

The Missing Step: Two-Volume Agribusiness & Rural Enterprise Set

Author: Anshuman Singh
HSN Code: 49011010 (0% GST — Printed Books)
Portal: the-missing-step.pages.dev/institutions

VOLUME 1 — CORE FIELD PLAYBOOK (212 PAGES)

The Missing Step: How to Start a Business in Food and Farming

A practical, numbers-first field playbook built around **12 real Indian rural enterprise blueprints**—showing smallholder farmers, FPOs, SHGs, and agribusiness students how to build the missing post-harvest, input, or processing step between the farm gate and the market.

- **Complete Unit Economics:** Capex, working capital, break-even volume, and operator cash-flow math in INR (₹).
- **Pre-Committed Stop-Rules:** Quantitative go/no-go gates before borrowing a rupee of bank credit.
- **Bilingual Field Worksheets:** Printable English & Hindi inspection logs, moisture/weight slips, and loan checklists.

VOLUME 2 — INSTITUTIONAL & FUNDING DIRECTORY (214 PAGES)

The Missing Step Directory: Who Can Fund and Coach You

A verified, cross-indexed desk reference of **381 Indian & global institutions across 11 chapters**—mapping every capital subsidy, credit guarantee, incubator, university KVK, and buyer network directly to the 12 operational blueprints.

- **Central & State Schemes:** PMFME (35%), AIF (3% subvention + CGTMSE), AMI (25–33.33%), SMAM (50–80%), PMMSY, NLM, NHB, MIDH.
- **Incubators & Research Centers:** 24+ RKVY-RAFTAAR Agribusiness Incubators (R-ABIs), ICAR Institutes, SAUs, and KVKs.
- **Lenders, NBFCs & Impact Funds:** NABARD, SIDBI, SFAC, Samunnati, Dvara KGFS, Ankur Capital, Omnivore, Aavishkaar.

12 OPERATIONAL AGRIBUSINESS BLUEPRINTS — CURRICULUM & FIELD TRAINING MATRIX (VOLUME 1)

Ch.	Enterprise Blueprint	Indicative Capex	Primary Scheme / Subsidy Match	Core Field Stop-Rule / Verification Gate
01	Find the Missing Step (5-Hands Audit)	₹0 (Field Audit)	Baseline Diagnostic Tool	Identify 1 physical bottleneck across 20 growers
02	Shared Makhana & Grain Processing Shed	₹6.5L – ₹12.0L	PMFME (35% up to ₹10L) + AIF	Moisture ≤12%, recovery grade ≥38%, signed intake slip
03	Same-Day Payment Village Collection Center	₹2.8L – ₹5.5L	AMI / SFAC FPO Working Capital	Public digital scale + buyer payment within 24 hrs
04	Modular Solar Cold Room (Rent by the Crate)	₹12.0L – ₹16.5L	NHB / MIDH / AMI (33.33%–50%)	Pre-booked crate occupancy ≥65% across 2 harvest cycles
05	Custom Hiring Center (Zero-Till & Reaper)	₹8.0L – ₹15.0L	SMAM (40%–80% CHC Subsidy)	≥350 meter-logged engine hours/season + advance deposit
06	Agri-Drone Spraying Service (Asset-Light)	₹1.5L – ₹8.5L	Namo Drone Didi / SMAM Drone	DGCA RPC + battery cycle log + clustered contiguous acres
07	Pond DO Sensor & Grain Spoilage Early Warning	₹0.8L – ₹2.5L	PMMSY / RKVY-RAFTAAR Grant	Prevent 1 catastrophic pond/bin loss per season
08	Counted Fish Fingerlings, Feed & First-Hour Ice	₹3.5L – ₹7.5L	PMMSY (40%–60% Subsidy)	Backlit counting tray verification + survival check at Day 15
09	Aeroponic & Tissue-Culture Seed Multiplication	₹10.0L – ₹22.0L	MIDH / State Seed Mission	Pre-season buyback contract before plantlet propagation
10	Digitized Village Milk Collection & Testing Desk	₹1.8L – ₹3.8L	NPDD / AHIDF / Dairy Coop	Ultrasonic FAT/SNF slip printed in front of every pourer
11	Community Para-Vet & Goat Health Cold-Chain	₹0.9L – ₹2.4L	National Livestock Mission (NLM)	Thermometer-verified PPR/ET vaccine cold box + dose ledger
12	Verified Practice Change & Carbon/Scope-3 File	₹1.2L – ₹3.0L	CSR / FPO Service Contract	Geo-tagged bund verification + auditable grower plot file

RECOMMENDED ACADEMIC & EXTENSION USE CASES

Institution Type	Department / Programme Fit	Practical Classroom / Field Application
Agricultural Universities (SAUs / CAUs / IIMs / IRMA)	Central Library, B.Sc./M.Sc. Agribusiness Management (ABM), Agricultural Economics, RAWE / ELP	Core casebook for DPR preparation, break-even modeling, and Rural Agricultural Work Experience (RAWE) field projects.
ICAR Institutes & KVKs (ATARI Zones I–XI)	Krishi Vigyan Kendra Training Library, ARYA (Attracting & Retaining Youth in Agriculture), CBBOs	Ready-to-photocopy Hindi & English stop-rule worksheets and bank-packet checklists for FPO/SHG vocational batches.
RKVY-RAFTAAR Incubators, SRLMs & FPO Federations	Agri-Startup Cohort Reference, Livelihood Mission CRP Toolkits, FPO CEO/Board Training	Direct lookup of 381 verified grants, subsidies, credit guarantees, and incubator cohorts matched to project capex.

LIBRARY / INSTITUTIONAL PURCHASE REQUISITION FORM

HSN: 49011010 (Printed Books — 0% GST)

Name of Institution / University / KVK: _____

Department / Centre / Library: _____

Date: ____ / ____ / 2026

To: The University Librarian / Officer-in-Charge (Library) / Head of Procurement

The following two-volume reference and field-training set is recommended for acquisition for our Central Library / Departmental Reference / Extension Training Cell:

#	Title & Bibliographic Details	Format & Extent	HSN / Tax Rate	Unit List Price (INR)
1	The Missing Step: How to Start a Business in Food and Farming Author: Anshuman Singh • Edition: 2026 (First Edition) • Language: English (with EN+HI Field Worksheets)	Paperback + Digital 212 Pages (6×9 in)	HSN 49011010 0% GST (Exempt)	₹649.00 (Print) ₹499.00 (Digital)
2	The Missing Step Directory: Who Can Fund and Coach You Author: Anshuman Singh • Edition: 2026 (First Edition) • 381 Verified Entries across 11 Chapters	Paperback + Digital 214 Pages (6×9 in)	HSN 49011010 0% GST (Exempt)	₹699.00 (Print) ₹499.00 (Digital)
3	Combined 2-Volume Institutional Set (Volume 1 + Volume 2) Includes both Paperback Volumes + Institutional Site License for Digital PDF/EPUB & Excel Calculators	2-Book Print Set (426 Total Pages)	HSN 49011010 0% GST (Exempt)	₹1,199.00 / set (Digital Set: ₹679)

SELECT INSTITUTIONAL ORDER / ALLOCATION TIER

☐ **Tier A: Library Reference Set**

- 1 to 4 Sets (2 to 8 Books)
- Print Set: **₹1,199 / set**
- Digital Multi-Seat Bundle: **₹679** (Code: LAUNCH20)

☐ **Tier B: KVK / Dept. Pack (10 Sets)**

- 10 Print Sets (20 Books Total)
- 15% Institutional Discount: **₹10,190**
- Includes Campus-Wide Digital PDF & Excel Kit License

☐ **Tier C: University / FPO Batch (25 Sets)**

- 25 Print Sets (50 Books Total)
- 25% Institutional Discount: **₹22,480**
- Includes Full Digital Site License + Printable Hindi/EN Masters

Number of 2-Book Print Sets Requested: _____

Estimated Total Amount (₹): _____

Budget Head / Grant Account (Library / RKVY / ATMA / ICAR / FPO): _____

1. Recommended By (Faculty / Scientist / Extension Officer)

Name & Designation: _____

Signature & Date: _____

2. Verified By (Librarian / Officer-in-Charge Library)

Accession / Requisition No.: _____

Signature & Stamp: _____

3. Sanctioned By (Dean / Director / Head of Office)

Remarks: Approved for Purchase

Signature & Seal: _____

VENDOR / PUBLISHER ORDERING & PROFORMA INVOICE DETAILS

Publisher / Author Contact	Anshuman Singh • Email: singh.anshuman001@gmail.com • Web: https://the-missing-step.pages.dev/institutions
Instant Online Checkout / Proforma Invoice	• Indian Institutional / UPI / NetBanking / Card (INR): https://the-missing-step.pages.dev/institutions • Print-on-Demand India Fulfillment: Pothi.com & Direct Institutional Dispatch (GST-exempt printed books under HSN 49011010) • Proforma Invoice / GeM / Direct PO: Email scanned copy of this form or PO to singh.anshuman001@gmail.com for same-day Proforma Invoice & Desk Review PDF dispatch.