

Trending this month

- Demo Day/Pitching Day for the Assam Agribusiness Growth Lab (AAGL) Cohort 2.0 on April 28, Friday, 2023 at NEDFi House, G. S. Road, Dispur, Guwahati chaired by Sri Akash Deep, IAS, State Project Director, ARIAS Society.
- 3 days skill workshop and training programme at ICAR- NRC on pig, Rani from 25 - 27 April 2023
- Memorandum of Understanding (MoU) Signing Ceremony with Large Industries (Private Sector Investors) in the presence of Hon'ble Chief Minister of Assam, Dr. Himanta Biswa Sarma to set up Mega Industrial Projects on 9th May 2023 at Srimanta Sankaradeva Kalakshetra, Assam
- AAGL Upcoming: Roadshows will be held in various districts for awareness on the AAGL initiatives. Kokrajhar, Jorhat, Sonitpur, Cachar.



Kshyamata App launch

ASSAM AGRIBUSINESS GROWTH LAB (AAGL)

Demo Day - 28th April '23

Demo Day for AAGL Cohort 2.0. The half-day in-person event engaging the entrepreneurs toward access to Finance (Investors & Banks) & Markets (Buyers). The event brought together Cohort 1 for networking and other activities.



"The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence."

Akashdeep, IAS
State Project Director,
ARIAS Society

APART encourages entrepreneurs to invest more in millets. International Year of Millets - 2023

APART has been successfully trying to promote millets based products through promising beneficiaries for their upliftment which involves the betterment of the agriculture ecosystem in the state of Assam.

Towards this, considering the potential demand in the millets promotion, Kshyamata program organized Entrepreneurship Development Programme (EDP) on Processing, Value Addition and Export of Nutri-Cereals (Millets).

This EDP provided with entire value chain experience crop improvement, backward linkages, capacity building, farm-gate value addition, etc., primary and secondary processing machines, ready-to-eat and ready-to-cook products.

Millets are being promoted in a big way by both the state and central Governments as nutri-cereals and climate resilient crops that hold the promise of meeting the nutritional security of the nation. Parallely, there is

growing awareness among farmers on the cultivation and utilization of these crops. In this direction it is necessary to empower various stake holders in the areas of cultivation, processing, utilization, value addition and marketing of these millets.

This EDP is an attempt towards developing new entrepreneurs, to boost up the consumption of millets and promoting millet within Assam.

Follow us for more insight



More Information:

<http://arias.in/kshyamata.php>

ENTREPRENEUR'S COLUMN

May, 2023

Sanjeeb Singha & Ajanta Singha, Snheha Bakery

The couple had a flair for baking while they were working. The industry was first started by Ajanta Singha and slowly Sanjib started to join even after his hardship working with a private sector firm. He decided to pursue with his interest and got himself enrolled in various baking trainings. He was also selected for the exposure visit in Delhi wherein he got a chance to learn various new techniques of baking. Whereas, Ajanta recently got selected for the Entrepreneurship Development Programme (EDP) on Processing, Value Addition and Export of Nutri-Cereals (Millets) in Bangalore. With these extended support they together started to raise their business with innovative products.

Sanjib states that because of the trainings provided by Kshyamata, they understood the business and what possible trend to carry out for growing the same. They now have a selling outlet at the City centre mall in Guwahati wherein they are receiving an overwhelming response.



Nabankur Patowary, Mapita Banana Chips

An Engineering graduate working in the corporate sector for more than 5 years, Nabankur Patowary, wanted to explore the rewarding field of entrepreneurship in 2017. After his mother's untimely demise due to Covid, he realised the importance of a good health and thus focussed towards adopting a healthier lifestyle. In his quest, he began researching for healthier snacks options and thus conceived the idea of introducing affordable Banana Chips "Mr. Banana Chips" in the market. He chose to prepare the chips in the unconventional way by using local bananas and sunflower oil.

With the help of the Kshyamata team in Tezpur, he was able to prepare the Project Report, get packaging solution, marketing linkage and eventually availed a loan of Rs.14 Lakhs under MoFPI in October, 2022. He is now able to market his product across Sonitpur in attractive packets. He has also received accolades for his innovation during the recently concluded MSME Conclave 2023.

Without the help and constant support from Kshyamata team, Tezpur, I would not have been able to launch Mapita

Scheme Focus



Pradhan Mantri Formalization of Micro food Processing Enterprises Scheme (PM-FME)

The scheme provides 50% financial grant for Branding and Marketing Support to groups of FPOs/ SHGs/ Cooperatives or a SPV of micro food processing enterprises to promote their existing or proposed brands to market their processed food products under the scheme.

For more details: please visit <https://pmfme.mofpi.gov.in/pmfme/#/Home-Page>

Key Features



Common Infrastructure



Capacity Building



Credit Linked Subsidy



One District One Product (ODOP)



Seed Capital for SHGs



Marketing & Branding

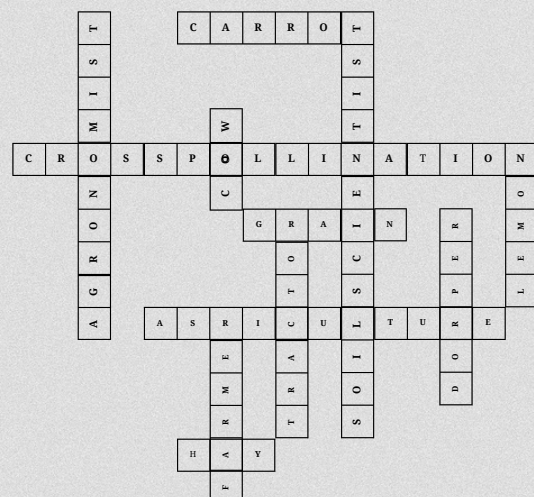
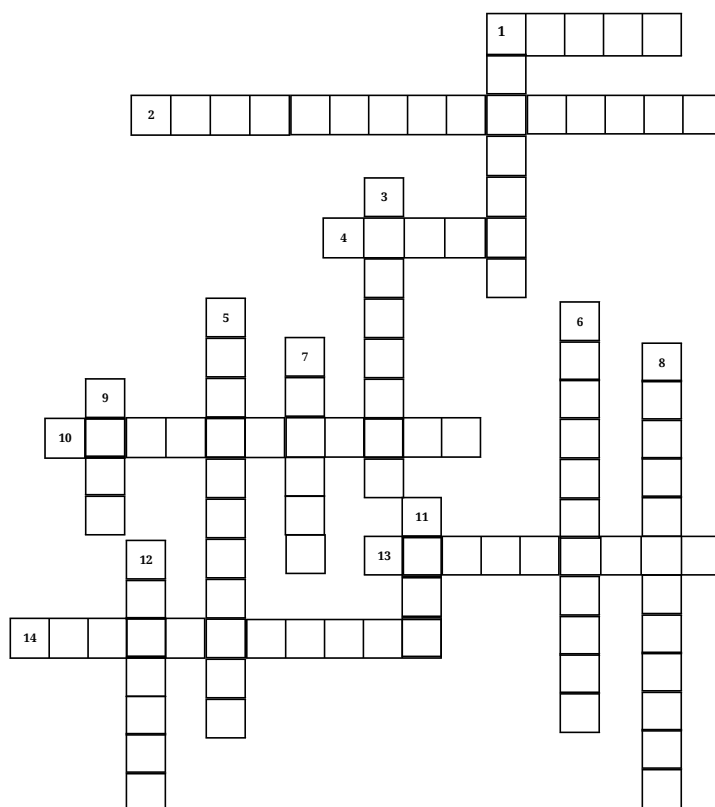
Trivia: Crossword Puzzle

Across

1. Crop that needs well drained fertile soils, moderate temperature and lots of sunshine (5).
2. Increasing production through use of HYV seeds, chemical fertilizers and pesticides (5, 10).
4. USA, Canada, Russia, Australia are major producers of this crop (5).
10. Type of farming to meet family needs (11).
13. Rearing of animals for sale. (9)
14. Growing grapes for wine (11).

Down

1. Coarse grains are also called (7).
3. Cultivation involving slash and burn (8).
5. Growing of crops, fruits and vegetables (11).
6. Tea, coffee, sugarcane and rubber are grown in (11).
7. Requires 210 frost-free days for growth (6).
8. Growing of flowers (12).
9. Also known as paddy (4)
12. Activity concerned with extraction of natural resources (7).



Trivia crossword: Answer (April)

Across

2. A person who studies and experiments with the selection and growth of crop plants and pastures.
6. A person who owns or manages a farm.
7. An animal kept to produce milk or beef.
9. A powerful motor vehicle with large rear wheels, used chiefly on farms for hauling equipment and trailers.
10. A person who studies the origin, management and use of soils.
11. A breed of sheep.
12. A pale yellow oval citrus fruit with thick skin and fragrant, acidic juice

Down

1. Pollination of a flower or plant with pollen from another flower or plant.
3. The science or practice of farming.
4. Grass that has been mown and dried, often use as sheep food.
5. A tapering orange-coloured root eaten as a vegetable.
8. Wheat or any other cultivated cereal used as food.

The

he true entrepreneur is a
DOER, not a DREAMER
- Nolan Bushlan



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Editor's Column

Whenever there is a will, there is a win! Having learnt this since our childhood, we have been into an endless race. Be it to achieve good grades in school/college, getting a good and respectable job, etc. Some end up exactly with the same goal, some divert and some on the other hand, choose to stand up, battle against the odds, and strive to make a difference! These individuals call for action and inclusivity and this issue of our newsletter is dedicated to such heroes of change. On the cover, we have **Snheha Bakery** and **Mapita Banana Chips** who irrespective of achieving their goals in the aforesaid conventional ways, quit, to choose and follow their dreams.

In the drift of Millets production, **Snheha Bakery** was able to flourish their dream towards producing different variety of bakery products and increasing their business with Kshyamata's intervention. On the other hand, **Nabankur Patowary**, owner of **Mapita Banana Chips** claims that without the help and constant support from Kshyamata team, he would not be able to launch Mapita.

Perfection is a myth! What one needs in life is discipline and balance.

This newsletter provides you with an eclectic mix of trending news, entertainment, encouraging stories and behind their success. The engaging content is available on our official website <http://www.arias.in/>. We aim to be entertaining and informative, and above all useful. With a good balance of genres, we have finally created another volume – Vol II (May issue) of Kshyamata monthly newsletter with all the timeliness, approachability and interactivity of an online one. Make your way through them!

Do let us know if there are any topics you would want us to cover/include or if you have any queries. We would encourage any suggestions, things you love/hate, would love to hear from you irrespective. You can write us to kshymata@arias.in.

Here's to an amazing month!

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Workshop

Kshyamata Program under APART Project has recently organized a capacity building workshop on "The Importance of Branding, Packaging and Labelling" for a selected few entrepreneurs under Kshyamata on **12 May 2023**. The objective of the workshop is to equip the entrepreneurs with requisite knowledge on the importance of creating a unique brand for their products.



Workshop on "The Importance of Branding, Packaging and Labelling" - ARIAS Society Conference Hall on 12 May 2023