

Success Story – 1

- Title : Oyster Mushroom cultivation
- Background : Mr. John Lawrence Rajkumar (43yrs) completed 12th std and engaged in his family profession, carpentry. For want of increasing his family income, he started oyster mushroom cultivation unit without enough technical knowledge. He approached KVK, Madurai for guidance to cull out the problems in his unit. He was advised to attend the training on mushroom cultivation techniques. Based on the holistic management approach suggested by KVK, Madurai, he started to increase the oyster mushroom production and now he is trying to spread his business wing on processing of oyster mushroom as a mushroom soup powder.
- Interventions : Sterilisation of bedding material for oyster mushroom production.
Pest and disease management
- Process : KVK, Madurai recommended the entrepreneur to go for boiling method of sterilization, instead of chemical treatment and for pest management neem oil application and mixing of neem cake in the bedding material.
- Technology : TNAU - Soaking of paddy straw for four hours in water and hot water treatment at 80° C for one hour.
Smearing of neem oil in and around the holes in the mushroom bed for pest management
- Impact : By following the above technologies, Mr. Lawrence has reduced the infestation on mushroom bed and he is able to manage the pest sciarid fly by adopting the neem oil application and neem cake incorporation in the bedding material @ 10gm per bed. Now he is realising additional 20% increase in income by improving the quality of oyster mushrooms.
- Horizontal : In all the Mushroom cultivation trainings conducted by KVK,

spread Madurai he is also included as one of the resource persons to share his experience with the trainees and he is guiding enthusiastic and interested participants of the training whole heartedly and helps in further spread of the technology.

Economic gain : He realised an additional increase of income Rs. 6,000/- per month.

Employment generation : He could provide employment to three female labours regularly.

Success story : 2

Mrs. K. Valarmathi

M/s. Abborva Food Products
1/552 Tagore nagar
Thiruppalai,
Madurai -14
98658 29135



Mrs. K. Valarmathi aged 40 native of Thiruppalai, Madurai was working as a computer operator in a private firm struggled for her livelihood with two children. She came to know about the trainings on value addition of millets at Krishi Vigyan Kendra, Agricultural College and Research Institute, Madurai. During the course of training she understood the importance of millets in health and nutrition and the scope business avenues in millet based products. A sparkling idea came to her mind why not she can enter in to this business instead of struggling for livelihood by working in a private firm. After the training programme she came to the Krishi Vigyan Kendra with her husband Mr. Prasath to enrich her idea of starting the business on millet based convenience foods.

Here comes the words of Mrs. K. Valarmathi who is one of the beneficiary attended the training programme on "Value added products from millets" at KVK, Madurai.

I am Valarmathi, a home maker with higher secondary education worked for some time in a Private firm as computer operator for a monthly salary of Rs. 5000/- . I attended two days training programme on value addition of millets in Home Science College and Research Institute, Madurai. After attending the training I have initiated and fetched revenue of Rs. 20000/- per month. To extend and promote the business, I was struggling to take over it to the next step. Meanwhile I had came across an advertisement on 21 days training programme for the Value added millet products jointly organized by TNAU and EDI at HSC &RI, Maudrai in news dailies and attended the programme.

During this training I had a good exposure and hands on training on millet processing the aspects on processing, quality assessment, packaging, project preparation, marketing and so on. The training build confidence for doing my business in a right trend and made me as a small scale business man with a turnover of Rs. 2 .00 to 5.00 lakh per month and a profit of Rs.25,000 per month. Now I am providing job opportunity to two staff in the firm and put up my children in good school by running my small scale enterprise in the name of **M/s. Abborva Home Made Food Products**. All this were achieved by me due to the training attended by me in the Krishi Vigyan Kendra Madurai and Home Science College and Research Institute, Tamil Nadu Agricultural University, Madurai on “Value added products from Millets” for a period of 21 days from 16.12.2013 to 20.01.2014. Including myself 25 members were trained in this training and we came to understand skill for entrepreneur’s ways and means for getting license to a food industry, marketing skills for an entrepreneurs, method of preparing project for business loans and availing banking loans.

After attending this training programme I had some hands on experience on different value added millet products like food mixes, bakery products and extruded products. According to my affordability to do the business I have chosen to start my business with millet based food mixes like kali mix, health mix, adai mix, health mix, millet flour. Initially I have prepared the mixes in small scale by grounding the millets from commercial milling industries. I have also assessed the preference of my products with my neighbors and relatives. Besides this the knowledge acquired by me during the

training helped me for applying for SSI and FSSAI license. The contacts with the business people during the training gave a good insight of knowledge for designing labels for my products and for fixing the price for value added products. Seeing the revenue generated by this business my husband Mr. Prasad who worked as a computer programmer in a college resigned his job and supporting me for purchase and marketing the finished produce. Now we are exhibiting and selling our products in exhibitions, trade fairs and through direct contact with the retail market. For instance, we exhibited our products in pre-rabi awareness programme. During which district collector of Madurai visited our stall and appreciated our efforts.

At present we are not able to supply our produce in a full fledged manner to our customers due to insufficient finance and space. We are now taking steps to get loans for our business by submitting projects to the District Industries Centre, Madurai. I can swear now I will get bank loans and financial assistance from the government to extend our business throughout Southern districts of Tamilnadu like Madurai, Dindigul, Virudhunagar, Sivagangai etc and later throughout Tamilnadu.

Success story : 3

Mrs. C.G.Hemamalini
M/s. Kannan foods
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Mrs. C.G. Hemamalini aged 45, mother of three sons was a home maker till 2014. When her sons entered into higher education /collegiate she had an idea of starting a family business. With the idea she approached Krishi Vigyan Kendra, Agricultural College and Research Institute, Madurai for guidance and counseling. During the course of counseling, she came to know the training on value addition of tomato being organized at the centre on 10.4.2015. She attended the training and actively participated in the practical classes and cleared her doubts regarding the principle behind the processing of tomato sauce, puree, ketchup, tomato powder etc.,. After the training she prepared the products on her home and done a consumer preference study with the neighborhood,

shops and trade fair. She understood the scope business opportunities in the food processing and learnt the processing, value addition and principles behind the shelf life extension of ready kulambu mixes, ginger paste, garlic paste and pickle varieties.

Knowing her interest and consistent approach to the Krishi Vigyan Kendra, Madurai scientist of KVK, Madurai made arrangements to provide stalls to her at Agri-INTEX, Pre-Kharif, farmer's day and Pre-Rabi programmes. She was also guided about importance of obtaining FSSAI licence and various schemes in Ministry of Food Processing Industries, Ministry of small medium and micro enterprises (MSME) providing financial assistances to the entrepreneurs. With the help of the KVK scientist Dr. A.Kalaiselvan she prepared a project and submitted the proposal for financial assistance to the MSME under the Prime Minister Employment Generation Programme (PMEGP).

For her project under the PMEGP programme she was sanctioned Rs. 25,00,000/- with a subsidy of 25%. With all this facilities she started her business in the name of M/s. Kannan foods.

Presently she is manufacturing ginger garlic paste, variety rice paste (Puliyodharai paste, tomato paste), tomato puree, tomato sauce, and kulumbu varieties.

She also motivated her son who is an engineering graduated in doing food business. Understanding the processing he is now interested in designing and manufacturing food processing machineries and equipments. By this business she had given employment opportunities to 7 labourers in their business with a monthly turnover of Rs. 5,00,000/-.