for CPDP scheme by State Horticulture Department, Haryana. These FPCs are likely to get cumulative support to the tune of INR 20 Crore (INR 200 million) for setting up of Integrated Cold storage unit including Cold storage, Ripening Chamber, Sorting-grading, Packaging and Processing unit.

Agribusiness Village Resource Centre



Agribusiness Centre

Human Resource Development Block



Custom Hiring Service Centre (CHSC)



ISAP Network

ISAP extensively deploys ICT and Social Media for Knowledge Sharing and Networking.

SN	ISAP Facebook Networking Group/Page	No. of Members	URLs
1	Indian Agriculture Professionals (IAP)	230,865	https://www.facebook.com/groups/agribiz4u/
2	Indian Society of Agribusiness Professionals	200,000	https://www.facebook.com/isapindia.org
2	IAP Organic	3,341	https://www.facebook.com/groups/IAPOrganic/
3	IAP Marathi	3,986	https://www.facebook.com/groups/IAPMarathi/
4	IAP Telugu	774	https://www.facebook.com/groups/IAPTelugu
5	Network of Animal Agriculture Professionals (NAAPI)	9,932	https://www.facebook.com/groups/NAAPI/
6	Network of African Agriculture Professionals	10,802	https://www.facebook.com/groups/NAAPAfrica/
7	ISAP Group on LinkedIn	5920	https://www.linkedin.com/groups/81198
Total Members		465,620	

SN	Language	Number of Members
1	Krishi Gyan (Hindi & Kannada)	35,512
2	Krishi Gyan (Telugu)	54,808
Total Members		90,320

Natural Resource Management

Major Components

- Safe Drinking water
 - Watershed Management
- Low cost Irrigation
- Use of Solar and Bio-gas energy

- **Safe Drinking water**
(26 Arsenic treatment, 5 Fluoride treatment, 16 UV RO Drinking water plants)

Locations - West Bengal and Karnataka

- **Watershed Management**
 - 5 Anicuts (Small Check-Dams)
 - 61 Farm Ponds

Locations- Rajasthan, Maharashtra, Telangana and Karnataka

- **Low cost Irrigation**
 - Low Cost Gravity Drip
 - Rain Gun
 - Solar based Water Pumps

Locations- Rajasthan, Maharashtra, Telangana and Karnataka

Promotion of Solar and Bio-gas energy





Skill Development Programs

Entrepreneurship Development Program (EDP)



EDP training for unemployed agriculture and allied sector graduates and diploma holders.

Support from Ministry of Agriculture and NABARD for cost of training and subsidy for bankable projects

6100 unemployed Agri / allied graduates trained

2458 Agri – ventures established

206 trainings conducted



States	Centers
J & K	Srinagar
Punjab	Amritsar
HP	Solan
Assam	Guwahati
Haryana	Karnal
UK	Dehradun
Rajasthan	Sri Ganganagar
Gujarat	Vadodara
MP	Bhopal
Jharkhand	Bokaro
WB	Asansol
Chattisgarh	Raipur

Business venture

Agri-input store

Poultry, hatchery & Poultry Feed

Dairy & Cattle Feed

Mushroom Production

Veterinary

Agri-Nursery

Seed Production

Floriculture

Horticulture

Piggery

Fishry

Goatry

Organic farming

Vocational Skills

- ISAP has undertaken vocational skill training and job placement in both agri and non-agriculture trades through Government Programs as well as Corporate Social Responsibility (CSR) Projects funded by Private Sector.
- Training of rural BPL youth for various vocational skills and placement in organised sector for MORD [SGSY-SP and ASDP programs]
- ISAP is also doing Vocational Training Program for Unemployed Rural Youth and Women as CSR Activities with agencies like IEX, New Holland & John Deere. ISAP is also implementing PMKVY – Special Project with the support of National Skill Development Council (NSDC) at Gharaunda, Distt Karnal in Haryana.

Beneficiaries – 10,768

Placement Done – 8,347

Locations – Chattigarh, Odisha, Maharashtra, Rajasthan, Haryana, Karnataka

Glimpses of Vocational Skill Programs



FPOS - SUCCESS STORIES

FPO Federation - KFMS

- ISAP has federated all the FPOs promoted under OCPF-AES project as a State Level Agency in the name of **Karnataka Farmers Maha Society (KFMS)**
- In year 2016-17, KFMS supplied more than 279,785 quintals of red gram to NAFED and became the second largest supplier to NAFED in Karnataka
- In last 2 years, KFMS had turnover of INR 200 Crore.



KALADGI Horticulture Farmers Producer Company Limited Kaladgi, Karnataka

The annual turnover of the FPO is the calculation from all the input and output businesses being carried out by the FPO in a given financial year. The figures below mentions the annual turnover of the FPO M/s Kaladgi Horticulture Farmers Producer Co. Ltd. at Kaladgi in the business activities mentioned below:

1. Input business of Fertilizers and Insecticides and Pesticides,
2. Output business activities like Sapota (Chiku) marketing,
3. Hiring of vehicles, machines and equipments from CHSC

**Annual Turnover for the Financial Year 2016 –
INR 12,514,270/- (1.25 Crore)**

Total purchased goods by the FPO: INR 7,295,784/-

Total sold/rented goods: INR 5,218,486/-



ABHINAVASHREE HORTICULTURE FARMER PRODUCER CO. LTD. **at KOPPAL, KARNATAKA**

Business Verticals:

Drip Irrigation Materials, Mulching Sheets, Tarpaulin Materials, Other Agricultural Tools, Input business (Pesticides & Fertilizers), CHSCs

**Annual Turnover for the Financial Year 2016-17:
1,15,82,476 (INR 1.16 Crore)**

Total purchased goods by the FPO: INR 10,597,922

Total sold/rented goods: INR 984,554



CHANDRA DRONA HORTICULTURE FARMER PRODUCER COMPANY LIMITED, LAKYA, KARNATAKA

Business Verticals

1. Input business (fertilizers & Pesticides)
2. Renting machines, vehicles and equipments from CHSC.

Annual Turnover for the Financial Year 2015–2016

INR 1,822,920/- (INR 18.22 lakh)





Thank You