



Implemented by
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



18 STORIES OF

Sustainable Practices

Green College, India



P R E F A C E



**SUBHANKAR
CHATTERJEE**

Head of Programmes
Welthungerhilfe India

Our publication titled “18” is a collection of eighteen stories of aspiring entrepreneurs from the most backward regions of the country who despite all the challenges could opt for a training offered in our Green College and use the knowledge and skills to establish themselves as successful ecopreneurs.

They are our Superheros who are role model for their communities to live a life with dignity and pride, and continue working in the most noble profession on earth; farming. The Green Colleges train rural youth in green trades, combining traditional wisdom with scientific techniques to turn these young minds into ‘ecopreneurs’ enables them to have better access to technology, finances and market.

Green Colleges offer both short term (15-30 days) and longer term certificate courses (3 -6 months), and village based trainings following farmer field school approach in topics such as sustainable farming, animal husbandry, veterinary paraprofessional work, integrated fishery, sustainable harvesting and processing of forest produce, agro-food processing and solar lighting. The trades included in the courses have been traditionally pursued by these communities, have high value in their local context and are need-based, thus increasing considerably the opportunities for a dignified livelihood within their own community. The initiative is supported under Green Innovation Centre project under the One World No Hunger Initiative of German Federal Ministry for Economic Cooperation and Development (BMZ) and the Gesellschaft für Internationale Zusammenarbeit (GIZ). We are thankful to our Green College partners RKM, SRAN, DRCSC, SPWD, NEEDS, KGVK, TSRDS, CWS, Living Farms, MYRADA and IIRD for their efforts in training more than 20,000 of young entrepreneurs from rural areas to create livelihood opportunities for them. I am sincerely thankful to Agriculture Skill Council of India (ASCI) for their support towards affiliation and certification of the green colleges. I am also thankful to Tata Steel, Usha Martin and Tata Trusts for financially supporting few of our Green Colleges. I am proud to be associated with such talented young entrepreneurs, who have shown their courage and rigor to stand against all odds in their life and pursue the idea of sustainable production to not only earn a livelihood but make our world a better and greener place to live



SAI KRISHNA

Chief Executive Officer
National Skills Foundation
of India

The selected ‘18’ ecopreneurs whose achievement captured in the book, have taken the road less travelled. In spite of several challenges of production and marketing their produce, these young heroes have chosen to these paths with grit and determination and exhibited exemplary perseverance in taking their efforts to logical conclusion

However, they don’t show any sign of stopping. This compilation of ecopreneur cases represent various trades that the project of ‘Green Entrepreneurship’ support. The effort is to document and showcase how the youth with determination can fight challenges and overcome hurdles to pursue their dream and vision. We believe that the book will act as a source of inspiration to several such potential youths in rural landscapes of India and as a direction to innumerable change agents working for the upliftment of people in rural India. At a time when the supply of jobs is falling short of the demand, agriculture is faced by challenges of climate change, these ecopreneurs exhibited the courage and belief to try their hand and succeed. I salute these heroes and wish them all to scale new heights and set example for innumerable others who are in need for successful cases for self motivation. We look forward to bringing out more such exemplary cases and document them in future.

Green Colleges

The Green aspect

The greening of agriculture refers to the increasing use of farming practices and technologies that simultaneously:

- maintain and increase farm productivity and profitability while ensuring the provision of food on a sustainable basis
- rebuild ecological resources (i.e. soil, water, air and biodiversity “natural capital” assets) by reducing pollution and using resources more efficiently.

The essence of “green” agriculture is in reduction or elimination of negative externalities caused by the conventional agriculture. Good Agricultural Practices (GAP), Organic/Biodynamic Agriculture, Ecological Agriculture, Conservation Agriculture, exemplify the essence of “green” agriculture.

The College aspect

The Green Colleges are hosted by NGOs and CSRs.

They conduct Skill gap assessment studies to identify most potential courses for self-employment & employment creation in the respective area.

Course modules are framed following national skills qualification framework deriving out of the job roles and the occupational standards.

Courses are certified by Agriculture Skill Council of India(ASCI).

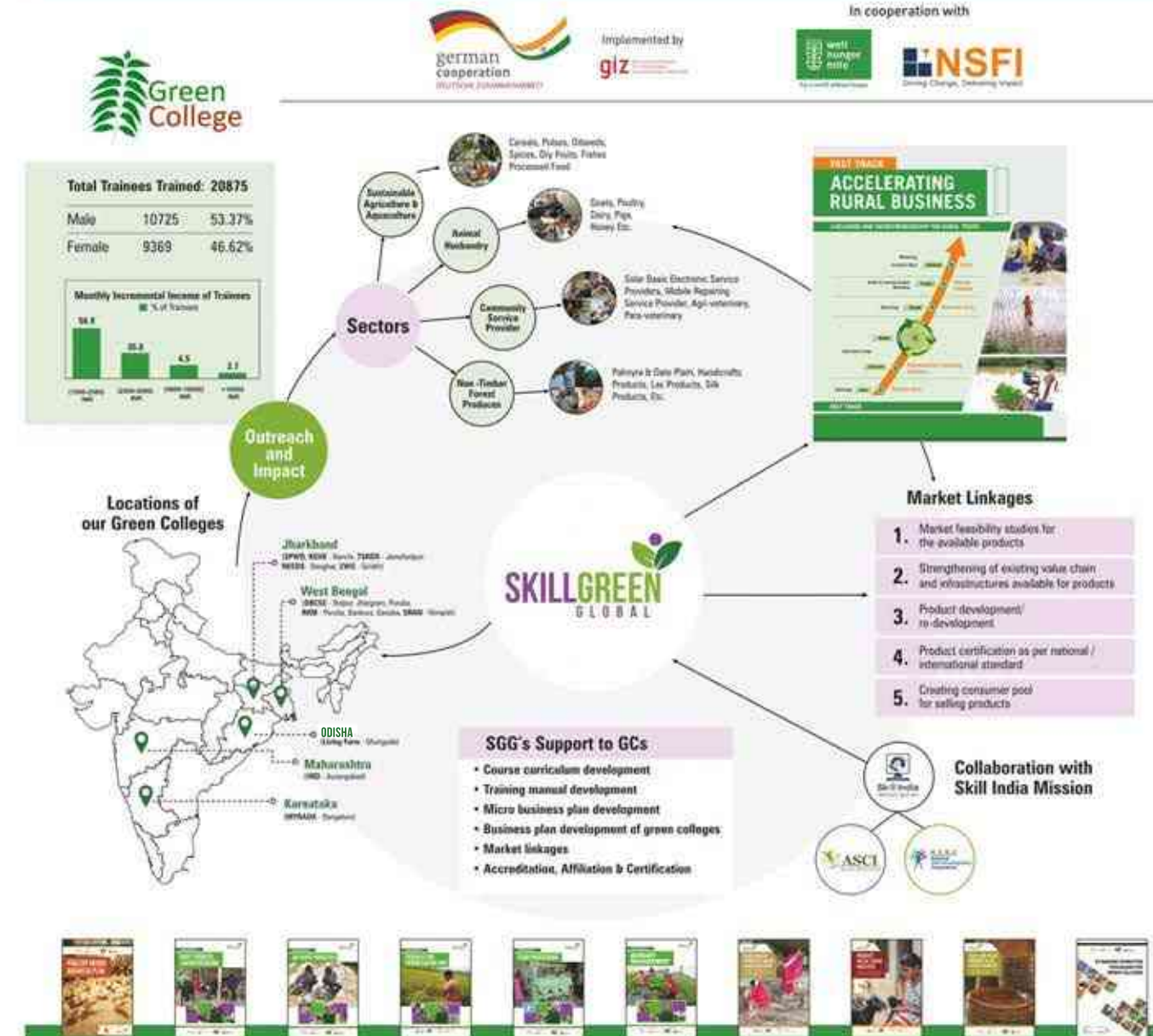
Trainings are provided on short term (15-30 days), longer term certificate courses (3 -6 months) & Farmer Field School based programmes.

On successful completion of courses, Green Colleges make effort to link the trainees with Prime Minister Fellowship Scheme.

Each trainee receives a one year mentoring support from experienced Green College staff members to work on the business idea.

The more aspiring young trainees are further supported through the “Fastrack Business Accelerator Programme” to expand their business.

The trainees are also collectivised in Producer Group & Farmers Producer Organisations for improved market access.



JHARKHAND



1/18
LALITA TUDU

6/18
NEELAM DEVI

8/18
SUMAN DEVI

12/18
BINASURI KISKU

13/18
RITA DEVI

15/18
SHYAM
SUNDAR LAL

17/18
PUTUL MAHATO

18/18
ANITA SOREN

WEST BENGAL



3/18
ESMOTARA
MOLLA

4/18
URMILA
MAHATO

9/18
RAMPADA
MAHATO

11/18
SANJAY DAS
BAIRAGYA

14/18
PARTHA SARATHI
GHOSH

MAHARASHTRA



5/18
BALASAHEB MULEY

7/18
YOGESH GHEGDE

ODISHA



16/18
BILASA BADNAYAK

KARNATAKA



2/18
GULSHEERA
BEGUM

10/18
SHASHIKALA

KHERWA, JHARKHAND

Organic adherent



1/18

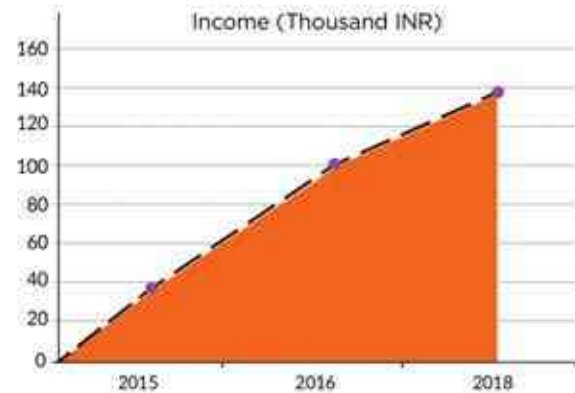
LALITA TUDU

Trained in organic farming by
NEEDS Green College, Deoghar

NEEDS Green College has been training tribal entrepreneurs over the years on various trades including organic farming, fishery, intensive vegetable grower, floriculture, SIFS etc. and has trained 829 entrepreneurs till date, in Jharkhand.

Income represented annually

Land Owned	3 Acres
Previous Income	INR 35,000/-
Income after Green College Training	INR 1,00,000/-
Income as on 31 st March 2018	INR 1,35,000/-
Trigger	Chemical fertilisers led to infertility of soil and high input cost



“Sometime back, I realised that our soil had become completely infertile, which was disastrous for any kind of farming. NEEDS Green College trained me in organic farming and entrepreneurship. Today I prepare organic liquid manure myself which is sufficient for the entire season”



She aspires to be a master trainer and subsequently train other women of the village in organic farming. She also has plans to setup a business of organic manure.

HOLALKERE, KARNATAKA

Livestock leader



2/18

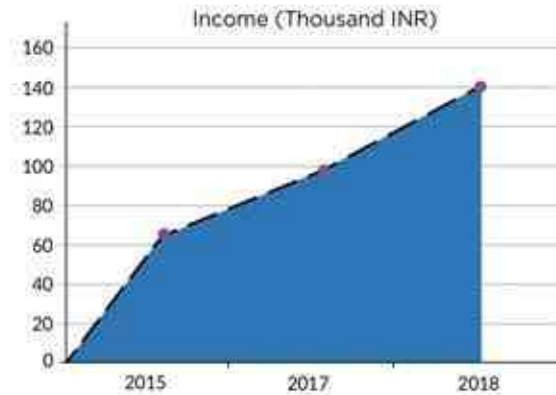
GULSHEERA BEGUM

Trained in improved livestock rearing by Myrada Green College, Holalkere

MYRADA Green College has been training farmers to become new age entrepreneurs. They have trained over 1220 entrepreneurs in Chitradurga, Hassan and Chikkamagaluru districts of Karnataka state.

Income represented annually

Cows Owned	2 (HF)
Previous Income	INR 63,000/-
Income after Green College Training	INR 96,000/- (9 months)
Income as on 30th March 2018	INR 1,40,000/-
Trigger	Absence of milk collection centres and quality milk in her village



“Gulsheera Begum initially knew very little about cow rearing and cattle feed. After the MGC training, she can manage her cow very well. She also has taken lead to organise training in her village and has already trained 30 entrepreneurs.”

- Principal, MYRADA



She aspires to have 20 cows and encourage others to buy cows and start sub milk collection centre in her village with the support of Myrada Green College.



3/18

ESMOTARA MOLLA

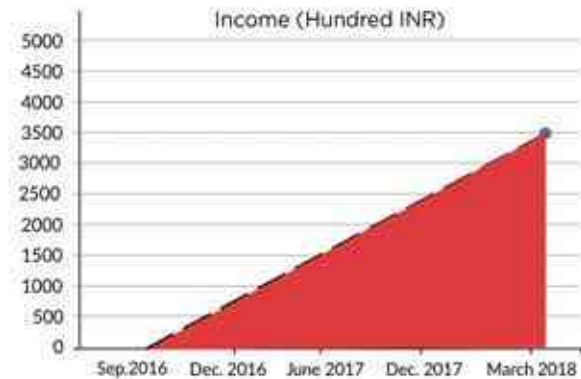
Trained in backyard small ruminant and poultry farming by SRAN, Nimpith

Wings to her dream

SRAN Green College has trained over 900 Entrepreneurs in the Sundarbans area and are now working with various government and non-government institutions to expand their reach to more needy and willing entrepreneurs.

Income represented monthly

Poultry Owned	80
Previous Income	NIL
Income as on 31st March 2018	INR 3,500/-
Trigger	Disturbed family due to low income



“Esmotara is a strong and a determined woman. She is not only a successful entrepreneur but also an inspiration to many. She has guided 12 women of her village to become entrepreneurs.”

- Principal, SRAN



She aspires to improve the lives of all the women in her village by motivating and empowering them. Just like herself, she wants other women to also enjoy the stature of social recognition and confidence.

PITIDIRI, PURULIA, WEST BENGAL

Re-mapping resilience



4/18

URMILA MAHATO

Trained in using Bio-Inputs
by SPWD, Ranchi

KGVK Green College has trained over 3400 people till date, under the Green College programme in the rural areas of Jharkhand, enabling farmers to become new-age entrepreneurs.

Income represented annually

Land Owned 100 Decimal

Previous Income INR 40,000/-

**Income after Green
College Training** INR 52,000/-

**Income as on
31st March 2018** INR 79,500/-

Trigger Drought and
Poverty



“Though she has a small farm, she has managed to do a lot with it.
Her hard work has motivated many in her village”

- Puja Sharma, Course Coordinator (SPWD)



Perceived as a leader amongst other women, she aspires to help each and every trainee help them be successful entrepreneurs. She already has set an example for others to follow.

The Golden Egg



5/18

BALASAHEB MULEY

Trained in backyard poultry by IIRD, Aurangabad

IIRD Green College has been training farmers over years on various trades including backyard poultry, goat and cattle rearing, dairy, organic grower, etc. and has trained 974 entrepreneurs so far. It aims to train 3000 entrepreneurs by 2019.

Income represented annually

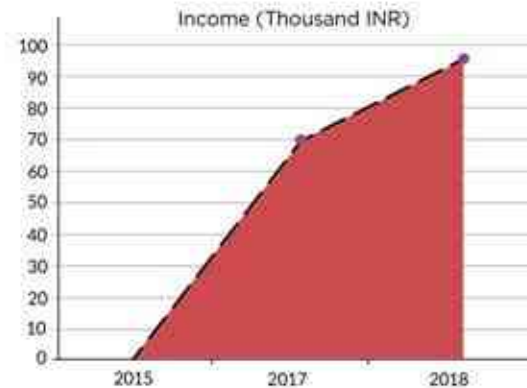
Land Owned 2.5 Acres

Previous Income NIL

Income after Green College Training INR 70,000/- (8 months)

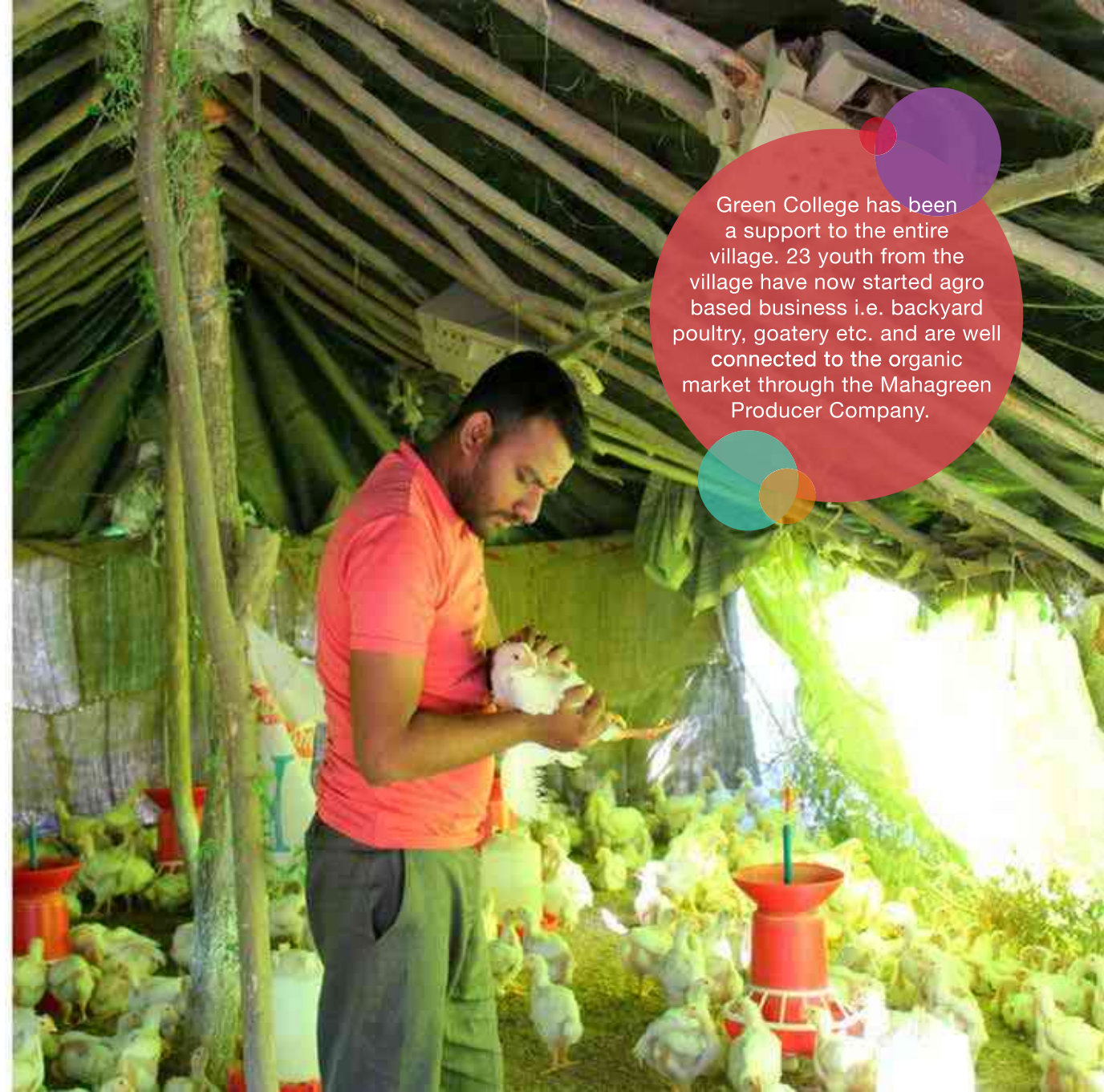
Income as on 31st March 2018 INR 95,000/-

Trigger No job after graduation



“Balasaheb is a man of courage. He started with goat rearing, trained in backyard poultry and poultry nutrition to start up a poultry feed production unit. And he is not stopping there! He has over 800 chickens which he retails. He makes us very proud.”

- Principal, IIRD Aurangabad



Green College has been a support to the entire village. 23 youth from the village have now started agro based business i.e. backyard poultry, goatery etc. and are well connected to the organic market through the Mahagreen Producer Company.

HATWAL, RANCHI, JHARKHAND

Cultivating confidence



6/18

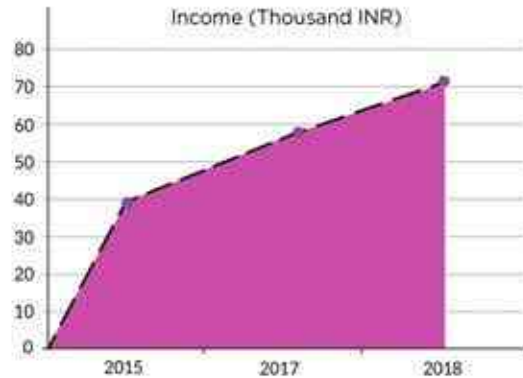
NEELAM DEVI

Trained in Integrated Farming System by KGVK Green College, Ranchi

KGVK Green College has been training farmers to become new age entrepreneurs. They have trained over 3400 trainees till date under Green College Project in the rural areas of Jharkhand.

Income represented annually

Land Owned	2.5 Acres
Previous Income	INR 39,000/-
Income after Green College Training	INR 58,000/-
Income as on 31st March 2018	INR 72,000/-
Trigger	Unable to afford children's education and lack of her family's confidence in her



“She is a strong lady who has overcome many challenges and is a successful woman entrepreneur today. She is an inspiration for other women in her village. Her strength lies in her confidence.”

- Dharmendra Tiwari (Officer in charge)



“Green College has helped me extend my boundaries by empowering me. Previously, my husband had no confidence in me, but now, I am an equal decision maker in the house. I am happy to promote organic farming in my village and contributing towards the awareness for safe food.”

Poultry MBA



7/18

YOGESH GHEGDE

Trained in backyard poultry
by IIRD, Aurangabad

IIRD Green College has helped farmers with seed money and, it's communication and marketing training has enabled it's trainees to understand market trends and plan their businesses accordingly.

Income represented annually

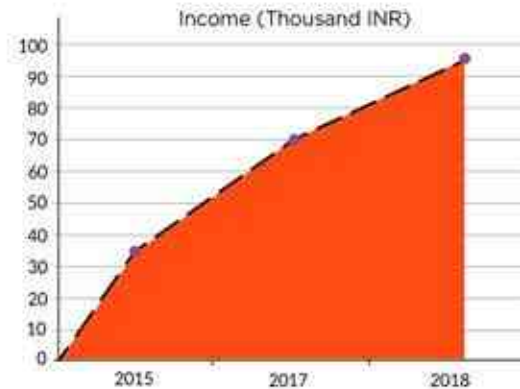
Land Owned 4 Acres

Previous Income INR 35,000/-

**Income after Green
College Training** INR 60,000/-
(8 months)

**Income as on
31st March 2018** INR 75,000/-

Trigger Unsatisfactory and
irregular income
after MBA.



Along with poultry, he has also started a dairy farm. His dream is to set up a Dairy Collection Centre across the block and a poultry chain and support at least 5000 entrepreneurs.

“The Dynamics of jobs are changing in our country. Yogesh, a young farmer, had returned home after finishing an MBA course in the city of Aurangabad. He is a farmer by experience and business administrator by skills. He proudly demonstrates that his 500 bird poultry unit can earn him more income than a salary in a city could provide. He has become a catalyst for other small farm-based enterprises in his village.” - Principal, IIRD Aurangabad

PALOJORI, JHARKHAND

Fishing it big



8/18

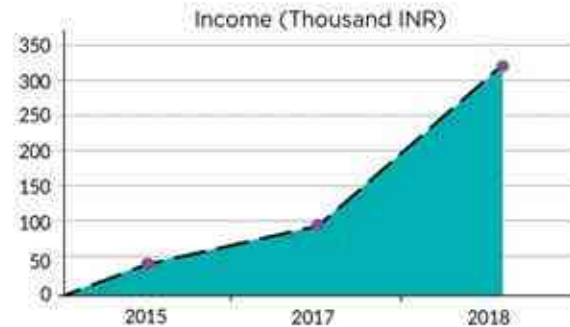
SUMAN DEVI

Trained in fish farming by
NEEDS, Deoghar

NEEDS Green College has been training tribal entrepreneurs over the years on various trades including fishery, intensive vegetable grower, organic farming, floriculture, SIFS etc. and has trained 829 entrepreneurs till date.

Income represented annually

Pond Size	100 sq. ft.
Previous Income	INR 40,000/-
Income after Green College Training	INR 80,000/-
Income as on 31 st March 2018	INR 3,10,000/-
Trigger	Compelled to work as a daily wage labourer



“I belong to Kewat, a fish farming community. The Green College training has helped me learn about aquaculture, preparing feed for fish, proper feeding, netting and growth monitoring. I rear three variety of fishes now: Rohu, Katla & Golden. I sold 2000 kgs of fish and earned around Rs. 3,10,00. This year, I am supplying fingerlings to the nearby villages. This training changed me and my family’s social status.”



She plans to share with her community the knowledge she has gained and the scientific techniques she has learned during her training at the Green College. She aspires to promote her community by training the entire community with scientific techniques.



9/18

RAMPADA MAHATO

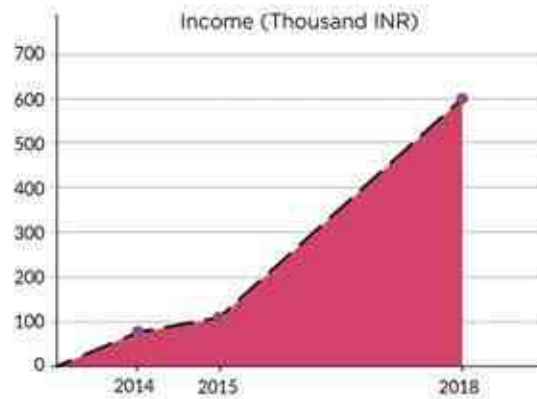
Trained in Bio-Inputs
by SPWD, Ranchi

Organic crusader

SPWD Green College has been training farmers to become new age entrepreneurs. They have trained 858 entrepreneurs across 5 districts in 2 states. 60% of the trainees are now practicing organic farming and are well connected to the local market.

Income represented annually

Land Size	5 Acres
Previous Income	INR 45,000/-
Income after Green College Training	INR 1,10,000/-
Income as on 30th March 2018	INR 6,00,000/-
Trigger	Death of two children due to chemical fertilisers



“Rampada is a hard-working person and a quick learner. He has set an example for the entire village.”

- Principal (SPWD Green College), Ranchi



He wants to set up his permanent organic stores in Kolkata and Ranchi and subsequently develop a supply chain from his own district.

HOLALKERE, KARNATAKA

Sophophilic culturist



10/18

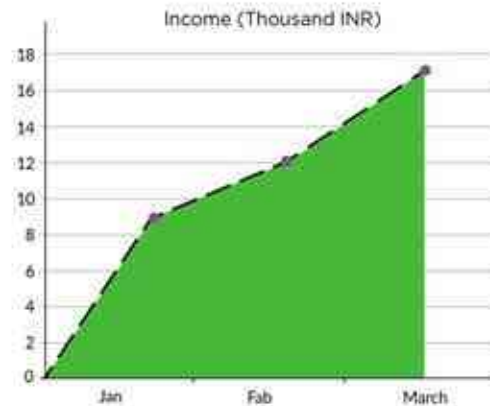
SHASHIKALA

Trained in livestock rearing by
MYRADA Green College,
Holalkere

MYRADA Green College has been training farmers to become new age entrepreneurs. They have trained over 1220 entrepreneurs in Chitradurga, Hassan and Chikkamagaluru districts of Karnataka state.

Income represented annually

Rabbits Owned	35
Previous Income	INR 9,000/-
Income after Green College Training (9 months)	INR 12,000/-
Income as on 31 st March 2018	INR 16,500/-
Trigger	No nearby buyers



“Shashikala was facing problems in marketing and health services. After the innovation camp held at Holalkere, she was successful in getting the buyers from different areas. She is happy to utilise our network and has sold over 80 rabbits in the last two months.”

- Principal MYRADA



MYRADA Green College training has been very useful. She has learned about business strategy and her business has grown two-fold in two months. Her dream is to see her business grow ten times better by the next year.

PALSA, BIRBHUM, WEST BENGAL



11/18

**SANJAY DAS
BAIRAGYA**

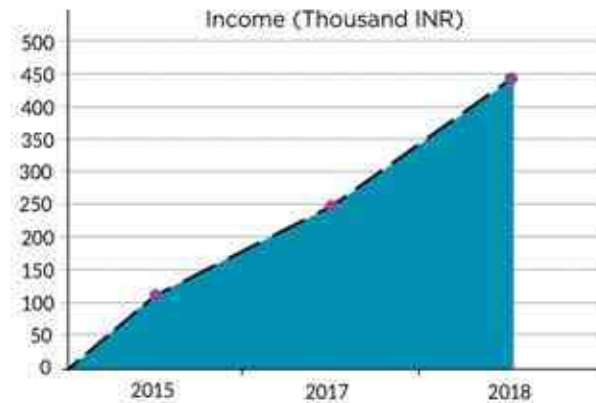
Trained in Aquaculture by
DRCSC, Bolpur

Catching & cashing

DRCSC Green College has been training farmers over the years in trades such as aquaculture, animal rearing and health, poultry and fishery. Over 4000 entrepreneurs have successfully completed training there.

Income represented annually

Pond Size	14 Acres
Previous Income	INR 1,10,000/-
Income after Green College Training	INR 2,50,000/-
Income as on 30th March 2018	INR 4,44,000/-
Trigger	Increasing input costs & high pH level of water.



“Sanjay believes that if he had received this type of training earlier, he would have been a better entrepreneur. He realises that the training has helped him achieve a better livelihood. Now Sanjay is self-reliant and is able to produce fishing from fish eggs in his incubated pond which has resulted in higher profits.”

- Principal, DRCSC



“Training brought behavioural change in me. I started doing pH test of water before using lime and potassium permanganate in the pond. I also learnt to efficiently prepare and use fermented cow dung for fish feed. This helped me maintain a good quality of water in the pond and also increase the quantity of fish”

Food Security



12/18

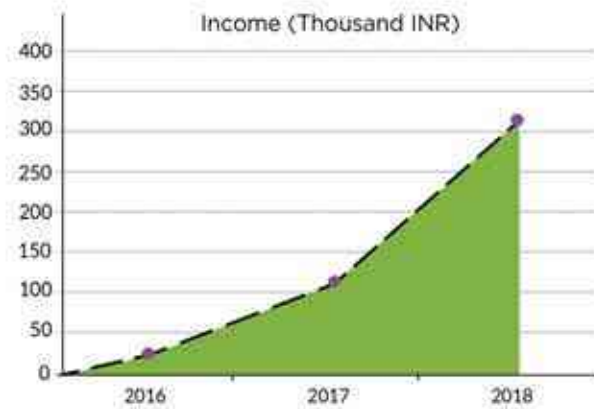
BINASURI KISKU

Trained in intensive vegetable grower NEEDS Green College, Deoghar

NEEDS Green College has been training tribal entrepreneurs over the years on various trades including Intensive vegetable grower, organic farming, fishery, floriculture, SIFS etc. and has trained 829 entrepreneurs till date.

Income represented annually

Land owned	3 Acres
Previous Income	INR 20,000/-
Income after Green College Training	INR 1,20,000/-
Income as on 31 st March 2018	INR 3,20,000/-
Trigger	Food security problem & extensive dependency on lenders



“I was not confident while talking to people prior to this training. This training gave me confidence. It also enabled me to educate my children. Today I don’t need to depend on the loans of local money lenders to educate them.”



Her dream is to start a big vegetable wholesale store in Deoghar. She also wants to train other women farmers and empower the Santhal community.

The Paddy Woman



13/18

RITA DEVI

Trained in paddy farming by KGVK Green College, Ranchi

KGVK Green College has been training farmers to become new age entrepreneurs. They have trained over 3400 trainees till date under Green College project in rural areas of Jharkhand.

Income represented annually

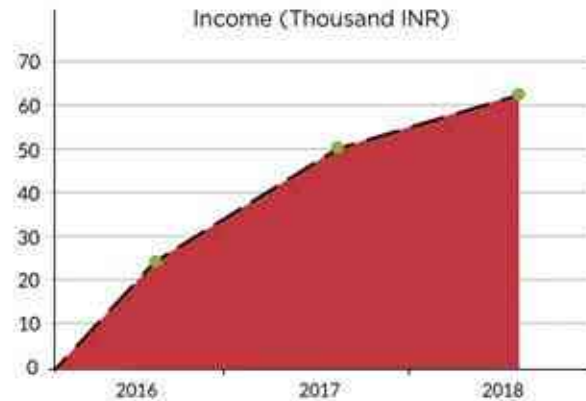
Land owned 1 Acre

Previous Income INR 24,000/-

Income after Green College Training INR 50,000/-

Income as on 31st March 2018 INR 62,000/-

Trigger Early marriage prevented quality education. Chose to support family through farming.



“Rita Devi is a very hardworking lady who inspite of being married at a very early age, managed to finish her schooling. Her husband remains unemployed, but she has chosen to be a paddy farmer. She started with traditional methods and has gradually adopted SRI practices for higher yield.”

- Dharmendra Tiwari (Officer in charge, Ormanjhi)



She has learnt about new practices in paddy and weed management at the Green College and this has helped her get higher yield. She dreams of having a permanent organic store of her own in Ranchi.

Organic oath



14/18

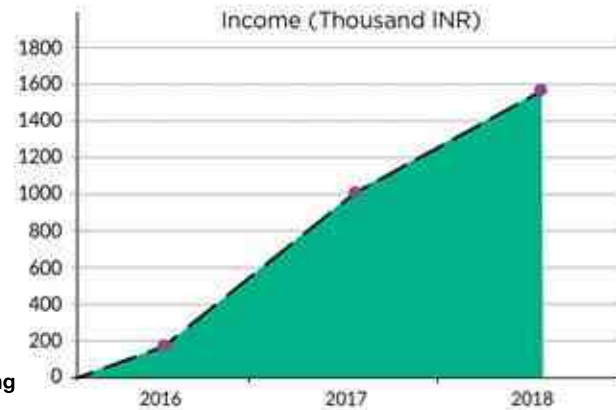
**PARTHA SARATHI
GHOSH**

Trained in vermin compost
by SRAN, Nimpith

SRAN Green College has been training farmers to become new age entrepreneurs. They have trained over 900 entrepreneurs at Sundarbans area and work with various government and non-government institutions to reach out to people in need.

Income represented annually

Pond owned	3 Acres
Previous Income	INR 1,68,000/-
Income after Green College Training	INR 10,08,000/-
Income as on 31st March 2018	INR 15,72,000/-
Trigger	Successive failure for 3 years in organic farming



“He is an example to those who want to be a successful entrepreneur. He started from scratch and has now reached a level where he can run a free school for kids.”

- Principal, SRAN



Green College and Fast Track training has given him the boost to take his business to a new level and today, he is able to generate more employment through his farm. He aims to start a social enterprise and increase livelihood opportunities for the people in his village.

KANKE, RANCHI, JHARKHAND

Livestock leverage



15/18

SHYAM SUNDAR LAL

Trained in animal healthcare
by KGVK, Ranchi

KGVK Green College has been training youths and farmers to become new age entrepreneurs and work with other organization for livestock health management. They have created of pool of over 200 ASCI certified animal health workers.

Income represented annually

Land owned	3 Acres
Previous Income	INR 48,000/-
Income after Green College Training	INR 3,00,000/-
Income as on 31 st March 2018	INR 3,60,000/-
Trigger	Unemployment and low social respect



“He is a very hardworking person. While he didn't have a job before joining the training, he has emerged as a wonderful caregiver, who can feel the pain of the animals and knows what treatment is needed.

He wants to make a name for himself in his district.”

- Dr. Mahesh Kumar, Faculty (KGVK)



Green College has showed him the path to success. He was just roaming, doing nothing earlier, but today he has an aim, a task to help the people and their livestock through his services. He wants to set up an Animal Health Care Centre in his village and provide first aid management to the livestock.



16/18

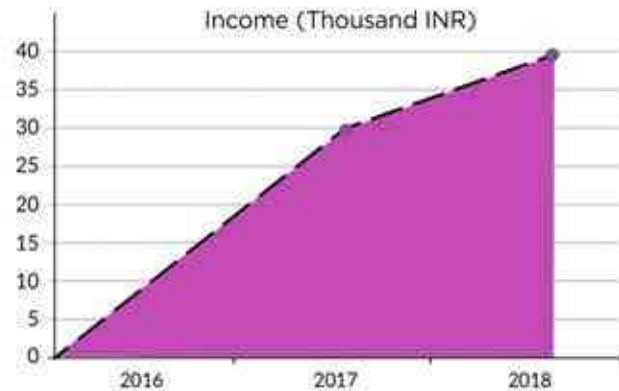
BILASA BADNAYAK

Foster-forest

Living Farms Green College has been training farmers to become new age entrepreneurs. They have trained 887 entrepreneurs in the Rayagada district of Odisha.

Income represented annually

Previous Income	NIL
Income after Green College Training	INR 30,000/-
Income as on 30 th March 2018	INR 39,600/-
Trigger	Marriage and Financial issues



“We had huge financial issues. My family was worried about me, my future, my marriage. The Green College training has helped me identify the local forest as an asset and utilize it. The marketing skills I acquired here have helped me generate unmatched revenue in the village.”



She aspires to train other women in marketing and facilitating SHG in her area. She also aspires to expand her business outside the state.



17/18

PUTUL MAHATO

Trained in System Rice
Intensification (SRI) by TSRDS

The Green Evolution

TSRDS Green Colleges has been training farmers to become new age entrepreneurs. They have trained 1768 entrepreneurs across 7 Districts of Jharkhand & Odisha.

Income represented annually

Land owned	3.5 Acres
Previous Income	INR 21,000/-
Income after Green College Training	INR 40,000/-
Income as on 31 st March 2018	INR 52,600/-
Trigger	Continuous loss for 3 years



“She is the most active woman farmer in her SHG. She is leading her group and influencing others to adopt SRI techniques in paddy fields. She is the one having highest potential.”

- Principal, TSRDS



“Green College has been a blessing for me. I had incurred huge losses over the past three years. SRI and Fast Track trainings helped me overcome the losses and make a profit. Today I am confident that I will be able to buy my own land for cultivation soon.”



18/18

ANITA SOREN

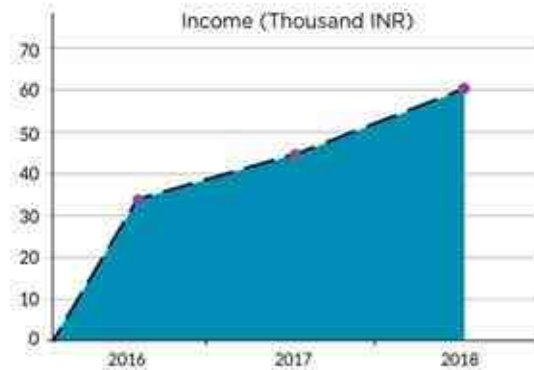
Trained in mahua processing
by CWS, Deoghar

Mahua multitasker

Haritgram Green College is run by CWS and Abhivyakti Foundation. It has trained over 800 rural youths to uplift their livelihood through quality enhancement and skill development trainings.

Income represented annually

Land owned	1 Acre
Previous Income	INR 34,800/-
Income after Green College Training	INR 45,600/-
Income as on 30 th March 2018	INR 60,000/-
Trigger	Hunger and rising consumption of alcohol within the community



“Green College initiative has played a major role in my life. It made me realise my inner capacity. Today, I use mahua to make sweet laddoos. I sell the products in the local market to generate income and am able to successfully feed my family.”



She aspires to open her own well equipped mahua processing unit and a retail shop of different mahua products. She also wants to build a mahua training centre.

FIELD FACULTY

In the scenario of fragmented lands and scarce water resources, the small and marginal farmers find it extremely challenging to hold on to their farming. The Green College provides them an opportunity to improve their farming practices and involve in allied activities that have significantly increased their incomes. Interestingly, the youth have spurned job opportunities in the city and have opted for farm based enterprises in their villages. This could never have been the case without the Green College intervention.



JOY DANIEL
Executive Director, IIRD

Green College not only provides the technical inputs for crop production but also provides an opportunity for farmers to become entrepreneurs. Green College also provides need based training to potential rural youths on business orientation to become successful business entity.



G.T. VEERABHADRA REDDY
Principal, MYRADA

Lack of meaningful employment opportunity in the working area is driving huge chunk of rural youth to migration. In this backdrop, Haritgram Green College, within two years of its operation has made a significant impact in the promotion of green sector employment opportunity. Presently, trainings are being offered in six trades in agri and allied sector and more than 800 youth have been trained through short and medium duration training courses. More trainings are to be conducted to encourage the youth towards the income generation in their communities.



BISWAJIT PATRA
Principal, CWS



497
**ADDITIONAL
JOBS CREATED**



554
**TRAINED ANIMAL
HEALTH WORKERS**



420
**TRAINED AGRO FOOD
PROCESSORS**



81
**TRAINED NURSERY
MANAGERS**



20,335
TOTAL TRAINEES



40
**FAST TRACK
ENTREPRENEURS**

Ecopreneurs trained	20,335
Courses introduced	27
Operational Green Colleges	11
Additional jobs created in upstream and downstream businesses	497
Increase in Income (25% or more)	12,471 <small>(average annual increase ~ INR 49,000 or EUR 610)</small>

Increase in Annual Income (INR)

49.2%
0-30,000 INR

37.4%
30,000-60,000 INR

11.3%
60,000-100,000 INR

2.1%
>100,000 INR