



# ISAP

Indian Society of Agribusiness Professionals



## Indian Society of Agribusiness Professionals

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**Agriculture Extension**



**ICT in Agriculture**



**Women Empowerment**



**Education**



**Water**



**Skilling**



**Sanitation**



**Renewable Energy**



**Incubator**



**Low Cost Housing**

## Vision

To create sustainable solutions for socially and economically disadvantaged communities to improve their quality of life.

## Mission

To enhance sustainable livelihood opportunities in India through integrated farming, market linkages and skills development, deploying ICT for efficiency and scale; and strengthening women empowerment through micro-enterprise promotion.

# About ISAP & Its Associates

Indian Society of Agribusiness Professionals (ISAP) has positively impacted lives of more than a million rural people in India through its programs. The programs are in the domains of Agriculture & ICT in Agriculture, Skilling initiatives for vocations and Entrepreneurship development, Water, Health, Education, Renewable Energy, Affordable Housing for EWS and Sanitation in 18 States across India currently. ISAP is successfully partnering with associate organizations to deliver the outcome based programs in some of the domains of operations.

In a nutshell, ISAP to its credit operates in One Million farm households in Livelihood Enhancement Programs (255 Farmer Producer Organizations, 20,000 Women SHGs); Incubated 1607 Agribusiness Enterprises; 31 Community Water Treatment Plants; 2 Rural Hospitals (50 beds capacity) across 5000 Villages in 250 Blocks of 100 Districts in 18 States with its 25 Field Offices and 300 Employees.

Thus, we provide an extraordinary reach and capability to target, design and implement programs that Positively Impact rural lives across India. Our hallmark is transparent and cost effective execution with our Intellectual, Infrastructural and Physical & Technological network. Our motivated and well trained professional teams understand the social and behavioural fabric of rural India intimately. Thus, our network of rural champions enable us conceive and implement impactful and meaningful projects tailor-made for each regional situation. In a way, we also connect you to the tomorrow's consumers in socially responsible, sustainable and environmentally conscious ways by letting them understand that you care for them.

Our strength is to develop programs as per your CSR objectives while our ongoing programs can be subscribed by you to match your needs. We have all required statutory permissions and licences like being registered under section 25 of companies law, FCRA registrations, Income tax exemption etc to take up CSR project compliant with Indian laws.

Currently, ISAP is empaneled for CSR in major corporations as Indian Oil, Monsanto etc. With Ministry of Agriculture, Govt of India, ISAP is the Nodal Agency for implementing Agriclincs and Agribusiness Centres Scheme with National Institute of Agricultural Extension Management (MANAGE), Hyderabad. We implement entrepreneur training.

While agriculture and agri-entrepreneurship remains at the core of ISAP's program and work, it uses a partner driven approach to implement programs in other verticals. Our partners are:

**Rural Relations** ([www.ruralrelations.com](http://www.ruralrelations.com)) is one of the most respected company with reliable and updated rural database, communication and innovative social development models. Rural Relations have clients like HUL, P&G, Tata Tea, Hutch among many more.

**Gram Oorja** ([www.gramoorja.in](http://www.gramoorja.in)) have done large projects in solar micro grid, solar lights, solar pumps and biogas with a philosophy that energy is an enabler and it must be available to all in sustainable, dependable and cost effective ways.

**ISHP** ([www.ishpindia.org](http://www.ishpindia.org)) is a network of health professional reaching to every nook & corner of India. ISHP runs its own hospital, on field specific health awareness camps, On call advisory on health, campaigns on sanitation, water treatment plants, mobile medical units services etc

**Prashak Technology** ([www.prashak.com](http://www.prashak.com)) is one of its kind low cost housing and township development company. It has its own patented technology to integrate house/ township with energy, water and waste management.

**Yuvagram** ([www.yuvagram.in](http://www.yuvagram.in)) is a specialized HR services company with probably the widest and deepest talent sourcing network of more than 15,500 partners. Yuvagram has successfully skilled and placed large numbers in labour intensive industries like construction, security services, manufacturing, facility services, automotive, garments etc.

**Indigram Labs** (partner under evolution) is a business incubator focusing on the domains of Agribusiness, Technology and Health.

# Work Areas

## Agriculture Extension

- Farmer Producer Organizations And Agri-business Village Resource Centre (AVRC)
- Integrated Farming System (IFS)

## ICT in Agriculture

- Kisan Call Centre (KCC)
- Community Radio Station(CRS)
- e-KrishakSahyogi

## Skill

- Vocational Training
- Entrepreneurship Development Program (EDP)

## Education

- Certified Urban and Rural Farm Advisor (CURFA)
- Education Gyan-key™ (Gyan Key- Library in rural schools)

## Water

- Irrigation
- Drinking Water

## Women Empowerment

## Incubator

## Sanitation

## Renewable Energy

## Low Cost Housing



# Agriculture Extension

## Farmer Producer Organizations And Agri-business Village Resource Centre (AVRC)

Aggregating producers into collectives is now universally accepted as one of the most effective means of ISAP's goal is to improve production, productivity and profitability in agriculture. ISAP has set up 60 FPOs and developing 200 FPOs with more than 2.5 lakh farmers in the states with the break-up of Haryana (9), Karnataka (35), Maharashtra (141), MP (12), Punjab (13), Rajasthan (21), Telangana (19) and UP (10).

The Agribusiness and Village Resource Center (AVRC) acts as Distribution Service provider to farmers for farm inputs like seeds, fertilizers, farm equipments, bio- fertilizers, bio-pesticides etc. And also provides services of Primary Healthcare, Women Skill Development & Training and IT Training to Rural Youth and School going children. In a nutshell, the range of activities at an AVRC is as follows-

- FPO Office
- Input Store
- Farm Mechanization Centre
- Warehouse facilities/Processing Unit
- Plant Nursery & Vermi-compost unit
- Women Skill Development unit
- Computer Training Centre
- Primary Health Care Services

## Integrated Farming System (IFS)

It's an entrepreneurship development activity, wherein identified aspirational farmer undergo intensive training in the convergence to be exercised in the activities of cropping, horticultural activities, animal husbandry and aquaculture and to deploy resource based outputs as input for another activity in a cyclic manner e.g., animal waste and crop waste is recycled as organic manure. Under IFS, farmers are encouraged to undertake multiple activities depending upon their resources, weather and interest. Activities covered under IFS across various projects of ISAP includes, Bee-keeping, Dairy, Goatry, Poultry, Protected Horticulture, Azolla Cultivation etc. The sole aim under IFS is to enhance revenue potential and try to eliminate uncertainty in revenue flows to a farmer with a clutch of allied activities.

## ICT in Agriculture

### Kisan Call Centre (KCC)

ISAP's KCC is based on an open software with a sophisticated MIS in the form of an inbuilt knowledge management system, that captures the entire milieu of advisory services to be provided. Simultaneously, it provides back end data and support knowledge workers. ISAP's first KCC was set up in Bhopal with the support of the Government of Madhya Pradesh in 2008. Subsequently, ISAP has set up KCCs in Kota in Rajasthan , and Gulbarga in Karnataka. These KCCs have answered more than 500,000 farmers' queries.

### Community Radio Station(CRS)

ISAP is effectively utilizing the medium of "Community Radio" to provide agri-extension services to the farmers . ISAP's established its first agriculture based Community Radio Station (CRS) 'Kisan Vani' at 90.4 FM at Sironj in Vidisha district of Madhya Pradesh. Kisan Vani is catalyzing the process of rural empowerment in the surrounding 400 villages in the range of 40 kms around Sironj. Kisan Vani Sironj broadcasts timely and useful information for the farmers such as advanced cropping techniques including INM, IPM, Irrigation & plant protection, weather updates, mandi prices, information on government schemes related to health, agriculture, education and water.

### e-KrishakSahyogi

e-KrishakSahyogi is a proprietary applet based decision support system (DSS) for agriculture extension agents. Extension agents carry tablets with installed e-KS applet. This applet helps in diagnosing problems of probable pests or disease infestation in the farmers' field. The agent can access high resolution images of diseases and pest infestations for various crops along with description of symptoms and control measures. On diagnosis of the problem, extension agent can provide on-the-spot solution to the farmers. In case problem is not identified with e-KS, the extension agent can send crop pictures to a KCC (Kisan Call Center) expert. The KCC expert can access these pictures on a web interface along with complete details of the farmers, like location (GPS coordinates), crop, phone number of farmer, etc. The experts accordingly provide advisory to the concerned farmer(s). e-KS also comprises animation videos on proven cropping techniques and advance farm technologies.

## Skill

ISAP's plan is to train and place 30,000 BPL youth in suitable jobs to provide livelihoods for them in next 5 years. Currently, ISAP has trained 10,000 youth. ISAP trains BPL youths in various agro and non-agro trades for employment. Also, ISAP conducts Entrepreneurship Development Program (EDP) specifically for unemployed agriculture and allied sector graduates. In pursuit to enhance employability of rural youth and create a cadre of agripreneurs, ISAP has implemented national as well as state specific government programs on skill development.

### Vocational Training

ISAP is providing vocational training in the following trades as the Project Implementation Agency (PIA) for various national and state level skill development programs. ISAP's vocational training programs are focused on BPL youths, SC/ST/OBC, minorities and women in backward districts of states. ISAP has developed curriculums for different trades, which contains industrial oriented knowledge with theoretical as well as practical approach. These are certified by industrial experts.

Service Industry Courses		
Sales and Marketing	Bed Side Patient Assistant	Industrial Training Sewing
Retailing	Welding	Automobile
Hospitality	BPO	IT Enabled
Service	Security Guard	Electrical

### Entrepreneurship Development Program (EDP)

Under the aegis of the National Institute of Agricultural Extension Management (MANAGE), ISAP operates Entrepreneurship Development Program (EDP) in 12 states of India. The initiative is part of the Agri Clinic and Agri Business Centers (ACABC) scheme of Ministry of Agriculture. EDP training is provided to unemployed agriculture and allied sector graduates. After training, ISAP provides active handholding support to these trained agripreneurs for setting up their own business ventures. ISAP has trained over 4600 students.

States	Centre	Candidates Trained	Ventures Established
Assam	Guwahati	534	177
Chhattisgarh	Raipur	112	59
Gujarat	Baroda	103	40
Haryana	Karnal	505	213
Himachal Pradesh	Sundernagar	367	105
Jammu & Kashmir	Srinagar	462	58
	Jammu	361	68
Jharkhand	Bokaro	458	175
Madhya Pradesh	Bhopal	650	321
Nagaland	Nagaland	146	11
Punjab	Amritsar	479	176
West Bengal	Asansol	169	76
Uttarakhand	Dehradun	143	65
Rajasthan	Sriganganagar	140	63
	<b>Total</b>	<b>4629</b>	<b>1607</b>

## Education

### Certified Urban and Rural Farm Advisor (CURFA)

ISAP pioneered Certified Crop Advisor (CFA - Now being developed into CURFA) program in India in association with ASA, USA, which developed into a fully fledged certification program. The premises that Professional, relevant and timely agricultural extension can bring in 50-100% improvement in farm productivity and income. ISAP has certified about 450 advisors across country. These advisors are rural youth who have technical degree like B.Sc. (Ag) or significant experience in farm extension. Continuous learning is essential for all the Certified Advisors and they are required to pass through renewal program periodically to ensure that these advisors are keep up to date on technological advancements. ISAP CFAs are valued highly by agricultural input companies among others. Many of the CFAs are employed by leading companies have been able to help farmer in a much better way, and they have also grown professionally. ISAP is in the process of building digital platform to be able to reach to larger audience and certify 10000 Farm advisors. ISAP is also targeting to increase proportion of women in the CFA from current 10% to 30%, effectively bringing in 3000 women CFAs in next 5 years.

### Education Gyan-key™ (Gyan Key- Library in rural schools)

ISAP and its partner Rural Relations ([www.ruralrelations.com](http://www.ruralrelations.com)) has one of its kind of initiatives for building libraries in rural schools which are managed by students themselves. More than 3000 rural secondary schools and 0.85 million rural students have benefited by these libraries. We plan to reach to 85000 schools and build them libraries. We are opening 3 libraries every working day. The initiative is called Gyan-key™. This is probably the largest rural reading initiative. Secondary school education is the backbone of Indian education system. Among the many factors, lack of appropriate reading material is the key for poor quality of overall education for rural children. Books and specially books in regional languages has been found very effective in building world view and helping these students excel in their lives. Worldwide libraries have been linked to improved language skills and overall performance of students. This effect can be more pronounced in rural areas as access to books are very poor compared to cities. We assume that these libraries will not only improve performance of students but will also help in reducing dropout rates.

# Water

## Irrigation

ISAP trains and creates with local community Water Harvesting measures as farm ponds, Anaicuts (Small check-dams) constructed at the lower side of the field as an effective method to address loss of water and top soil due to run-off apart from making water available for agriculture when it is needed the most. In addition, ISAP trains small and marginal farmers in water conservation through creation of check dams and farm ponds. This has resulted in readily available water both for irrigation and domestic usage. It has saved drudgery to women to fetch water from 2-3 Kms. Farmers are able to cultivate additional crops in the dry season, and earn additional income. ISAP is also providing training on low cost micro-irrigation techniques, and facilitating purchase of devices for the same. So, the farmers are increasingly using low cost micro-irrigation tools and techniques.

## Drinking Water

ISAP works toward providing contamination free drinking water for all. We have set-up 12 Arsenic treatment plants in Murshidabad and 5 fluoride treatment plants in Karnataka to treat water to make it fit enough for human consumption. These plants are operated and maintained by community water committees created by ISAP. Our plants are designed with the highest quality of filtration technology to provide toxin free pure drinking water. ISAP also effectively maintains these plants.

## Sanitation

The integrated approach is to provide sustainable and scalable technological solution includes innovative toilet design, septic tank construction, collection of fecal sludge, treating it naturally using constructed wetland and reusing the solid and liquid fraction as fertilizer and water source for agricultural use in association with our partner, Prashak. Our focus is creating solutions for different requirements like individual houses, community toilets, and toilets for institutions like schools and integrated toilet systems for smart villages. We have technology to design appropriate toilets and sanitation system for different situations like onsite septic system, wetland systems etc.

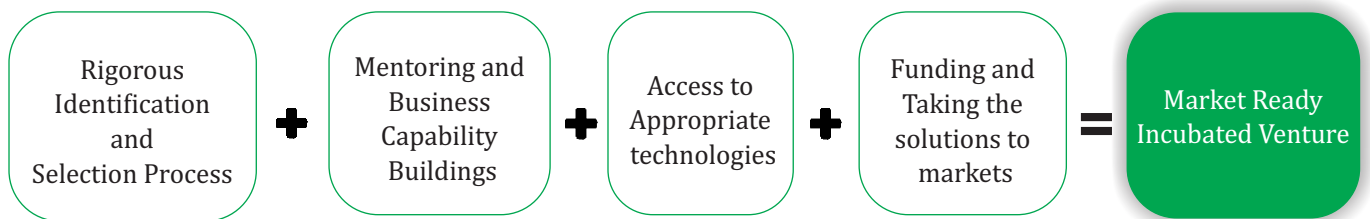
These toilets are cost effective and long lasting with proper waste management and discharge systems.

## Women Empowerment

ISAP organizes SHGs of women in all its project areas. ISAP implemented the NABARD SHG-bank linkage program in Bundi and Bhilwara districts of Rajasthan, Amravati district of Maharashtra, Adilabad district of Telangana and Gulbarga, Bidar and Raichur districts of Karnataka. In all 1000 SHGs in total. These SHGs have been able to set up small enterprises, take advantage of the financial inclusion, make significant savings and have regular income. Some of the successful ventures are in pickle making, snacks making, bag making, vermi composting, handicrafts, collective farming, collective fisheries, candle making, vermicelli making and stitching. Also, intensive training is provided to women SHGs on poultry, dairying, vermi-compost, washing powder making, goatry, etc. to make their enterprises technically and financially successful. Empowerment through SHG Development is an ongoing process in ISAP, and it aims to empower all women from small holder farming families associated with it.

## Incubator

Indigram Labs is a Business incubator that works to develop start-ups in the space of Agri-business, Technology, Education, Healthcare and other Domains that have potential to grow to full-fledged business enterprises which can touch and transform for better tens of millions rural lives. Apart from being an incubator and Indigram Labs also have an accelerator operation for identified setups to achieve this stated mission. Indigram Labs targets to incubate 100 start-ups in next 5 years. Indigram Labs aim to incubate organizations through the process of active Consulting, Mentoring, Prototype creation, leveraging technology tie-ups and access to platforms that yield the stated results, other business management (as Legal and Secretarial) and Office space services and also Co-funding for them. These enterprises are selected on the basis of the power of the idea and its business model, potential to scale-up, Social-impact apart from the motivation that drives the entrepreneurs.



In the Current stage of operation we have a funnel of 1600+ ventures short-listed to be identified and selected from one or any of the domains of our operation.

## Renewable Energy

### Energy - Solar Micro Grid

ISAP along with its solar/ biogas partner Gram Oorja brings in long term electrical energy access at affordable prices of around INR 150/month/household for the rural community through solar micro grid. It is our definite experience that it is an effective alternate of providing electrical energy access at affordable prices to far-off communities. ISAP creates Community owned solar micro grids, which are maintained and used for generation in a long term operations.

We have built 9 solar micro grids, a biogass grid and installed 43 solar pumps. Community involvement have ensured sustainable revenue models and excellent maintenance & management of these installations.

## Low Cost Housing

### Low Cost Housing For Economically Weaker sections

ISAP partners with Prashak's Novel Habitech technology solution for construction structure and housing and innovative NATS technology solution for on-site sanitation management system, researched and developed at the reputed Asian Institute of Technology. In this, we create building components and construction structures integrated with on-site sanitation management system that are robust, environmentally friendly, disaster resilient, scalable, adaptable, energy efficient and highly affordable. Indicative cost for dwelling is approximately INR 6 lakh. (in large group housing, costing significantly goes down).

We can take up projects where cluster of low cost houses are required, in case of rehabilitation due to major projects, housing for poor & vulnerable social groups, etc



# Our Patrons and Partners

## Government of India

- Ministry of Rural Development (SGSY), Gol, New Delhi
- Department of Drinking water and Sanitation, MoRD, Gol
- Department of Agriculture and Cooperation (DoAC), New Delhi
- National Horticulture Board (NHB), Gurgaon
- National Institute of Agriculture Extension Management (MANAGE), Hyderabad
- Ministry of Commerce (COC for source certification) Gol, New Delhi
- Agricultural and Processed Food Products Export Development Authority (APEDA),
- Ministry of Food Processing Industry, Gol, New Delhi
- Ministry of Health, Gol, New Delhi
- National Medicinal Plant Board, New Delhi
- Khadi and Village Industries Commission (KVIC), New Delhi
- Department of Science and Technology, DST, New Delhi

## State Government Organizations

- Govt. of Madhya Pradesh: Department of Agriculture, Bhopal
- Govt. of Rajasthan: Directorate of Agriculture, Jaipur
- Govt. of Assam: State Institute of Rural Development, Guwahati
- Govt. of Uttar Pradesh, Min. of Panchayati Raj, SPA for PRI Training in the State
- Karnataka: University of Agricultural Sciences, Raichur
- Maharashtra: YC Maharashtra Open University, Nasik
- Andhra Pradesh: Department of Agriculture
- State Institute of Rural Development, Guwahati, Assam
- National Productivity Council (NPC), Delhi
- Society for Promotion of Wasteland Development

## Other Partner Organizations

- Monsanto India
- Sir Dorabji Tata Trust
- ICICI Bank
- OXFAM India
- Tata Chemical
- DSCL
- Tata Motors
- Bayer Crop Sciences
- Jubilant Group
- Food and Agricultural Organization, UN, New Delhi
- International Federation of Organic Agriculture Movement (IFOAM), Bonn, Germany
- Japan Bank for International Cooperation (JBIC), New Delhi
- Microsoft Corporation, Seattle, U.S.A
- One World South Asia, New Delhi
- OCPF- Morocco
- Qualcomm Wireless Reach, USA
- American Society of Agronomy, Madison, WI, USA
- International Rice Research Institute, Manila

## Awards

- Agriculture Leadership Award 2015" by Agriculture Today ("Innovative Leadership in Agriculture Extension")
- Most Promising Social Enterprise Award 2002 Indo US Knowledge Trade Initiative
- Sustainable Yield Pledge Awards for Seed cum Fertilizer Drill
- Project SHARE was adjudged best project under the 'Producer More' category by Missouri House of Representatives.
- KCC Bhopal received the National e-governance Award 2007-08 from Government Of India for the implementation of 'Soochna se Samadhan' program
- KCC Bhopal received the Manthan South Asia Award 2009-10 for the delivery of knowledge based services in e-Enterprise and livelihood
- CRS Kisan Vani received the National Award 2013 from Shri Manish Tewari, the then Hon'ble Minister of Information and Broadcasting, Government of India
- CRS Kisan Vani received the MANTHAN South West India AWARD 2014 in the "Community Broadcasting" category.

# Advisory Board

## **Dr YSP Thorat** – PhD, University of Reading, UK

Dr Thorat is a development banker of repute with expertise in rural development and microfinance. He was Executive Director, RBI in 2003. As a nominee of RBI on various bank boards of Oriental Bank of Commerce, Punjab National Bank, IDFC, EXIM Bank etc. In 2004, Dr. Thorat was appointed as the Managing Director and CEO of NABARD, from where he retired as its Chairman in 2006. His other roles include Chairman, Working Group on Institutional Finance, Risk Management and Cooperatives for the 12th Plan, Planning Commission, Government of India. He held board and advisory positions in NIBM, OCP, TATA Chemicals Ltd, Rallis India Ltd, Khed Developers Ltd (Bharat Forge), Menon Pistons Ltd. He has been Strategic Advisor to MicroEnsure and to GIZ, the German bilateral organization.

## **Dr Satish Chandra** – PhD, IARI (Post doctorate fellow, University of Illinois, USA)

A former Director of ICAR's Institute of Pulses Research, Kanpur and a former ADG- PIM (ICAR), An agriculture scientist from green revolution era, he developed wheat varieties, pearl-millet hybrids and chickpea varieties. He has experience of international collaborative research with Universities in Australia and USA, and with CGIAR Institutes like CIMMYT, ICRISAT and ICARDA.

## **Dr Amol Goje** – PhD

Dr. Amol Goje is enabling rural communities in India to participate effectively in the new economy, driven by computers and rapid information exchange. Dr Amol helps rural communities increase their productivity and avoid the high transaction costs associated with accessing essential services. He is using information technology both to promote computer literacy and IT-enabled entrepreneurship and to service delivery in rural India.

## **Mr Pradeep Lokhande**

Mr Pradeep Lokhande is one of India's most respected rural market experts. He has over 20 years of experience in rural marketing. He has established an effective 2- way communication between India's rural society and those who wish to reach it for commercial, academic or development purposes. In the process, he has also brought positive transformation with sustainable measures like Gyan-Key - a free library in village schools.

# Management Team

## **Dr SA Patil**, Chairman of the Board - PhD

An eminent agricultural scientist and educationist, Dr Patil is Chairman, Karnataka Agriculture Mission. Dr. Patil has earlier been Director of the Indian Agricultural Research Institute. Before joining as Director, IARI, Dr. Patil was the Vice-Chancellor of the University of Agricultural Sciences, Dharwad (2000- 2006). A cotton hybrid Varalaxmi (DCH-3) developed by him was the world's first inter-specific long staple cotton hybrid. He is a recipient of several international, national, state and university awards

## **Mr Sunil Khairnar** Founder & Director -B.Tech (Agriculture), PGDM (IIM Ahmedabad).

Sunil is has over 20 years of experience in agri commodities trading, animal feed husbandry, input sourcing, and consulting services. He founded Indian Agribusiness Systems Pvt. Ltd., Indigram Skill and Knowledge Initiatives Pvt. Ltd, and Indian Society of Healthcare Professionals in the fields of agriculture development, vocational skill development and rural healthcare. He is a founding members of the Rural Marketing Association of India (RMAI). He was associated as Director with Mission Biofuels, GoI, and was on the board of Directors of International Food and Agribusiness Management Association for 2010-11.

## **Mr Sudarshan Suryawanshi** 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**, Director. - 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. He co-promoted India's leading agribusiness portal ([www.agriwatch.com](http://www.agriwatch.com)) and agribusiness trade Research Company. Vikas holds a B Tech in Agriculture Engineering and PGDM from IIM, Ahmedabad





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