

# BRINGING ABOUT CHANGE: Inspiring success cases of rural women of southern India 2017-18



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## FOREWORD



**Dr. K. Madhu Babu**  
Director

The present publication entitled “BRINGING ABOUT CHANGE: Inspiring Success Cases of Rural Women of Southern India 2017-18” is an effort made by the Extension professionals of EEI, Hyderabad to document the success cases of rural women with the active intervention of trained client department extension functionaries.

Extension Education Institute, Rajendranagar is a premier regional training institute financed by Directorate of Extension, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India under the administrative control of Professor Jayashankar Telangana State Agricultural University (PJ TSAU). It is one of the India's four

regional training institutes, stands out as a notable premier training provider in Southern India.

EEI is entrusted with the responsibility of documenting success stories of innovative rural people of South Indian client states with special reference to women. Many of the best ideas in farming have always come from rural men and women. Field labs are practical, hands-on trials that are open to everyone. Some of the rural folk are increasingly experimental. Not alone innovations emerge from big farmers who are risk taking but also from small producers too who are innovating in countless ways as they grapple with the serious questions faced by our rural economy.

Many success stories of Women Agripreneurs have been reported from different Sectors and States signifying their growing importance in Agricultural Extension and their national presence. Around the world, governments and NGOs are adopting these innovations that are improving the lives of millions.

This book is a compilation of handpicked stories of 23 rural women who considered agriculture and allied sectors as an entrepreneurship activity. The successful examples enlisted in this book show many ways how rural enterprises can be made profitable. Further the book serves as a source of inspiration for future policies and investments. The book will facilitate farmer-to- farmer learning and interactions. The address and contact numbers will serve as a means for aspirant farmers to reach the farm lands of innovative farmers.

In the Indian context and also world wide, the socio- economic conditions of the rural people who are exposed to rainfed farming are miserable. Interestingly in some states there are bright spots of successes created by great rural women that are well documented in this book. This is a sincere endeavor to address the challenges faced by Indian rural communities.

Further the book serves as hand tool that describes the practices and procedures needed for succeeding in managing enterprises for all rural people and rural youth in general and farmers and extension officers in particular.

I trust that this book would inspire many more budding agricultural professionals and help them in building a wonderful career for themselves. I also take this opportunity to congratulate all the Agripreneurs who have been working tirelessly for achieving the objective.

In one sense this book is a construction manual. In the second sense this is a guide book that will take the budding entrepreneurs from dreaming about success to unlocking their potentials for success.

The book should be read slowly and carefully one success story at a time. As one reads this book the practical application of each success story can be visualized in ones own real life situation and can be applied with suitable refinements.

I congratulate all the EEI faculty for their painstaking efforts in documenting these success stories as an additional responsibility. I hope that this book provides a valuable window on information for anyone who are budding entrepreneurs.

I immensely appreciate the efforts made by the officials of agriculture and allied departments of client states for coordinating with EEI faculty to interact and document the successes of the innovative farmers in various farming systems.



Director  
Extension Education Institute  
(Southern region, Hyderabad)

## Saplings Nurture Spins fortune at Varashree Farm Nursery

**Shruti Krishna**, a 42 year old Entrepreneur made a fortune from her beautifully and strategically located 4 acre plant nursery at Sakrebyle, Shivamogga town, Karnataka State.

A Home scientist by education, **Shruti** married Mr. Krishna in the year 1999. The death of the family head followed by a legal family hassle, made Mr & Mrs. Krishna leave the joint family at Bangalore and shift to Shivamogga for a fresh start of life. Ms. Shruti, along with husband Krishna rented a land measuring 60x30 sq yards and started the plant nursery in the year 2011. All that the couple had were rented land, rented fish net and second hand shade net.

Hard work, dedication and some innovative thinking made **Shruti** get permission and registration for her nursery from the dept. of Horticulture, Karnataka state in the year 2012. Thus the curtain was raised for VARASHREE NURSERY. The support of KVK, UAHS, Shivamogga was a pillar of strength for the budding entrepreneur who slowly expanded her nursery to 4 acres.

Her stock of plants range from exotic fruits like litchi, durian, mangostean, dragon fruit, rambutan, passion fruit, Kapell and egg fruits to Indian fruit varieties like mango, sapota, jack fruit, guava, sitaphal. pine apple, butter fruit, orange, pomegranate, sweet lime, papaya, banana etc, Shruti also sells ornamental saplings imported from Thailand, Malaysia, China and Bangladesh.

**Shruti** bought 20 acres of farm land on the other side of nursery and started 3 storied cultivation with Aracanut, Coco and Pepper crops. As her business expanded, she took up poly house cultivation and erected 4 poly houses which have a capacity to house 1,30,000 saplings/ poly house.

Today Varashree Farm Nursery's clientele include landscapers, builders, developers, local government, retail and whole sale nurseries, local councils, schools, house owners and commercial services. Her prime profit comes from the sale of avenue plants, bamboo and grasses, shrubs, fruit plants, ornamental plants, indoor plants and palms.

Varashree Farm and Nursery got certification by Medicine and Aromatics dept. of India. The Nursery got 3 star rating by Horticulture dept. of India in 2015 and was upgraded to 5 star rating in 2016.

Innovative Techniques and methods *are like second skin* to this young entrepreneur. She started apiculture and aquaculture on her farm which is a big hit in the local market. Her home made honey, homemade wine and homemade chocolates sold out like hot cakes, while the fish from her pond are pre booked before harvest.

Varashree Nursery started their own production of saplings in 2 acres land. It provides employment to 50 labourers all round the year. On an average the annual investment runs to 30 lakhs and cost of maintenance runs up to 20 lakhs. The annual turnover is around 1 crore giving a neat 50 lakhs profit to the owner.

Today Varashree Farm Nursery had become a regular exposure visit to all farmers, entrepreneurs and students from local, state, national and international platforms.

In recognition to the spirit of entrepreneurship and the success achieved by Varashree Farm Nursery the state of Karnataka bestowed many awards to Shruti, which include 'Mahindra Agriculture Award 2016', 'Udyana Ratna Award 2015', and her stall bagged the 'Best stall Award 2016' at Krishi Mela conducted by UAHS, Shivamogga. Apart from the state level awards she received 'Best Female Farmer Award 2014' by KVK, UAHS, Shivamogga and Best District farmers 2012 given by KVK Bangalore. Earlier in 2007, 'The Spice Board of Cochin' appreciated her efforts with 'Vennila National Award' for being the highest grower of spices in Karnataka.

A happy and contented entrepreneur, **Shruti** resides in a beautiful home on the banks of Tunga River, located amidst her farm overlooking the Varashree farm nursery, with husband, 18 year old son and 13 year old daughter. *With a twinkle in her eye, she gives a clear message with conviction that 'One can lead a happy life at village, practicing agriculture without compromising on the comforts of city life. She says staying at countryside enables to breathe fresh air and help others to do the same. Trust mother earth and she will give back in multi folds'*, it's her tag line.



Three tier farming at Varashree farms



Shruti at Varashree farms



Collecting details of Nursery mgt

**Contact Address:**

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Gujanoor Post, Shivamogga Taluk, Karnataka Dist.

**Mobile:** 9480672599



## SATYAKUMARI: THE SILK LADY OF KARNATAKA

Paying School fee for her children was nearly impossible for Satyakumari till she took up Sericulture. This is the story of a hard working house wife of Vaderahalli village of Karnataka. Vaderahalli village is a small hamlet in Kanakapura Taluk in Ramanagara District of Karnataka State, India where female Literacy rate is only 23.9%.

Her success is grounded in harsh life experiences. Driven by passion to work in Sericulture she opined that “When I first decided to raise mulberry I was really excited to experiment on wider spacing mulberry. The idea of growing intercrops of vegetables in between added to my excitement” said the young entrepreneur.

Mrs. Satyakumari emerged as role model in her village. With her knowledge and confidence she boosted the sericulture in the village.

Sericulture is an agro-based, labour intensive, export oriented commercial activity. It is an important cottage industry in Karnataka. Sericulture which was considered as a subsidiary occupation in the past is being considered as major activity.

“Before 15 years we did sericulture in our own house but now due to the adoption of new technologies my earnings improved. Now we are rearing worms by constructing separate shed.”



*intercrops in mulberry crop*



*Wider spaced mulberry*

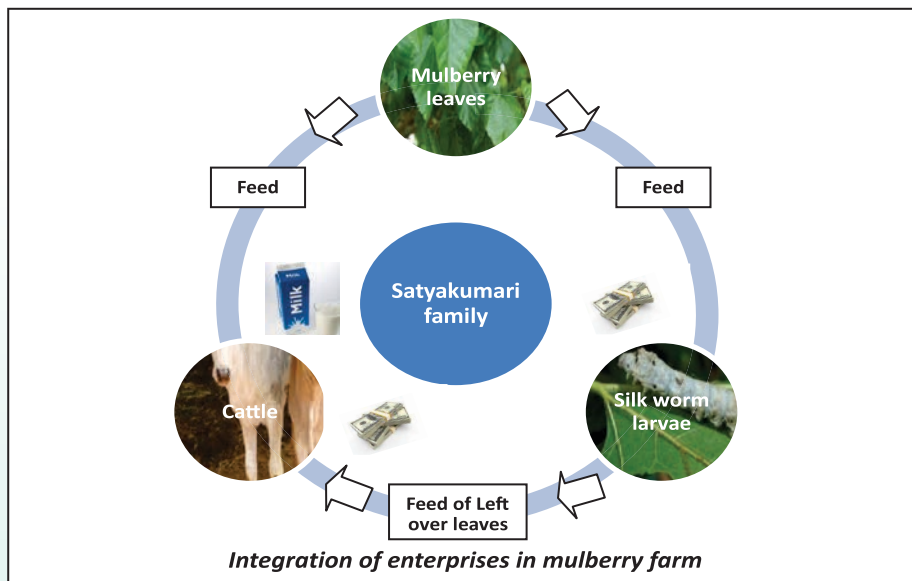


*Silk worm rearing shed.*

“When I got the idea of mixing up vegetable cultivation with mulberry as both are most needed for my family, one to meet nutritional needs and the other financial needs, I was little skeptical with my own idea as I presumed that vegetables do not come up well with mulberry. By gods grace at the same time, I happened to attend one of the training programmes organised by the department of sericulture and KSSRDI on sericulture and interacted with the scientists. They encouraged me to take up intercultivation of vegetables in mulberry by giving wider spacing of 5 x 5 feet instead of normal 3 feet x 3 feet spacing along with drip. They have also suggested me different types of vegetables that come up well with mulberry. Now I am practicing Inter cultivation in wider spaced mulberry (V1 variety) with cluster bean, palak and spinach. I planted Eucalyptus as border plantation.”

She harvests the mulberry leaves 5-6 times per year at 70 days interval. These leaves are fed to larvae of 8 days age (2<sup>nd</sup> moult) that are bought from nearby chawki rearing centre and rears in the shed for 15 days. For every batch 200 layings are reared. On the whole 1000 layings were reared per year. From every batch 150-160 kg of cocoons are harvested and are sold @ Rs 450 per kg.

“5-6 batches of cocoons are harvested per year for which mulberry leaves from 1.5 acres is sufficient” she expressed. As she is committed to develop her farm further recently she has taken another 1.5 acres of land on lease for cultivating mulberry. “I took loan of Rs 1.5 lakhs from govt towards construction of rearing shed of 45 ft x 23ft size. In addition we spent our own money for purchase of stands and bamboo mountages (Chandrikas)” enthusiastic farmer informed us. This very hard working young women farmer also has energy to look after 2 cattle which are the integral part of her farming system. Through rearing of milch cattle she earns a profit of atleast 10,000 per month.



For Satyakumari, Mulberry is the producer on which silk worms are primary consumers and cattle are secondary consumers. Since the mulberry leaf is highly nutritious and also relished by the cattle, the waste mulberry leaf, the left over silkworm litter after bed cleaning are used for feeding the cattle.

She is involved in all works like application of fertilizers both organic and inorganic, irrigation, weeding, harvesting and pruning of mulberry leaves. Further sowing of vegetable crops, manuring, plant protection, irrigation and harvesting of vegetables is also carried out by this farmer. Out of all operations she felt that cleaning of bed after the marketing of cocoons is very difficult so she takes the help of her husband only in that activity who is otherwise engaged in other works.

**Message to women sericulture farmers:**

*“Silkworm rearing is an indoor or household based activity there is every scope for the family women to get involved in it on a larger scale. I consider it as a convenient activity for women, who will be able to involve themselves in it, besides carrying on or without affecting their other domestic activities or responsibilities” says Satyakumari.*



**Economics:**

**a. Sericulture:**

Maintenance Costs: Rs 5000/year for room and bed disinfectants and other expenses.

Rearing stands: Rs. 1.5 lakhs

Bamboo mountages: Rs. 60000

Gross returns: Rs. 5,00,000

Expenses: Rs. 2, 00, 000

Net returns: Rs 3,00, 000

**b. Dairy:**

Maintenance expenses of cows/month: Rs 4000=00

Milk yield: 20 lts/day sold @ Rs 24/lit

Milk Returns/month: Rs 14000

Net returns/month: Rs 10,000

**Future vision:**

*“I still strive for higher returns in my farm but the best way to be sustainable is to produce the most per acre with less cost. It shall be my focus for the future years.”*

***Her constant hardwork, commitment and proper management of farm reared her the profits she deserve.***

**Contact Address:**

Satyakumari, Vaderahalli (V) Karnataka 09008439629

## Nature's Paradise on Farmers Farm – An Intervention by TNFA

Forests are most important and remarkable natural resources which play a very prominent role in the economic prosperity and ecological stability of any country. Currently, the demand for wood based agro forestry timber is in much demand such as wood for paper and pulp wood, match wood, fuel wood, building and construction wood, wood for furniture, by boat making and brick making industries etc. This demand is increasing by leaps and bounds, while the less forest area coupled with the low productivity of Indian forests had ushered in a total mismatch between the demand and supply paradigm.

Promotion of wood based agro forestry models are the only solution to meet the spiralling requirements of wood timbers, as the consumption of wood based finished products are bound to increase in the days to come. Also the bio-diversity can best be conserved by involving people's participation in forestry projects.

In case of Indian forests, which are brought under state control during the early 20<sup>th</sup> century, require meaningful participation of people to address issues of commercial exploitation, conservation of natural resources, safe guard of several biological species and maintenance of ecological balance.

With this intention, the Tamil Nadu Forest Academy (TNFA) Coimbatore planned many interventions with tribals, farmers and villagers so that the ecological balance of Forests and Western Ghats are best maintained. The department also aims to promote timber based plantations by encouraging local farmers to take up teak plantations.

Nestled in a serene village called Singanallur at the foot hills of Annamalai, bordered by Western Ghats on either side, there occurs the 12 acres Horticultural farm of Mrs. P. Nandini and her husband Mr. P. Ramalingam in a nature's paradise.

As a family inheritance, Mr. Ramalingam inherited the 12 acres coconut farm from his father Mr. Pallinswamy. Being an energetic and young farmer Mrs. P. Nandini wanted to do something different, apart from the regular coconut farm inherited by her husband. This inner drive motivated her and her husband to contact Tamil Nadu forest department officials for taking the benefit of their useful interventions. During such interactions they were identified as a 'lead farmers' by the forestry department for cultivation of 'Best clones'. Subsequently an 'on farm trial' was set up on their farm and they received '100 Amla Saplings' and '50 teak saplings' under **TNFA Tree Planting Scheme** in private lands from the department of Forestry, Tamil Nadu.

Nandini cultivated Kanchan, BSR-1, NA-7 and Sadenel varieties of Amla through vegetative propagation in 1 acre land. The forestry department supplied bio inputs like



Vermi-compost, bio-fertilizers like VAM, Azatobacterium, Pseudomonas, Trichoderma viridi and also demonstrated planting techniques. The teak saplings were planted as the border crop on her farm.

Mrs. Nandini resorted to organic cultivation as their farm Soil was good and fertile. On her remaining farm she cultivates 'tender coconut in 6 acres', 'coconut in 3 acres @ 300 trees/acre', and 'Banana in the remaining 2 acres'. Apart from these which she cultivates on a commercial scale, she also grows sorghum, tapioca, and vegetables over the bunds and in between the orchad crops for personal consumption.

Being nature lovers, the family domesticated 5 milch cows and sells the milk on their farm, apart from using it for domestic purpose.



*with farmer at her farm*



*Observing the innovation of  
froot feed method in coconut*

#### **Notable Innovations on Nandini's farm:**

- ✓ Use of high yielding varieties.
- ✓ Direct contact with government departments, Tamil Nadu Agricultural University (TNAU), Tamil Nadu Forest Academy (TNFA) and other ICAR Institutes in her proximity.
- ✓ Being an organic farmer.
- ✓ Trying new varieties and crop rotation from time to time. For eg: She practiced Sericulture in previous years.
- ✓ Attending training and workshops regularly conducted by TNAU, TNFA and ICAR institutions. This habit made her one of the early farmers to manage 'Rugose while fly' in coconut, a management practice advocated by Central Institute of Pest Management, Trichy.
- ✓ Took up teak plantation as border crop on her farm as advised by TNFA.

### **Notable Innovations on Nandini's farm:**

- ✓ Taken up *value addition of coconut by making Coconut oil, preparation of Organic Jaggery* and marketing them through a Farmer Producer Company called '*Kalpavruksh*' for which Mr. Ramalingam is the Director.
- ✓ Has drip, well and canal irrigation on her farm.
- ✓ Being on the border of Kerala State, grows '*Kadali*' and '*Niyrantran*' varieties of Banana which are used for chips making. Her produce is picked up by Kerala entrepreneurs and SHG groups.
- ✓ Preparation of '*Pancha kavya*' and application of the same to her crop on farm.
- ✓ Practice of mulching technology in coconut crop.

Such innovations made her take maximum yield from each crop as high as 10-12 tonnes/acre.

### **Future Aspirations:**

Mrs. Nandini looks ahead for a bright future by planning to set up a ***Coconut Collection Centre*** and market the produce as ***dry copra***, a highly sought after product in market, while the husk and fibre from coconut shell can be sold to fibre industries.

A contented progressive farmer Mrs. Nandini is happily settled on her farm with husband Mr. Ramalingam and daughter Ms. Ridhanya.

### **Contact Address:**

Mrs. P. Nandini, W/O P. Ramalingam Singanallur (Village),  
Pollachi (District), Tamil Nadu

## Rangachan Women Farmer Empowered through Organic Farming

Smt. Chellammal aged 60 years from a village namely Rangachan of Beodnabad block 25 Kms from Port Blair, Andaman and Nicobar Islands is unique example of empowered women's farmer.

The farmer has 3 daughters and one son. All the daughters and son were settled with good families. Chellammal is quite a stubborn lady with commitment and enthusiasm empowered with 20 long years of farming experience.

She has 10 acres of fertile land and at present she is cultivating crops like Coconut, Aracanut, Bel leaf, Papaya, Guava, Sopota, Banana, Pine apple, Ginger and chillies besides other allied activities like fisheries & apiculture.



In order to integrate various activities, Chellammal has a vision on how to split her resources for expected results. An overwhelming majority of the farmers in Andaman & Nicobar Islands got benefited out of the programme i.e., High value Agriculture (HVA) and Challemmal is no exception. She has availed benefit of this programme through Poly house in which she is cultivating, Palak and Dhania at present. She underwent training on organic farming and also obtained seeds from Department of Agriculture.

She never took any loan from any bank. She had two permanent labours. She engages daily labour as per requirement and pays Rs. 6000/- per month besides providing food to the permanent labours. Her daughter-in-law also helps her in her farming operations. Having more than 20 years of experience in farming challemmal plans her agriculture activities in a meticulous manner.

As the village is well connected with road, usually, she sells her products to the whole sale dealers who approaches her. Advices on crop cultivation were taken from KVK and Agriculture Department. Government officials regularly visits her farm to extend their expertise.

“She is very interested in farming and whatever we suggest she readily accepts and implements. Whenever fellow farmers approach her she readily extends her cooperation to guide them”. Says an official of agriculture department.

She has many recognitions in her credit like she was awarded as best farmer during the year 2016 by CIARI.

“Earlier when i cultivated in an inorganic manner, though i got more yield but the shelf life of the produce was poor, but with organic cultivation this will not happen,” she said. Inter cropping is good practice to get multiple products this gives more profits she opined. She has drip method of irrigation for pepper and arecanut. She was not aware of intercropping until she interacted with CIARI and HVA officers which made her realise that, inter cropping is more beneficial.

Having knowledge on market prices she never yields for those who try to cheat her with less price. She maintains everything with her two permanent labours, when ever time permits her son who is working as teacher helps her.

She cultivates Dhania & palak in poly house and sold @Rs. 200/- and Rs. 40 respectively. Besides these activities, she maintains a fish pond with 3 varieties of fish i.e. katla, Rohu and Mrigala. From the entire land, she got an average monthly income of Rs.45000 – 60,000 but in the recent years she got an exceptional income of Rs.1.00 lakh per month.

Chellammal is a hardworking women. During hard times when her husband was sick and not able to work, she even carried 25kgs of bitter gourd to sell daily in the marketing.

HVA people took her to exposure visit to other states for teaching grafting and other innovative practices. She started implementing the same in poly house. She has poly house constructed by investing 5.00 lakhs out of which 1.00 lakhs subsidy is given by HVA. She has constructed a 2<sup>nd</sup> poly house too recently.

#### **Farmers Message:**

*Soil gets deteorated and health gets affected due to chemical fertilisers. More over soil loses its fertility due to inorganic farming and it is difficult to replenish the depleted nutrients. Hence, all the farmers should slowly shift to organic farming.*

Farmer Name	:	Smt. Chellammal
Village	:	Rangachan
Mandal	:	Beodnabad
State/ UT	:	Andaman & Nicobar Islands



## **Innovation led – Coconut Agribusiness by lady Entrepreneur**

Thirty six year old Sunaina Soni is the only one among very few women at Dolly gong, Port Blair, Andaman and Nicobar Islands who dared to follow the new path of challenges. She succeeded to attain prosperity and emerged as a role model to many who wish to live a venturesome life to reach the goal. Born at Aberdeen bazar at Andamans, Soni is a very active and enthusiastic woman who was fascinated by the vast market potential of dry cocunut powder in the main land of India. She and her husband Mr. Vimal Kumar who was an ITI student, started experimenting on the preparation of coconut powder, by designing and fabricating machines from 2010-11 onwards for its large scale production and were successful in obtaining the quality product. It took two years for the construction and installation of the factory. It started full fledged production since one year.

Mrs. Sunaina saw in the news paper that the Government lands are being provided for good entrepreneurs. She wanted to Register for the land, but it was rejected twice. The Director of Industries, A&N Islands assisted her during 2014-15 by providing loan for 16 lakhs. She thought of taking 400 sq. mts. earlier but due to the intervention of the Industries Department, she could able to obtain 800 sq. mts. land for initiating her project. The plant produces 5000 kg of coconut powder daily which is packed into 25 kg bags and sent for marketing. They sell their product for bulk purchase at Kolkata, Tamil Nadu and few bakeries. She was encouraged by the Secretary, Social Welfare, Mrs.Rashmi Singh during her success journey by providing her the required loan and land through the Department of Industries, A&N Islands.

She has two daughters, one 11 yr. old and another 8 yr. old studying at Port Blair. She says "It gives immense satisfaction to me in fulfilling the desire of being the pioneer in the field at A&N Islands. The quality standards of the product are well maintained so as to compete with the other products available in the market and even with those produced in the other developed countries". She is optimistic in tapping the vast potential existing on the A&N Islands.



***Coconut powder production plant***

### Vision for the Future:

*As there is tremendous market potential for coconut products, she is looking forward for venturing into the production of Virgin coconut Oil. She purchased two machines for its preparation which are to be installed in near future. Further she is also planning to work for packaging of coconut water and its standardization.*

*She is also planning to focus on providing employment and livelihood to other coconut farmers of the Island by providing them small machines to operate at home level and in turn buyback the powder prepared by them and therefore, it will help in developing the cottage*



Farmer Name	: Smt. Sunaina Sonia
Father/Husband Name	: Mr. Vimal Kumar
Village	: Dolly Gong, Port Blair
Mandal	: Aberdeen Bazaar
State / UT	: Andaman & Nicobar Islands

## Sailing from the world of Black boards to Dairy

Ashly John resident of Kottayam, Kerala says that her journey began initially with merely five cows and many difficulties. Now, she is the owner of 65 cows and five workers. She is grateful to the dairy, Agriculture, Veterinary and other concerned departments for the support and assistance they offered. Now, the enthusiastic dairy entrepreneur is also supplying value added products like curd, ghee, etc., prepared from the milk as per the orders

*“I am Ashly John-running a dairy farm named as 'Brahmadaya' at Thalayolaparambu in Kottayam District, Kerala. From the world of black boards and text books- after working for several years as a higher secondary school teacher, turned to this profession, just because of my passion for the same.*



I began this enterprise back in 2013 initially with merely five cows and with the staunch support and advise of the Dairy Department. Though initially I had to face many difficulties and obstacles in my path, with Gods grace today I am having about 65 cows in my farm, and I am glad that I have turned out to be a successful entrepreneur. I am grateful to the Dairy, Agricultural, Veterinary and other concerned departments for the support and assistance they are offering to me.



*My day begins at 3 am daily and I reach the farm by 3.15 from my home which is located at Thalayolaparambu town. In majority of the works from feed fetching to milk marketing, I have my own definite role. For example, I have to drive commercial vehicles such as mini vans and trucks for the above said works. I Am privileged to say that, official works of the farm are also done by me. In the farm we are also having five workers, who are very hardworking and cooperative. Along with milk we are supplying value added products like curd, ghee etc as per the orders”.*



### Her Achievements so far

- Grama Panchayath Best farmer Award 2013-14
- Block Panchayath Best farmer Award 2013-14
- Kottayam District Award as the best female entrepreneur 2015-16
- Kerala state Award for the best female entrepreneur 2016-17

Various articles on her farm were published in many of the leading journals and newspapers, as well as many documentaries were aired in many channels which would have emerged out to be an inspiration for many.

### Message to Young Entrepreneurs

“I am really satisfied with my transition from a teacher to a diary entrepreneur. Aptitude, determination, willpower, dedication and hard work can make a person achieve his or her goal at ease”.



*Awards received by Mrs Ashly John*

Farmer Name	: Ashly John
Village	: Brahmadaaya
Mandal	: Thalayplaparambu
District	: Kottayam
State	: Kerala



## Incredible “Ethnic Food Products” from Women Entrepreneur of Kottayam, Kerala

Things may come to those who wait but these are the things left by those who hustle  
*Abraham Lincoln*

This quotation holds good to Smt. Lisit Mathew Pulikkakunnel who is a successful woman entrepreneur from Krishi Bhavan Poonjar, Thekkera block of Kottayam district. She was awarded the 'Best Enterprising Women' in the year 2015-16 by the Department of Agricultural Development and Farmers Welfare. She owns a microenterprise unit which is involved in processing, packaging and branding of jackfruit value-added products under the brand name 'Ethnic Food Products'.

Smt. Lisit has improvised the technique for long term storage of raw jack and also has developed an innovative processing technique for making wafer thin jack pulp spread, which is a thin layered ready to eat jack delight termed “jack lace”. SHM-Kerala has provided assistance for establishing a pack house.

She has started women self help group with the help and support of 18 women entrepreneurs. This self help group has developed a wide variety of products in variety of fruit juice viz. jack, pineapple, papaya, mango and citrus and also developed jack powder which is used as a principal additive in bakery and confectionary.

“I have attended various trainings and exposure visits, organized by SHM-K which has helped me a lot to develop several innovative value added products and to run the processing unit successfully. I am very much indebted to State Horticultural Mission –Kerala to my success.



*Value addition in Jack fruit*

Farmer Name	: Lisit Mathew
Village	: Poonjar
Mandal	: Thekkera
District	: Kottayam
State	: Kerala

## Bio Hitech Farm : An Effort less Oyster Mushroom Cultivation by Kerala Women Entrepreneur

Smt. Shije Varghese a home maker from Eramalloor commenced mushroom cultivation as a leisure time activity almost 8 years back. She markets her mushroom under the brand name “Coonfresh” which adorns the racks of many supermarkets in the city.

*Smt.Shije Varghese has developed an innovative technique- 'Bio hi-tech oyster mushroom cultivation house' which ensures year long production of mushroom without any microbial contamination. “2 hours of work every morning at the mushroom shed of about 500 square feet can earn a decent income of Rs.10000/- a month”.*



She is also marketing several value added products of mushroom, organic manure made out of mushroom waste and also has a well established spawn production unit for selling high quality mushroom spawn.

State Horticultural Mission –Kerala has given support and guidance in running her unit successfully. SHM-K has organized training programmes in her farm and gave assistance for construction mushroom units and Bio-Hitech farm.

***She has bagged several awards which are listed below.***

- 1) Best Women Farmer in Ezhupunna Panchayath in 2010.
- 2) Best Farmer award by ATMA, Alappuzha.
- 3) Best Women entrepreneur award by National Institution of Personnel Management, Kerala Chapter and Palaghat Group.
- 4) Best Women Entrepreneur award by Kerala Mangament Association.
- 5) Dr. Ambedkar National Excellence award, New Delhi.
- 6) Karshakasree Award by Nava Bhavana Charitable trust, Kilimanoor.



**Message to budding Entrepreneurs “If you like what you are doing you will be successful”**

Farmer Name	: Shije Varghese
Contact Number	: 8089410299
Village	: Ereamallor
State	: Kerala

## Value addition in jackfruit: A Saga of Kerala Women Entrepreneur

Smt. Jessi, a women entrepreneur from Malappuram, Kerala says: “Jackfruit is the most nutritious fruit which is underutilized”.

This woman entrepreneur hails from Thazhekkode Krishibhavan of Perinthalmanna block, Malappuram district. She was successful in exploring the potential of the most underutilized fruit, to provide a livelihood option for her family. With SHM assistance she has established a jack fruit processing unit. Many value added products of jack fruit like Jackfruit Unniyappam, Jackfruit Halwa, Jackfruit fries, Jam, Mixture, Jelly, Jackfruit seed (Chakkakuru) Chocolate, Jackfruit Puliyinchi, Pickle, Wine, Toffee, Pappadam, Puttupodi, Squash, Sauce etc were produced and marketed under the brand name 'Teena's Jackfruit Products' through local market. Raw materials are collected locally and the fruits are dehydrated and stored for value addition during off season. Smt.Jessi makes her own innovations in value addition and the products developed are of great demand in local market. She has attended various trainings on processing, organized by SHM-K which helped her to run the processing unit successfully.



*Jack fruit crop*

**Message to Young Entrepreneurs** “Nothing is Impossible. Little creative thinking and hard work brings extraordinary results”.

Farmer Name	: Smt. Jessi
Village	: Thazhekkode Krishibhavan
Mandal	: Perinthalmanna
District	: Malappuram
State	: Kerala

## ***“Together Everybody Achieves Miracle”*: Revolution led by Dhauli SHG, Odisha.**

15th July, 20014 was a great day in the history of Bhubaneswar Block, twelve women of Jaypurpatna village under Itipur Gram Panchayat took a decision to come together and proved the saying of “Together Everybody Achieves Miracle” (TEAM) and named their group as DHAULI SHG.

Dhaulti SHG marched forward under the staunch leadership of Smt.Kausalya Baral as President and Smt.Banabasini Mallick as the Secretary. Thrift and Credit procedure was their supreme duty and later on they started internal lending out of their savings. There is a joint Savings Bank account in the name of the SHG. It has been registered under Indian Societies Act 1860 and having Regd. No. 2004/OR/KD/BWAR/183070.

Seeing the dedication and determination of Dhaulti SHG, Social welfare department came forward to build their capacity in the early days and also supported the group by providing revolving funds initially for internal lending and small income generation activities.

Dhaulti SHG is now engaged in Preparation of Sattu (Chhatua in Odia language) through a manufacturing unit established during 2012. Besides providing the packed products, this SHG is now supplying Sattu to 66 Anganwadi Centers under 8 Gram Panchayats of Bhubaneswar Block under Social Security Scheme of Women & Child Welfare department of Govt. of Odisha. A big sized Vermi unit has been provided to this group which is earning profits for them.



*Training-cum-awareness Programme on Poultry*

Enthralled by the performance of Dhaulti SHG, ATMA unit at FIAC Bhubaneswar organized a Training-cum-Awareness camp at Jaypurpatna in Itipur Gram Panchayat during January 2016. Initially five members of the SHG were provided with Banaraja Poultry Birds as an alternate livelihood option.



Initially, the Addl. VAS, one of the BTT Members of FIAC, Bhubaneswar and other team members sat with the women beneficiaries and decided the procedure. All the five members decided to keep the birds at one place and rear them collectively.

As decided in the BFAC meeting, the members approached the Govt. Hatchery and placed orders for 28 days' old Banaraja chicks with full vaccination. They prepared a protected chamber for the birds collectively. They also purchased poultry feed to feed the birds as per advice of the BTT. BTM and ATM has timely supervised the SHG & collected their feedback.

The beneficiaries were paid @ Rs.3200/ (Rupees three thousand two hundred) for each demonstration towards the cost of Chicks and poultry feed to make a total of Rs. 16,000/-.

Five women beneficiaries bought 116 nos of 28 days' old chicks, out of which 6 chicks died. They took care of remaining 110 birds regularly. Later they have sold 24 birds of more than 4 kg and earned Rs.12000/-. 30 nos of birds are laying eggs daily and the HSG is selling the eggs @ Rs.6.00 each.

There are 86 birds in their poultry shed and they have planned to buy another unit of 100 Banaraja birds by the end of August 2016.



*28 day old Banaraja Chicks*



*Present Status of Birds*

Project Director, ATMA, Khordha and District Agriculture Officer, Bhubaneswar also paid visit to the group and gave suggestions to diversify their entrepreneurial ventures in future.

### Vision for the Future

“We are planning to maximize the unit and take proper care. All the members will be involved. By end of December, we will have the turnover of Rs.160000.00 from the poultry unit out of which net profit will be approximately Rs.100000.00. marketing is not a problem for us. Together we are more powerful and successful”

### Impact

Highly Motivated by the success of Dhauli SHG, other women of the village came forward and organized into groups. They chose back yard poultry as one of livelihood options.



*Banaraja chicks of Dhauli SHG*

Farmer Name	:	Smt. Kausalya Baral
Village	:	Jaypurpatna
Block	:	Bhubaneswar
District	:	Khurda
State	:	Odisha

## Symbiosis Group : Legend in Health Foods

Organising vocational training programmes to women is one of the mandate activities of the Krishi Vigyan Kendras in India. The vocational trainings would help the trainees to start up an enterprise for additional family income. With this moto, Dr. K L Rao Krishi Vigyan Kendra, Garikapadu, Krishna District, Andhra Pradesh trained several women in value addition to millets, pulses and cereals. As a result of which a group of seven women came together to start a value added products unit named “**Symbiosis Group Health Foods**”. All of them were home makers. Triggered by their interest in enterprise development, special care and time was allocated to train the members in value addition to millets, pulses and cereals. As a result of which during 2016-17 the trained Women established the unit at Jaggaiahpet, Krishna district, Andhra Pradesh.

Initially, these seven members contributed Rs.35,000/- (Rupees thirty five thousand only) at the rate Rs.5000/- each towards the purchase of raw materials and preparation cost., etc.

The items were made by them without external work force. The items were sold on the label of Dr. K L Rao Krishi Vigyan Kendra, Garikapadu, Krishna District, Andhra Pradesh and Symbiosis Group Health Foods. All the items were prepared during their free time after attending their family members and children. The group also displays their products for sale during public functions. There was a great demand for these home made products, as a result in a month they could earn Rs.91,000/-. By the end of the month the profit was shared between the members and each member could take home a sum of Rs.8,000/- (Rupees Eight thousand only) as profit. The initial investment served as investment for purchase of inputs in the subsequent months. The amount so earned by these women is used for meeting their home needs and children's education.



### Economics of the unit:

Production cost	:	Rs.35,000/-
Gross returns from the final value added products	:	Rs.91,000/-.
Net returns from the final value added products	:	Rs.56,000/-.
Total members in the group	:	07
Individual Net returns per month	:	Rs.8,000/-.

### Activities of the group:

1. Preparation and sale of ragi malt, millet based biscuits for children & diabetic persons.
2. Preparation and sale of biscuits with aswagandha
3. Preparation and sale of upma rava with millets and cereals, multigrain atta.
4. Preparation and sale of bath powder,
5. Preparation and sale of ready to eat foods like snack items, instant foods like pongal mix etc.

Group Name : **Symbiopsis Group Health Foods**  
Village : Garikapadu  
Mandal : Jaggaiahpet  
District : Krishna  
State : Andhra Pradesh



## Sericulture - Reaching the Hearts of Andhra Farmers

50 Sugali ST farmers lived in a small hamlet called Chovitivanka Thanda (C. V. Thanda) of Kambaduru mandal, Anantapuramu District, Andhra Pradesh. This village is known for water scarcity and poverty. Tomato, green chili, ground nut and Mango crops are grown with less existing water resources. They used to get less crop yields and less prices because of inferior quality produce, because of which their socio and economic conditions were very poor.

Being informed about the poor condition of farmers of C. V. Thanda and surrounding villages like Nuthimadugu, Ralla Ananthapuramu, Ikasaplli and Gulyam, Joint Director of Sericulture, Anantapur visited those villages along with staff of sericulture department and studied resources and feasibilities for the establishment of sericulture in that area. Farmers have narrated the bad situations and bitter experiences of growing other crops. Some of the farmers namely, Alivelamma, Sena naik, Gidda rama naik and Chinna ramanaik expressed that they have decided to become daily laborers and migrate to the towns and cities for their lively hood.



The matter was seriously discussed with REC Scientists and Asst Director of Sericulture, Kalyandurgam. The concerned officials decided to initiate necessary steps to change the economic condition of farmers by introducing Sericulture in that area. As a first step, Awareness programme was conducted on various aspects of sericulture.

During the Programme the Joint Director of Sericulture, Anantapuram, explained the Govt. Schemes available with the department and requested the new farmers to use them and assured the farmers about departmental support in all respects. Dr. K. P. Kiran Kumar has explained about present prosperity of the sericulture in India, Andhra Pradesh, Anantapur and Kalyandurg. He also explained economic comparison of the different crops like tomato, green chilly with sericulture, pre-requisites to establish sericulture, Selection of the mulberry varieties and spacing, prices of cocoons marketing and Govt. Schemes available with the department and requested the new farmers to use them. Positive response from farmers has come from this awareness programme.

Smt. C. Aruna Kumari, JDS has encouraged farmers by sanctioning various subsidies like Rs. 22,500/- for mulberry plantation; Rs. 1.80 lakhs to STs for the construction of rearing house, Rs. 1.70 lakhs for SCs, Rs. 87, 000 for other castes; Rs 22,950/- for the construction of sheds and Rs. 22,500/- for verandah. As the farmers are too poor to even afford remaining amount to initiate silk worm rearing, Andhra Pragathi Grammena Bank, Nuthimadugu branch sanctioned 1 lakh rupees to each farmer as loan to 30 farmers. With that lumpsum amount the farmers planted mulberry, constructed rearing shed & verandah.

As the farmers are new to the sericulture, scientists of Research Extension Centre, Kalyandurg had conducted three days farmer's skill training programme on various aspects of the sericulture.

New technologies were practically shown to the new farmers in Yenumuladoddi of Kundurpi mandal. These farmers were taken to the Study tour to Sira and explained various practices of sericulture.

In the month of September, 2017 the day has come to take up silkworm rearing. The farmers started rearing by following new technologies. Alivelamma W/o Tulasi naik, Gidda ramanaik and China Ramanaik belonging to the C. V. Thanda harvested bumper mulberry cocoon crops. All these farmers reared Bivoltine double hybrid and harvested more than 80 Kgs cocoons / 100 DFLs and received more than 1 lakh rupees.

Witnessing these astounding results, 50 more new farmers came forward to take up sericulture in that area. The intervention was successful due to the hard working nature of farmers and dedicated efforts of REC, Kalyandurg and Department of Sericulture, Kalyandurg.



*Silk worm rearing*



*Mulberry cultivation*

***In the words of Alivelamma w/o Thulasinaik, C.V. Thanda:***

*“We live in Nuthimadugu village, Kambadhuru mandal of Ananthapur district, Andhra Pradesh earlier we were growing Tomato, Musk melon, green chili and Mango sometimes yields are very low when yields are high market prices and poor because of which, our family economy was collapsed and gold was also sold out. So, we have decided to migrate to the towns and cities in search of livelihood by becoming daily labors.*



Luckily, we have attended the awareness programme on sericulture which was conducted by Research Extension Centre in Nuthimadugu. When we have shown our interest to establish sericulture; various subsidies were given by the department of sericulture. We have established 2 acres of mulberry gardens, as a first crop 250 DFLs were reared and harvested 212 Kgs of mulberry cocoons by selling these cocoons we have got Rs. 1, 06, 000/-. We have seen this much huge amount for the first time in our life and this amount will be spent for our two daughter's education. We are very thankful to the Scientist and officers for helping in all respects”.



***Learning experiences from Thulasamma w/o Gidda Rama naik, C. V. Thanda:*** *A resident of Nuthimadugu village, Kambadhuru mandal of Ananthapur district, Andhra Pradesh says that “We have grown many crops in our 2.5 acre farm which yielded very low. Slowly our economic condition deteriorated In that crisis, officers from department of Sericulture encouraged us to start sericulture and department has given subsidies for construction of rearing house, verandah and shoots etc.*



She added “sympathizing with our pathetic condition, Dr. K. P. Kiran Kumar, scientist has convinced the branch manager for giving 1 lakh rupees as loan. As a first crop we reared 150 DFLs for 1 acre mulberry garden and harvested 103 Kgs of white cocoons. We got price of Rs.440/- plus Rs. 50/- per kg from the Government as an incentive. In total we got lumpsum of Rs. 65,000/-. With this inspiration we have extended 2.5 acre of mulberry as tree plantation. We are very thankful to Smt. C. Aruna kumari, J.D., Dr. K. P. Kiran Kumar, Scientist and Sri. Shashanka Reddy, A.D for encouragement and cooperation”.



Jayamma w/o Chinna Rama Naik, C.V. Thanda: A resident of Nuthimadugu village, Kambadhuru mandal of Ananthapur district, Andhra Pradesh worked relentlessly to establish sericulture by planting 1 acre of Mulberry in the month of February, 2017. She has received support from REC, Kalyandurg, Subsidies from, DoS and financial support from Andhra Pragathi Grammena Bank to establish sericulture. As a first crop they reared 100 DFLs, harvested 86 Kgs and received Rs. 48,000/- rupees in total in the month of September, 2017. With this inspiration she extended mulberry to 2.5 acres as tree plantation. She got confidence that she can definitely get good returns and improve economically.

**Message to Sericulture farmers:**

**“Don't leave sericulture. With hard work and proper planning one can harvest 10 crops per year. Be committed in work and do with dedication”.**

## Tissue culture banana brings smile on the face of Vizianagaram women farmer

*“Cultivation of local papaya that suffered from serious pests and disease problems in the past made me poor” says Smt. Kudapa Swathi of Kilthampalem (V) of S.Kota (M) who has newly took banana under TC Banana Area Expansion programme of RKVY scheme 2016-17 in an extent of 1.00 Ha.*



Previously this farmer cultivated traditional Papaya with the seed from local farmers and continuously faced serious problem of pests & diseases and incurred huge losses.

In this situation the Horticulture officer has explained the farmer about the cultivation of TC Banana. She was educated with nutrient management through drip system in order to mitigate the nutrient losses and effective utilization of water and nutrients he has been suggested with regular application of fertilizers, micro nutrients and PP chemicals.

The farmer was motivated to replace papaya with TC Banana (Grand 9 Variety) under TC Banana Area expansion programme of RKVY scheme during 2016-17 in 1 Ha area. She finally got succeeded with good income due to cultivation of TC Banana.

### Special Practices adopted:

- Applied Poultry Manure and Jeevamrutham,
- Erected sticky Traps and Fruitfly Traps,
- Bamboo for propping.

### Economics of TC Banana Cultivation

1. Yields obtained	- 123 tones sold @Rs. 10,000 / ton
2. Gross Income	- Rs. 12,30,000/-
3. Cost of cultivation (From land preparation to harvesting)	- Rs. 2,75,000/-
4. Net income	- Rs. 9,55,000/-

From 1.00 Ha of TC Banana (G-9) Smt. K. Swathi had obtained an income of Rs.9,55,000/-.



*Adinarayana Reddy in his banana farm*

**Message to Banana Growers :**

Banana yields exorbitantly if suitable variety is selected and best recommended practices are adopted. Good quality produce and premium price can be obtained with TC banana cultivation .

Farmer Name : Kudapa Swathi  
Village : Kilthampalem  
Mandal : S.Kota  
Contact No. : 9441611222

## Trellie Tomatoes: A Lucrative Business for Young Entrepreneurs

“Tomato Cultivation in Trellies is not a difficult task for a hardworking farmer” says Smt. B.Appalanarasamma of Gottivalasa (V) of Garugubilli (M). She has planted Tomato under Tomato Trellies programme of RKVY scheme 2016-17 in an extent of 0.40 Ha. **Previously farmer used to cultivate tomato in traditional way without using any staking methods and continuously faced serious pests and disease problems resulting in low yields.**



*Tomatoes in trellie cultivation*

To help farmers to come out of this situation, Horticulture officer has explained the farmer about the cultivation of Tomatoes on Trellies System with Hybrid seed. She was educated with nutrient management through drip system in order to mitigate the nutrient losses and for effective utilization of water and nutrients. She was also suggested to apply fertilizers, micro nutrients and PP chemicals regularly.

The farmer harvested very good quality produce of 25 T/ acre and could reap a net income of Rs. 2, 50,000.

### **Economics of Trellie Tomato Cultivation:-**

Yield	-	25 Tons/Acre (Average) sold @ Rs. 10/- per kg (Average).
Gross Income	-	Rs.3,00,000/- per acre
Expenditure	-	Rs.50,000/- per acre
Net Income	-	Rs.2,50,000/- per acre

### **Farmer's Message:**

*Cultivate tomato under trellies, get rid of pests and diseases. Use drip irrigation and reap higher profits.*

Farmer Name	:	Smt. Boddana Appalanarasamma
Father/Husband Name	:	Trinadh
Village	:	Gottivalasa
Mandal	:	Garugubilli
District	:	Vizianagaram
State	:	Andhra Pradesh



## Pandal Vegetables brings Cheer to Guntur Farmers

**“Our dream has come true – To earn well by farming our own land”** Says Chinthha Adinarayana and Susheela Reddy. They are a formidable example of hard working farmers making profitable income from vegetable cultivation using innovative practices. Susheela Reddy has been recognised as a Best Farmer (2010) for her knowledge and enterprise. They have demonstrated that small subsidies from Projects can go a long way in increasing productivity and enhancing incomes from farming.



*Susheela and Adinarayana Reddy shared their experience of successful vegetable cultivation in their 3.3 acre farm*

“I am Susheela, aged 52, native of Mulkaluru village, Narsaraopet mandal practicing vegetable cultivation over 30 years. My family consists of husband Adinarayana Reddy (58), two daughters and a son. We owned 6.3 acres of land, of which we sold three acres for marriage expenses of our daughters. Our children are graduates doing private jobs and happily settled with their families in Hyderabad”.

“We work together in our fields for about 6 hours a day. Often I spends about 10 hours in the field mainly during harvesting. We also employ about 10 women daily. We are very passionate about working in our own fields and grow different vegetables. In our 3.3 acres of land we grow coccinia (*dondakaya*) in 1.5 acres, ridge gourd in ½ acre and bitter gourd in 1.3 acres. We have sown local varieties of ridge gourd, bitter gourd and hybrid variety (VNR Akash) of bitter gourd”.

“Initially we used to grow vegetables on the ground. Later we have also experimented and grown vegetables by using small bamboo poles basically to reduce the investment cost. Slowly we have realized that, it is difficult for the labour to harvest the crop by sitting on the ground and during rains it has become worst to harvest the crop and we faced the labour problem”.

To improve productivity and quality and to overcome the labour problem, we invested in permanent pandals (stone pillars) by taking a Rs. 2 lakh loan from the Grameen Bank. Later we learnt about semi-permanent pandal system (Bamboo poles) in a training programme conducted by the Horticulture Officer in a World Bank Project (AP Water Sector Improvement Project). As we had already invested in permanent pandal systems, we are unable to invest any more money. Hence I availed the subsidy amount of Rs. 30,000 from the Project.



“We planted ½ acre of coccinia and could see the remarkable difference in the productivity among the crops grown on the ground vs pandals. We used to get 20 tonnes of production per acre per year through normal cultivation. We are surprised to get 40 tons per acre using the semi-permanent pandal system. Not only has the productivity has been doubled, but also the vegetables are of high quality.”

**Susheela maintains their accounts in a colorful diary demonstrating her artistic talents as well.**

### Economics of Pandal Vegetable Cultivation:

Expenditure	Rs	Income	Rs
Labour charges	80,000	Produce	40 tons
Fertilizer	10,000	Sale price per ton	8,000
Pesticides	15,000	Total sale price	3,20,000
Marketing	80,000	Total expenditure	2,20,000
Interest on crop loan	25,000	Total profit	1,00,000
Miscellaneous	10,000		
<b>Total expenditure</b>	<b>2,20,000</b>		

Adinarayana Reddy out of his keen observations gave the following suggestions to his fellow farmers:

“As many farmers like me cannot afford to go for permanent pandal systems, it is better to go for semi-permanent pandal which is cost effective. We can get good productivity and profit. Due to its twining nature, quality and colour of the vegetable improves and also they become less susceptible to pests. The pandal system will help the weak climbers get more sunlight and aeration resulting in more fruit of superior size and quality. The only risk in this system is the bamboos cannot withstand fury of cyclones and need to be replaced after every 2 years.”



*Coccinia pandal*



*Coccinia fruit*

**Adinarayana Reddy was very appreciative of his wife's role in their successful partnership.**

“My wife is very capable and takes care of plucking and packing the vegetables apart from following the regular crop management practices. She supervises the women workers. I usually manage the marketing and monitoring the crop now and then.”

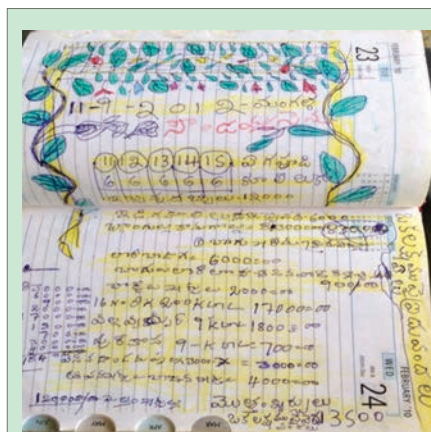
“We are very happy that our story of growing vegetables in our own land as a profitable enterprise is being presented as a success saga. And we are very thankful to the Project for encouraging us to take up vegetable cultivation through cost effective pandal system. Now our dream has come to true that many times, I felt that it would be good and useful if I could share our experience. Now it has been fulfilled through this project. My only request to the Officers is to minimize the role of middle man in the marketing, then we will be in the better position.”

“I also want to share that one of the secrets of our success is the maintenance of all the accounts and other details in a systematic way. I am happy to mention that my wife has received the Best Woman Farmer Award presented by the District Collector, Guntur in 2010.”

Farmer Name	: Susheela Reddy
Father/Husband Name	: Chintha Adinarayana
Village	: Mulakalur
Mandal	: Narasaraipet
State	: Guntur, Andhra Pradesh
Extent	: 6.3 Acres

***“Hard work is the secret of our success  
and happiness.  
I believe it will never let anyone down.”***

**- Adinarayana Reddy**



***We made a profit of about One Lakh Rupees from one acre of Dondakaya on semi-permanent pandals with the support of the World Bank Project- pictographical book keeping by smt.Susheela***

## Coccinia Lady of Andhra Pradesh

In the year 2015-16 B. Koteswaramma was motivated by Asst. Director of Horticulture, Kandhukur to take up coccinia under semi permanent pandal system. Under his guidance she erected semi permanent pandals under APWSIP(NSP) Scheme to an extent of 0.5 acres. She was granted a subsidy of Rs. 3000/-. The crop yielded 12.5 tonnes and fetched gross returns of Rs.1.25 lakhs in a very short period.



*Economics of Coccinia grown under Semi permanent Pandal System*

<b>Construction cost</b>	<b>:</b>	<b>Rs.1.15 lakhs</b>
<b>Subsidy</b>	<b>:</b>	<b>Rs.0.30 lakhs</b>
<b>Production</b>	<b>:</b>	<b>12.5 Tons</b>
<b>Price per Kg.</b>	<b>:</b>	<b>Rs.10/-</b>
<b>Gross income</b>	<b>:</b>	<b>Rs.1.25 lakhs</b>
<b>Net Profit</b>	<b>:</b>	<b>Rs.0.40 lakhs</b>

<b>Name of the farmer</b>	<b>:</b>	<b>Borra Koteswaramma</b>
<b>Village</b>	<b>:</b>	<b>Maddipadu</b>
<b>Mandal</b>	<b>:</b>	<b>Maddipadu</b>
<b>District</b>	<b>:</b>	<b>Prakasham</b>
<b>State</b>	<b>:</b>	<b>Andhra Pradesh</b>

## Prosperity from Pumpkin

Baby Sarojini, an innovative farmer of Krishna district of Andhra Pradesh proudly states that she has attained 50% yield increase by cultivating VK15-16 Pumpkin variety in 0.460 acres during the year 2016-17 by adopting best practices recommended by Asst. Director of Horticulture, Nuzividu. Due to adoption of interventions such as mulching and application of organic manures she could realize 1.5 quintals of pumpkin yield per acre and a net income of Rs. 70,000 per hectare per year.



*Pumpkin Crop*



*Pumpkin vegetables*

### **Economics of VK15-16 Cultivation:**

Normal yield per (Ha) (Without adopting best practices)	:	<b>1.25 Quintal</b>
Year (after adopting best practices)	:	<b>1.50 Quintal</b>
% of increase yield (Ha)	:	<b>50%</b>
Expenditure in Rs.: /Ha / Year	:	<b>Rs. 40,000 – 50,000/-</b>
Gross income Rs. : /Ha /year	:	<b>Rs. 1,20,000/-</b>
Net income Rs. : /Ha /year	:	<b>Rs.60,000 – 70,000/-</b>

Name of the Farmer	:	Kambampati Baby Sarojini
Father / Husband	:	Rammohan Rao
Village	:	Pallerlamudi
Mandal	:	Nuzvid
District	:	Krishna
State	:	Andhra Pradesh



## Coconut Pack House: Livelihood Light to Andhra Farmers

Mrs. P. N. V. R. Sabitha Bhanu of Amalapuram district of Andhra Pradesh state stood as a role model to other farmers of India by successfully establishing & running Coconut pack house or Ball Copra Unit in the year 2017-18.

### Importance of coconut pack house to farmer:

Usually farmers sell their raw coconuts as whole to local trader according to market price which resulted in low profit. In a pack house farmers can stack coconuts during lean period and sell ball copra at profitable prices which has demand throughout the year.

### Practices adopted by the farmer:

- a) Collection and piling of raw coconuts closer to pack house.
- b) After curing of raw coconuts for 10 to 15 days de-husking manually leaving coiry mesocarp intact.
- c) Grading of coconuts into mature and immature based on weight, ringing sound on figure tapping and water content..
- d) Graded mature coconuts stacked on coconut pack house racks which is having three racks and with each rack capacity of 50000 nuts.
- e) It takes almost 3 to 6 months based on the size of coconut and water content to become ball copra.
- f) Stacked coconuts are unloaded from racks and again graded for fully formed ball copra and packed in gunny bags and sold to traders of Maharashtra, Gujarath, West Bengal, Rajasthan etc..



*Coconut pack house*

### Economics of Coconut Pack House:

Area	4.688 Ha.
Dimensions	30*20
Total Cost	614597
Subsidy	193187
Capacity	150000 nuts
Scheme &Year of sanction	State plan 2017-18.

Name of the farmer	P.N.V.R.Sabhitha Bhanu
Husband	Naga Narasimha Murthy
Village	Pasarlapudi lanka
Mandal	Mamidikuduru
District	East Godavari
State	Andhra Pradesh

## Artificial Insemination: Ray of hope to Women Dairy Entrepreneurs of Telangana

This is the success story of Smt.Irku Sarojana W/o Venkat Rao, (V) Ashoknagar, (mdl) Khanapur who could successfully raise a herd of 50 animals by adopting A.I.

10 years back this farmer had one Non-descript (ND) and one Graded Murrah buffalo which were acquired through Govt. sponsored welfare activity. From which she could successfully raise a herd of about nearly fifty animals all G.Murrah animals by adopting A.I. for which she raised a bank loan for breeding purposes.

Taking utmost care of female calves born with Artificial Insemination technology is which is the secret behind raising the herd from 2 animals to 50 animals.

She receives advices and also vaccinations from Department of Animal Husbandry against cattle diseases in particular Foot and Mouth disease. She is happy that there are no mortalities and any contagious diseases in her herd and also her herd is not affected by FMD disease for the last 10 years. Because of which she could produce milk in sustained way reaping more benefits.

She is producing nearly about 50 liters of milk per day. Nearly 30 to 40 liters of milk is supplied to Vijaya Dairy and nearly 10-15 lt of milk/day is sold locally to meet her expenses.

Now she has about 15 animals in lactation, around 12 animals conceived, 10 female calves and 13 Heifers.

Farmer Name	: Smt. Irku Sarojana
Father/Husband Name	: Mr. Venkat Rao
Mandal	: Ashoknagar
District	: Warangal
State	: Telangana



*Sarojana with her calves*

## An Agriculture labour stands out as a Role Model in Back Yard Poultry: Success Saga in Telangana

Smt.ChiliveriPushpa w/o Yellaiah is a enthusiastic woman of Penchakal Pahad village of Yadadri Bhoingiri district. She is an agricultural labor of poor SC community and her family is a mainly dependant on daily wages.

Impressed by her hard work and determination, local veterinarian her selected for Backyard Poultry unit Scheme under National Livestock Mission. She was supplied with 45 birds of Rajasri variety in two batches. Out of which 15 were males and 30 were females.

She has taken utmost care in rearing Backyard Poultry unit, and was happy to see the growth and egg laying of birds. As there was huge demand for eggs and chicken she started selling eggs @Rs 8-10 and cocks for Rs 600/- per bird. Apart from selling eggs and chicken consumption of the same also helped to improve their nutritious status.

The family have experienced good returns from this unit and improved the stock by keeping the fertile eggs by brooding with other desi birds. Now they are maintaining more than 100 Backyard Poultry Birds and have plans to further increase the number to get additional income.



*Smt. Pushpa with her backyard poultry birds*

She was appreciated by the Dist. Administration and Dist. Collector for rearing the birds with keen interest and maintaining with minimum mortality.

Farmer Name	:	Smt.Chiliveri Pushpa
Father/Husband Name	:	Mr. Yellaiah
Village	:	Penchakal Pahad
District	:	Yadadri Bhongiri
State	:	Telangana



## Augmentation of Vegetable Yields through Permanent Pandals

Chinnamma a resident of Chinnappa reddipalli village of Anantapur district, Andhra Pradesh says that “Gourds need proper support for their growth and development. Cultivation of gourds on pandals increases number of flower buds ultimately resulting in more fruit of superior size and quality”. She has obtained yields of only 6



*Vegetables grown on permanent pandals*

MT of gourds per acre in normal cultivation but when she has cultivated gourds on permanent pandals obtained from department of Horticulture under RKVY programme, an additional yield of 9 MT per acre was realised. The fruit color and quality also improved coupled with crop becoming less susceptible to pests.

Chinnamma achieved a remarkable success by attaining 175% increase in income due to the intervention of permanent pandal system for gourds.

<b>Economics of Permanent Pandals Cultivation in Gourds</b>		
	<b>Before Adoption</b>	<b>After Adoption</b>
Crop	Guards	Guards
Yield (MT per acre)	6	15
Sale Value ( Rs per MT)	1.5 lakh	3.75lakh
Gross Returns per Acre (Rs)	0.8 lakh	2.75 lakh
Investment Cost per Acre (Rs)	0.6 lakh	2.20 lakh
Net Returns per Acre (Rs)	0.20 lakh	0.55 lakh

Farmer name	A. Chinamma
Father / Husband Name	A.Jayarami reddy
Phone no.	9494814106
Village	Chinnapareddypalli
Mandal	Penukonda
District	Anantapur
State	Andhra Pradesh

## Andhra Women farmer demonstrating Profitable Papaya Cultivation

In light of seriousness of the issue, the Horticulture officer of the region, has educated the farmer about the hybrid papaya cultivation. She was taught about nutrient management i.e., application of fertilizers, Micronutrients through drip and also on usage of plant protection chemicals.

With the guidance from Department of Horticulture the farmer cultivated hybrid Papaya (Red Lady Taiwan 786 variety) in 0.80 Ha and finally got succeeded



**Hybrid Papaya Crop**

### **Economics of Hybrid Papaya Cultivation in 0.8 ha :**

1. Cost of cultivation - Rs.142,000/-  
(From land preparation to harvesting.)
2. Yields - 70 T  
sold @Rs. 10/Kg
3. Gross Income From - Rs.7,00,000/-
4. Net income From - Rs.5,58,000/-

### **Farmer's Experience :**

*At the end of the day the farmer realized that the success is achieved due to the timely intervention of the Department of Horticulture with appropriate suggestions right from the selection of variety to application of package of practices which led to successful production of quality produce and high yields.*

Farmer Name	:	Smt. Paila Chinathalli,
Father/Husband Name	:	Ganapathi
Village	:	Gunanapuram
Mandal	:	Komarada
District	:	Vijayanagaram
State	:	Andhra Pradesh

## Dairy Enterprise - A lucrative Livelihood Option

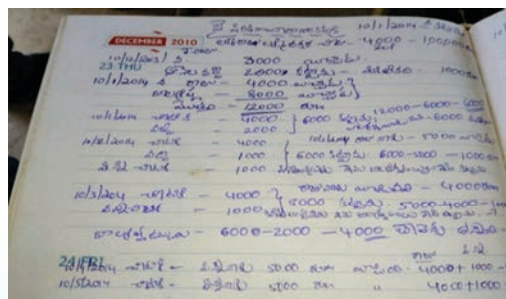
Dairy enterprise has been a lucrative option for women who have been in the farming for the last 15 years. Smt Gonthini Lakshmi w/o G.Nukaraju, at P S Bonangi village in Parwada mandal of Visakhapatnam District of Andhra Pradesh state has utmost satisfaction in doing so and proudly said "It's the enterprise made my life happy".

Smt G. Lakshmi who had studied up to 10<sup>th</sup> class, started dairy enterprise and turned it into a profitable venture. Initially 15 years back she owned only 2 cows, with a total farm area of 1.5 Acres. With grit and determination she developed this enterprise into a profitable venture. Today she owns 18 Murrah buffaloes, five cows (Jersey cows and HF) which are yielding 100 liters of milk on an average daily, which she is selling to the residents and employees of Visakhapatnam steel plant. Besides that she also owns 20 other non milk yielding cattle. She is raising APBN -1 fodder for feeding animals in her own land. Besides she has also taken additional one acre land on lease @Rs 10000/- per year for fodder cultivation. She also buys 15 tractor loads of hay in a year.



*Smt Lakshmi With her Husband at work*

**Cost Economics:** Monthly income by selling 100 liters of milk is Rs 1, 35,000/- @ Rs 45/ liter for 30 days. The yield and availability of milk for selling is for six to eight months in a year. The gross income is Rs **8, 10,000/- per year**. The gross expenditure per year is approximately Rs **3, 60,000/-** (@ Rs. 30,000/- per month) towards feed concentrates and fodder. **The net Income is Rs .4, 50,000/- per annum.**



*The way she maintained accounts in her own way*

**Innovative method:** She takes measures for conception of animals within 3 months after delivery for obtaining higher milk yields to reduce maintenance costs. Animal Husbandry department is rendering all support in use of latest technologies. She use to maintain accounts in her own way along with dates of conception of each animal in the colloquial pattern in the book very clearly.



She is a beneficiary of flagship programmes of Govt of Andhra Pradesh "**Oroora Pashu Grasa Khshetralu**"(**Fodder farms in every village**) fodder cultivation scheme in which she got land lease amount of Rs 20,000/-and fodder cultivation charges for cultivating fodder in one acre. Smt G. Lakshmi is supported by Mandal Veterinary Assistant Surgeon for all veterinary services and she wants to modernize her cattle sheds also in future.



**Smt.Lakshmi with dairy animals at her home**



**Smt.Lakshmi with her husband in her fodder plot, Faculty EEI and Veterinary officers also seen**

Two sons of Smt. G. Lakshmi ,are studying B.Tech and Intermediate courses for which the expenses are met from family dairy Income. Her husband Sri. G. Nukaraju and her two sons also support her in her successful dairy enterprise. Smt. G. Lakshmi happily shared her message to fellow women that, instead of going outside for seeking job; they can take up dairy units as a profitable venture. She further added with confidence, that the diary enterprise made me to feel ease in educating my children, besides I could able to construct a Pucca house worth Rs.6.00 lakhs.

**Interacted and documented by Faculties of EEI, Hyderabad: Dr.K.Madhu Babu - Professor, Sri.S.C.Gautam, Consultant, Dr.Narsimhulu, Assistant Director of Animal Husbandry, Dr.Kiran, Veterinary Asst Surgeon, Regional Animal Husbandry Training Centre, and W.Rambabu, Livestock Assistant -Visakhapatnam, Andhra Pradesh on 16<sup>th</sup> September 2017**