

Web tool launched

Dynamic website of Zonal Technology Management & Business Planning and Development Unit (<http://ztmbpd.iari.res.in>) has been developed with features like online membership, registration, database management for effective communication with zonal institutes. It has been designed and developed using standard three tier architecture in java technology and has four functional modules: **Authentication, Incubation, Membership and Retrieval Module**



ZTM-BPD KALEIDOSCOPE



“An excellent initiative in commercializing technologies in a larger scale for the benefit of entrepreneurs as well

Visitor's corner

**Prof Dane Mattotti
Turin Italy**

**Prof Jovin K Mugula
Uganda**

“Excellent establishment of infrastructure and a great start for Agri-Incubation”



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TAKSAY

(TAKNIQUE SE VYAVSAY)
A news bulletin from IARI-ZTM BPD Unit



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About ZTM BPD Unit

Zonal Technology Management and Business Planning and Development Unit (ZTM-BPD) of Indian Agricultural Research Institute, New Delhi (IARI) offers agri-based technologies and is an exclusive platform for entrepreneurs and new companies, where new ideas Innovations and technologies can be translated into commercially viable business. Its entrepreneur development programmes enhance skill set of perspective entrepreneurs to face new challenges for setting up their enterprise.

Launching of a producer company “beeIndia Producer Company Ltd”

With a mission of transforming “Utpadak se Udhyaami” ZTM BPD Unit organized a group of farmers and launched a Farmers Producer Company under Companies Act 1956. Several farmers’ sensitization meetings were held at IARI and at farmers place for creating awareness about the benefits of making an organized effort for producing premium seed of various field crops, vegetables, floriculture etc under a common brand name “BEEJINDIA”.

Sensitization through various activities ignited entrepreneurship in farmers from three clusters of Hapur & Bulandshahar (UP) and Chirawa (Rajasthan). They were incorporated in a defined group for taking up seed multiplication venture under the mentorship of ZTM BPD Unit, IARI.

Spreading rural prosperity by transforming farmers into agri-preneurs

This incubating company has 50 farmers with 20 subscribed founding members. It has 8 member executive board with IARI as Advisory Director in the Executive Board. Activities have been initiated as Seed Venture from Rabi 2012 covering approximate area of H” 100ha. The target crops for this season are Wheat, Pulses, Oilseed, Potato and vegetable crops

“beeIndia Producer Company Ltd” will not only bring prosperity directly among farmer members but also will set an example for farmers from other areas.

From Directors Desk...

The ZTM & BPD Unit has been incepted to act as an interface between the ICAR institutes and the private sector; to validate and commercialize technologies for promotion of agribusiness enterprises.

This newsletter would serve as a channel of information flow related to technologies, IPR, new business models and success stories between technology developers and users.

This initiative of ZTM&BPD Unit deserves all appreciation and accolades...

(HS Gupta)



BPD Activities

Commercialization and Technology Transfer

The wheat variety HD 2967 simultaneously released for both North West and East plain zones under timely sown irrigated conditions has been commercialized through 34 seed companies (see the list) covering areas of Haryana, Punjab, Uttar Pradesh, Uttrakhand and Chhattisgarh. It is a widely adaptable variety having adult plant resistance against prevalent leaf rust and two most virulent races of yellow rust (Ug99). This variety is likely to replace the ruling variety cultivated in both the zones and thus would contribute significantly in enhancing the wheat production in the country. HD 2967 is better than the existing checks for chapati and bread making quality also.

- Another **Wheat Variety HI-1563** has been licensed to M/s Pan Seeds
- **Maize Hybrid PEEHM-5, an extra early hybrid**, has been licensed to M/s Sri Laxmi Venkateshwara
- **Hybrids of Rice (PRH10) and vegetables like Tomato (PH-8), Brinjal (PH-9), Bottle-gourd (PH-3), Bitter Gourd (PH-2) & open pollinated variety of Cucumber (Pusa Sanjog)** have been licensed to M/s Bhartiya Beej Nigam Ltd
- **RNAi gene construct against ToLCV virus**, a biotechnological intervention has been transferred to M/s Bejo Sheetal Pvt Ltd
- **Pusa fruit drink** technology has been licensed to M/s Krishna Pickles
- **Pusa soya nuts**, a ready-to-eat crispy soynut technology, has been licensed to M/s Praveen Reinforced Plastics Pvt Ltd
- **Blue Green biofertilizer** technology has been licensed to M/s Ecological Industries

M/s Akash Seed
M/s Amar Seeds
M/s Asian Seeds
M/s Aujla Seeds
M/s beejIndia Prod Co Ltd
M/s Bhagati Seed Farm
M/s Bhatinda Seed Farm
M/s Bhatti Agri Seeds
M/s Bhatti Seeds Farm
M/s Bhawani Seeds
M/s Dhaliwal Seed Farms
M/s Dhaliwal Seed Pvt. Ltd
M/s Dhan Nirankar Seed
M/s Hans Modern Agri. Seeds
M/s Harbir Agrotech
M/s Haryana Seeds Co
M/s Hygiene Kamboj Seed farm
M/s ID Agri Seeds Pvt Ltd.
M/s Jaspreet Singh Gill
M/s Kamboj Export
M/s Kurukshetra Seeds Pvt Ltd
M/s Mehla Seed Farm
M/s Model Agritech India Ltd
M/s Navodaya Seed
M/s Nirankari Agri Seeds
M/s Parbhat Seed Traders
M/s Punjab Beej Co
M/s Randhawa Seed Syndicate
M/s Sahil Seeds
M/s Sahu Seed Farm
M/s Sandeep Seeds
M/s Sandhu Seed Farm
M/s Sekhon seed farm
M/s Vignette Hitech Seeds Co

Agri-Business Incubation

ZTM BPD Unit is incubating three incubatees in the areas of (i) Micropropagation of banana and other commercially important high value crops (ii) Biofertilizers and bioagents (iii) Post harvest processing and value addition and (iv) virtual incubation for farm development.

IP Protection

Ten Patents, two software copyright and 13 applications for variety protection have been filed for IP protection from IARI. Two patents have been filed by the NRCPB.

Entrepreneur Development Program (EDP)

ZTM&BPD unit is conducting EDPs every year and so far 117 entrepreneurs have been trained in various agri-technologies.

Technologies on the Shelf from North Zone

Indian Agricultural Research Institute, New Delhi has brought a new value added product **Pusa Bajra Puff** as a Ready to eat (RTE) nutritious snack based on bajra (Pearl Millet). It is rich in micronutrients especially Fe, Zn & Ca & antioxidants. It will have its niche in the health conscious market and will be a remunerative enterprise of medium scale setup.

Central Institute for Post-Harvest Engineering Technology, Ludhiana has developed **Meat and poultry processing and value addition** technologies to address the problem of high cost of meat products. Rapid urbanization and change in life style have increased the demand for ready to eat products. Processed meat products provide tasty, convenience and designer foods to the meat consuming population. This technology of value addition has been achieved by careful selection of ingredients, reformulation with unconventional food ingredients utilizing locally manufactured equipment, thus providing increased return from meat sale. Hence, CIPHET aims to transfer these technologies to the small scale enterprises and make these enterprises prosperous and viable.

Project Directorate for Farming Systems Research, Modipuram has introduced **Pisciculture in Integrated Farming System as a source of food and energy**. A pond of 0.09 ha with fish species rohu, katla, mrigal and grass carp was introduced @ 10,000 fingerlings per ha as mixed seed. It was nourished by cow dung, mustard cake, rice bran and NPK. Liming of pond was done to maintain the pH level. A 1.5 meter water level was maintained. The fish yield of 4316 kg/ha and net returns of Rs.16063 per year were obtained in the fifth year. Besides fish, use of nutrient rich pond silt (de-silted once in every third year) and pond water (recycled as irrigation water for crop production twice a year) increased the yield of rice and wheat by 3.5 and 2.4 q/ha. The dykes were also utilized for raising fruits like banana, citrus, guava, short duration vegetables and green manure crops.



Fish pond and Rich harvest of fish

National Bureau of Plant Genetic Resources (NBPGR), New Delhi has commercialized a technology for distinction among Citrus rootstocks namely Galgal, Jambhiri and Rangpur lime using DNA markers. Grafting and microbudding in citrus requires excellent quality root stock material like Jambhiri and Rangpur lime. Galgal is avoided as a rootstock particularly for its susceptibility to diseases. It is difficult to discriminate between Galgal, Jambhiri and Rangpur lime at seedling stage. To avoid the deliberate mixture of Galgal plants in nursery, a DNA marker-based technology for citrus root stock identification at seedling stage has been developed. The technology has been transferred to Krishi Vigyan Kendra, Durgapur (Badnera), Amravati and Maharashtra State Seed Certification Ltd. (Govt. of Maharashtra), Akola.