



Farmers Covered

500

farmers from
6 villages



Employment

1

drivers



Annual Turnover

**Rs. 5/-
lakh**

Mr. Sanjay Maruti Bhong

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Enterprise: Custom hiring center and consultancy

Core Activity: “I had about 10 acres of land. Sugarcane was major crop. I had my own tractor, I started renting the same tractor and found that the renting tractor repay a good return. On profit I purchased the other tillage machineries. Four month is the crucial period of renting farm machineries” Sanjay Said.

Agripreneur: Small/marginal farmers cannot invest in costly farm machinery and depend on hiring of implements to carry out agricultural operations in their fields. On other side, labour shortage at peak times of demand is a serious problem faced by farmers. To improve soil health, resource conservation technologies are linked to timely access to appropriate farm machinery at reasonable cost. Keeping this in view, I setup my custom hiring center and involved in providing farm machineries at reasonable cost”, said Mr. Sanjay Maruti Bhong (29) graduate in Agriculture and resident of Nimgaon Ketaki of Pune district in Maharashtra. “During my entrepreneurial training at Shashwat Sheti Vikas Pratishthan (SSVP), Pune, I visited one established Custom Hiring Centers and decided to start the same unit” Sanjay added.

