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Published by

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Year of Publication

January, 2024

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Citation

Directory of Women Agripreneurs mentored
by KVKs of Kerala, Karnataka, and
Lakshadweep 2024, Directorate of Extension,
Kerala Agricultural University,
Thrissur, Kerala, India.

Printed at

Lumiere Printing Works
Poothole, Thrissur 600 004





KERALA AGRICULTURAL UNIVERSITY

Main Campus, Vellanikkara, K.A.U. P.O., Thrissur - 680 656, Kerala



Dr. B. ASHOK, IAS
VICE - CHANCELLOR

Kerala Agricultural University is committed to foster an environment that encourages and supports women entrepreneurs in agriculture. We recognize women's unique challenges in this sector and are dedicated to provide the necessary mentorship to empower women in their agripreneurial journey.

It is both an honour and privilege to witness the remarkable contributions made by women in shaping the agricultural landscape of Kerala, Karnataka and Lakshadweep. The endeavors of women agripreneurs not only propel economic growth but also play a pivotal role in safeguarding food security and promoting sustainable agricultural practices.

I firmly believe that the Directory of Women Agripreneurs is a testament to their resilience, innovation and commitment. This compilation aims to showcase the exemplary achievements, innovations and success stories of some women agripreneurs in Kerala, Karnataka and Lakshadweep who were mentored by Krishi Vigyan Kendras. Kerala Agricultural University remains committed to support such women agripreneurs endeavors and facilitates a conducive environment for their growth and success. Together, we can build a vibrant and sustainable agripreneurial ecosystem that empowers women and strengthens the nations's agricultural foundation. Their role in shaping the future of agriculture is invaluable and I am confident that the women agripreneurs can achieve new heights in the future.

Congratulations and best wishes to ICAR-ATARI Zone XI, who provides the technical and financial support to KVKs of Kerala, Karnataka and Lakshadweep. This directory compiled by Directorate of Extension, Kerala Agricultural University will certainly serve as a beacon to aspirants who would like to transform themselves to successful agripreneurs.

Dr. B. Ashok, IAS

ZONAL WOMEN
AGRIPRENEUR
CONCLAVE 2024





ZONAL WOMEN
AGRIPRENEUR
CONCLAVE 2024



ICAR-ATARI, Zone XI
MRS, HA Farm Post, Hebbal
Bengaluru - 560 024



Dr. V. Venkatasubramanian
Director

India is supporting women entrepreneurs to empower them with knowledge, skill, finance and marketing. Hon'ble Prime Minister of India emphasises on 3'S which are Skilling, Scaling and Speeding. The KVKs of Indian Council of Agricultural Research are continuously promoting entrepreneurship and social empowerment among women through seminars, skill development programmes, innovations and capacity building. Master Card Index of women entrepreneurs 2021 ranks India at 57th position among 65 countries with respect to status of women entrepreneurs. Presence of women as entrepreneurs has led to significant agribusiness and agri-based industrial growth in the country. With a vision to promote women agripreneurship KVKs are continuously involved in skilling and scaling of women through appropriate technologies and business process backstopping. It is therefore important to create a start up ecosystem powered by branding and marketing in view of creating a conducive platform for women agripreneurs.

The first KVK Zonal Women Agripreneures Conclave is planned and organized by ICAR-ATARI, Bengaluru in collaboration with KAU and KVK Thrissur and is an important step in the process of empowering women agripreneurs. All women entrepreneurs from Karnataka, Kerala and Lakshadweep KVKs are participating in the two days conclave which is an opportunity for women agripreneurs through direct learning and participation. My hearty congratulation to the organizers for bringing out this directory of women agripreneurs which will be a resource material for knowing about women agripreneurs which will bring visibility and publicity for them.

I wish all success for the women agripreneurs and the partners who are involved in empowering them. Let us Skill, Scale up and Speed up.

V. Venkatasubramanian

Dr. V. Venkatasubramanian

ZONAL WOMEN
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ZONAL WOMEN
AGRIPRENEUR
CONCLAVE 2024



KERALA AGRICULTURAL UNIVERSITY

Vellanikkara, Thrissur - 680 656



Dr. Jacob John

Director of Extension

The Krishi Vigyan Kendras (KVK's) across India, specifically those under ICAR-ATARI Zone XI, have been instrumental in uplifting farmers' income, and diligently working towards empowering agripreneurs, both men and women, by building capacity, raising awareness about technological solutions, promoting improved management alternatives and offering crucial support in collaboration with cross-sectoral counterparts. This directory celebrates the resilience, passion and success that define women in agripreneurship. Through this, it is aimed to create a platform for networking, collaboration and knowledge-sharing among women agripreneurs. Their stories of success, perseverance and innovation will undoubtedly, inspire others and contribute to the overall growth of the agricultural community.

To every woman agripreneur portrayed in this directory, I extend my whole-hearted congratulations. Your endeavours have contributed substantially to the vibrancy and success of our agricultural community. May this directory inspire others to follow in your footsteps and ignite a collective movement towards a more empowered and inclusive agricultural sector.

As the Director of Extension, Kerala Agricultural University, I greatly appreciate the committed efforts of all KVKs of ICAR-ATARI Zone XI for contributing to the compilation of this Directory of Agripreneur Women mentored by them. I sincerely appreciate KVK Thrissur, KAU for their dedicated and painstaking efforts in bringing this directory to life, on behalf of ICAR-ATARI Bengaluru and KAU. By providing a platform for recognition, this compilation will serve as a valuable resource and create a network for collaboration and knowledge exchange among agripreneur women. I look forward to witnessing the continued growth and success of women agripreneurs in Kerala and Karnataka. Let us continue to nurture a culture of collaboration, learning and empowerment in our agricultural community.

Dr. Jacob John

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AGRIPRENEUR
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Acknowledgment

The Directorate of Extension, Kerala Agricultural University, wholeheartedly acknowledges the unwavering support of Dr. B. Ashok IAS., Hon'ble Vice Chancellor of Kerala Agricultural University. Our heartfelt thanks to Indian Council of Agricultural Research, represented by Dr. V. Venkatasubramanian, Director, ATARI Zone XI and Dr. B.T. Rayudu, other scientists and staff of ICAR - ATARI Bengaluru for their continuous support and encouragement. We extend special thanks to Dr. Jacob John, Director of Extension, and the dedicated staff of Directorate Extension, Kerala Agricultural University. We appreciate the constant guidance and support from all Directors of Extension of ICAR - ATARI Zone XI. We extend our heartfelt gratitude to the tireless efforts of the Heads and Subject Matter Specialists of KVKs, whose expertise and dedication laid the foundation for this directory. We also acknowledge the invaluable contributions of the agripreneurs of Karnataka and Kerala, whose entrepreneurial spirit and first hand knowledge breathe life into these pages. Thank you all for making this valuable resource a reality.

Dr. Mary Regina F.

Programme Co-ordinator
ICAR-KVK, Thrissur

ZONAL WOMEN
AGRIPRENEUR
CONCLAVE 2024



About the directory

The ICAR-ATARI Bengaluru, Zone XI has 48 KVKs under its operational jurisdiction of which 33 is in Karnataka, 14 in Kerala and one in Lakshadweep. These KVKs are under the administrative control of different host organizations viz., SAUs (33 KVKs), NGOs (8 KVKs) and ICAR Institutes (7 KVKs). The mandate of KVK is technology assessment and demonstration and its application and feedback. It is achieved through on-farm testing, frontline demonstration, capacity development, extension activities and farm advisories, production and supply of technological products, thereby serving as the knowledge and resource centre on scientific farming at the district level. Notably, the KVKs also play a vital role in nurturing agripreneurs through committed mentorship and support. Amidst this dynamic agricultural ecosystem, the collaboration between Kerala Agricultural University and ICAR ATARI Zone XI has given rise to the Zonal Women Agripreneur Conclave 2024, scheduled at Thrissur from January 20-21, 2024. This event is a significant platform to spotlight the remarkable achievements, innovative practices, and success stories of women agripreneurs in Kerala, Karnataka, and Lakshadweep. By celebrating the journeys of those who have thrived under KVK mentorship the conclave aims to inspire others to embark on a similar path. Alongside this major event, the publication of the "Directory of Women Agripreneurs mentored by KVKs of Kerala, Karnataka, and Lakshadweep" acts as a valuable resource, enhancing visibility and publicity for these accomplished women in agriculture.





ICAR KVKs

Contents

KARNATAKA

1. Ballari	1
2. Belagavi-I	2
3. Belagavi-II	3-7
4. Bengaluru Rural	8-9
5. Bidar	10
6. Chamarajanagara	11
7. Chikkaballapura	12
8. Chikkamagaluru	13
9. Chitradurga	14
10. Dakshinakannada	15-16
11. Davanagere	17
12. Dharwad	18
13. Gadag	19-21
14. Hassan	22-23
15. Haveri	24
16. Kalaburagi-I	25
17. Kalaburagi-II	26
18. Kodagu	27
19. Kolar	28
20. Koppal	29-30
21. Mandya	31
22. Mysuru	32-33

23. Raichur	34
24. Ramanagara	35
25. Tumakuru-I	36-37
26. Tumakuru-II	38-39
27. Udupi	40
28. Uttara Kannada	41
29. Vijayapura-I	42
30. Vijayapura-II	43
31. Yadgir	44

KERALA

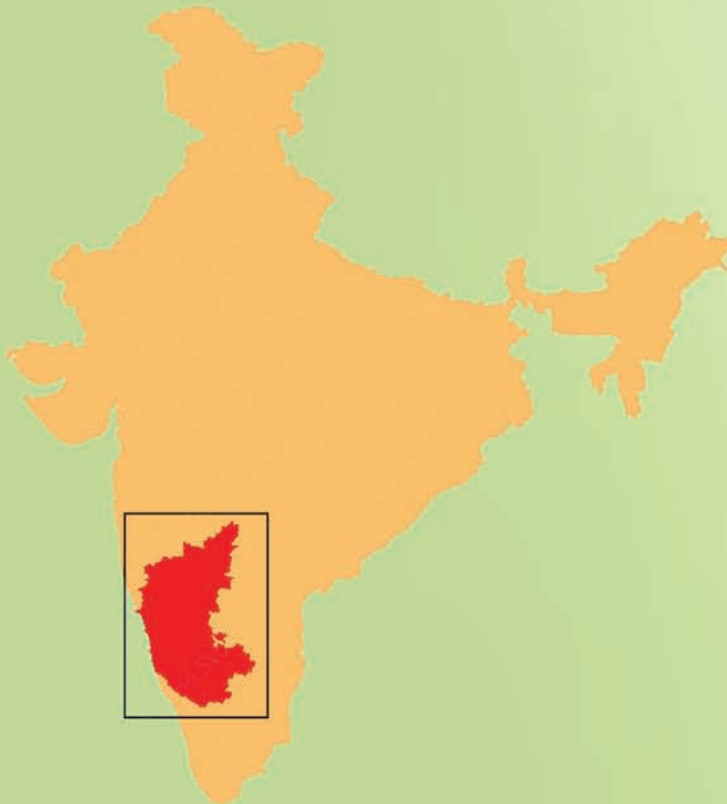
32. Alappuzha	45-49
33. Ernakulam	50-51
34. Idukki	52-56
35. Kannur	57-61
36. Kollam	62-70
37. Kottayam	72-74
38. Kozhikode	75-81
39. Malappuram	82-85
40. Palakkad	86-94
41. Pathanamthitta	95-97
42. Thiruvananthapuram	98
43. Thrissur	99-103
44. Wayanad	104-106

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ZONAL WOMEN
AGRIPRENEUR
CONCLAVE 2024



Karnataka





ZONAL WOMEN
AGRIPRENEUR
CONCLAVE 2024



**Smt. Sudha and
Smt. Puja**

**Brand :
Nature's fig bars**



**FSSAI licence No:
21220025000030
Year : 2020**

**Address:
Sri Lakshmi Sai
Products
Srinivas Nagar
Camp
Kurugodu Taluk,
Ballari (D)
Karnataka
Mob. 6360857248/
8762983633**

Ballari

Success Story in Fig Value Addition

Initial situation:

Ballari a district in Kalyana, Karnataka is known for special variety of fig called 'Ballari fig'. Figs have short shelf life and lead to enormous post-harvest loss before they reach market. January 2020 witnessed a country wide lockdown due to COVID-19 outbreak. Markets were shut and supply chain for fig was affected. Figs were left unharvested on fields or were wasted as they could not reach the consumers. Farmers faced heavy losses.

The quest :

At this juncture, ICAR-KVK, Hagari Ballari intervened and taught farm women of fig growing areas the preparation of value added fig products especially 'fig rolls'. Two brave women Mrs.Sudha and Mrs.Puja of Shrinivas nagar camp came forward and started producing fig rolls taught by KVK,Hagari scientists. Only means of transport at that juncture were vehicles which took newspapers to different places and women found a way to sell their fig rolls with the help of this .

Enterprise/unit :

KVK, Ballari further helped these women in getting their products quality tested, getting FSSAI licence and selling them off with an attractive brand and packaging. They have started fig enterprise with the name "Nature's fig bars". These two women inspired other farm women of their own village to come forward for taking up fig value addition activity. Began with one value addition unit, now the village Srinivas nagar camp in Kurugod taluk has more than more than 10 such units which have come up in record time of 1 year. Six lakhs per annum is the net returns for women engaged in fig value addition. PMFME, the ambitious scheme of GOI to support small scale industries and budding entrepreneurs through ODOP scheme helped these enterprises at right time.





**Smt. Shambhavi R.
Ashwathpur**

**Brand:
GO - NUTRI PURE
& NATURAL
PRODUCTS**



FSSAI License No:
21222018000243
Year:2021

**Address:
GO - Nutri pure &
Natural Products
Survey No. 316
Kerur P.O.
Chikkodi Belgaum
Karnataka-591213**

Belagavi-I

Employment Generation Through Organic Jaggery Powder Making Unit

Initial situation

Smt. Shambhavi Ravishankar Ashwathpur resides in Kerur village chikkodi Taluk. She is a graduate and belongs to an agriculture family.

The quest

Under the technical guidance of ICAR – Krishi Vigyan Kendra, Tukkanatti, Belagavi -1, she established low cost and organic jaggery powder making unit. Her main motto behind this unit was to provide chemical free, natural food products to the society. Initially she started preparation of chemical free jaggery powder, granules and cubes from sugarcane juice in the year 2021.

Enterprise/Unit

She started preparation of jaggery cubes using different dry fruits like pista, almond, cashew and jaggery cubes using different spices like cinnamon, cardamom, and ginger etc. For children, she started preparing chocolate flavoured jaggery toffee. And among all the products, jaggery powder sale is highest and her chemical free and natural jaggery powder has more demand and exporting to Gulf Countries. At present, she employes 21 ladies and youth in her unit and gives them the opportunity to earn income. In this manner, she is generating employment for other women. Her turnover is Rs.8,50,000 per annum.





**Smt. Iravva
Mathapati**

**‘An aim to promote
millet foods’**

**Brand :
Millet Bite, Millet
Crunch, Millet
Cookies**



**FSSAI licence No:
11220304001660
Year : 2021**

**Address:
Mudakavi village
Ramdurg
Karnataka
Mob: 9902517219**

Belagavi-II

A Millet Entrepreneur

Initial situation

Smt. Iravva Mathapati resides in a farmhouse at Mudakavi village. She, along with her husband use to cultivate bajra, jowar and groundnut crops and was getting low farm income. It was difficult for them to meet the family expenditure with three sons and their wives.

The quest

KVK trained Smt. Iravva Mathapati and her daughters-in-laws for preparation of millet biscuits. Under the entrepreneurship development programme, KVK standardized millet biscuits and provided oven and trays to start the millet biscuit enterprise. Besides this, KVK facilitated the branding of biscuits in the name of Millet bite (foxtail millet), Millet Delight (little millet) and Millet Crunch (finger millet) and also obtained FSSAI license for sale of millet biscuits.

Enterprise/unit

After obtaining all the inputs from the KVK, she established a small bakery unit at her processing unit. For production of biscuits, she purchased dough kneader and commercial scale oven. Everyday she produces around 200-300 biscuits and pack them in a box. They sell these biscuits to wholesalers, retailers and consumers directly. They have provided employment for four women along with family members. She has been awarded with Krishi Pandit, Shreshta Krishi Mahile and DD Mahila Kisan for her entrepreneurship activity. Her turnover is Rs.5,00,000 per annum.



A Millet Entrepreneur



**Smt. Shilpa
Morabad**

**‘An aim to promote
millet instant mix’**

**Brand :
TM Foods
Bailwad Laddu**



**FSSAI licence
No:11220304000174
Year : 2023**

**Address:
Bailwad village,
Bailhongal Taluk
Belagavi (D)
Karnataka
Mob: 8431932826**

Initial situation

Smt. Shilpa Morabad hails from a small village in Bailhongal taluk. She was interested to work without any financial dependency on her husband. She dreamt to start an enterprise which can fulfil her desires and financial requirements of her family. With this idea, she approached KVK for production of millet based items.

The quest

When she came into contact with KVK, her zeal of self reliance was recognized by KVK and identified and provided the need based training to prepare sweet like laddu and millet based products like instant mixes for preparation of dosa mix, idli mix, upma mix, diabetic mix etc.

Enterprise/unit

After gaining the knowledge of processing of millets through KVK training, her family supported her for taking up an enterprise in millet based food production. She produces ladki laddu, instant mixes like dosa mix, idli mix, upma mix, diabetic mix and also millet vermicelli. She employs two women for running her enterprise. She does everything on home scale production and market to the wedding ceremonies, retailers and directly to

the consumers at doorstep. She also runs catering services of millets and supply to the functions. Her turnover is Rs.4,00,000 per annum.





Belagavi-II

A Millet Entrepreneur

Smt. Bharati P. Badiger

‘An aim to promote organic foods’

Brand : SPB



FSSAI licence
No:30230313112990333
Year : 2023

Address:
Itagi-591
112 Khanapur
Taluk
Belagavi (D)
Karnataka
Mob: 7353578381

Initial situation

Smt. Bharati Badiger before starting the entrepreneurship was cultivating paddy on one acre of land on lease basis. Later, she joined a temporary job in a private hospital for which she had to travel around 100 kms/day. Then fed up with the tiredness of travelling she decided to start her own enterprise in preparation of vermicelli.

The quest

During 2013, she attended a training at KVK and acquired knowledge on processing and value addition of millets and wheat for preparation of standardized vermicelli items. She has been provided with oven and seiling machine. KVK has facilitated the entrepreneur for getting FSSAI license and branding of the products.

Enterprise/unit

She started millet vermicelli preparation like finger millet, foxtail millet, proso millet, barnyard millet, sorghum and papads. She is also into the business of roti and millet flour. She is participating in various workshops, krishi melas, exhibitions and exhibits and sell her products. She is providing employment continuously for two women workers throughout the year. The products are being marketed at Bengaluru, Hubballi and Belagavi city and in and around the village during the special days and other social events. She has acquired roti making machine, khara making machine, vermicelli making machine, flour mill and atta mixing machine under PMFME scheme during 2022. She has been honoured with ATMA award at district level and acting as resource person in training programme. Her turnover is Rs.2,50,000 per annum.



A Millet Entrepreneur



**Smt. Manjula
Hiremath**

**‘An aim to promote
organic foods’**

**Brand :
Shreya Home
Products**



**FSSAI licence No:
21223016000090
Year : 2023**

**Address:
Shreya Home
Products
Bailwad-591 102,
Bailhongal Taluk
Belagavi
Karnataka
Mob: 9731408437**

Initial situation

Smt. Manjula Hiremath resides in a joint family of nine members at Bailwad village. Earlier she was maintaining a cow and getting income for family expenses by selling the milk and milk products. Due to shortage of fodder they sold the cow and left with no income to meet day to day expenditure of the family. In this context, she wanted to start preparing the home made products and gain some income for the family.

The quest

KVK during an off-campus training on income generating activities identified need and zeal of the entrepreneur and advised to go for preparation of millet rotis and accordingly, the training was given to her and suggested to market the rotis in melas, workshops, marriages and other social events. After the training, she owned a small roti making machine and later she acquired a big machine with a capacity of producing 1000 rotis/day.

Enterprise/unit

After thorough planning, she possessed big roti machine and dough kneader and started the business on wider scale, She is preparing 500-1000 millet rotis daily and is supplying to hotels/ social functions. She employes 3 women workers daily for carrying out the preparations of the product. The consumers also come to her door step and purchase the millet rotis as per their requirement during Hindu festivals. Her turnover is Rs.3,00,000 per annum.





Smt. Bhagyashree Akki

‘An aim to promote millet foods’

**Brand :
Bharath Janya**



**FSSAI licence No:
11220304000174
Year : 2020**

**Address:
Near Head Post
Office, Vidyanagar
Inchal Cross
Baillhongal
Belagavi (D)
Karnataka
Mob: 7829313025**

Belagavi-II

A Millet Entrepreneur

Initial situation

Smt. Bhagyashree Akki was a house wife without any additional work. She used to go for teaching tailoring to earn some money for family needs. During COVID period, she stopped teaching work in tailoring and faced the problem of meeting family expenses.

The quest

She met with KVK scientists in a training programme organized by Dept. of Agriculture, where the income generating activities were taught. Realizing the need for the adoption of income generating activities, KVK scientists provided training on preparation of home made products and festival snacks like chakkuli, nippattu, kharchikayi, laddu etc., She later started an enterprise with the help of KVK. KVK handholded her in getting FSSAI license and branding of her products.

Enterprise/unit

The entrepreneur started preparation of festival snacks like chakkuli, nippattu, kharchikayi, laddu, halwa, upma mix, vada mix of millets and jolada nucchu. She runs a cafeteria from home to supply millet snacks and food to KVK and government institutes. She also supplies snacks to school teachers and to the consumers. She has been identified as master trainer for training self help groups by line departments and NGOs. She has been recognized with Mahila Sadhaki award by SKDRDP. She has supplied 51 recipes protocol to the institute in a form of booklet. Her turnover is Rs.1,80,000 per annum.





**Smt. Padmini
Gowda**

**‘An aim to promote
Agripreneurship’**

**Brand :
Shri Sai Hanuman
Foods and
Arecaware**



FSSAI licence No:
11222303000063
Year : 2022

**Address:
Sri Sairam Farm
Sy No 13/6&7,
Kenjiganahalli,
Madhure Hobli,
Doddaballapur Tq,
Karnataka
Mob: 9686344199,
7338459996**

Bengaluru Rural

A Mushroom Entrepreneur

Initial situation

Smt. Padmini Gowda, an enthusiastic women agripreneur from Bengaluru Rural District, was working as web designer, catering services and computer classes on part time basis for school children. But she couldn't earn decent income to run her family, as she was the sole earner in her family to take care her entire family with the absence of her late husband. She always had the zeal and enthusiasm to start agricultural enterprise. But she was unaware of agri related enterprises to start.

The quest

After getting the technical guidance and support from KVK and Horticulture department , she started milky mushroom cultivation, arecanut plate making, ground nut and coconut wood pressed oil extraction unit. The market acceptance of milky mushroom, high demand for eco-friendly areca plates and wood pressed oils increased her income.

Enterprise/unit

With the technical support of KVK she started to market her products under the brand name ‘Sri Sai Hanuman Foods and Arecaware’. Around 30 - 35 kg of milky mushroom is being harvested every day and is supplied to Big basket and other customers directly @ Rs. 250 per kg and earns 12 lakh per year. She also prepare 2800 number of areca plates per day and generates Rs. 10 lakh per year. She also produces 400 litres of wood pressed coconut and groundnut oil and earns 16 lakh per year. She has expanded her business to poultry egg and vermi-compost production to make waste in to wealth, to venture new business opportunities and create employment opportunity to the rural women.





Smt. Navaneetha

‘An aim to promote millet products’

**Brand :
Annapoorneshwari
Nutri-Millet
Growers and
Processors
Association**



**FSSAI licence No:
21217012000040
Year : 2018**

**Address:
Kachahalli
Tubagere Hobli
Doddaballapur Tq.
Karnataka
Mob: 9916694081**

Bengaluru Rural

A Millet Entrepreneur

Initial situation

Smt. Navaneetha is a progressive agripreneur from Kachahalli village of Doddaballapur taluk, Bangalore rural district. Cultivating and marketing unprocessed cereal and pulse crops at low price led to financial crisis. This situation made her to think of processing, packing and branding of the produce to sell at better price.

The quest

She came in contact with KVK in 2018. She undertook skill and vocational training programme on ‘Processing and value addition of millets’ under ARYA project. After getting constant technical guidance from KVK, she started producing value added products in small scale. After getting good response and demand in the market for the value addition, packing and branding, she up-scaled the production to meet the demand.

Enterprise/unit

After attending ARYA training programme she joined as a member in Annapoorneshwari Nutri-Millet Growers and processors association and got FSSAI license for branding and marketing of the products. Presently she is producing a range of products like malt, muruku, nippattu, noodles, mixture, laddu, papad from ragi and foxtail millet. She has been invited as resource person in KVK and Agriculture Department training programmes to inspire the other farm women. She has hand helded two farm women and now has made them as her business partners. Her turnover is Rs.2,00,000 per annum.





**Smt. Sunita
Bawage**

**A business leader
within the Tridala
SHG**

**Brand :
Arogyavardhak**



FSSAI licence No:
11220306000050
Year : 2019

**Address:
President, Tridala
Mahila Society
Gumpa road
Basaveshwara
Circle,
Bidar-585 403
Mob:9902159442,
8904857442**

Bidar

Arogyavardhak: Empowering Lives Through Millet Entrepreneurship in Bidar

Initial situation

Smt. Sunita, a graduate and owner of 2 acres of dryland, cultivated jowar, bajra, and foxtail millet. Inspired by her sister Smt Renuka's passion for Siridhanya literature, the family's interest in millet food processing grew. Smt. Sunita assembled a team of 10 women, including BPL and widowed members, driven by a need for income. Following the advice of ICAR-KVK, Bidar they are producing value-added millet products, including multi millet khichdi mix and millet laddu, transforming their fortunes.

The quest

Smt. Sunita embarked on a mission to promote millet-based products. In 2019, she initiated '**Arogyavardhak – Ondu Hejje Arogyada kade,**' a value-added millet center in Bidar, Karnataka. With expert guidance from KVK, Bidar and by attending trainings, the women entrepreneurs crafted 15 millet-based products, including a nutrient-rich multi millet khichdi mix.

Enterprise/unit

Initially earning Rs. 5,000 per month, the team faced challenges in reaching consumers. With KVK Bidar support, they expanded their market presence, achieving success in Bidar supermarkets and garnering Rs. 35,000 additional monthly income. Encouraged by KVK scientists, they established a self-owned millet shop, attracting diabetic patients and gaining popularity during the COVID-19 pandemic. Local doctors now recommend their products, resulting in a monthly income of Rs. 1,00,000. The ICAR-Krishi Vigyan Kendra Bidar team played a pivotal role in motivating and guiding the women through exposure visits, webinars, and media coverage, contributing to their entrepreneurial success.





Mrs. Varsha

‘An aim to promote eco-friendly products’

Brand : AAKRUTHI



FSSAI licence No:
21222042000179
Year : 2022

Address:
Shri Matha farms,
Ummathur, Baagali
main road,
Demahalli ,
Chamarajanagara
district, Karnataka
Mob. 8861001166

Chamarajanagara

Waste to Wealth Value Addition to Banana Stem

Initial situation

Mrs. Varsha is a farm women involved in agriculture cultivating 3.2 ha land with banana in 0.2 ha. Banana, the most exported fruit was not profitable due to poor market as a result of COVID-19 pandemic. Mrs. Varsha was cultivating banana in large area and incurred a major loss during this period.

The quest

She gained awareness about manufacturing & marketing of banana stem & fibre products through Honourable Prime Minister’s Mann Ki Baat programme and she researched about it and initiated the enterprise during May, 2021. With the assistance and support received from ICAR KVK & NABARD, Chamarajanagara, she was able to reach the end users through participation in various krishi melas and seminars

Enterprise/unit

She started her enterprise named as “AAKRUTHI ECO FRIENDLY” after getting FSSAI licence from Department of Health and Family Welfare and offered a range of products like papads, pickle, chutney powder from banana fibre and banana flower relish. The enterprise has been registered in UDYAM under Ministry of Micro, Small and Medium Enterprises. Mrs. Varsha earns an annual net income of Rs. 150000. Further, she gave employment to four rural women & two men. Production/year : Edible– 1560 kg (flower relish, pickle, squash, chutney powder, papad) & non-edible 800-900 kg of banana fibre extraction (mats, boxes, trays, pen stnds, purses, refrigerator cover etc). Her turnover is Rs.5,45,000 per annum.





Smt. Sujathamma

'An aim to promote healthy edible Oil'

**Brand :
Sri. Shuddha
Organics**



**FSSAI licence No:
30230310112965123
Year : 2023**

**Address:
Ajjwara village
Chikkaballapura
Karnataka
Mob.9900320546**

Chikkaballapura

An Oil Entrepreneur

Initial situation

Smt. Sujathamma owns 0.5 acre of land and was growing fodder and selling it to dairy farmers. She was only bread winner in the family. The income from farming was not sufficient to meet the family needs. Hence she planned for an additional income generating activity

The quest

Looking into the growing demand for organic produce, she along with her son planned to start a business related organic produce. Organic edible oil had a demand in the local market and hence she started cold pressed oil processing unit during 2023. She started procuring good quality groundnut from Chintamani and Bagepalli taluk. Coconut was procured from Tiptur. Many people and officials visit her unit and purchase the cold pressed edible oil.

Enterprise/unit

She started her business formally under the brand Sri. Shuddha Organics after getting FSSAI licence from PMFME scheme and offered a range of products like coconut oil, ground nut oil, ground nut cake, coconut cake. Her products were preferred by consumers and received a better value in the local market. Smt. Sujathamma earns a monthly income of Rs. 30,000. She has participated in different forums to explore the good market. Her turnover is Rs.3,60,000 per annum.





Smt. Rashmi B.

**‘An aim to promote
the ancient grain
for modern health’**

**Brand :
Rashmi**



**Address:
Kadur, Kadurtq
Chikkamagaluru
Karnataka
Mob. 9611609483**

Chikkamagaluru

A Spices & Millet Entrepreneur

Initial situation

Smt. Rashmi was cultivating crops viz. coconut, arecanut, drumstick, curry leaf and millets but wanted to do something innovative. The income from the farming was not sufficient to meet the family expenditure. She decided to start her own enterprise of value added products from spices and millets.

The quest

Initially she has started to prepare spice powder for her family and relatives. After getting good responses she started to selling it in kisan mela, workshop etc., and she marketed her product by giving assurance to the people for better taste, quality and good health. She has earned good income and satisfaction after the response of people.

Enterprise/unit

She is marketing seven spice products and weekly producing and marketing 750 kg of each spice product. To meet the market demand, she has recently submitted application for PMFME scheme for the purpose of unit expansion and for the purchasing of packaging machineries. In that scheme she was sanctioned Rs.25 lakh in that 2.5 lakh is margin money and got subsidy of 50%.



A Millet Entrepreneur



Smt. Sumathi

‘An aim to promote Millets products’

**Brand :
ATMA**



**FSSAI licence No:
212190610000
Year :2017**

**Address:
Vanivilasa pura
Hiriyur taluk
Chitradurga (D)**

Initial situation

Smt. Sumathi P, is engaged in cultivation of various agricultural and horticultural crops in 20 acres of land. She mainly grow coconut, arecanut, banana, tuberose, finger millet, jowar, little millet, foxtail millet, brown top millet, horsegram and some forest species. She also has adopted subsidiary occupations such as sheep and goat rearing, cattle rearing and poultry.

The quest

She came in contact with KVK, Chitradurga and started production of ragi malt initially and marketed the same in local markets, which was a huge success and started producing value added products of other millets such as little millet, fox tail millet, browntop millet, barnyard millet etc. Since the demand for her products was good in local markets, she started the production of various value added products such as ragi huri hittu, ragi malt, siri malt, dosa mix, chakkuli, nippattu, kodubale, laddoo, millet condiments, herbal coffee powder, sesamum chikki, coconut hair oil, coconut oil soaps etc. under the brand name ATMA.

Enterprise/unit

She is selling the products to retail shops of Chitradurga district, in organic melas and also is trading to different places other than Karnataka namely Jaipur (siri malt and ragi malt) and Chennai (all products). She has been marketing these products through facebook also. Under “One district One product”, she is preparing groundnut chikki, roasted peanuts and groundnut laddoo for competing at international level. She is earning the annual income of Rs. 5,70,000/from value addition activities.





Smt. Savitri



Address:
Dhanya Nivasa
Gandhinagara
Layila Post and
Village
Belthangady Taluk
Dakshina Kannada
District-574214

Dakshina Kannada

Maximising Profit Through Value Addition of Fishery Products

Initial situation

Smt. Savitri H.S., belonging to schedule caste community hails from Layila village of Belthangady. She has 0.75 acre of farm with cultivation of coconut and timber trees under the traditional farming system. This farming system has resulted in the lower farm production with poor economic returns and forced her to look for a sustainable enterprise for assured livelihood.

The quest

She acquired the required skill of preparation of various value-added products from the low-priced fish. Under the one district one product concept, ICAR-Krishi Vigyan Kendra, Dakshina Kannada organised skill based training programme about preparation of hygienic dried fish using solar dryer established under SCSP Programme of ICAR-Central Institute of Fisheries Technology, Cochin. Besides this, during the year 2022-23 she was provided with critical inputs for upscaling of business through processing, packing and branding of fisheries products.

Enterprise/unit

Smt. Savitri along with three other members of SHG named Sneha could initially set up the catering business through investing Rs.25000 and later expanded to marketing of value-added products of fish such as fish chutney, fish wafer, fish pickle, fish chakli of pepper and palak flavour. They exhibited value added products in four days exhibition organised at GKVK, Bengaluru and earned Rs.150000. She earns Rs.6,20,000 per annum through sale of value-added products of fish. She has inspired 30 members of three SHGs based at Ujire Kokkada and Dharmasthala villages of the district.





Smt. Anitha M.

Dakshina Kannada

Livestock Based Enterprises for Sustainable Livelihood

Initial situation

Smt. Anitha M. is a tribal progressive farm woman hailing from Bettampady village carries out the cultivation of various crops like coconut, arecanut, black pepper, paddy, vegetables is maintaining the livestock (cattle, goat, poultry birds) in her 4.5 acres of farm under the traditional farming system.

The quest

Smt. Anitha participated in the training on Integrated Farming System conducted at KVK, Dakshina Kannada during the year 2012-13. With the enriched knowledge she started scientific farming of livestock, crops and value addition of farm produce. Due to this initiative she could produce surplus quantities of farm produce such as meat, eggs, goat kids, vegetables and value added products of jackfruit and fish for disposal in the local markets for better price.

Enterprise/Unit

She initially set up the business through dairy farming followed by production of organic vegetables at her farm and at present is maintaining 10 fighter cocks, 200 desi and 150 giriraja poultry birds, 10 cattle with two milking cows and four calves. Besides this she also maintains improved breeds of goats (Malabari and Punjab beetle) with one breeder, 12 kids and 12 female. Besides this she also prepare papad and chips from her farm produce of jack fruit and chutney powder from locally available less priced fishes. Through adoption of IFS, Smt. Anitha earns Rs. 4 lakhs from livestock, Rs.1 lakh from organic vegetables, Rs.2 lakhs from horticultural crops and Rs.50000 from value added products. She has inspired 20 rural farm women for adoption of livestock based enterprises for sustainable livelihood.



Address:
Kuvenja House
Bettampady Post
and Village
Puttur D.K 574259



Smt Saroja N. Patil

**Brand
TADHVANAM**



**Address:
Moulyavardhitha
Ghataka,
Nittur, Harihara
Davangere Dist.**

Devanagere

Rural Woman Entrepreneur – Value Addition a Tool to Doubling the Income

Initial situation

Smt. Saroja N Patil from Nittur, village, Harihara taluk engaged in cultivation of the paddy, arecanut, coconut, sugarcane and millets. Even though they got good income from farming, she was not satisfied with the prices especially with coconut and millets.

The quest

Smt. Saroja N Patil started the small venture by preparation of the ragi malt, foxtail millet malt and other value added millets produced by organic methods. She used to sell the products among the friends and relatives.

Enterprise/unit

She started his own unit at Nittur village giving a job to 10 farm women. She got the fund support from PMFME (Rs. 18,00,000/-) and now she is preparing different products of millets like millet vermicelli, millet energy powder mix, seven day seven millets pack, navane bisibele bath ready mix, raw banana powder, soup powder and virgin coconut oil. The products prepared were preferred by the consumers and received the good value in the market.

She had made good linkages with other agencies for selling her products and products are prepared against the order. Smt. Saroja N Patil earns a monthly income of Rs.75,000 to 80,000. She has now become an entrepreneur and master trainer for the preparation of the value added millet products and banana products. Her turnover is Rs.15,00,000 per annum.



Dharwad

A Milletpreneur



**Smt. Mahalaxmi
Kulkarni**

**‘On mission to
boost millet foods’**

**Brand:
Mahalaxmi Home
Products**



**FSSAI licence No:
21223200000121**

Year : 2023

**Address:
Plot No. 7
Shridhar Nilaya
Siddharudha
Colony, Shivagiri
Dharwad,
Circle No. 1
HDMC-580001
Karnataka
Mob. 7975545448**

Initial situation

Smt. Mahalaxmi was a home maker and husband was the only sole earner of the family. It was difficult for her to meet the family financial needs. She was having little knowledge and skill in preparing value added food products and was lacking in technical knowledge and marketing of the products. She was also afraid of taking up an enterprise as it involved risk of loosing in business.

The quest

She was in search of technical backstopping to hone her knowledge and skill in value added millet based food products. She crossed the road with ICAR-KVK, Dharwad in the year 2011. She was flamboyantly trained in the preparation of millet based value added products and also provided market facilities such as krishi mela, saturday market, food fest to market her products. She was also made to participate in various food competitions organised by KVK, Dharwad, UAS, Dharwad and other NGOs to boost her confidence.

Enterprise/unit

Eventually, she started her micro enterprise under the name Mahalaxmi Home Products. Initially she use to sell her products under FSSAI licence of ICAR-KVK, Dharwad and recently got licence in the year 2023. She started her business formally under the brand Mahalaxmi Home Products and offered a range of products like finger millet laddu, foxtail millet nippattu, little millet chakkuli, proso millet shakarpale, finger millet paddu along with this she also prepares potato chips, pickles (mango, lemon and mixed vegetables). She also acts as a resource person in the training programmes organized by ICAR-KVK, Dharwad for demonstration of millet based food products. Her turnover is Rs.3,00,000 per annum.





**Smt. Jayamma
Benni**

'An aim to rejuvenate the millet

**Brand :
Satyanarayana
Food Products**



**FSSAI licence No:
21214081000260
Year : 2014**

**Address:
Hulkoti village
Gadag District
Karnataka
Mob. 9481128239**

Gadag

A Successful Women Entrepreneur in Food Business

Initial situation

Smt. Jayamma Benni, aged 40 years is a resident of Harti village of Gadag district, she used to work in farm and the income was not sufficient to meet the livelihood of the family. She had been deserted by her husband and had the responsibility of bringing up her daughter and taking care of aged parents. She had lot of interest in initiating the self employment activity that too in food processing.

The quest

Initially, she came in contact with KVK in the year 2005 and from then she was nurtured as a micro entrepreneur in food enterprise. She attended training at KVK on Entrepreneurship development and preparation of value added products from agricultural produce. Over a period of time, Smt. Jayamma grew up as a full time entrepreneur in food product preparation. In 2014-15, KVK trained her in value added products of millet and facilitated her in obtaining FSSAI registration.

Enterprise/unit

Jayamma is known for taste and quality production of value added products. The chutney powders are hand pounded and more in granular form which give more taste. The sweets prepared from groundnut and sesame are tasty, non-sticky with good aroma and can be stored upto one month without spoilage. The millet muruku, holigae and karadant are very popular. She has participated in many exhibitions, fairs for selling her products. She has been awarded Best Women Entrepreneur Award from KVK & Line Departments. Her turnover is Rs.15.00,000 per annum.





**Smt. Shyamala
Karur**

**‘An aim to develop
as a model
entrepreneur’**

**Brand :
Pooja Home
Products**



**FSSAI licence No:
21222081000097
Year : 2022**

**Address:
Binkadakatti
village, Gadag
Karnataka
Mob. 7795562984**

Gadag

Enhancing Livelihood Through Food Business

Initial situation

Smt. Shyamala Yallaraddy Karur aged 43, is a resident of Binkadakatti village in Gadag block which is 8 km away from K.H.Patil Krishi Vigyan Kendra, Hulkoti. She visited KVK for attending training organized by ICAR- K.H.Patil Krishi Vigyan Kendra, Hulkoti under National Rural Livelihood Mission.

The quest

Smt. Shyamala in her 2 acres land used to cultivate red chilli. KVK selected her as entrepreneur for the Entrepreneurship Development Programme for the year 2021-22. Accordingly she attended 3 days training at KVK during January, 2022 on preparation of chilli value added products, packing, labeling, licensing and marketing. KVK facilitated her in FSSAI Registration, packaging materials, designing of labels and marketing.

Enterprise/unit

She started marketing the chilli products through KVK sales outlet, local shops, off shoot marketing, exhibition etc. Apart from chilli products, she has purchased small flour mill and is preparing turmeric powder and other products. Thus, she could add additional income of Rs.40,000 to Rs.50,000 per month to her family to meet the livelihood needs of the family. Her turnover is Rs.8,00,000 per annum.





**Smt. Saroja
Hosamani**

**‘An aim to promote
ethnic foods’**

Brand : Samruddhi



FSSAI licence No:
21214081000221
Year : 2014

Address:
Kelagari Oni
Hulkoti village
Gadag (D)
Karnataka
Mob. 8296672642

Gadag

Leveraging Profit From Food Business

Initial situation

Smt. Saroja Hosamani, aged 45 years is a resident of Hulkoti village. She started the vermicelli enterprise in small scale during 2008. The income she got from vermicelli enterprise was not sufficient to meet her livelihood needs of the family. In addition, she had bank loan for her children’s education which she was unable to repay

The quest

She came in contact with KVK through the formation of SHG. She attended training on preparation of masala powder, kashaya powder, millet value added products from 2014 to 2019. Since then, she regularly visits KVK for technical guidance on millet vermicelli and millet bakery products. Within a short period, the millet value added products, kashaya powder and vermicelli became popular because of taste, texture and quality of food products.

Enterpris/unit

Under EDP programme of KVK, she was facilitated in branding, labelling, FSSAI registration and packaging of food products. The brand name of her product is Samruddhi. She sells the food products locally as well as to the shops, KVK Organic Sales Unit, exhibitions, hotels and hostels. The family members support her in procuring raw materials, as well as in off-shoot marketing of products. She received Best Entrepreneur Award from KVK and Women and Child Welfare Department. On an average, she earns a monthly income of Rs.35000.





Smt. Kavitha

**‘Tasty desi foods
for health’**

**Brand :
Akshaya Siri**

FSSAI licence No:
21221098000447
Year: 2021



**Address:
Bantarathalalu
Village,
Holenarsipura
Hassan, Karnataka
Mob. 9900896251**

Hassan

Economic Empowerment Through Value Addition - A Sustainable Approach

Initial situation

Smt. Kavitha’s family engaged in cultivating crops like paddy, ragi, maize, coconut, banana, arecanut, vegetables, flowers and fruit crops like papaya, sapota, passion fruit, water apple, jamun etc. She was also rearing local poultry birds, ducks, sheep, goat, cow and buffalo.

The quest

She came to know about trainings of KVK in processing of different agriculture and horticulture crops processing and value addition through whats app group during COVID period. Then she participated in the trainings in processing and value addition of cereals, millets, pulses and vegetables at KVK. Since then she was regularly in contact with KVK for participating in various value addition trainings.

Enterprise/unit

She started her business formally by developing her own brand known as “Akshaya Siri home made products” after getting FSSAI licence from Department of Health and Family Welfare. She offers a range of products like flax seeds powder, bakau powder mix, navane holigae, papad, pickle, malt, millets khara sev, foxtail, little and finger millets laddu, chakkuli, kodubale and nippattu, etc. She earns a monthly income of Rs. 38,900/-. Further, she got various appreciation letters and awards for her branded food. She has also given employment to the three women in her village. Her turnover is Rs.4,66,000 per annum.



Hassan

Economic Empowerment Through Value Addition - A Sustainable Approach



Leelavathi R.

**‘Tasty Desi Foods for Health’
Brand :
Bahubali**



FSSAI licence No:
21223097000077
Year: 2023

**Address:
Bidarekere Village
Hirisave Hobli
Channarayapattana
HassanKarnataka
Mob. 7259487514**

Initial situation

Smt. Leelavathi’s family is engaged in cultivating crops like ragi, millets, maize, coconut, vegetables, flowers and fruit crops like papaya, sapota, custard apple etc. She is also rearing local poultry birds, sheep and cow.

The quest

She has participated in trainings and is well versed with processing and value addition of cereals, millets, pulses and vegetables through scientific knowledge from NABARD and with her indigenous knowledge. She is regularly in contact with NABARD and KVK for participating in various value addition trainings.

Enterprise/unit

She started her business formally by developing her own brand known as “Bahubali home made products” after getting FSSAI licence from Department of Health and Family Welfare. She offered a range of products like flax seed powder, pulivoggare powder mix, navane holigae, papad, pickle, malt, millets khara sev; foxtail, little and finger millets laddu, chakkuli, kodubale and nippattu, etc. She earns a monthly income of Rs. 26,200/-. Further, she got various appreciation letters and awards for her branded food. She is giving employment to the five women in her village. Her turnover is Rs.1,82,000 per annum.





**Mrs. Vijayalaxmi K.
Kabburamatha**

**‘Foxtail millet
Bisibele Bath’**

**Brand :
Royal Spices**



Address:

**Mrs. Vijayalaxmi
K. Kabburamatha
At: Byadgi, Tq:
Byadgi
Dt: Haveri ,
Karnataka state.
Mob. 9242321500,
7406026661**

Ready to Cook – Millets and Rice Products

Initial situation

Mrs. Vijayalaxmi K. Kabburamatha a resident of Byadgi (Haveri District) was facing difficulty in maintaining the family. To maintain her livelihood, she initiated a startup in value addition of millets and other instant rice products with technical guidance of KVK, Haveri.

The quest

Now a days, a change in the life style has created demand for healthy process and ready to cook food products. However, availability of processed millets in the market is scanty. Harnessing the people’s interest and time she developed ready to cook millets products like foxtail millet bisibele, vangibath and instant rice products like pulao and biriyani with affordable price. With technical guidance of KVK about packing and marketing, she prepared value added millet and rice products. She is marketing her value added products in the branded name of “Royal Spices”. She is participating in various programmes like Krishi Mela, Farmers Mela and agriculture related conferences for publicizing her products.

Enterprise/unit

The value addition of millets and rice products, results in an annual income of Rs. 5,00,000/-





**Smt. Sangeeta
Basavaraj**

**Brand :
Adarsh pickles**



**FSSAI Licence No.
2122309000311**

**Address:
Adarsh Food
Products1/96
Shahabad Road
Nadur (K)
Kalaburagi -585228
Mob. 6361188024**

Kalaburgi-1

Women Entrepreneurship in Kalaburagi -Adarsh Pickles

Initial situation

Mrs. Sangeeta was helping her husband in banana cultivation and has interest in pickle making. She started pickle making by purchasing lemon from Vijaypur.

The quest

Sangeeta Basavaraj Nadur has undergone vocational training on value addition of fruits and vegetables with special reference to pickle preparation for a week organised by ICAR-KVK, Kalaburagi in food processing unit of Kalaburagi. She was trained proper ingredient ratio, branding and packing of pickles, flavoured chilly powder and started the production in the name of adarsh pickles.

Enterprise/unit

She took a leased land of lemon orchard and wanted to expand her business. She with the help of KVK, she branded her product as adarsh pickles and is now a thriving business. She employs many people in her endeavor and is very proud of her accomplishment.



Kalaburgi-II

Organic Rose Farm in North Karnataka - Built and Nurtured by Two Homemakers



**Smt. Sangeeta
Baldwa &
Smt. Radhika
Tapadiya**

**“A proud owners of
a brand of rose
products”**

**Brand :
Gulaboo**



FSSAI No:
21219092000025
Year : 2018

**Address:
R/o RK Farms
Chincholli Road
Sedam Dist.
Kalaburgi
Karnataka
Mob. 9449010827**

Initial situation

The two ladies from an orthodox family, Smt. Sangeeta Baldwa & Smt. Radhika Tapadiya were very interested in farming which was started by their ancestors in 6 acre of land. Initially, four rose var, desi gulab pants were brought from Mathura Brindavan, Rajasthan.

The quest

With the help of KVK scientist she gained knowledge about distillation of rose and preparation of gulkhand. This information energized her to start a rose product industry. They also started agro eco-tourism in their RK Farms. This demanded their rose products with their its quality to extend their marketing in the country. Later, they started multiplying those flower plants and started rose product entrepreneurship. At present, they have 9000 plants in 6 acres of land with annual income of Rs.15 lakhs.

Enterprise/unit

She has started her business farm under the brand Gulaboo in the firm name RK Farms. She got FSSAI licence from Department of Health and Family Welfare she offers a range of products like, rose essential oil, gulkhand, rose water from desi gulab variety. RK Farms products are preferred by consumers, who visit during agri eco-tourism and are recipe along with the products attracted and enhanced the fragrance of marketing. In total, they are earn about Rs. 15 lakh/annum. Further, they are providing year round job opportunity to two women in farm and two in processing unit.





**Smt. Rashmi
Bhanuprakash**

**'An aim to promote
natural foods'**

**Brand :
Coorg**



**FSSAI licence No:
21221110000227
Year : 2021**

**Address:
Gonikoppal village
Kodagu
Karnataka
Mob. 8762549313**

Kodagu

A Mushroom Entrepreneur

Initial situation

Rashmi Bhanuprakash, a graduate, home maker with an agriculture background dreamt of starting a unique venture in agriculture. Athma Nirbhar Bharat, creating employment opportunity and doubling the farmers income has been the mantra promoted by Govt of India. This aim made her strong and motivated to do something for the nation.

The quest

In the year 2018, she came in contact with KVK through the skill development training programme on mushroom cultivation. Her active participation and interest in the training fetched her certificate from Agriculture Skill Council of India in March 2019. KVK Kodagu provided opportunity to her to work at KVK for production of oyster mushroom spawn, ready to fruit bags and under the BPD programme of ICAR-IIHR

Enterprise/unit

She started mushroom cultivation in 2018 with 10 bags spending Rs. 300/- only and gradually increased the number and is currently producing a total of 900 bags per month. Currently, she is utilizing the existing facilities available for production of oyster mushrooms for fresh market and value addition of mushroom. Now she has also started a company called Spice & Beans for marketing of Mushroom & Spices.

Production/year

Fresh mushrooms (3000 kgs) + 8000 RTF bags/year + Value added products of mushrooms (Pickle, mouth freshner, Kashaya powder and mushroom powder). Her turnover is Rs.4,80,000 per annum.





Smt. Rathnamma

**Brand :
Vedic Food
Products**



FSSAI licence No:
11220320000013
Year : 2017

**Address:
Gundamantha
Srinivasapura
Kolar 563126
Mob. 8861822142**

Kolar

Milletpreneur

Initial situation

Mrs. Rathnamma is from a small village named Gundamanatta in Srinivasapur Taluk, Kolar district. Her family has 4 acres of land growing Mango, Ragi and rearing sericulture. She was interested in doing minor millets processing and value added products preparation.

The quest

She attended a five day vocational on campus training programme on “Women empowerment through value addition, marketing and health benefits of minor millets” at ICAR-KVK, Kolar on from 3 to 7.7.2017. The technical sessions included specialized lectures on health benefits, value addition and opportunities in marketing value added products of minor millets. She has been doing online marketing of value added products through “Kisan kart” online portal and obtained FSSAI and GST number for marketing.

Enterprise/unit

Under financial assistance from ATMA, Dept. of Agriculture, PMFME, Ministry of Food Processing Industries (MOFPI), New Delhi, she established millet processing and pickle unit during 2019-20 and 2022-23 respectively. At present she is focusing on millets based value added products like cleaning and packing of millets, millets malt, millet upma mix, millet dosa mix and millet idly mix and other products like mango pickle, aonla pickle, Tomato pickle, masala powder products and marketing these products under her own brand name “Vedic Food Products” to reach consumers nation wide. Production/year : 85 processed millet, 5 tons processes aonla and mango and 2 tons masala products. Her turnover is Rs.1,18,00,000 per annum.





Smt. Radha

**Brand:
Shivani food
products**



**Address:
Hosaker camp
Hosakera
Gangavathi Taluk
Koppal (D) 583228
Karnataka
Mob. 8197788698**

Koppal

Millet entrepreneur

Initial situation

Smt. Radha, w/o Rambabu, was engaged in cultivating crops like paddy along with her family. The income from farming was not sufficient to meet the needs of the family. She also had a loan for her children's education. It was difficult for her to repay the loan with the exiting farming.

The quest

Smt Radha earlier use to do paddy cultivation, with technical guidance of ICAR KVK Koppal she started cultivating millets as paddy fallow crop in her village. She also attended training programme on millet processing and value addition organised during 2020-21 and later she started her business.

Enterprise/unit

She started her business formally under the brand SHIVANI FOOD PRODUCTS after getting FSSAI licence (FSSAI 21223116000241) from Department of Health and Family Welfare. She prepare a wide range of products like laddu, roti, papads, malt, barfi and holige from foxtail, little, jowar and foxtail millets. Her products are preferred by consumers and receive better value in the market. She earns a monthly income of Rs.25,000 and she gives opportunity to two women as working partners in her business. Her turnover is Rs. 3,00,000 per annum.





Smt. Anitha B

**Brand:
Sri. Durga
Banana Products**



**Address:
Mrs. Anitha B.
Anegundi
Gangavathi Taluk
Koppal (D)
583228
Karnataka
Mob . 8277787509**

Koppal

Banana Fibre Entrepreneur

Initial situation

Smt. Anitha B. was a home maker and her family was solely dependent on spouse's small income. She was engaged in routine household activities with surplus time to spare. The family income was insufficient to meet the needs like housing loan repayment and children's education.

The quest

Anegundi is not only famous for traditional places but also for traditional banana variety sugandi. After the crop harvest most of the banana pseudostem was waste. Smt. Anitha started preparing hand made products using banana stem fibre. She attended training programmes conducted by ICAR KVK Koppal during 2020-21. and started doing her business.

Enterprise/unit

She started her business formally under the brand Sri Durga banana products. She started hand made banana fibre mats, laptop bags, water bottle bag, key chains, pot covers and vanity bags which attracted most consumers and got good income. ICAR - KVK also encouraged her in marketing of products by giving sale opportunities in krishimelas and exhibition. Smt. Anitha earns a monthly income of Rs. 25000 and she is giving opportunity to four women as working partners in her business. Her turnover is Rs 3,00,000 per annum.





Smt. Sakamma

**‘An aim to promote
organic foods’
Brand :
Chittalamma’s**



FSSAI licence No:
21218123000848
Year : 24.11.2018

**Address:
Holalu village
Mandya (D)
Karnataka
Mob. 8095612670**

Mandya

A Millet Entrepreneur

Initial situation

Smt. Sakamma’s family engaged in cultivating crops like paddy, sugarcane and millets. The income from farming was not sufficient to meet the needs of the family. She had a loan for children’s education and it was difficult for her to repay the loan with the exiting farming.

The quest

She came in contact with KVK Mandya and attended the training programme on “Processing and value addition to agriculture produce” for six days in the year 2018-19. Value added products of millets had a demand in the local market and hence ventured to prepare value added products from millets using organically produced millets and sold in melas and shandies during 2019-20. Then, she started the business informally.

Enterprise/unit

She started her business formally under the brand Chittalamma after getting FSSAI licence from Department of Health and Family Welfare and offered a range of products like papads, malt, khara sev from foxtail and finger millets, laddu, chakkuli, kodubale and nippattu from little and foxtail millets. Smt. Sakamma earns a monthly income of Rs. 45000. Further, she gave opportunity to four women as working partners in her business.





Mrs. Lakshmi

**Brand:
Lakshmi
Homemade
Products**



**Address:
Saraguru
Nagarle Hobli
Nanjangud Taluk
Mysuru (D)
Mob. 9880945507**

Mysuru

Lakshmi Homemade Products

Initial situation

Mrs. Lakshmi was a housewife. She was always interested in value added products and deeply influenced by her grandmother's recipes. During 2019-20, she received training support from ICAR JSS KVK, Mysuru and included value-added production from cereals and millets KVK, Mysuru helped Mrs. Lakshmi in establishing market linkages.

The quest

Mrs. Lakshmi has named her enterprise 'Lakshmi Homemade Products'. Her husband, Mr. Venkatesha helps Mrs. Lakshmi in the production and marketing of the products. The products are sold via condiments, shops and provision stores in areas like Mysuru, Bengaluru and Nanjangud.

Enterprise/unit

Now, she developed unit with a net profit of the enterprise in 2022-23 was Rs 80,000. The DoA, Mysuru honoured Mrs. Lakshmi during the celebration of International Women's Day on 8th March, 2021 at the district level for successful entrepreneurs and the inspired other women to venture into entrepreneurship.





Mrs. Dhanalakshmi

Vasudha Food Products



FSSAI licence No:
21216131000001

Address:
Vasudha Food Products
ICAR JSSKVK,
Suttur
Mob.8073506219

Mysuru

Vasudha Food Products

Initial situation

Vasudha Food Products was founded by Mrs. T. Dhanalakshmi. The initial product line of the micro enterprise ranged from 6 to 7 products with the likes of Puliogare powder and a few other products. These were produced at a small scale with an annual transaction of Rs 2 lakhs and a net profit between Rs 20,000 to Rs 30,000.

The quest

The journey of the micro-enterprise took a turn when it received incubation support from FPTC, ICAR JSS KVK, Mysuru, an incubation center that provides support to many agri startups. The incubation support from FPTC, ICAR JSS KVK, Mysuru included supporting the micro-enterprise in recipe standardization, packaging, labeling, branding, provision of market linkage and visibility. The net profit was increased upto 4-5 lakhs with 24 lakhs turnover during 2022-23.

Enterprise/unit

They obtained license as well. Now they have the products viz., Puliogare mix, Sambar, Rasam, Vangibath, Bisibele bath, Garam Masala, Chili, Coriander and Turmeric powder. Flours viz., Rice, Wheat, Gram, Finger millet, Finger millet dosa and Multigrain.





Smt. Renuka Prasad Kulkarni

‘an aim to promote Millet & cold pressed oils products’



FSSAI licence No:
11223324000011
Year : 2019

Address:

**Athanoor Paradise,
Opp Justice
ShivrajPatil PU
college, beside
Chetana Hospital,
Lingasugur Road,
Raichur
Mob. 8867606984,
7892038754**

Raichur

Queen Millets - Emerging Entrepreneur of Raichur

Initial situation

Smt. Renuka Prasad Kulkarni has the exclusive outlet of healthy food products that include premium quality cold pressed oils, groundnut oil, sunflower oil and coconut oil and aims to offer high-quality oil products to consumers and raise awareness about the benefits of cold pressed oils. She also make millet items such as millet jaggery bread, millet jaggery rusk, millet jaggery buns, millet jaggery cookies, ragi cookies, dryfruit cookies, masala cookies, coconut cookies, and so on.

The quest

Smt. Renuka Prasad Kulkarni, a woman entrepreneur from Raichur, created ARK enterprises with the goal of starting a food products enterprise to promote awareness about millet goods and cold pressed oil.

Enterprise/unit

The initial outlay of funds was Rs. 50,000. The team initially received Rs. 5,000 each month, but they had trouble connecting with customers. With the assistance of ICAR-KVK, Raichur, they increased the size of their market, achieved success in Raichur supermarkets and were able to take home an extra Rs. 35,000 each month. Inspired by KVK scientists, they opened a millet store on their own, attracting diabetic patients and becoming well known in their field. After two years of persistence, local doctors now prescribe their products, leading to a monthly income of Rs. 1,00,000 a remarkable achievement for women who are the primary breadwinners for their families. Through media coverage, webinars, and exposure visits, the ICAR-Krishi Vigyan Kendra, Raichur team was supportive in inspiring and assisting the women and fostering their entrepreneurial success.





Smt. Prasheela

“ Tiny Millets Big Nutrition”

**Brand :
Swadista**



FSSAI licence No:
21221140000205
Year : 2018-19

**Address:
Keremegaladoddi
Kanakapura
Ramanagara (D)
Karnataka (562121)
Mob. 8971162116**

A Millet Entrepreneur

Initial situation

Smt. Prasheela a farmer from Keremegaladoddi village of Kanakapura taluk, Ramanagara district along with her husband was engaged in cultivating crops like Ragi, Groundnut, Sericulture and Coconut etc. From past 15 years she is also engaged in activities of Karthavya foundation extension activities

The quest

Being a enthusiastic woman, she came into contact with KVK, Ramanagara in 2018-19 as FLD contact farmer on “**Demonstration of Ragi var. KMR-340 & its value addition**” in which she attended many training programme. During her training she learnt about value addition of white ragi and prepared it products like millet mixture, pappad, malt powder, chakli, nippatu, hurihittu, ragi ladoo etc.

Enterprise/unit

She started her business formally under the brand ‘SWADISTA’ after getting FSSAI licence from Department of Health and Family Welfare and she is the first beneficiary under PMFME who offered a range of products like Millet mixture, Pappad, Malt powder, Chakli, Nippatu, Hurihittu, Ragi Ladoo etc. Her products were preferred by consumers and received a better value in the local market. Smt. Prasheela earns a monthly income of Rs. 15,000 - 25,000 and now she is selling her produce through online marketing.





Smt. Triveni

**‘An aim to promote
Healthy foods’**

**Brand :
Jai
annapoorneshwari**



FSSAI No:
21221154000564
Year : 2021

**Address:
Anagondanahalli
village,
Tiptur Taluk
Tumkur (D)
Karnataka
Mob:9591541519**

Tumkur-I

A Millet Entrepreneur

Initial situation

Smt. Triveni w/o Basavaraju is a farmer who produced cereales, pulses, millets and horticulture crops in her field at Anagondanahalli village of Tiptur taluk. She had great inetrest in minor millet value addition and she approached KVK for getting ideas from KVK in value addition.

The quest

She attended the training programme on processing and value addition realted to agriculture and horticulture crops at KVK-Tiptur, Tumkur-1 and also attended EDP on Processing and Branding of Tamarind Value added products during 2020-21 and procedure for procuring FSSAI licence. Hence she started producing millets based vaue added products on small scale at Anagondanahalli village. She was provided all types of technical guidance and motivation by KVK for manufacturing millet based products on large scale.

Enterprise/unit

She started her business formally under the brand ‘Jai annapoorneshwari’ after getting FSSAI registration. After KVK intervention she started making and selling millet based products such as ragi malt, millets health mix, hurihittu, millets snacks, chakkuli, nipattu, kodubale, papad, dosa mix, instant mix etc., she attempted to sell the products in the local market and later expanded the horizon to other ditricts and to whole sale distributors, millets mela, organic shops etc. Her turnover is Rs.7,50,000 per annum.



Tumkur-1

A Millet Entrepreneur



**Smt. Naveena
Bharathy, T. S.**

**'An aim to promote
organic foods'**

**Brand :
Jagruthi**



**FSSAI No:
21223157000064
Year : 2023**

**Address:
Tadasuru village
Tiptur Taluk,
Tumkur(D)
Karnataka
Mob: 9353123056**

Initial situation

Smt. Naveena Bharathy, T. S was interest in producing indogenous cow dung based value added products. She attended training programmes related to millets in KVK Tumkur-1 and was intersted in millet value added products and KVK took initiative in giving technical guidance to various millet processing activities.

The quest

She came in contact with KVK, Tiptur, Tumkur-1 from 2019 and attended EDP on Processing and Branding of Banana powder during 2022-23. She wanted to bring benefits of millets to every household in her village and recognized the potential for value added millet products. KVK guided her in every step in her millet journey such as training in product preparation, sample analysis, product registration with FSSAI, advertisement of the products, product promotion in various fourms, packing, labelling and marketing.

Enterprise/unit

She started her business formally under the brand Jagruthi after getting FSSAI registration and is selling millet based products such as ragi malt, millets health mix, hurihittu, ragi laddu, ragi papd, ragi mixture etc. Her turnover is Rs.4,50,000 per annum.





Smt. Manjamma

**Brand :
Halli Siri food
Products**



**FSSAI Reg. No:
21216152000015
Year : 2021**

**Address:
Tovinakere Village
Koratagere Taluk:
Tumakuru (D)
PIN: 572138
Mob. 9591867334**

Millets and Jackfruit Entrepreneur

Initial situation

Smt. Manjamma earlier used to work in Sharada Matt of Tovinakere, Tumakuru District, Karnataka, as a tailoring teacher supporting rural women of that region, with a minimum salary of Rs.800 per month. In 2012, she started one Self Help Group with 15 members by the name 'Halli Siri'. In 2015, she attended a Jack fruit mela organised by CHES, Hirehalli, Tumakuru, under ICAR-Indian Institute of Horticultural Research, Bengaluru and exhibited many ready to eat products of her group, prepared from jackfruit.

The quest

She attended a training programme under EDP (Entrepreneurship Development Programme) of ICAR-Krishi Vigyan Kendra (KVK), Hirehalli, Tumakuru and started producing Jackfruit chips and papad. Later on thought of producing value added products from Finger Millet as well (as Jackfruit is seasonal fruit). After undergoing training on preparation of value added products from Finger Millet, she started producing and marketing of *laddu*, malt, *chakkuli*, *nippattu* and mixture out of Finger Millet. Gradually she supported and made other group members also involved in preparing these products whenever there was an order from customers.

Enterprise/unit

She started her business formally under the brand Hallisiri products after getting FSSAI licence from Department of Health and Family Welfare and offers a range of products like papads, malt, khara sev from foxtail and finger millets, laddu, chakkuli, kodubale and nippattu etc.,. Her products were preferred by consumers and received a better value in the local market. Smt. Manjamma is now earning about Rs 8000-10000/- per month during the season from jackfruit products and Rs 7000-8000/- per month from finger millet value added products.



Ragi Malt - Entrepreneur



Smt. Dakshayini

Brand :
Sanjeevini
Om Shakti
Ragi malt



FSSAI Reg. No:
21222154000075
Year : 2016

Address:

Mahadevappa
Post: Ganjalagunte
Taluk: Madugiri
District: Tumakuru
Pin code: 572132
Mob: 9611299397

Initial situation

Smt. Dakshayini is a 50 years old woman involved in preparation of ragi value added products for 4 years. Initially she was preparing and selling ragi malt in small quantity as and when order comes. She used to attend exhibitions and melas at taluk level and used to sell the products.

The quest

After attending EDP programme on Ragi processing, value addition and market linkage during 2016-17, now she is producing Ragi malt and papad. Later she got exposure to attend melas at district and state level melas with the support of ICAR-Krishi Vigyan Kendra, Hirehalli.

Enterprise/unit

She started her business formally under the brand 'Om Shakti' food products after getting FSSAI licence from Department of Health and Family Welfare. Her products were preferred by consumers and received a better value in the local market. Smt Dakshayini is now getting orders from various state government departments for her product and earns Rs.9,000 to Rs 10,000 monthly as additional net income. She participates as a resource person in KVK, agriculture department and women and child development department for women and SHG members.



Udupi

Horticultural Nursery Entrepreneur



**Smt. Sujatha
Shetty**

Initial situation

Smt. Sujatha Shetty from Mandarthi Village of Udupi district had no idea of Horticultural nursery as a business option. She was an unemployed graduate looking after household chores. Her family depended on meagre income of her husband from family run businesses. However, Smt. Sujatha Shetty had interest and zeal to venture into something that could give her sustained income from her 2 acres of land.

The quest

Smt. Shetty came to know about various training programmes held at KVK Udupi. She visited scientists at the center and discussed various options of generating income out of her land holding. She was fascinated towards producing seedlings and selling of planting materials as a profession. She undertook nursery management training at KVK Udupi. Under the constant supervision, guidance and technical support of horticultural scientists from KVK Udupi, she initiated a nursery unit at her place.

Enterprise/unit

What has started as humble beginning, without any prior knowledge of nursery activities, Smt. Sujatha Shetty has now expanded into full scale nursery unit producing various grafted planting materials of local varieties of high demand plants including Udupi Mallige. The nursery is a household name in the region where all varieties of fruits and ornamental flower seedlings are sold at reasonable price. Within the limited area of 2 acres land, she adapted scientific practices in producing grafts and maintaining them. Giving employment opportunities for the local women in her nursery, Smt. Sujatha Shetty earns now an annual income over Rs. 3,00,000 per annum.



Address:
Prakrithi Nursery
Surgikatte
Mandarathi
Udipi Dist.
Mob. 8971401837



**Smt. Vasundhara
Hegde**

**“Be it life or crop,
it’s not meant to be
ruined”**

**Brand :
Manjushree Home
Products**



**Address:
Mundigejaddi
(Kanalli) Post
Hegdekatta Tq
Sirsi District
Uttara kannada,
Karnataka
Mob. 7899161434 /
9900927988**

Uttara Kannada

BAKAHU : A Novel Product During Glut Season of Banana

Initial situation

BA graduate Smt. Vasundhara Hegde’s family mainly dependent on agriculture for livelihood. During glut season or whenever demand shrinks, farmers have to sell banana at throwaway prices due to its high perishable nature.

The quest

Smt.Vasundhara Hegde had interest in agriculture and food processing activities which probed her to prepare different types of products from banana at home. Using arecanut drier, she started with sukeli, dried banana but found marketing issues. Later the novel product locally known as “Bale Kayi Hudi (BAKAHU)- raw banana flour” was prepared by simple process of dehydration and grinding which has multiple uses as nutritious adjuvant in food preparations viz., weaning foods, health drinks, bakery, spicy and sweet products. She became part of ARYA project at ICAR-KVK Uttara Kannada, Sirsi and improved her techniques in value addition, processing and packaging.

Enterprise/unit

She started her business with the brand name ‘Manjushree Home Products’ in 2021 to sell her products. Along with banana, value added products of jack were also prepared. The social media, especially Facebook - womens’ market and whatsapp groups came in handy for marketing her products.Her turnover is Rs.5,00,000 per annum.





Smt. Laxmi
Shirmgod

‘An aim to promote
desi cow products’

Brand :
Desi Go Products



FSSAI licence No:
Year :

Address:
Laxmi Shiramgod
Babaleshwar
Basavan Bagywadi
Vijayapura
Mob. 9900875944

Vijayapura I

A Desi Cow Dung Value Added Product Entrepreneur

Initial situation

Smt. Laxmi Shirmgod belongs to a farmer family. Her fascination to be a women entrepreneur motivated her to prepare value addition of desi cow dung products and creating awareness on usage of desi cow dung products to prevent some of the allergies and diseases

The quest

Intially she was only doing cow dung ‘Vibhuti and Kullu’. After attending the workshop on processing and value addition of desi cow dung products by Go Shale Kagod, Vijayapura she started production of more than fifteen cow dung items like cow dung and urine for production of Vibhuti, cow dung cake, cow dung deepa, arka, dhoopam, cow dung and vermin compost, jeevamurtha, cow krupa amurtha, Dashparani and ghan jeevamurtha etc. She also produces milk based value added products.

Enterprise/ unit

In brand name of Desi Go Products she is selling her products with attractive packaging materials . Her continuous effort of being a entrepreneur bring pride to Vijayapura district. She received **Krishi Udayanmukha award** from Karnataka State Agricultural Department and best women horticulturist award from University of Horticulture, Bagalkot . Her turnover is Rs.8,00,000 per annum.





**Smt. Bharati A.
Medagar**

**‘An aim to value
addition to millets’**

**Brand :
Bharati Gruha
Udyoga**



**FSSAI licence No:
2123038000470
Year : 2023**

**Address:
Choragi village
Indi Taluk
Vijayapura (D)
Karnataka
Mob. 9845765407**

Vijayapura II

A Millet Entrepreneur

Initial situation

Smt. Bharati Choragi’s family engaged in cultivating crops like foxtail millet, finger millets and bajra. She was not getting profit from selling millets in market. Her ancestor used to prepare the food products from millets and that triggered in her mind and to start value addition. Earlier she was not familiar with packaging, labelling and marketing.

The quest

She came in contact with KVK, Vijayapura-II (Indi) and attended the training programme on “Processing and value addition of millets” for 3 days in the year 2017-18. The primary processing of millets were done at KVK, Vijayapura-II (Indi). After producing the value added products of millets she did marketing by visiting various government offices and households.

Enterprise/unit

She started her business under the brand ‘Bharati Gruha Udyoga’. After getting FSSAI licence from Department of Health and Family Welfare. She offered a range of products like foxtail millet laddu, foxtail millet chakali, foxtail

Millet malt powder, foxtail millet sevu, foxtail millet roti, Foxtail roti, foxtail papad, Bajra kadak roti, foxtail millet cookies, Foxtail millet madali, karchikati, kodubale and nippattu Her products were preferred by consumers and received a better value in the local market. Smt. Bharati Choragi earns a monthly income of Rs. 15000.





Smt. Renukamma

Address:
ICAR-Krishi
Vigyan Kendra
Shorapur,
Lingasgur Road,
Kavadimatti-
585224

Yadgir

Flowers and Vegetables : Sustainable Livelihood and Income Generation

Initial situation

Smt. Renukamma was an housewife solely dependent on her spouse's income from an area of 2.1 acre land for livelihood. She was engaged in routine household activities and had surplus time to spare and the income was insufficient to meet the family needs like loan repayment, farming and children's education.

The quest

Renukamma started cultivation of flowers and vegetables with the FLD conducted by KVK Yadgir. She got familiar with improved varieties of Marigold (Arka Agni), Tomato (Arka Abhed) and Ridge-Guard (Arka Prasanna). KVK Yadgir made a scientific intervention like spraying of vegetable special, use of AMC, Bio-agents, Neem cake and Yellow stick traps for organic production of vegetables.

Enterprise/unit

She started preparation of garland from the Maigold which was cultivated as an intercrop in vegetable cultivation to reduce the incidence of pests and diseases. She started grading, packing, and selling of fresh vegetables at door steps under the name of 'Farm Fresh'. Later on the demands for fresh vegetables increased and she started collecting from neighbouring farmers and started marketing of vegetable and flowers in distant markets. She expanded marketing from local to distant markets with turnover of Rs.31.00 to 36.00 lakhs per annum with a net profit of 10.00 to 12.00 lakhs per annum monthly and income of 18 to 20 lakhs per annum.





Kerala

ZONAL WOMEN
AGRIPRENEUR
CONCLAVE 2024





Smt. Leena Rani G.

Brand:
Keya's organic
mushy town



FSSAI Licence No:
2131816200218
Year - 2019

Address:
Sastha Vilas
Peringala
Chettikulangara
Alappuzha, Kerala
Mob. 99472 99680

Alappuzha

A Mushroom Entrepreneur

Initial situation

Smt. Leena Rani is a graduate with urban background having a lot of enthusiasm and entrepreneurship qualities. Reaching a rural village on marriage, she tried several enterprises but couldn't establish any. But her determination and efforts continued.

The quest

She attended a vocational training programme on 'Mushroom cultivation techniques' at KVK-Alappuzha in 2002 and started mushroom cultivation on an experimental basis. Encouraged by the market demand, she decided to boost up the production. Availing further technical support from the KVK, she constructed a separate mushroom shed for oyster mushroom and also utilized the terrace area of her house for milky mushroom production in 2012. KVK then transferred the technology of spawn production in 2012 to meet her own demand for spawn. This resourceful lady then bought all the required equipments and started spawn production for making her unit self sufficient and sustainable. Other than selling mushroom and spawn, she also earns by training rural youth for mushroom production.

Enterprise/unit

She sells 1 ton of fresh mushroom, 3 tonnes of mushroom spawn, 5000 ready to hang mushroom beds worth Rs.10.0 lakhs annually. In addition, the vermicompost prepared from spent waste is utilized for the production of other crops in her farm. She became a member of the Grama Panchayath based on her popularity as an entrepreneur. Providing employment to six women, the social acceptance and recognition receive gives them additional pride and satisfaction.





Smt. Jyothy Likhitha

**Brand :
Jackworld
jackfruit products**



**FSSAI licence No:
21321158000908
Year :2012**

**Address:
Jack world Food
Products
Arattuvazhy
Alappuzha
Mob: 9895755596**

Alappuzha

A Jackfruit Entrepreneur

Initial situation

Smt. Jyothy Likhitha was a home maker and was supporting her husband in his coir and cane industry. After 2010, there was a drastic decline in the industry and they faced great financial crisis. Then Jyothy started a food based enterprise by learning chocolate production and started to produce chocolate at home level and selling through exhibitions and melas.

The quest

In 2016, Mr. Likhitha, her husband, got an opportunity to meet the KVK SMS (Home Science) at an exhibition site and he discussed about the possibility of marketing Jackfruit based products. That was a time when jackfruit based products were becoming popular in the market and he heard about the success story of Jackfruit entrepreneurs who got training from KVK-Alappuzha. Then he sent his wife Jyothy for a training at KVK in the same month (May, 2016). From that training she got a lot of ideas and skills in preparation of jackfruit based products.

Enterprise/unit

Fortunately that was a jackfruit season and they started collecting jackfruits from far away markets and utilized the space of their coir and cane factory for the production of jackfruit products. They started preparing jackfruit chocolate, halwa, squash, muffins, jack seed cookies, jack seed - prawn chutney powder (her leading item in the market) and participated in exhibitions organized by different agencies in and outside Kerala. Labourers in their coir industry were redeployed for this new venture. In the crop season they stock jackfruit pulp for production of pulp based products for year round business. Mrs. Jyothy is very happy with her enterprise since she got good coverage at state and national level. She is earning Rs.35000/- per month from this enterprise.

Rags-to-riches story with jackfruit-based products



Jyothy Likhitha with customers who came to buy jackfruit based products from her house at Kalapuzha in Alappuzha.

Sam Paul A. ALAPPUZHA
Twelve years ago, Jyothi Likhitha and her family had to weather a period of financial hardship after her husband's decade-long hammock export business suddenly collapsed owing to shrinking orders. Around the same time, she



An Integrated Agripreneur



Smt. Vani V.

**Brand :
Ruchira Food
Products**



FSSAI licence No:
11320004000365
Year :2022

**Address:
Palakulangara
Madam, Danapady
Haripad (P.O)
Alappuzha Dist.
Mob:8281420170**

Initial situation

Smt. Vani. V is an agriculture graduate with a high passion for farming. After graduation, she took initiation to develop her ancestral homestead property to an integrated farm with the active involvement of her husband Mr. Vijesh. Production of vegetables integrated with animal husbandry and fish culture is practised. For selling their organic produce, they started a shop in front of their garden. In addition to their production, she procured organic products from the nearby farmers too, but sometimes it created glut and wastage of the produce. Direct selling of produce often did not give enough returns also.

The quest

To overcome these issues she started a food processing unit near to the shop with technical guidance from the KVK. Initially small quantities of products were prepared with the support of nearby flour mill. When the demand for the products increased, she approached banks for loan for setting up a processing unit. Meanwhile, she utilized the incubation facility at KVK mainly for drying turmeric, coconut, banana, vegetables and spices. On further interactions from the KVK, she

got information on value added products of banana, vegetables and millets and the suitable machineries required. With financial support from SHM, she installed machineries for the unit.

Enterprise/unit

Starting the production in 2021, she markets nearly 150 types of processed products through her outlet now, mainly spice powders, millets, millet powders, health mix, ready to eat food items, coconut oil, virgin coconut oil, pickles, chutney powder, fruit squashes, banana powder, halwa, vinegar and various types of organic rice. She has a good customer support for the premium quality products prepared using less preservatives and other additives. They employ more than 20labourers in their farm and processing unit and earn on an average Rs. 2 lakhs per month from the enterprise.





Smt. Viji Gopal

**Brand :
AVS Food
Products**



**FSSAI licence No:
21322158001089
Year :2016**

**Address:
Sree Bhavan
Near Coir Board
Kalavoor P.O.
Alappuzha
Mob. 9544753290**

Alappuzha

A Bamboo and Millet Entrepreneur

Initial situation

Smt. Viji Gopal resides at Pathirappilly, Alappuzha. She started her career as a fashion designer along with assisting her husband in his cane and coir based enterprise. Due to some health issues she could not continue the stitching works, meanwhile her husband’s business activities also decreased considerably. She was compelled to engage in some other income generating activities. Her passion in cooking helped her to create a new path in food processing sector.

The quest

Realizing the rising importance of Jackfruit, she approached KVK Alappuzha in 2016 and attended a training programme on “Value added products of Jackfruit”. Following this, she started to attend exhibitions and melas organised by different agencies. With her highlight product of bamboo rice payasam, she added jackfruit based products like jackfruit payasam, wafers and soup for the exhibitions and got good feed back. On the demand for more healthy products from her customers, she prepared a bamboo rice based product with the support of KVK and branded as *Bamboo Vita*. Also started preparing and marketing millet based products, pickles, and organic cosmetic products.

Enterprise/unit

Her house is very near to National highway, hence she started a production cum sales counter in front of her house and displayed the products like bamboo vita, instant payasam mix, brined vegetables, nearly 50 types of pickles, millet cookies and powders, and bee wax based cosmetic products. During the Covid period, she started an online platform to sell her products and earned good customers. She earns a monthly income of Rs. 50000/- during most part of the year.





**Smt. Mariyamma
John**

**Brand :
Souhrida Food
Products**



FSSAI licence No:
21316163000141
Year :2013

**Address:
Madaththil House
Lhaha Junction
Ponakam
Mavelikkara
Alappuzha
Mob. 9048385899**

Alappuzha

A Coconut Based Agripreneur

Initial situation

Smt. Mariyamma John was a staff nurse at Kuwait for 12 years and due to the illness of her mother-in-law she decided to leave the job and come back to home with her kids. A few years later, she decided to engage in some income generating activity.

The quest

In August, 2013, she approached KVK for guidance to start any coconut based enterprise since coconut is the most available commodity in her locality. On advice, she attended the training programme on 'Value added products of coconut' in that month itself and started a small scale unit with suitable machineries as per guidance from the KVK. Without waiting for a loan from the bank, she purchased the machines by pledging her gold. Her husband and two children also supported her in the initiative. Being an artist, her husband designed the logo, label and packing materials for the products in a professional standard.

Enterprise/unit

With an initial investment of Rs.3 lakhs, she renovated a small building attached to her house and installed machineries like roaster, pulveriser, heavy duty mixi, and packing machine and procured vessels and furniture for the unit. Initially she started preparing virgin coconut oil, coconut laddu, coconut sweets, coconut water soft drink, chutney powder, ready to use roasted coconut gratings and multipurpose rice powder by engaging four women employees. Later on she decided to reduce the number of products based on marketing potential. She sells the products mainly through leading supermarkets of nearby cities. By earning about Rs.45000/- from this unit monthly, she could manage her household expenditure and the studies of her children, thus becoming self sustainable.



Ernakulam

A Fish Waste to Wealth Entrepreneur



Smt. Ivy Jose

‘Waste to wealth programme’

Brand : Fishlizer



Address:
Ivy’s Agro Hub
Munambam P. O.
Ernakulam
Mob. 7736641844

Initial situation

Smt. Ivy Jose house is near Munambam harbour fish market. Fish waste is available in plenty in this area and she was in search of an enterprise using this. She came across fish manure production using fish waste through KVK mass communication programmes. Fish waste management is one of the serious issues faced by the retail fish cleaning shops, markets, fish landing centres, and shrimp peeling units in Ernakulam district of Kerala.

The quest

She contacted KVK Ernakulam and attended the training programme on “Production of fish manure from fish waste” at KVK. Under the technical guidance of KVK experts, she learnt the production protocol and management practices for production of fish manure known as Fishlizer. A commercial production unit for KVK Ernakulam was established for processing 1 MT fish market waste per month into quality organic manure at Munambam, Ernakulam, Kerala with funding from ATARI, Bengaluru.

Enterprise/unit

The fish waste is composted to organic manure using microbial inoculum from Kerala Agricultural University and coir pith based inoculum of Private firm in her unit. The fish waste manure is branded as Fishlizer. The amino acids present in fish would enhance flowering and fruit setting in plants favouring enhanced production. She has till date produced 4 tonnes of fishlizer and marketed with support of KVK. She supplies in 1 kg packets as well as in 50 kg bags.



Ernakulam

Pearlspot Seed Breeder



Smt. Shiby

Pearlspot Breeder



Initial situation

Smt. Shiby Sajan, a housewife, was doing a general homemaker role. Her husband was doing traditional farming in the pond owned by them. But they were not getting any income from the pond due to several reasons. The pond was abandoned and became a menace in their locality too. They were not interested in investing money due to nonprofitability experience.

The quest

She happened to hear about Pearlspot seed production technology training at ICAR CMFRI organized by ICAR KVK Ernakulam in 2018 from her relatives. She attended the 3 day training and decided to commence the Pearlspot breeding unit at their abandoned brackishwater pond located at Puthukkad, Karumaloor, Ernakulam district. Dr.P.A Vikas visited their farm and guided her to establish the unit

Enterprise/unit

The unit was established in 2019, and they realized that they could produce a sufficient quantity of fish seed from the pond. Seed collection was the one issue faced, that was resolved by developing a technology themselves. Then KVK helped in another main issue of marketing. KVK arranged a buy back arrangement earlier and later created a marketing linkage with KAICO, Govt. of Kerala. They formed a group to strengthen similar units. Presently the unit has a 50000 seed production capacity annually.

Address:

Thaithara House
Karumaloor
Mob. 9745167788



KARIMEEN HATCHERY
കരിമീൻ കുഞ്ഞുങ്ങൾ
വിൽപനക്ക്
ശുദ്ധ ജലത്തിലും ഉപ്പ് ജലത്തിലും
വളർത്താവുന്നതാണ്

BOOKING
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Produced by
കെ വി കെ കരിമീൻ വിത്തുൽപ്പാദക സംഘം
(ബിന്യാൾ നമ്പർ EKM/ TC/252/ 2022)
KLMSME 7224 / 2022
Thaithara Kadav, Puthukkad, Karumaloor, Ernakulam

Technical support
ICAR- Krishi Vigyan Kendra, Ernakulam, CMFRI



**Smt. Manjula
Bhagyaraj**

‘An aim to promote mushroom and its value added products’

**Brand :
Manjula mushroom
farm and garden**



FSSAI licence No:
21323178000358
Year : 2023

**Address:
Bhagyaraj
Manjula Bhavan,
Punnamudy Vagamon,
Idukki
Mob. 9961347903**

Idukki

A Mushroom, Spawn, Value Added Products Entrepreneur

Initial situation

Smt. Manjula and her family was engaged in cultivating crops like small cardamom, black pepper and vegetables. She was also running an agricultural nursery as a source of income. But the turnover from nursery unit was not sufficient to meet her family needs. In this instance she observed the market demand for mushroom products and started thinking on moving to start a mushroom, spawn and value addition unit at her home.

The quest

She came in contact with KVK, Idukki and attended the vocational training programme on “Production of mushroom spawn” for 6 days in the year 2018-19. She then started cultivation of mushroom and spawn production unit. Value added products of mushroom had a demand in the local market and hence she has ventured to prepare value added products from mushroom and started selling the products to nearby shops and markets during 2019-20.

Enterprise/unit

She started her business formally under the brand ‘Manjula Mushroom Farm and Garden’ after getting FSSAI licence and offered a range of products like spawn, fresh mushroom, other value added products like mushroom chutney powder, mushroom soup powder and mushroom compost. Her products were preferred by consumers and received a better value in the local market. Smt. Manjula earns a monthly income of Rs. 1,50,000/. Further, she gave opportunity to three women as working partners in her business. She produces 3000 kg mushroom, 14400 Spawn packets, Value added products: 36 kg and Mushroom Compost: 240 kg per year. Her turnover is Rs.12,00,000 per annum.





**Smt. Sujatha
Vijayan**

‘an aim to promote
Mushroom
production

**Brand :
PNV Mushrooms**



FSSAI licence No:
21322175000407
Year : 2022

**Address:
Vakacity
Rajakkad
Mob: 8075474309**

Idukki

A Mushroom Entrepreneur

Initial situation

Smt. Sujatha and her family was engaged in cultivating crops like Small cardamom, black pepper and vegetables. The income from farming was not sufficient to meet the needs of the family. In this instance she started thinking on moving to start a fresh mushroom production unit at her home.

The quest

She came in contact with KVK, Idukki and attended the Vocational training programme on “Production of Fresh mushroom” for 6 days in the year 2021-22. She then started cultivation of fresh mushroom. The raw materials were supplied from KVK Idukki. With regular technical guidance of Smt. Rachel Skariakutty, Programme Assistant (Lab Technician), KVK Idukki, She started branding, labelling and marketing of fresh mushroom to local markets.

Enterprise/unit

She started her business formally under the brand ‘PNV Mushrooms’ after getting FSSAI licence and offered the product Fresh to the neighbours and local markets. Her products were preferred by consumers and received a better value in the local market. Smt. Sujatha earns a monthly income of Rs. 50,000/. Her Son, daughter in law, husband are active partners in her business.





Idukki

A Mushroom Entrepreneur

Smt. Prema John

‘An aim to promote Mushroom production’

Brand : Jeni Mushrooms



FSSAI licence No: 21323174000231
Year : 2022

Address: Vazhamootil House B L Ram Chinnakanal Mob :8848324788

Initial situation

Smt. Prema and her family was engaged in cultivating crops like small cardamom, black pepper, fisheries and vegetables. The income from farming was not sufficient to meet the needs of the family. She understood that one can grow mushroom with their crop at their home at very low initial investment and this will help them to increase their economic condition. In this instance she started thinking on moving to start a fresh mushroom production unit at her home.

The quest

She came in contact with KVK, Idukki and attended the Vocational training programme on “Production of Fresh mushroom spawn” for 6 days in the year 2021-22. She then started cultivation of mushroom unit. First the marketing was not so easy. Due to the technical interventions and support of Smt. Rachel Skariakutty, Programme Assistant (Lab Technician), KVK Idukki, she was able to sell her products into nearby markets and could fetch a better income, Now, she started widening the business.

Enterprise/unit

She started her business formally under the brand ‘Jeni Mushrooms’ after getting FSSAI licence and started marketing of fresh mushroom under this brand. Her products were preferred by consumers and received a better value in the local market. Smt. Prema earns a monthly income of Rs. 40,000. Further, she gave opportunity to three women as working partners in her business.





**Smt. Narmada
Manoj**

**‘an aim to promote
Mushroom
products’**

**Brand :
Chilloos
Mushrooms**



**FSSAI licence No:
21318175000283
Year : 2017**

**Address:
Geethalayam
Santhanpara
Mob. 9745200597**

Idukki

A Mushroom, Spawn, Value Added Products Entrepreneur

Initial situation

Smt. Narmada and her family was engaged in cultivating crops like small cardamom, black pepper and vegetables. The income from farming was not sufficient to meet the needs of the family. She was also running a dairy unit as a source of income. But the turnover from dairy unit and farming was not sufficient to meet her family needs. In this instance she started thinking on moving to start a mushroom, spawn and value addition unit at her home.

The quest

She came in contact with KVK, Idukki and attended the Vocational training programme on “Production of mushroom spawn” for 14 days in the year 2016-17. She then started cultivation of mushroom and spawn production unit. Value added products of mushroom had a demand in the local market and hence she has ventured to prepare value added products from mushroom and started selling the products to nearby shops and markets during 2018-19. Then she started widening the business.

Enterprise/unit

She started her business formally under the brand ‘Chilloos Mushrooms’ after getting FSSAI licence and offered a range of products like spawn, fresh mushroom, other value added products like mushroom chutney powder, mushroom soup powder and mushroom compost. Her products were preferred by consumers and received a better value in the local market. Smt. Narmada earns a monthly income of Rs. 1,00,000. Further, she gave opportunity to two women as working partners in her business.





Smt. Margaret

‘An aim to promote Mushroom production’

**Brand :
Kripa Mushrooms**



**FSSAI licence No:
21323177000552
Year : 2023**

Address:

**Pollachirayil
House
Thovarayar P.O.
Kattappana
Mob: 9496250959**

Idukki

A Mushroom Entrepreneur

Initial situation

Smt. Margaret and her family was engaged in cultivating crops like small cardamom and vegetables. The income from farming was not sufficient to meet the needs of the family. She then saw the importance of including mushroom as dietary component started thinking of starting a fresh mushroom unit. Her family granted their whole support also.

The quest

She came in contact with KVK, Idukki and attended the Vocational training programme on “Production of fresh mushroom spawn” for 6 days in the year 2021-22. She then started cultivation of mushroom unit. First the marketing was not so easy. Due to the technical interventions and support of Smt. Rachel Skariakutty, Programme Assistant (Lab Technician), KVK Idukki, she was able to sell her products into nearby markets and could fetch a better income. Now, she started widening the business.

Enterprise/unit

She started her business formally under the brand ‘Kripa Mushrooms’ after getting FSSAI licence and started marketing of fresh mushroom under this brand. Her products were preferred by consumers and received a better value in the local market. Smt. Margaret earns a monthly income of Rs. 25,000.





**Smt. Molly
Dominic**

**Brand :
Omega
Mushrooms**



**FSSAI licence No:
30210929108852328
Year : 2022**

**Address:
Dominic
Cherolickal House,
Ottathai P. O.,
Morani, Alakkode,
Kannur-670571**

Kannur

A Mushroom Entrepreneur

Initial situation

Smt. Molly Dominic, is a housewife from Alakkode Village of Kannur District. She started mushroom cultivation from 2020 with 20 beds. Production was 12 kg per year. She used to sell mushroom in nearby households and earned a profit of Rs. 3200 per annum from mushroom cultivation.

The quest

She came in contact with KVK, Kannur and attended the training programme on “Mushroom Cultivation” under ARYA programme in 2022. She also attended practical oriented training on value added products of mushroom from KVK. She decided to expand her mushroom cultivation with the technical guidance from KVK.

Enterprise/unit

Smt. Molly is an entrepreneur who is running two mushroom production units of 1650 bed capacity. Now the average annual production of mushroom is 1300 kg. She has developed a brand ‘Omega Mushrooms’ with technical assistance from KVK. The brand is successfully running as they have good marketing linkage with nearby households, local markets (vegetable shops and bakeries), schools and government offices. Smt. Molly also produces value added products from mushroom such as pickle, bajji, samosa, cutlet, soup etc. She is getting an annual income of Rs. 31,80,000 from her mushroom enterprise.





Smt. Simi K. V.

Address:
Greens, Bakkalam
Kannuli P.O.,
Kannur

Kannur

Integrated Farming System Entrepreneur

Initial situation

Smt. Simi K. V., a woman farmer lives with her husband and two sons. She has been a farmer for the past 10 years and she owns 31 cents of land. She has been growing vegetables in her terrace garden in 300 grow bags to meet the needs of the family. Surplus vegetables are marketed through the weekly market of Department of Agriculture Development and Farmers' Welfare. She sells around 35 kg of Coccinia from her terrace cultivation weekly and earns Rs. 7000/-. In addition to the owned land, she took 35 cents of land in lease for farming.

The quest

She came in contact with KVK, Kannur and has undergone various capacity building programmes including trainings for nursery techniques, mushroom cultivation, egger nursery, vegetable cultivation etc. She decided to expand her farming activities with the technical guidance from KVK.

Enterprise/unit

Smt. Simi is maintaining a nursery in 5 cents, mainly for seedlings of coconut, arecanut and black pepper. She is upholding an egger Nursery with a capacity of 2000-3000 chicks in a batch. She is maintaining 90 beds of mushroom with a capacity to produce about 25 kilograms per month. She is also cultivating passion fruit in the courtyard. As a part of participatory seed production programme of KVK, she has cultivated turmeric varieties IISR Pragathi and Sobha and amorphophallus variety Gajendra in leased land. She produced around 440 kg of Pragathi and 90 kg of Sobha and 3.5 tonnes of Gajendra last year.





Smt. Manjusha M.

**Brand :
Unique
Mushrooms**



FSSAI licence No:
21321252000570
Year : 2021

**Address:
V V House,
Road Kooveri P.O.,
Kannur**

Kannur

Mushroom Entrepreneur

Initial situation

Smt. Manjusha M., who was a homemaker started her mushroom cultivation with 20 beds. She used to get less than one kilogram yield. Lack of awareness of scientific cultivation practices led to the contamination in beds and resulted in lower productivity and income from mushroom farming.

The quest

She came in contact with KVK, Kannur and has undergone skill development training on mushroom cultivation under ICAR-ARYA programme in 2018. She has undergone training programme in value addition of mushroom also. She has started commercial cultivation of mushroom. She has branded her product in the name 'Unique Mushrooms' with technical support from KVK.

Enterprise/unit

Smt. Manjusha is maintaining 200 mushroom beds . Annual production of mushroom is 360 kilogram. She sells mushroom in local markets, government and private offices etc. She has also started production of mushroom pickle also. She is getting an annual income of Rs. 180000/- from mushroom enterprise.





Smt. Princy K.

**Brand :
Eden Honey**



FSSAI licence No:
21321260000466
Year : 2021

**Address:
Padiyakandathil
House, Peravoor
P.O., Kannur**

Kannur

A Bee Keeping Entrepreneur

Initial situation

Smt. Princy K. Kurien, who was a homemaker started her bee keeping with 10 bee boxes. She used to get less than one kilogram yield. Lack of awareness of scientific cultivation practices led to the contamination of beds and resulted in lower productivity and income from mushroom farming.

The quest

She came in contact with KVK, Kannur and has undergone skill development training on bee keeping under ICAR-ARYA programme. She has branded her product in the name “Eden Honey” with technical support from KVK.

Enterprise/unit

Smt. Princy is maintaining 40 honey bee boxes and 25 boxes of stingless bee. Annual production of honey is 200 kilogram and that of stingless bee is 10 kilogram. She sells honey in local markets, government and private offices etc. She has also started production of value added products of honey like ginger honey, bird chilli honey etc. She is involved in One Panchayat One Product Scheme of Kelakam Panchayat. Now she is getting an annual income of Rs. 80,000 from honey enterprise.





Smt. Ashitha C. K.

**Brand :
Roots Garden**



**Address:
Amruthalayam,
Eastvallyayi P.O.,
Kannur**

Kannur

A Nursery Entrepreneur

Initial situation

Smt. Ashitha C. K., was an interior designer. She was not involved in farming related activities but was interested in starting an enterprise related to nursery and landscaping.

The quest

She came in contact with KVK, Kannur and has undergone skill development training on nursery management and landscaping under ICAR-ARYA programme in 2021-22. She has started a nursery 'Roots Garden' near to her home with technical guidance from KVK Kannur.

Enterprise/unit

Smt. Ashitha is maintaining a nursery unit of ornamental plants, coconut, arecanut, pepper etc. She is marketing the seedlings and planting materials locally. Now she is getting an annual income of Rs. 1,20,000 from the nursery unit.





Smt. Rita

‘A brand with difference’

**Brand :
H S Food**



FSSAI licence

No:21321141000497

Year : 2022

Address:

Primrose

Meenam Nagar

Kavanad P. O.

Kollam 691003

Mob. 9447560828

Kollam

A Jackfruit Entrepreneur

Initial situation

Smt. Rita Lawrence is a cancer survivor with no background in agriculture. She is of the opinion that by including jackfruit flour in daily diet, she could overcome her health problems. Hence, she wanted others also to be benefitted from this.

The quest

She came in contact with KVK, Kollam by attending the training programme on “Processing and value addition to agriculture produce” for 2 days in the year 2020-21 and later attending value addition training on mushroom. In the year 2021-22 she became an FLD beneficiary. She participated in FLD on Dehydration of Jackfruit. Then, she started the business on ready to cook dehydrated jackfruit avil mix, jackfruit flour, banana flour and millet based products. Her enterprise gives employment to two other people.

Enterprise/unit

She started her business formally under the brand ‘HS Food’ after getting FSSAI licence from Department of Health and Family Welfare and offers a range of products like ready to cook dehydrated jackfruit avil mix, jackfruit flour, banana flour and millet based products. Smt. Rita Lawrence earns a monthly income of Rs. 15000. Further, she gave opportunity to four women as working partners in her business.





Smt. Soumya T. S.

‘An aim to promote healthy foods’

**Brand :
Kunjumols And
Kunjumols Food
Products**



FSSAI licence No:
21323145000426
Year : 2023-2025

Address:

**Puthenveedu,
Malaymkulam
Yeroor P O
Kollam, Kerala
Mob. 8606762976**

Kollam

A Coconut Entrepreneur

Initial situation

Smt. Soumya T. S. is a software engineer by profession. Her in-laws are engaged in farming in their homestead. They cultivate banana, vegetables etc and in addition they have cattle and pisciculture as enterprise. She, being a homemaker had a lot of time at her hand after her twins went to school. She and her mother in law who is an expert in coconut products conceived an idea of starting a unit for value added products.

The quest

She came in contact with DIC Kollam and attended TMDP training of 20 days. During this period she came in contact with KVK, Kollam. She was inspired to set up a small scale unit for producing value added products of coconut, banana, prawns and locally available fruits and vegetables which had a demand in the local market and initially she sold in melas and exhibitions during 2022-23. Now she plans to rent a sales outlet near her unit.

Enterprise/unit

She started her business formally under the brand ‘Kunjumols and Kunjumols Food Products’ after getting FSSAI licence from Department of Health and Family Welfare and offered a range of products like coconut chutney powder, garlic chutney powder, ginger chutney powder, curry leaf chutney powder, prawns chutney powder, theeyal koottu, injicurry koottu, korma mix, virgin coconut oil, pickles avalose podi, avalose unda etc. Two women labourers are there to help her. Her products were preferred by consumers and received a better value in the local market. Smt. Soumya T.S earns a monthly income of Rs. 45,000.





**Mrs. Aswathy
Sivan**

**Brand :
Spec Agro
Industries**



**Licence No:
2433/2023
KLAGRI-PFRI-
PFR-174/2021
Year : 2021-2026**

**Address:
Revathy,
Kallelibhagam P.O.
Karunagapally,
Kollam
Mob. 9645767679**

Kollam

Entrepreneur – Organic Input Manufacturer

Initial situation

Smt. Aswathy Sivan is an engineering graduate from Kollam, Kerala with a passion to organic agriculture and to provide quality inputs to the farmers to sustain the organic growers with a fairly good yield by combating biotic stresses. She started the unit as a service to support the organic growers for safe food production with quality agricultural inputs like neem based products, compost and organic fertilizers for strengthening the organic agriculture.

The quest

Mrs. Aswathy's quest for quality organic input production made her connect with KVK Kollam for technical support and motivation. Later on she contacted industries department and availed MSME scheme loan for starting the organic input manufacturing unit. Now she and her husband are attending the DAESI training for input dealers at KVK. The organic inputs produced include quality neem cake, neem seed powder, neem oil, vermicompost, coirpith compost, cowdung etc, potting mix, organic meal etc.

Enterprise/unit

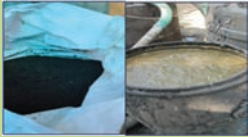
She started her business in a partnership mode with her husband under the brand 'Spec Agro Industries' with the licence of Department of Agriculture and Farmers Welfare, GOK and produces quality organic inputs viz., neem cake, neem seed powder, neem oil, vermicompost, coirpith compost, cowdung, potting mix, organic meal etc. The enterprise engages nine persons daily with an annual turnover of two crores. The products are marketed in four southern districts of Kerala viz Trivandrum, Kollam, Ernakulam, Pathanamthitta and Alapuzha.





Smt. Bindu Jayadevan

**Brand :
Gopal enriched
cow dung**



**Address:
Deva vilasam
Edanadu PO.
Edanadu
Chathannor- 691579
Mob: 9544828423**

Kollam

A Dairy Based Entrepreneur

Initial situation

Smt. Bindu Jayadevan an NRI wife who comes from a agricultural family started cattle rearing in 2000 after returning from abroad. Her father gifted her a HF in 2000 which became her stepping stone. Starting from one HF now she has 12 cow (Jersey, HF and cross bred). She is the biggest milk producer in her panchayth at present.

The quest

During the COVID period she faced financial difficulties and started to explore new avenues for generating more income. At that time she came across an enterprise which sold powdered cow dung and started the Gopal enriched cow dung unit. Smt Bindu approached SBI for loan for the purchase of cow dung log making machine. The bank gave her Rs 3.50 lakhs under Mudra scheme for starting the enterprise.

Enterprise/unit

Gopal enriched cow dung unit came into being in 2020. She is able to process and produce 60 kg of powdered cow dung daily and 225 l of slurry monthly. She came into contact with KVK Kollam in 2021 from where she got the idea of enrichment of cow dung with Trichoderma thus adding more value to her product. At present Smt. Bindu is producing and selling 80 L of milk daily and 60 kg of enriched cow dung daily. She is employing one person monthly who helps her in day to day running of her enterprise. She has a monthly income of Rs. 1 lakhs.





**Smt. Haseena
Thaha
(Haseeba)**

**Brand :
Royal Dairy
ice cream**



**FSSAI licence No:
11321002000147
Year : 2021-2024**

**Address:
Thaha manzil
Edasheri
Umayanalloor P. O,
Kollam.
Mob. 9497757971**

Kollam

A Fruit Pulp Based Entrepreneur

Initial situation

Smt. Haseena a commerce graduate from Kollam with no experience in food industry is a person of grit and determination. Her NRI husband was a partner in ice cream business which was a failure. She took up the business and steered it to success. Now her husband has returned back from gulf and the family of five are dependent on this business

The quest

She came in contact with DIC Kollam and attended TMDP training of 20 days. During this period she came in contact with KVK, Kollam. She turned a loss making enterprise to profit making enterprise. The products produced by her are fruit pulp based ice cream and sip up. The flavors are jackfruit, coconut, apple, grapes etc.

Enterprise/unit

She started her business formally under the brand Royal Dairy icecream after getting FSSAI licence from Department of Health and Family Welfare and produces fresh fruit pulp based ice creams and sip ups. She engages 10 persons during January to July and five persons during off season (August to December). During season time her daily production is 300 L while during off season the same comes down to 300 L three times a week. Smt. Haseena earns a monthly income of Rs. 350000. Her products are marketed in four southern districts of Kerala viz Trivandrum, Kollam, Kottayam and Alapuzha.





**Mrs. Smitha
Radhakrishnan**

**Brand :
KMR Agro organic
farm and nursery**



**Address:
Vettikavala P. O.
Kottarakkara,
Kollam
Mob . 944743044**

Kollam

Blossoming With Unique Ornamental Plants

Initial situation

Smt. Smitha Radhakrishnan is a commerce graduate from Kollam district, Kerala. Her pursuit in becoming self reliant, revealed to her opportunities in vegetable production, nursery management and apiculture. Her goal was to establish an organic farm and nursery that supplies unique and rare ornamental plants. Her husband is her active partner, who started his farming career at the age of 13.

The quest

Mrs Smitha's business venture experienced both highs and lows. Even after venturing into business she kept on updating her knowledge by attending training programmes of KVK Kollam. The training program which was a turning point for her was Gardener's training conducted at KVK with the support of ASCI and SHM in the year 2018. After completion of training she realized the importance of diversification of agri-enterprise. The gardeners training course triggered in her to explore the scope of ornamental nursery with the supply of ornamental plants and its seedlings

Enterprise /unit

She initiated an agri - venture named ;generating'KMR Agro Organic Farm and Nursery' in partnership with her husband. The enterprise hosts a wide array of ornamental plants including indoor and outdoor species, fruit trees in addition have pisciculture and apiculture units also. Notably, the farm functions as a key seed production unit for pearl spot fish under the Department of Fisheries. Farm produce and seedlings are exclusively distributed through the nursery outlet. As a prominent trainer specializing in ornamental gardening, she imparts guidance to women, rural youth and farmers. Her turnover is Rs.48,00,000 per annum.





Mrs. Ajmi Sultana S.

Brand :
SULUZ ORCHIDS



Address:
Suluz orchids,
Kallelil junction
Aayikkunnam,
Sasthancotta,
Bharanicavu-
690521
Mob. 7034016964,
7034016968

Kollam

An Orchid Grower With a Difference

Initial situation

Smt. Ajmi Sultana S an engineering graduate from Soornadu South, Kollam, Kerala with no background in floriculture or agriculture started her enterprise of orchid with a wedding gift of four orchid plants received from her husband Shri Nizam. This has grown into orchid cultivation in 35 cents and she plans it to expand it to 1 acre.



The quest

When Ms. Ajmi started her journey with four orchid plants she had no idea how to cultivate them. She used different online platforms to learn about cultivation aspects. In her journey of orchid cultivation she got an idea of supplying of input for orchid cultivation so as to boost her business. For this she underwent certificate course on Integrated Nutrient Management at KVK Kollam.



Enterprise/unit

She started her business in 2019 with 4 plants and expanded to 15000 plants in 35 cents with financial support from SHM. She has collection of Anthurium, Adenium and air plants but her main focus is on orchids. The orchid varieties available with her are Dendrobium, Vanda, Cymbidium, Oncidium, Epidendrum, Cattleya, Mokara, Phalaenopsis etc. She has also acquired import licence. In addition of counter sales, online sales (<https://www.suluzorchids.com/>) are also done by her. A youtube channel is also streamed by her. Her enterprise employees 6 persons and has a turnover of Rs. 8 Lakhs.



Mrs Anija Lalgi

**Brand :
Royal Mushrooms**



**FSSAI licence No:
21323147000662
Year : 2023-2025**

**Address:
Njarakutathil
Lalgi bhavan
Pallimukku
Kundara P.O.
Kollam
Mob. 9400194716**

Kollam

A Mushroom Grower

Initial situation

Smt. Anija Lalgi, a literature post graduate from Kollam district, turned to a determined entrepreneur, after the unfortunate death of her husband. Transition from a homemaker to an entrepreneur was a step towards securing a source of income. Her passion for agriculture led her to discover the world of mushrooms through her friend's suggestion. Her goal was to attain financial stability and also provide organic mushrooms to the public.

The quest

She initiated mushroom production in 4 beds applying the knowledge acquired from a training. Inspired from early success, she expanded production to 400 beds. She faced losses due to contamination of mushroom beds. Motivated by her friends recommendation she sought additional training at KVK Kollam. She attended Vocational training for mushroom and spawn production, then obtained FSSAI certification. Technical support and high quality mushroom spawn are provided from KVK.

Enterprise/unit

She started a mushroom unit in an area of 2000 sq.ft., utilizing the space provided by her friend. She specializes in *Pleurotus spp.* Now she is laying 28-30 beds a day and successfully grows 400-500 mushroom beds at a time. She supplies mushrooms to retailer shops, super markets in Kundara area, and also have direct delivery service. Her turnover is Rs.4,00,000 per annum.





Smt. Baby Girija S.



Address:
Thodiyil Veedu
Bhoothakulam
Kalakode (P.O.)
Paravur
Mob. 9995540745

Kollam

Agripreneur With a Mechanical Bend of Mind

Initial situation

Mrs. Baby Girija of Bhoothakulam, Kollam, Kerala, transitioned from a private firm to agriculture in 2015 to support her husband in managing their dairy farm. Initially starting with fodder cultivation on leased land, they later expanded to paddy cultivation for straw.

The quest

Mrs. Baby Girija, with no prior agricultural experience, entered the field to meet her family's needs. Actively participating in training programs by the Department of Agriculture and KVK, she earned the title of KVK's OFT farmer in 2019. Facing a labor shortage during paddy cultivation, she invested in two transplanters (4-row Kubota and 6-row) and purchased them in SMAM scheme of Department of Agriculture. She received training directly from the company on how to use the transplanters.

Enterprise/unit

Mrs. Baby Girija is committed to preserving traditional rice varieties like Raktasali and Najavara, along with KAU varieties Poranami and Shreyas, cultivates them on a 5-acre plot. She rotates crops, incorporating pulses in the third season for optimal land use. One acre is dedicated to growing vegetables such as brinjal, bhindi, tomato, and chilli. Additionally, she raises two Vechur cows. To supplement her income, Ms. Girija rents out her two transplanters at rates from Rs 1100 to Rs 1400 per hour in Kollam and Trivandrum districts. Utilizing word-of-mouth marketing and online platforms, she showcases her diverse agricultural efforts, contributing to an annual income of Rs 5 lakhs, reflecting her commitment to sustainable farming and effective marketing.



Farm products





Mrs. Sanju Johnson

**Brand:
Karshakamithra
ecoshop**



**Address:
Valiyakacheriveedu
Eranoor
Panaveli P. O.,
Kollam
Mob : 9539311978**

Kollam

Lady With Nibble Fingers

Background

Smt. Sanju Johnson, initially a lab technician who transitioned into the role of a homemaker after marriage, found inspiration in her childhood passion for agriculture and a determination for financial independence. Motivated by these factors, she collaborated with her friend Mr. Christopher to establish an ecoshop. The primary objective of the ecoshop is to supply farmers with quality planting materials and various organic agricultural inputs.

The quest

Motivated by her interest in agriculture, she utilized the opportunity to undergo a transformative 6 month training at KAU station at Sadanandapuram. She was one of the participants in training programme for gardener's training. Training covered a spectrum of skills from beekeeping to nursery management, provided her a comprehensive understanding of various farming activities. The formation of SHG after the training period under KVK further facilitated her growth. The practical skills acquired during 2 years of dedicated work became the milestone for her further entrepreneurial journey.

Enterprise/unit

Sanju, in collaboration with a training participant, found Ecoshop 'Karshakamithra' at Valakom, Kottarakara. This establishment specializes in providing agricultural inputs such as vermicompost, coirpith compost, and unique grafted, budded, and layered planting materials, all personally produced by Sanju. While temporarily stepping back from the current enterprise, she is gearing up to launch a new shop and mushroom production unit in 2024. As a prominent trainer, she imparts her practical knowledge to farmers, contributing to the agricultural community. The annual turnover of the venture is 2 lakhs.



Kottayam

Granys Grand Success



**Smt. Beenamma
Peter**

**Brand :
Granys Food
Products**



**Address:
Narivelil
Kuravilangadu P.O
Kottayam, Kerala.
Mob . 9496542335**

Initial situation

Smt. Beenamma Peter was working as a nurse in Saudi Arabia till 2017. She quit her job to look after her three kids. She was passionate about cooking. Her confidence in experimenting novel products helped her to start a unit of value added products from tapioca, banana, jack and rice.

The quest

Beenamma started her venture in 2021 in her old house. KVK Kottayam has given scientific intervention through EDP in value addition of tubers. She also purchased the technology from CTCRI. She received financial support from SFAC. Her hard working nature keeps her enterprise growing within a short span of time.

Enterprise/unit

Presently she is selling more than 40 products including tapioca incorporated snacks, dried tapioca, jack value added products, rice powder, chips and sweets. In 2023 she started selling value added products from millets also after getting training from KVK Kottayam. Recently she opened a new outlet in Kuravilangadu for selling her products. Her turnover is Rs.35,00,000 per annum.



Kottayam

An Entrepreneur of Orchids



Smt. Reena Kenny

**'Only orchids,
quality assured'**

**Brand :
Santhi hills agro
nursery**



**Importer-Exporter
code:**

CGDPK8683G

Year : 2022

Address:

**Karippassery house
Santhipuram P.O.
Karukachal
Kottayam, Kerala
Mob. 9946000568**

Initial situation

Smt. Reena Kenny was an ordinary housewife solely dependent on spouse's small income for livelihood. Engaged in routine household activities with much surplus time to spare. The family income was insufficient to meet the needs like repayment of housing loan and loan for children's education.

The quest

Reena started her venture from just five orchid plants, ten years back and now owns the largest nursery in Kerala solely for orchids. The passion for flowers and hardwork keeps her enterprise growing both in quantity and quality. KVK Kottayam made a scientific intervention-FLD conducted on spraying of growth regulator benzyl adenine - which helped her in getting early, uniform flowering and best quality flowers. This helped her to get regular harvests and an advantage in the market.

Enterprise/unit

She imports orchid varieties from Singapore and Malaysia and after completing strict quarantine, the plants are taken out for sale. Different varieties of Dendrobium, Phalenopsis and Vanda are the main attractions. Saplings and flowered plants are the main products. The firm has got import-export license from the Directorate General of Foreign Trade and also approved post entry quarantine facility certified by Kerala Agricultural University. Her turnover is Rs.30,00,000 per annum.



Kottayam

Beena's Kitchen and Apiary



Smt. Beena Tom

**Natural Home
made products:
Honey & value
added products**

**Brand :
Bees of Beena**



**Address:
Chempakamattom
Marangattupilly P.O.
Pala, Kottayam
Kerala, 686635
Mob. 9497326496**

Initial situation

Traditional knowledge in ethnic cuisines and passion for cooking led Smt. Beena Tom, a home maker to a successful entrepreneur. She utilises her extra time to experiment possibilities of value added products from honey and other locally available agricultural crops.

The quest

Beena Tom started her venture in apiculture as a hobby in 2018 with few boxes of honey bee in her own farm. Later, she started producing value added products from honey and slowly entered into value addition of other fruit crops. A variety of products she prepared without any preservatives, artificial colour or flavour fetched good demand in market. The passion for innovations in cooking and hardwork keeps her enterprise growing. KVK Kottayam has given technology support by training and State Horticulture Mission (SHM) has given financial support for the establishment of unit.

Enterprise/unit

Beena Tom is collecting raw materials from her own farm, local farmers and from the nearby market. She is producing more than 100 value added products especially from nutmeg rind, honey, banana, papaya, pineapple, jack fruit, lovi lovi, mulberry, milk, fish, meat, clitoria (butter fly pea) etc. Presently, she serves as resource person for handling classes on value addition for Department of Agriculture and other agencies. Her turnover is Rs.6,00,000 per annum.



Kozhikode

Rural Youth's Entrepreneurial Journey: KVK Support Sparks Innovation and Success



Bindu Joseph



Address:
Randuplakkal
House,
Avadukka P.O.
Peruvannamuzhi,
Kozhikode - 673 528
**Mob. 9446865899/
8593982789**

Initial situation

Bindu Joseph and her husband Jojo Jacob are residents of Changaroth Panchayat in Kozhikode district of Kerala. Jojo is a school dropout and worked hard in different fields to support his family. In 1998, he attended a training program on nursery techniques of horticultural plants, which inspired him to start a plant nursery at his farm. The nursery was initially small, but with the help of his wife Bindu, it became a success. The couple worked long hours to make their nursery famous throughout Kozhikode.



The quest

When Bindu joined the family, their nursery business thrived. Initially a homemaker, she later joined a nearby school as a teacher, utilizing her postgraduate qualification. To promote farming on a larger scale, Bindu established a YouTube channel named "Techflora" in 2019, which has amassed over one lakh subscribers. She consistently uploads informative videos on farming practices for the benefit of farmers and aspiring entrepreneurs. Additionally, she conducts hands-on training sessions for school and college students, both on and off campus.



Enterprise/unit

Bindu's unwavering commitment to innovation and farming excellence was recognized through the prestigious Pandit Deen Dayal Upadhyay Antyodaya Krishi Puruskar in 2021, bestowed by ICAR, New Delhi. The couple's multifaceted agricultural endeavors and their remarkable success stand as a testament to their unwavering hard work, dedication, and social responsibility. They have emerged as exemplary role models for fellow farmers, inspiring them to adopt their successful practices and achieve their own agricultural aspirations. Their thriving farm generates an annual income of approximately Rs. 35 lakhs.

Kozhikode

Empowering Farm Women: Sakeena's Story of Innovation and Success



Smt. Sakeena K.M.



Address:

**Kallada Meethal
(H), Kavil P.O;
Naduvannur,
Kozhikode-673 614
Kerala
Mob. 9946054377**

Initial situation

Mrs. Sakeena, a rural woman from Naduvannur panchayat in Kozhikode district, has transformed her 0.75 acre farm into a thriving hub of diverse agricultural enterprises. Despite her limited landholding, Sakeena has demonstrated remarkable resourcefulness and entrepreneurial spirit. Initially focused on coconut cultivation, she has diversified her farming system to include a wide range of crops and enterprises. Through KVK training programs, she has gained knowledge and skills in seed production, organic farming, home-scale processing and marketing, dairying, vermicomposting, and mushroom production.



The quest

With Mrs. Sakeena, along with 13 fellow women farmers, has transformed their farms into models of sustainable agriculture, ensuring food sufficiency for their families and generating additional income through value-added products. With two cows providing a steady supply of milk, Mrs. Sakeena has implemented a circular system, utilizing farm waste for manure and vermi-composting. Her recent venture into mushroom production has expanded her products including pickles and mushroom soup powder. Additionally, her high-quality seed ginger and turmeric of HYVs are sold to distant districts, promoting the adoption of improved varieties in the region.

Enterprise /unit

Empowered by knowledge and driven by a passion for agriculture, she emerged as a leader of the “Disa” farmers group, comprising 13 women farmers. Her journey began with actively participating in various training programs conducted by KVK Calicut. The valuable insights gained from these programmes transformed her into a respected master trainer in the locality. Today, she serves as a beacon of guidance for her fellow farm women, providing timely advice and practical solutions to their agricultural challenges.

Kozhikode

Blossoming Dreams: Unveiling the Magic of Mushroom Cultivation for Rural Woman



Mini Wilson

**Brand :
Dina's**

FSSAI licence No:
21317246000204
Year : 2017



Address:
Puthupparambil (H)
Ponnankayam P.O.
Thiruvambady(via)
Kozhikode-673603
Mob. 9207933719

Initial situation

Mini Wilson, residing in the Ponnakara area of Thiruvampadi Panchayat in the Kozhikode district, traditionally involved in supporting her husband with agricultural endeavors, found herself seeking an independent source of income for her family. This quest led her to the fascinating realm of mushroom cultivation. As she ventured into this new endeavor, Mini encountered challenges, particularly concerning the high cost and scarcity of quality mushroom spawn.

The quest

Thus she decided to equip herself with the skills of spawn production. The pivotal moment in her journey occurred in August 2022 when she attended the mushroom spawn production training programme at Krishi Vigyan Kendra, Kozhikode. After completing the training program at KVK, Mini set up a home-based mushroom spawn production lab with all the amenities within four months and repurposed a room in her house for this use. Mini initiated oyster mushroom cultivation seven years ago, starting with 300 beds, in a small room utilizing sawdust as medium. Currently, she manages 2000-3000 beds in a large mushroom shed.

Enterprise/unit

Under the brand name 'DINA'S,' Mini markets various products, including mushroom spawn, ready-to-harvest beds using sawdust, fresh mushrooms and mushroom pickles. Additionally, during the jackfruit season, she maximizes resource utilization by creating and selling jackfruit seed powder, jackfruit mixture, jackfruit unniappam, halwa, and cake. She has been recognized as the best farmer in Thiruvambadi Gram Panchayat during Farmers' Day celebration in 2017. Mini also shares her experiences and motivates other women and act as a master trainer in mushroom cultivation. Under the brand name 'DINA'S,' she has been recognized as the best farmer in Thiruvambadi Gram Panchayat during Farmers' Day celebration in 2017.



Kozhikode

From Hobby to Enterprise: Mrs. Sibitha's Journey in Ornamental Fish Culture



Mrs. Sibitha V. K.



Address:
Moothattil
Moodadi, Quilandy,
Kozhikode
Kerala 673307
Mob. 8281452117

Initial situation

Mrs. Sibitha discovered her husband's passion for ornamental fish culture upon their marriage. Initially involved as a helper, she soon developed a keen interest in the hobby and its potential as a business venture. Despite her qualifications as a graduate and ITI diploma holder, she opted to prioritize her family and focus on cultivating ornamental fish. To enhance her knowledge and expertise, she enrolled in a vocational training programme at Krishi Kigyan Kendra, IISR Peruvannamuzhi, Kozhikode.

The quest

Empowered by the guidance and support from KVK and her family, Mrs. Sibitha embarked on the expansion of her ornamental fish enterprise. Initially, she focused on breeding livebearer fishes, but later recognized the potential of egg-laying varieties, which demanded greater expertise and offered higher returns. Equipped with the low-investment ornamental fish culture techniques imparted by KVK, she strategically expanded her unit, reinvesting her profits and catering to the burgeoning market demand. She had also attended training programmes organised by MPEDA Cochin and the ICAR- CMFRI, Vizhinjam centre.

Enterprise/unit

Over a decade, Mrs. Sibitha transformed her husband's modest two-tank 1000 L ornamental fish setup into an expansive enterprise, encompassing 85 tanks with a total capacity of 20,000L, spread across 200 square meters adjacent to her home. In 2022-23, she received financial assistance under Pradhan Manthri Matsya Sampada Yojana (PMMSY) to establish an ornamental fish culture unit worth three lakhs. Her dedication extended beyond her own venture, as she is actively serving as an executive committee member of FRANK Ornamental fish farmers society established by KVK Kozhikode. She is earning an annual income of three lakhs from ornamental fish sales.





Mrs. Gracy Joseph



Address:
Thadathil
puthenpurayil
Adivaram P.O.
Kozhikode
Mob. 9446038966)

Kozhikode

Breaking Barriers, Inspiring Others: Mrs. Gracy Joseph's Remarkable Success in Ornamental Fish Culture

Initial situation

After her children completed their education, Mrs. Gracy Joseph sought to utilize her newfound leisure time meaningfully. She yearned to engage in a farming endeavour that would not be overly demanding while still allowing her to fulfil her responsibilities as a wife and mother. At 51, she entered farming and in a decade she became one of the best ornamental fish farmers in Kozhikode district.



The quest

Inspired by the knowledge and skills gained from the vocational training programme, at KVK, Mrs. Gracy Joseph embarked on her ornamental fish culture journey. She started with live bearer fishes, employing low-investment techniques learned at KVK. With the confidence and success from small scale venture, she soon established a high-tech ornamental fish culture unit on her own with out any financial help from her family. The Rs.4 lakh worth unit was established with the funding from MPEDA and a bank loan.



Enterprise/unit

She actively marketed her fish to ornamental fish shops, even in neighbouring districts. She shared her knowledge and motivated new farmers, especially women, to take up ornamental fish culture and became a farmer master trainer of KVK. Her achievements were recognized by numerous organizations, and her success story has been featured in various mass media and you tube channels.



**Mrs. Shylamma
Thomas**

Brand name :

Holy Eaden

FSSAI

213202239000227

:2021



Address:

**Arakkal House
Koorachund P. O.
Kozhikode**

Kozhikode

From Homemaker to Entrepreneur- Shylamma's Success Story

Initial situation

Mrs. Shylamma, a 54-year-old housewife, had no experience in food processing, except the traditional method of sun-drying of some vegetable products. She was engaged in household matters and had no time to indulge in farming.

The quest

Shylamma started her association with KVK in 2014 after attending a training programme on value addition in fruits by Home Science division of KVK, Calicut. She also attended one month training on Nursery Management, by which she became interested in production of planting materials of vegetables and spices. Later on she attended many trainings on various aspects like bush pepper production, mushroom cultivation, apiculture, ornamental fish culture, food processing etc at KVK.

Enterprise/unit

After attending the trainings at KVK, she started processing of fruits and vegetables using dryer at fixed temperatures and following other scientific methods. Shylamma also started processing of mango, banana and other fruits and vegetables. A food processing unit with all facilities has been started in her house funded by Kerala State District Mission due to the excellent achievement in value addition showcased by her. Shylamma also sells thousands of quality ginger seedlings in portrays thus making profit by reducing the cost of production. She is also engaged in bush pepper production and earns through sales of quality planting materials of bushpepper. Ornamental fish culture and vermicompost production are the other ventures she is in. Shylamma has intensified her agricultural activity in 2 acres of own land by intercropping of crops like black pepper, ginger, pineapple, tubers etc. She is earning about one lakh per annum by supply of bush pepper alone. She has received several awards and recognitions honouring her for the achievements made.



Kozhikode

Remarkable Journey of Beena Babu From Adversity to Agricultural Excellence



Beena Babu



Address:
Madol (H)
Poolakkool P. O.
Kakkattil (via),
Kozhikode
Mob. 9633412983

Initial situation

Beena Babu's journey in agriculture is truly inspiring, showcasing determination in the face of adversity. The story unfolds with her entry into agriculture in 2008, compelled by her husband's serious injury while working as a coconut palm climber. To support her family, Beena delved into vegetable cultivation, eventually becoming the President of a Joint Liability Group (JLG) with 17 members under a Kudumbashree unit in 2010.



The quest

The turning point in Beena's life occurred when she attended a training program on broiler goat rearing, which she learnt about the Krishi Vigyan Kendra (KVK). This marked the beginning of a transformative journey for Beena as she actively participated in numerous training programmes at KVK, applying the knowledge gained to her agricultural pursuits. Beena successfully undertook various ventures, including goat rearing, mushroom cultivation, azolla cultivation, banana farming, vegetable cultivation, and the cultivation of tuber crops such as tapioca.

Enterprise/unit

Emerging as a leader within her community, Beena guided 16 fellow members in the group. The collective efforts of the group, under Beena's leadership, resulted in the cultivation of vegetables in 5 acres and paddy in 16 acres of leased land each season. Additionally, she is engaged in separate farming activities such as upland paddy, tapioca, turmeric, poultry, dairy, millet cultivation in 5 acres, and flower cultivation. Moreover, she sells medicines made from indigenous ingredients for conditions such as Mastitis and for heat development in cattle. Recognizing her outstanding contributions, Beena and her group were awarded the Aspee Award for the Best Women Group engaged in vegetable cultivation in 2011. Beena Babu has thus emerged as a role model and a beacon of success in the field of agriculture.



Smt. Sushama P. T.

Brand :
Susha's Food
Products



FSSAI licence No:
21320229000175
Year : 26-03-2020

Address:
DREAMS,
K.Puram (Post)
Tanalur,
Malappuram (DT)
676307
Kerala
Mob. 9947122970

Malappuram

Sushama's Success Story as a Women Entrepreneur

Initial situation

Smt. Sushama P. T. started agriculture as a passion in 2019. It took more than 3 years to flourish her business, over these years she expanded business slowly from terrace garden to coconut based organic certified integrated farming system, organic manures and bio inputs production unit and food processing unit which blend modern technologies and traditional practices. Initially difficulties were faced in marketing especially during Covid time, later retail outlets were started with the help of Krishibhavan and recently she ventured into online marketing through e-commerce platforms like Amazon.

The quest

Through KVK's assistance, Sushama's journey highlights the impact of empowering women in agriculture and fostering sustainable growth in the agri-business sector. She won awards such as Karshakathilakam Award for the best farmer of Malappuram District in 2020, Best farmer of Tanalur Panchayat in 2016 and Kisan Samruddhi Award 2022 of ATARI Bengaluru for the best woman entrepreneur.

Enterprise/unit

Smt. Sushama P.T., an innovative farm women has established marketing network under the brand name "Susha's food products". She is an innovative farmer as she has developed her own way in the drying of coconut for copra in special 'chakku', milling of copra in 'wooden chakku', frying of coconut scrapes in mechanised 'otturuli' etc. She has a dairy unit, poultry unit, herbal medicine and spice unit, fish cultivation, value added food products, cosmetics etc. Over a period of years, she expanded her business with an annual income of Rs. 12 Lakhs.





Babini Ajay

**Brand:
Ruchi**

FSSAI licence No:
125419687155187



**Address:
Panekkat House
Sukapuram P.O.
Naduvattam
Mob. 9037201173**

Malappuram

From Fields to Flavors: The Entrepreneurial Journey of Babini in Food Processing

Initial situation

Before venturing into entrepreneurship in food processing, she was involved in seasonal vegetable cultivation, including crops like banana, paddy, and various vegetables. Understanding the challenges faced in traditional farming, such as seasonal variations and market fluctuations, motivated her to explore food processing as a way to add value to her agricultural produce and overcome some of these challenges.

The quest

With the guidance received under the ICAR ARYA training programme 2020, she has been equipped with the necessary knowledge and skills to implement her initiative effectively. As she transitions from seasonal vegetable cultivation to food processing, she utilized her agricultural knowledge as a foundation for creating high-quality, value-added products. for long-term success.

Enterprise/unit

Her food processing venture has showcased remarkable growth in the past year, successfully transforming seasonal vegetables, tapioca and banana into a diverse range of high-quality products. She produces a diverse range of products, including fruits and vegetables jams, squashes, pickles and snacks made from banana and tapioca as well as dehydrated vegetables in the form of vattals and kondattam. The achievements and recognition earned by her include the title of Best Women Farmer from Vattamkulam Grama Panchayath Krishibhavan and acknowledgment from the Kerala Yuvajana Kshema Board, underscoring her excellence as the best women farmer in Malappuram District.





Athira M.

Brand :
“Athira’s crop and growth”



Address:
Mannanchery
House
Velimukku P.O
Moorniyur
Mob. 7736970073

Malappuram

Athira’s Nursery of Abundant Delights

Initial situation

Athira M., hailing from Moonniyoor, Malappuram embarked on her agricultural journey with a vision to promote sustainable and organic farming practices. She started nursery with the sale of Bush Pepper and expanded to a larger scale production of vegetable and fruit tree seedlings.

The quest

She attended “Nursery Management” trainings from KVK Malappuram conducted during 2021-22. The Krishi Vigyan Kendra (KVK) has been a crucial pillar of support in Athira’s entrepreneurial venture. KVK has played a pivotal role in enhancing the quality and productivity of Athira’s nursery. The collaboration underscores the significance of institutional support in nurturing agricultural entrepreneurship

Enterprise/unit

Athira’s nursery stands out for its comprehensive selection, catering to the diverse needs of farmers and gardening enthusiasts. The range includes Tomato, Bhindi, Chilli, Brinjal, Bush Pepper, Exotic Fruits, Ornamentals and more. In addition to plant varieties, Athira also provides bio inputs and organic manure, promoting eco-friendly solutions for enhanced crop yield. Athira has embraced modern communication channels to expand her reach and impact. Leveraging the power of technology, she manages a YouTube channel (Athira’s crop and growth) where she shares insights, tips, and success stories related to agriculture. With the continued backing of KVK and the ever-growing support from her online community, Athira’s venture is poised for sustained success in the dynamic landscape of agribusiness.





**Smt. Rahina
Shihab**



Address:
Cheriy
enthinikkaante (H)
Puthu Ponnani,
Ponnani South,
Malappuram,
Kerala
Mob. 9778028847

Malappuram

Rahina Shihab: A Young Agripreneur

Initial situation

Smt. Rahina Shihab, a young farmer, driven by a passion for agriculture, embarked on a journey that initially saw her diverging from traditional cultivation practices. She sought assistance from the Krishi Vigyan Kendra (KVK), Malappuram which proved to be a pivotal turning point in her farming endeavors. She expanded her vegetable cultivation from homesteads to lease lands and stepped into flower cultivation within a short span of time.

The quest

She attended “Nutrigarden and Vegetable cultivation” trainings from KVK Malappuram conducted during 2021-22. With the guidance and support from KVK, she transitioned into vegetable cultivation, embracing innovative and sustainable farming techniques. This not only enhanced the quality of her produce but also significantly increased the overall yield. As a result, she became a beacon of inspiration for fellow farmers in her community and she won best young farmer award Ponnani Block-2023

Enterprise/unit

Smt. Rahina is actively engaged in vegetable and flower cultivation. Realizing the potential for collective growth, the young farmer took a commendable step by coordinating formation of 34 women Joint Liability Groups (JLGs) engaging in vegetable cultivation in lease lands. Through her journey, she not only achieved personal success but also became an agent of change, uplifting the lives of other women in her community and leaving an indelible mark on the landscape of sustainable farming.



Crafts From Paddy



**Mrs. Girija
Radhakrishnan**

**‘Crafts from
Nature’**

**Brand :
Kathirkula**



**Address:
Kanakath House
Pazhathara
Thenkurussi
Palakkad
Mob. 8281071629**

Initial situation

Hailing from farmer’s family, Girija had a penchant for arts and crafts. Amidst the routine of rural life, she found herself yearning for a creative outlet. Inspired by the abundance of paddy fields surrounding her home, Emily embarked on the unique venture of crafting beautiful items from paddy straw. She wanted to break the monotony and to contribute to her family’s income

The quest

Her entrepreneurial spirit first found expression within the close-knit circle of relatives to whom she offered delightful samples of her creations. As appreciation grew, Girija expanded her reach, generously gifting her unique paddy crafts to friends and acquaintances. Operating without the aid of conventional advertisements, the allure of her handmade treasures gradually became the talk of the town. The quiet buzz surrounding Girija’s crafts turned into a clamor, and soon, the demand prompted her to officially step into the realm of commerce.

Enterprise/unit

Today, ‘Kathirkula’ stands as a testament to her dedication and innovation. Utilizing 1.5 acres of her family’s paddy fields exclusively for the enterprise, Girija has shifted from a solo artist to an employer, initially hiring one person and now overseeing a team of several skilled individuals. Her creations, includes intricately woven designs with paddy, showcase the versatility of paddy beyond its conventional agricultural uses. The uniqueness of her products has garnered attention not only for their aesthetic appeal but also for their eco-friendly and sustainable nature. Her turnover is Rs.10,00,000 per annum.





Smt. Hamal A. K.

**Brand :
Farm-Tech
organics**



**Address:
Erakadathu house
Vietnampadi
Koppam, Palakkad
Mob. 9074924790**

Palakkad

Organic Bio – Inputs and Nursery

Initial situation

Hamal, a nature enthusiast with her husband's shared interest in nature, turned their love for the environment into a business, they sought a venture related to nature. Hamal's dream was not just about the joy of being amidst plants but also the pursuit of self-reliance and earning a sustainable income from their shared love for the natural world.

The quest

Hamal's journey into entrepreneurship began with a quest to find the ideal nature-centric business. Her participation in the Entrepreneurship Development Program (EDP) on organic bioinput production proved instrumental in equipping her with the necessary expertise. Empowered with knowledge, she further honed her skills through training in nursery management. Starting her venture on a small scale, Hamal has embraced a gradual development approach, demonstrating resilience and dedication in navigating the complexities of her chosen field.

Enterprise/unit

The Farm Tech Organics, spearheaded by Mrs. Hamal and supported by the Krishi Vigyan Kendra Palakkad, stands as a commendable initiative in the realm of organic farming. Focused on providing sustainable solutions, Farm Tech specializes in supplying bioinputs, including fish amino acid and Trichoderma enriched goat manure etc. Diversifying their agricultural endeavors, Farm Tech Organics, under Mrs. Hamal's leadership, expanded into nursery management, leveraging the insights gained from a dedicated nursery management course. Her turnover is Rs.3,00,000 per annum.





Smt. Vidhya K. S.

Brand :
Svojas farms



FSSAI licence No:
11322009000715

Address:
2/166 C, Herritaste
Ilp, Manghat
Kootanad
Palakkad
Kerala – 679533
Mob. 7736948444

Palakkad

A Millet Entrepreneur

Initial situation

Vidya, driven by a profound commitment to social service, encountered a pressing issue during her tenure as a social worker in Kerala the widespread prevalence of lifestyle diseases among the community she served. In response to this challenge, Vidya, with the support of friends and family, took a proactive step by founding a millet-based food company in Kerala. Her vision was clear: to provide affordable, nutritious and delightful food products crafted from millets, offering a solution to the health concerns faced by the local population.

The quest

In response she and her team developed an array of millet-based products, including flakes, puttu, dosa, upma, etc. Naming the venture Svojas Farms, they sought to encapsulate the essence of millets and Kerala's rich food culture. Vidya acknowledges the invaluable support received from Krishi Vigyana Kedra, Palakkad, whose unwavering assistance, that played a crucial role in providing comprehensive insights into various aspects of business and millet value-added product development.

Enterprise/unit

Svojas Farms, a trailblazer in the realm of millet-based products, stands as a beacon of health-conscious choices. Committed to promoting wellness, Svojas Farms specializes in crafting healthy instant mixes that incorporate the nutritional benefits of millets. At Svojas Farms, transparency and accountability are paramount. They have established traceability for our products, allowing customers to trace the supply chain from farm to fork. This commitment to openness aims to build trust and confidence among their customers, fostering an appreciation for the value and benefits of millets in our offerings. Her turnover is Rs.40,00,000 per annum.





**Smt. Gayathri
Ramesh**

**Brand :
Agrahar**



FSSAI licence No:
21318213000788

Address:
Panasam Foods
17/695, Kallikkad
Road
Koduthirappilly
P.O
Kellekkad
Palakkad Kerala
7736821012
Mob. 9446310515

Palakkad

An Entrepreneur in Food Processing

Initial situation

Gayathri, a determined homemaker, sought financial stability, embarked on a transformative journey to uplift her family's financial status. Fueled by a desire to contribute more, she ventured into the food processing business, aspiring to turn her passion for culinary excellence into a sustainable enterprise.

The quest

Gayathri's quest for success took a pivotal turn in 2012 when she received training from KVK Palakkad, a catalyst that fueled her entrepreneurial dream. Starting small, she focused on creating Ready-to-Eat (RTE) products, with a distinct emphasis on preserving and promoting traditional flavors. With dedication and craftsmanship, Gayathri's venture began to resonate with customers who appreciated the authentic taste of Palakkad's culinary heritage.

Enterprise/unit

"Agrahar foods" emerged as a testament to her passion for authentic Palakkad Agraharam's culinary treasures. With a commitment to health, wellness, and the preservation of traditional flavors, Agrahar specializes in "READY TO FRY AND READY TO EAT" products. Training from KVK Palakkad in 2012 catalyzed their dream, and today, they stand as an FSSAI Registered, ISO 9001-2015 certified, and US FDA certified company. From Vadams to Pappads, Vathals to Jackfruit Products, Agrahar's offerings have captivated not only domestic markets but also the USA, Gulf Region, Singapore, Australia, and beyond. Their dedication to quality, free from artificial additives, has made Agrahar a household favorite worldwide. Her turnover is Rs.40,00,000 per annum.





**Smt. Surabhi
Reghunathan**

**Brand :
Victory Mushroom**



**FSSAI licence No:
21318213000788**

**Address :
Sreevalasam house
Chundambatta P.O.
Pattambi,
Palakkad-679337
Mob. 7306673969**

Palakkad

A Mushroom Entrepreneur

Initial situation

Surabhi, a homemaker, found herself facing financial challenges during the COVID-19 pandemic. Her husband, a Gulf returnee, encountered economic setbacks due to the global situation. In response to the financial crunch, Surabhi, driven by the desire to contribute, sought ways to earn more.

The quest

Surabhi’s journey into entrepreneurship unfolded as she explored various fields, ultimately finding promise in mushroom cultivation after attending a training at KVK Palakkad. Starting with just 10 beds, she initially faced challenges, with slow sales and supermarkets returning unsold goods. Undeterred, Surabhi took matters into her own hands, adopting a door-to-door marketing approach. Surabhi’s adaptability and determination not only helped her overcome initial setbacks but also exemplified the resilience required in the entrepreneurial landscape, transforming her mushroom cultivation venture into a successful and sustainable enterprise.

Enterprise/unit

From its humble beginnings, Victory Mushrooms, the enterprise founded by Surabhi, has evolved into a thriving venture. Starting with just 10 beds, it has now expanded to a remarkable 2000 beds, yielding an impressive daily production of 30 kg of mushrooms daily. The enterprise has not only earned goodwill among its customers but also established a loyal clientele. Despite its growth, Victory Mushrooms maintains a personal touch, still engaging in door-to-door marketing to connect with its customer base. Her turnover is Rs.10,00,000 per annum.



Women Group in Jackfruit Processing



**Chalissery
chakkakkootam**

**Brand :
Chalissery
chakkakkootam**



FSSAI licence No:
21323206000541

**Address :
10/129 Chalissery
Chakkakkootam
Prapthi chalissery
Thrithala circle
palakkad-679536**

Initial situation

Chalissery Chakkakootam, a group of inspiring women, discovered the medicinal wonders of jackfruit during a meeting at Krishibhavan. Motivated by this newfound knowledge, they embarked on a journey that began with a humble WhatsApp group and eventually evolved into the formation of Chakkakootam.

The quest

Excited by what they learned, the women from Chalissery Chakkakootam attended trainings at the KVK, Palakkad. This inspired them to create a women's group. They began making jackfruit products, showcasing them at fairs and exhibitions. Gradually, their efforts started to grow, turning their passion into a flourishing venture.

Enterprise/unit

From tasty snacks to medicinal wonders, Chalissery Chakkakootam is not just about food; it's a story of empowerment and collaboration. They make over 50 different jackfruit products. They got invited to cool events like Isha Foundation's exhibitions. Now, they are expanding their business by adding modern machines to their business. These women have shown that something as simple as a jackfruit can bring people together, creating a community that grows not just in numbers but in strength and support. Their turnover is Rs.8,00,000 per annum.





Smt. Zuhra K.



Address :
Kalathil house
Alanallur P.O.
Beemanad Dis.
Palakkad-678601
Mob. 9447996864

Palakkad

An Integrated Farmer

Initial situation

In her 50's, Zuhra had a strong desire to earn and be financially independent. Determined not to be a burden on her children, she decided to take matters into her own hands. Zuhra began cultivating vegetables on her own land, embracing the idea of self-sufficiency and contributing to her own financial well-being.

The quest

Realizing that vegetable cultivation alone wasn't sufficient, Zuhra sought guidance from KVK Palakkad through training sessions. This became a turning point for her. Inspired to diversify, she ventured into fish cultivation and poultry farming. The integration of aquaculture into her farming portfolio showcased her versatility. Zuhra's dedication demonstrated a comprehensive approach to agriculture that encompassed both livestock and horticulture.

Enterprise/unit

Zuhra's farm now boasts over 7000 fish, including ornamental varieties. She has expanded her vegetable and fruit cultivation as well. Currently, she is planning to add value to her produce through various processes, marking a significant step towards further growth and sustainability. Her commitment to breaking free from the constraints of loneliness and financial dependency showcases the profound impact that a holistic approach to agriculture can have on an individual's life. Her turnover is Rs.5,00,000 per annum.





Mrs. Sujatha K.

**Brand :
Rasasala**



**FSSAI licence No:
21320206000062**

**Address :
Chithambaram,
Perumannor P.O.,
Challisery
Palakkad
Mob. 9847912913**

Palakkad

Rasasala-Traditional Varieties of Paddy

Initial situation

Sujatha, hailing from a generations-old farming family, epitomizes resilience and dedication in the lush paddy fields that surround her home. She has seamlessly blended tradition with innovation. Recognizing the need to enhance their family's income, Sujatha harbors a fervent aspiration to become an agripreneur. She started to look for opportunities to earn extra.

The quest

Mrs. Sujatha, along with her family, has actively participated in programmes that enhance their knowledge and skills in organic farming, including attending the Entrepreneurship Development Program (EDP) on organic input production and value addition sessions conducted at KVK , Palakkad. Sujatha thought of turning into the production and sale of traditional varieties of rice which had fewer competitors in the market. Constant support of the scientists from KVK , helped her achieve the goal.

Enterprise/unit

Mrs. Sujatha, residing in Perumannor, has distinguished herself as an ardent promoter of traditional paddy varieties, including Kuttadan, Rakthashali, Thavalakannan, Kavungin Poothala, under the banner of Rasashala. Her commitment to preserving and cultivating these indigenous varieties showcases a dedication to biodiversity and sustainable farming practices. Additionally, Mrs. Sujatha has diversified here agricultural activities by practicing value addition of fruits and vegetables. This holistic approach not only underscores their commitment to sustainable agriculture but also exemplifies how traditional farming practices, when coupled with entrepreneurship and organic methods, can yield both economic benefits and contribute to the preservation of agro-biodiversity. Her turnover is Rs.5,00,000 per annum.



Palakkad

An Agripreneur



Mrs. Rehamathunisa

Brand :
A grade Cluster



Address :
Puzhakkal house
Parudur
Mangalam 679 305
Mob. 8111812125

Initial situation

Rehamathunisa dreamt of being financially independent and helping her family. She aimed to start a business connected to agriculture to not only support her own aspirations but also contribute to her family's well-being. Her goal was to create a sustainable enterprise that would not only bring prosperity to her own life but also benefit her loved ones by providing financial stability through agricultural initiatives.

The quest

Rahmathunisa attended training at KVK Palakkad and found inspiration there. With the guidance and support from KVK, she embarked on starting her own enterprise. Her focus was on producing organic inputs, bio-pots, and seedlings, along with cultivating vegetables throughout the year on a 5-acre plot. The training and assistance from KVK played a crucial role in empowering Rahmathunisa to kick start her venture in sustainable agriculture.

Enterprise/unit

Rahmathunisa's enterprise, known as 'A-grade cluster', has become a successful venture that now provides employment opportunities to many. The enterprise generates a steady income throughout the year through the sale of various products such as seedlings, seed balls, bio-pots and dairy products. Additionally, they operate a nursery where a variety of fruit plants and ornamental plants are sold. Rahmathunisa's dedication and hard work have turned her vision into a thriving business, benefiting both her and the community. Her turnover is Rs.25,00,000 per annum.



A Housewife Turned Model Entrepreneur



Valsalakumari B.

‘To promote utilization of seasonal nutritious crops for safe to eat foods’

Brand : ‘Bharatsree’



FSSAI licence No:
21317155000045
Year : 2016

Address:
Cheruvalloor
Veedu, Edathitta
Adoor,
Pathanamthitta (D)
Kerala
Mob. 9446977449

Initial situation

Smt. Valsalakumari is a homemaker seeking knowledge in food processing sector to generate income for livelihood by making use of her own seasonal nutritious agriculture produces. Her major focus was on traditional spice and cereal flour products.

The quest

She came in contact with KVK in 2016 and attended a series of training sessions on dehydration of seasonal produces like jackfruit, banana, turmeric, tapioca and flour based cereal blended products. Through continuous monitoring and support from KVK, she has initiated product diversification using dehydrated agro-produces. She also established basic processing facilities like dryer, roaster, pulveriser and packaging facilities

Enterprise/unit

She started her business formally under the brand ‘Bharatsree’ after receiving all necessary licenses and registrations. Currently she is producing about 90 value added food products like breakfast cereal mixes from jackfruit, sprouted millets, wheat, brown rice as well as the spice mixes. She has also established a sales outlet at their unit premises to showcase and market her products. She had established marketing linkages with HortiCorp, KVK’s sales outlets for entrepreneurs, Supplyco and other retailers. She also utilizes online marketing platform of Kudumbasree for selling her products to faraway places. Smt. Valsalakumari earns an average monthly income of Rs. 60000. Besides, she is giving employment





Smt. Raji S. Babu

‘To produce and market ethnic food products’

**Brand :
‘Shivas’**



FSSAI licence No:
21323151000209
Year : 2021

Address:

**Kurathiyattu
Thekkethil House,
Anjilithanam P.O.
Kaviyoor,
Pathanamthitta (D)
Kerala
Mob. 8113930215**

Pathanamthitta

A Nurse Turned Foodpreneur

Initial situation

Smt. Raji S. Babu, is a nurse and was in search of suitable opportunity for starting own income generation activity in ethnic foods with minimum investment. With a dream to initiate a home scale food processing unit in a professional way, she approached KVK for technological support and advisories to maintain quality standards of products and ways to explore marketing opportunities.

The quest

She came in contact with KVK in 2021 in post Covid pandemic period, and attended a series of training sessions in KVK. With the help of KVK, she fine-tuned recipes of her products. As a part of skilled training programme and EDP, KVK helped her in establishing linkages with line departments.

Enterprise/unit

She started her business formally under the brand ‘Shivas Home Made Foods’ after receiving all necessary licenses and registrations. Currently she is producing about 20 ethnic value added food products like pickles, virgin coconut oil and a variety of chutney powders from jackfruit seeds, coconut and vegetables. She has linkages with different whatsapp sales groups, facebook groups, women entrepreneur groups and other retailers for marketing her produces. She also promotes her products through you tube channels and short videos, especially when she introduces new products. Now she earns an average monthly income of Rs. 40,000.





Ms. Sini Rachel Mathew

**'To produce and market ethnic food products'
Brand :
'Rachel's Kitchen'**



FSSAI licence No:
21323152000317
Year : 2021

**Address:
Rachel's Kitchen
chenthomkara
Ranny
Pathanamthitta (D)
Kerala
Mob. 9188104704**

Pathanamthitta

A Nurse With an Inborn Taste in Jackfruit Processing

Initial situation

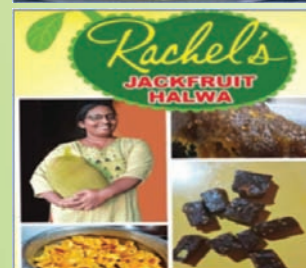
Ms. Sini Rachel Mathew is from Ranny Panchayath of Pathanamthitta district, where lots of Jackfruit is available. She is a nurse cum counsellor by profession. Her passion towards entrepreneurship and interaction with KVK experts paved way to become a known person as Jackfruit halwa Specialist .

The quest

With an aim of setting up of own unit in a professional and unique manner, she approached KVK in 2021. With the help of KVK, she fine-tuned the process for her products. In the same year, she started a traditional food processing unit for jackfruit halwa making and packaging facilities. She also initiated small scale processing facility for making jackfruit by-products and a vermi-composting unit for waste recycling.

Enterprise unit

She started her business formally under the brand 'Rachel's kitchen after receiving all necessary licenses and registrations. Currently she is handling one tonne of jackfruit per day, during it's season. Because of its natural ethnic processing methods, she could catch regular customers for her products in and abroad. Above all, she is giving regular employment for 12 rural women through her unit and also giving better price for jackfruit farmers of the area. Her turnover is Rs.10,00,000 per annum.





Smt. Umadevi G. G.

**Brand Name :
SAMRUTHI**



FSSAI Reg No:
21322135001057
Year : 2019

Address:
Nedumangad
Aruvikara
Thiruvannathapuram
Mob. 6282199336

Thiruvananthapuram

Value Addition in Banana

Initial situation

Smt. Umadevi G.G. was a simple housewife and farm woman until 2018. She was engaged in household work, animal husbandry and in agricultural activity. Her income could hardly meet the monthly expenses of the family. She always wanted to find a better way to earn income to become self-dependent, and her dream came true with the establishment of a small processing unit in her village.

The quest

She came in contact with ICAR – KVK Mitraniketan Thiruvananthapuram and attended the training programme on “Processing and value addition to locally available fruits and vegetables”. Banana based value added products had a demand in the local market and hence she ventured to prepare value added products like Nendran banana flour, dehydrated banana chips, banana health mix and preserved products and is sold in local markets and exhibitions from 2020.

Enterprise/unit

She started her business formally under the brand Samruthi after getting FSSAI registration from Ministry of Health and Family Welfare, Govt of India and offered a range of banana based value added products and other locally available value added products with the help of other women in her village and she lead a SHG and named as Sreeharitham. Her products are preferred by consumers and received a better value in the local market. Smt. Umadevi G.G. earns an average monthly income of Rs. 20,000.00. Further, she gives opportunity to four women as working partners in her business.





**Smt. Shameela
Abdulkhadar**

**Brand :
PS Brand**



**FSSAI licence No:
2131819800003
Year : 2022**

**Address:
Pradhani Son's
Nutri Lifa Food
Products
7/210A., Pottimada
Vaniyampara P.O.
Thrissur, Kerala**

Thrissur

Pradhani Sons Nutrilifa Food Products

Initial situation

'Pradhani Sons Products', the brainchild of Smt. Shameela Abdulkhar, had been a long-cherished dream nurtured by the proprietor of a small village grocery shop. Specializing in homemade items such as pickles, Shameela faced a significant setback when highway widening projects began to impact her sales, posing a threat to the sustainability of her business. Struggling with a lack of technical expertise in food product development, she turned to KVK for assistance.

The quest

She came in contact with KVK Thrissur and attended various programmes in food processing and value addition and also in exhibitions. Recognizing the potential in Shameela's venture, KVK became a guiding force in her journey. Utilizing the KVK common facility center, she successfully launched her dream product – Nutrilifa Jack-based nutri mix. This collaborative effort not only empowered Shameela to overcome challenges but also paved the way for the

realization of her entrepreneurial aspirations with the steadfast support of KVK Thrissur. Her product nutri-lifa nutri mix was formulated at KVK and was launched in KVKs Krishi darshan Mela by Hon. Revenue Minister.

Enterprise/unit

Apart from 'Nutri-lifa' food supplements like nutri mixes, and moringa leaf powders, Smt. Shameela initiated various other products like spice powders, pickles, soft drinks and concentrated fruit products. Now she is into manufacture of non food items like natural soaps and she is providing job to others too.





Smt. Anila

**Brand :
RV's Foods**



FSSAI licence No:
21321194000593
Year : 2021

**Address:
Thottupurath RV
flour and oil Mill
Kizhoor P.O.
Kunnamkulam**

Thrissur

RV's Foods

Initial situation

RV's Foods is was established under the leadership of a woman entrepreneur Anila Raveendran in the year 2022 with good quality virgin coconut oil which was marketed under the name 'RV'S Ayur Kera'. Now RV's has its factory and office situated at Kizhoor in Kunnamkulam Municipality, Thrissur district, Kerala.

The quest

Through her collaboration with KVK Thrissur, she became a beneficiary of their field level demonstration (FLD) programme, specifically focusing on the demonstration of the KAU Keradhara – a coconut milk extractor. Actively seeking technological advancements and machinery to enhance the marketing of her products abroad, KVK played a pivotal role in transforming her products. The protocol was modified to ensure the production of a premium product that aligns seamlessly with international quality standards.

Enterprise/unit

After successful launch of Ayur Kera virgin coconut oil, she established a processing plant with all machineries and equipments required for processing of oil, spice powders, instant mixes, millet mixes and dehydrated products. She started exporting to leading counties like middle east and Australia.





**Smt. Ambika
Somasundaran**

**Brand :
Karyat Dry Foods**



**FSSAI licence No:
21319198000196
Year : 2019**

**Address:
Kariat Dry foods
Marottichal P.O.
Thrissur**

Thrissur

Kariat Dry Foods

Initial situation

‘Kariat Dry Foods’ was established under the leadership of a woman entrepreneur Ambika Somasundaran in the year 2017 with the vision of providing products ranging from millet products, multigrain breakfast options, hundreds of different varieties of flour, multigrain mixes and products of moringa. As Initial efforts were taken in December 2017, company started its production in the brand name Dry Mix from March 2018, but the flood of 2018 was a great blow to company’s operations. Now Kariat Dry Foods has its factory and office that situated at Marottichal in Puthur Panchayat, Thrissur district, Kerala.

The quest

She and her team came in contact with KVK Thrissur and attended various programmes in food processing and value addition and also in exhibitions. Primarily Dry Mix products were based on jackfruit products and curry powders hoping that it would help the farmers of the surrounding hilly area where they produce banana, bitter gourd, Jackfruit and turmeric abundantly. The products from her factory is of high quality and has won over many customers she has also started thinking of diversifying her products.

Enterprise/unit

Now Karyat dry foods has introduced ten steam cake powders. jackfruit, jackfruit seed, ragi, green gram, wheat and banana powders in the market. Another innovative and widely accepted product introduced in this period was soup mix of carrot, beetroot and moringa leaves, millets and tea bag. Muringa leaves capsule is also an innovative product from KDF.





**Jaithri Women
Self Help Group**

**Brand :
Jaithri Foods**



**FSSAI licence No:
Year : 2022**

**Address:
Chennaipara
Pananchery
Thrissur**

Thrissur

Jaithri Foods

Initial situation

The story began with a capacity building programme given on “Value addition of fruit and vegetables” to the selected farm women of Pananchery grama panchayath at Krishi Vigyan Kendra, Thrissur. This initiative is anticipated to open up livelihood opportunities to at least 100 rural families of the village and the ten ladies trained and supported by KVK are the “women power” who runs the processing centre.

The quest

By constant hand holding and technical support provided by KVK, ten ladies among them were skill upgraded to the role of master trainers. A ten days vocational training programme on various aspects of fruit and vegetable production, processing and value addition were again conducted to prep them up. The interest and entrepreneurial skills exhibited by the group attracted the attention of Pananchery Service Co-operative Bank and provided them with modest but safe financial backup.

Enterprise/unit

With a significant investment of 1 crore from the bank, the unit now operates a food processing facility, specializing in the production of fried items, dehydrated products, pickles, and beverages. The establishment includes state-of-the-art machinery, and the bank has played a crucial role in setting up linkages and marketing channels for the diverse range of products. The women actively involved in this venture receive not only favorable remuneration but also a share of profits as incentives. Buoyed by their success, the group is currently exploring opportunities to diversify their product range and venture into the export market.





**Mrs. Babitha
Dasan**

Brand :
Babees



FSSAI licence
No:21321198000284
Year : 2020

Address:
**Babees Food
products**
Thaikkattussery
Themalippadam
Thrissur-680 306
Mob. 8921776711,
9388281623

Thrissur

Babees Healthy Treats

Initial situation

Realizing the health benefits of millets in alleviating her PCOD symptoms, Smt. Babitha experienced a transformative recovery. Inspired by the magical impact of millets on her health, she envisioned a venture to make these nutritious grains and millet-based products accessible to everyone, aiming to contribute to the community's well-being by preventing lifestyle diseases.

The quest

She initiated home scale processing of millets. Produced Millet flours, nutri mixes, baked foods and various other instant mixes and convenient foods out of millets. Later she came to KVK to acquire technical know how regarding millet processing and potential therapeutic formulations. She is presently manufacturing more than 12 millet products using all major and minor millets.

Enterprise/unit

Utilizing a nearby dormant flour mill, Smt. Babitha launched her nutricereal processing unit, giving rise to the well-received Babees Healthy Treats. The brand has garnered broad acceptance, consistently meeting the demand for its products. At the cusp of expansion, Babitha plans to diversify her unit by introducing a broader range of products and actively exploring opportunities for export inquiries.





**Smt.
Subhadrakumari K.**

“There are no gardening mistakes, only experiments.”

**Brand :
Nila garden**



**Address:
Velloth House,
Kolagappara P.O.
Sulthan Bathery
Wayanad Dt.
Mob. 9495612604**

A Horticultural Nursery Entrepreneur

Initial situation

Smt. Subhadrakumari K. was very interested in ornamental plants and started cultivating Anthurium as a hobby. People started asking for seedlings, so she started a nursery in 2008. She got so many queries for plants that she extended her nursery by producing different varieties of ornamental plants, indoor plants, cacti and begonia.

The quest

Initially, she started with Anthurium, which was not a common ornamental plant in Wayanad. Then, with some of the farmers, a society was formed to procure and market the flowers. After Corona, they were not able to reopen the society. In 2010, she became attracted to orchid cultivation. She was motivated by the TV Krishi-related program and started orchid cultivation. Now, she owns 2000 orchid plants of different varieties like Cattleya, Dendrobium, Oncidium, Phalaenopsis, Vanda and also conserve wild orchids.

Enterprise/unit

She is producing and marketing the nursery plants through online marketing, and exhibitions. She got a subsidy through the State Horticultural Mission for Anthurium cultivation and orchid cut flower cultivation to expand her nursery. She got a subsidy of 40%. Currently, she is giving training to NSQF Floriculture students in various aspects as an expert. She also do flower arrangements using dry and fresh flowers and is also interested in making kokodama, miniature garden terrarium, etc. Her turnover is Rs.3,00,000 per annum.





Smt. Laisa



Address:
Mathekal House
Mundakutti P O
Chembakachal
Mananthavady
Wayanad (D)
Mob. 8606181603

Wayanad

A Mushroom Entrepreneur

Initial situation

Smt. Laisa, born to a farming family started mushroom cultivation out of interest on a small scale to meet household needs, but later was established as an entrepreneur after having attended trainings offered from KVK Wayanad.

The quest

Availability of fund, production of mother spawn and skilled labours were the initial hurdles faced. But later scientific guidance offered by KVK helped with mother culture production and helped in raising better income. It took over 3 years for her to understand the market potential, and prospects of mushroom cultivation.

Enterprise/unit

Now business has expanded to 1300 beds, and in the last 3 years she has ventured into mushroom spawn production, powdered mushroom, soup powder and pickles. She has also received the best women farmer award at village level for her inspiring efforts. Her turnover is Rs.4,00,000 per annum.



Agri Entrepreneur



Smt. Shibila T.

Muzhda Foods



Address:
Muzhda Foods,
Ambalavayal P.O.
Ayiramkolly
Wayanad Dt.
Mob. 9778017559

Initial situation

Smt. Shibila joined various agricultural groups, attended online classes on organic fertilizer application and pest and disease management conducted by KVK Wayanad. This helped her realize more yield over household needs and also aroused interest towards value addition especially in jackfruit, passion fruit.

The quest

She started her venture with a small investment and has been able to survive by hoarding every single rupee received later. Technical support received from KVK and Krishi bhavan has met her expectations. She managed to register as a group in the value added sector at Krishi Bhavan. Interest for starting value added business enterprise gradually developed and later diversified into honey production after having attended the bee keeping training conducted by KVK Ambalavayal.

Enterprise/unit

Now business has expanded to variety of pickles from chow-chow, pine apple, bilimbi, mango, jack, lemon, amla, dates and other value added products like puffed rice, dry powder, sweets, halwa from jack, turmeric, passion fruit etc. Apart from this honey production has paved the way to market products like bee wax normal cream, bee wax aloe vera cream and bee wax face cream. Her turnover is Rs. 4,50,000 per annum.



Afterword

This repository, 'Directory of Women Agripreneurs mentored by KVKs of Kerala, Karnataka, and Lakshadweep' showcase 106 women entrepreneurs. The number of farmer friends who have crossed the doorsteps of our KVKs and achieved sustainable livelihoods, contributing to the growth of the society and the country is innumerable. The directory of this sort marks just a point of the ocean, many have walked before and many will walk after. There are still more success stories. This directory is just the tip of an iceberg, representing all our KVK friends. Most have grown from homemakers to successful agripreneurs with lakhs of turnover. KVKs are indebted to carry forward the noble task of offering a supportive hand to the farmers and through them the nation.



