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Azadi Ka  
Amrit Mahotsav



# SUCCESS STORIES OF PROGRESSIVE WOMEN FARMERS AND AGRIPRENEURS



**GOVERNMENT OF INDIA**  
**MINISTRY OF AGRICULTURE & FARMERS WELFARE**  
**DEPARTMENT OF AGRICULTURE & FARMERS WELFARE**





# **Success Stories of Progressive Women Farmers and Agripreneurs**

**2021-22**



**Government of India**  
**Ministry of Agriculture & Farmers Welfare**  
**Department of Agriculture & Farmers Welfare**

कृषि एवं किसान कल्याण मंत्रालय  
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भारत सरकार  
कृषि भवन, नई दिल्ली  
**MINISTER OF AGRICULTURE & FARMERS WELFARE**  
**GOVERNMENT OF INDIA**  
**KRISHI BHAWAN, NEW DELHI**



20<sup>th</sup> October, 2021

### **MESSAGE**

I am extremely heartened that the Department of Agriculture and Farmers Welfare is bringing out a publication on 'Success Stories of Progressive Women Farmers and Agripreneurs' which endeavors to document the best practices adopted by the successful women in agriculture and allied sectors across the country.

I take this opportunity to congratulate all the women farmers and agripreneurs whose stories have been narrated here. Their pioneering efforts would go a long way in driving their brethren towards sustainable growth.

  
**Narendera Singh Tomar**



**Sanjay Agarwal**  
Secretary



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

**FOREWORD**

भारत सरकार  
कृषि एवं किसान कल्याण मंत्रालय  
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Ministry of Agriculture & Farmers Welfare  
Department of Agriculture & Farmers Welfare

Agriculture is the largest enterprise in the country and an enterprise can survive only if it can grow consistently. India has made tremendous advancements in food production moving from a food deficit to a food surplus country, as a result of scientific research, innovations, technological advancements and advanced extension services.

Ministry of Agriculture & Farmers Welfare is implementing various schemes intended for development in the agriculture and allied activities. Under the schemes, farmers are guided and inspired to adopt scientific and modern agriculture enriched with advanced technologies. Today, need of hour is the modern scientific agriculture with an evolving approach towards agricultural innovations and farming practices which will help the farmers in increasing their efficiency and judicious use of natural resources to meet out the world's food, fuel, and fiber needs.

Farmers are updated with information about research and recommendations of experts and scientists of diverse fields from State Agricultural Universities, Officers of Department Agriculture, Horticulture and ATMA directly contact the farmers, get information regarding their problems and provide solutions. The extension personnel on ground resolve queries and continuously provide solutions to the farmers. In this way, now, a suitable farming environment is created for farmers.

The present publication titled '**Success Stories of Progressive Women Farmers and Agripreneurs**' has been compiled by the Department of Agriculture & Farmers Welfare to voice the attainments of outstanding and inspirational women farmers and agripreneurs. Through innovations and support, women have not only transformed their own lives but that of others also. Documenting and disseminating success stories of farmers inspires millions of fellow farmers as well as motivates them and enhance their self confidence leading to agripreneurship.

I compliment and congratulate the team for documenting and skillfully depicting the challenges of individual women farmers who have tasted the fruits of success in the end. I appeal to all the readers to spread the word of success in the farming community.

  
(Sanjay Agarwal)

Date: 20.10.2021

## **ABBREVIATIONS USED**

ATMA-Agriculture Technology Management Agency

BFAC- Block Farmer Advisory Committee

DAESI-Diploma in Agricultural Extension Services for Input Dealers

FDA-Food and Drug Administration

FLD-Front Line Demonstration

FSG-Food Security Group

FPC-Farmer Producer Company

FSSAI-Food Safety and Standards Authority of India

OFT-On Farm Trial

KVK-Krishi Vigyan Kendra

ORMAS-Odisha Rural Development and Marketing Society

PD-Project Director

NABARD-National Bank for Agriculture and Rural Development

NGOS-Non Government Organisations

STRY-Skill Training of Rural Youth

MANAGE-National Institute of Agricultural Extension Management



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## 1

## PROTECTED CULTIVATION AND FARM MECHANISATION FOR BETTER INCOME AND SUSTAINABLE LIVE HOOD



Smt. Bhavana Nilkanth Nikam, A/P Dabhadi, Taluka Malegaon, District- Nashik, State- Maharashtra.

### INTRODUCTION:

- Smt. Bhavana Nikam, an educated young woman. She is a progressive farmer. Although she has completed her Bachelor Degree and she is not running after a salaried job. Rather, she has taken up Agriculture as a vocation and is doing different agricultural practices with success and established herself as a renowned progressive farmer in the locality. Now, she established a 2000sq. m polyhouse in her village Dabhadi in the year 2016. She started capsicum cultivation, grapes cultivation and vegetable cultivation. She has a farm pond, a polyhouse, a shadenethouse, tractor, rotavator including all farm machineries.

### TRAINING AND MOTIVATION:

- She got training on Integrated Farming System and allied activities from Krishi Vigyan Kendra and State Agriculture Department on various occasions under different schemes. Her hardwork and dedication helped her establish a model integrated farm with help and support from her family. She developed her farm with new improved technologies like polyhose, shadenet house, mulching, grading, packing. Collecting all the novel and rare varieties of vegetables and other crops from the exposure visits made her farm a hub of bio diversity models. Sharing of such seeds and plants to those farmers who wish to cultivate them items also make their farm busy with visitors and scholars. Another replicable model in the farm is the rain water harvesting system and water storing ponds. The ponds provides a decent income from fish culture and water storage support the irrigation needs in the drought season.

### ACHIVEMENTS:

- Production of vegetables through drip irrigation with polythene mulching
- Grape cultivation
- Farm mechanization
- Fish farming
- Her field is a showcase of various innovative and new technologies which includes mechanization for irrigation, spraying, various farming operations.
- Poly house– Production of capsicum, tomato & beans production.
- Poultry farming and fish farming in the farm pond

### IMPORTANCE FOR FARMERS:

- Many farmers and youth visit her farm regularly to take a glimpse of her success and many have followed her footsteps. She became a role model for women farmers within Dabhadi Circle areas. She was felicitated at the celebration of Mahila Kisan Diwas organised by ATMA.

### RECOGNITION:

- 2019- Shivaji Maharaj Krushi Sanman Award
- 2019- Best Woman Farmer Award (Krushiratn Award, Shetinishth Award, Rotary Club Adarsh Mahila Shetakari Award)
- 2021-Innovative Woman Farmer Anman Patra By Hon. Dadaji Bhausa, Agriculture Minister)



# 2

## LEARNING EXPERIENCE OF A FARM INNOVATOR



Smt. Binita Kumari, Village + P.O – Chutia, Block- Banka, District- Banka, State- Bihar.

### INTRODUCTION:

- Smt. Binita Kumari is from poor farmers’ family. She got training from KVK Banka to grow mushroom and mushroom spawn production. Since paddy was cheaper than wheat, she started following innovative works such as spawn production on paddy seed, cultivation of mushroom on sugarcane leaves, maize and waste of paddy seed, shitake mushroom and marketing of mushroom.
- She is producing Mushroom round the year adopting different species of mushroom as well as she is producing mushroom spawn and providing it to other farmers of the nearby area.
- She received the training for cultivation of mushroom from KVK, Banka along with other fellow farmers. In the beginning she established her mushroom production unit and purchased Mushroom spawn from Krishi Vigyan Kendra, Banka and prepared 25 Bags. At present she is earning about 2.5 to 3 lakh per annum from selling of mushroom spawn & fresh mushroom. Later, she received proper training in spawn production with the support and facilitation provided by KVK and ATMA at the district level, got loan and purchased necessary equipment for spawn production.

### ACHIEVEMENTS:

- She with her dedication, keenness to exchange and share innovative knowledge and motivation provided to other farmers; now, about 300 women farmers from near by villages of Jhirwa, i.e. Chutiya, Amarpur, Shitalpur, Kheduraidih are engaged with mushroom cultivation and earning more money by this and it is the main source of livelihood promotion. She wishes to develop well equipped mushroom spawn lab to fulfill the requirement of nearby villages. She planned to make a mushroom hub in Jhirwa village. In the beginning she established her mushroom production unit and purchased Mushroom spawn from Krishi Vigyan Kendra, Banka and prepared 25 Bags. At present she is earning about 2.5 to 3 lakh per annum from selling of mushroom spawn & fresh mushroom.



## 3

## FARM SCHOOL –SUPPORTING FARMER IN AGRICULTURE



Smt. Doma Lachenpa, R/O Chebuk/Lachen , Block-Chungthang, State- Sikkim.

### INTRODUCTION:

- Smt. Doma Lachenpa is a female progressive farmer and her main source of income is from livestock rearing and horticulture crops like potato, pea, leafy vegetable etc. Her main source of income is only from livestock and potato cultivation while other crops are grown for self subsistence and sold in very less quantity. She always wanted to extend her farming into something new and profitable but the traditional method of production was not satisfactory.

### TRAINING:

- In 2017, ATMA North Demonstrated Potato Technology INM in her field. Then the production was 12.25Q from small area. She was very interested to learn advance technology like nutrient, pest and management and motivating the fellow farmers to cultivate potato. Because of her hard work and positive nature towards adopting new technology. ATMA North selected her as a farm

school teacher after consulting with BFAC and Pipon of Lachen Dzumsa in the lockdown period for cultivation of potato variety local white. Although she was cultivating potato since twelve years back with traditional method. This time all the technical intervention of Integrated Crop Management of Potato was provided by ATMA North . Field day were conducted at the time of harvesting in presence of ATMA functionaries and farmers to show the improvement in yield .

### ACHIEVEMNTS:

- Farm school coupled with training, demonstrations and motivation and experience sharing by Mrs. Lachenpa has given inspiration to many people in the district to come forward and take up such venture for improving ther production and productivity in thr agriculture crops. ATMA Farm School achievement has motivated the fellow farmers and unemployed youth to initiate potato cultivation. Farmers of the village has now decided to extend their area under potato cultivation.



# 4

## AN INSPIRATIONAL STORY OF A TEACHER ON THE PATH OF DAIRY FARMING



Smt. Gurvinder Kaur, Village- Ajoli, Tehsil-Nangal, District- Rupnagar, State- Punjab.

### INTRODUCTION:

- Smt. Gurvinder Kaur is a small scale farmer with three acres of land. She is well qualified and gained her education upto M.A, B.Ed. She worked as a teacher in a private school till 2014. She decided to venture out with a dream of becoming a successful agripreneur. She cultivates Wheat, Maize, Rice, Moong, Mash in Poplar in 3 acres of agricultural land and rears three Sahiwal Cows in her farm. She wants to cultivate highest quality of crop for her family and provide her customers the best quality to live a healthy life.

### TRAINING:

- She underwent a training programme on “Dairy Farming” conducted by Dairy Development Department where she learned about various aspects of dairy farming including selection of dairy animals, housing, feeding, breeding and scientific management of dairy cows. After that she established a small dairy unit in her farm with 1 Holstein Friesian cow in the year 2014 as an additional enterprise and experienced persistent growth in milk production by adopting scientific dairy farming practices.

### ACHIEVEMENTS:

- Her learnings from the training led to increase in her monthly income. The increase in income has motivated her to expand her farm activities and shift towards mechanization by purchasing chaff cutter, milking machine and silage unit. Currently, she has 4 Holstein Friesian milching animals and became a successful dairy entrepreneur and producing 90 litres of milk per day which is sold to verka dairy and consumers in her village.

### CONTRIBUTING FACTORS FOR THE SUCCESS:

- Constant moral support from the family to achieve milestones in the field of agriculture and dairy farming

### IMPORTANCE FOR FARMERS:

- She took up dairy farming and gave away a promising career, she is truly a role Model for other farmers in the district. She has proven that the adoption of technology in dairy farming will facilitate in maximising the profit and the technical backstopping backed with guidance, mentorship, and timely help about the latest trends in agritech sector help in reaping benefits .



## 5

## BEEKEEPING – A SUSTAINABLE INCOME SUCCESS STORY



Smt. Hmangaihkimi, District- Siaha, State- Mizoram.

### INTRODUCTION:

- Smt Hmangaihkimi aged 31 is having 5 Acres of land and is mainly practicing Mixed cropping system of farming with his husband who is also a teacher and an enthusiast farmer to sustain their family. It has proved to be a very sustainable source of income for their family. Though they don't depend entirely on farming and bee-keeping as their main livelihood, they have mentioned that their living standard has been improved since practicing bee-keeping as it gives a sustainable income.

### TRAINING:

- STRY Skill based training program conducted on 'Beekeeping' during March 2019 by Agricultural Technology Management Agency (ATMA), Siaha District, Mizoram in association with State Agriculture Management and Extension Training Institute (SAMETI), Aizawl, Mizoram and National Institute of Agricultural Extension Management (MANAGE), Hyderabad helped her acquire knowledge and skill required to identify the Queen in bee box, hiving of Honey bee colonies, division and uniting of bee colonies, management of Bee colonies in different seasons, extraction of honey and processing and the importance of modern bee-box.

### ACHIEVEMENTS:

- She introduced following modifications in the traditional bee keeping practices based on the knowledge gained during the training :

- She replaced some of her traditional bee-box with modern bee box when she learned that the modern bee-box give more harvest.
- She placed a stick/other material in her traditional bee box for the bees to make their hives easily, simple yet more productive and economical.
- She inspects her farm more regularly to see for any intruders/ pesticides which is the first and foremost step for any kind of infestation.
- She is able to take proper care of queens whereas earlier she was not even able to locate the queen like many other youths. She is now not only able to split the colonies as a technique to avoid the swarming but also understand about the timing and concepts like colony strength.

With the adoption of innovative practices, she generated a net income of Rs 28,000/- per month.

### IMPORTANCE FOR FARMERS:

- As a result of her improvement, three person from their community also started bee-keeping on a large scale but as a result of delayed rainfall there has been report of wildfire which also affect their farm which forced them to carry on in a smaller scale. She has also encouraged and motivated fellow farmers to adopt scientific beekeeping practices and management rather than traditional one.



# 6

## SUCCESS STORY OF CULTIVATION OF POTATO



Smt. Kaden Lepcha, Village- Sangdong, GPU- Hee Gyathang, Block- Passingdang, State- Sikkim.

### INTRODUCTION:

- Smt. Kaden Lepcha is a marginal farmer from Passingdang. She is an honest and hardworking lady. She cultivates crops like fruits, vegetables, buckwheat and pulses. Her source of income is from fruits, vegetables and pulses that she sells at local market. She has been constantly attending trainings and demonstration conducted by ATMA/Agriculture Department. But the interventions through ATMA have transformed her socio-economic status.

### TRAINING:

- ATMA, North Sikkim observed her farming conditions and initiated a farm school on potato based on the participatory mode in collaboration with Agriculture Department. She took this opportunity as she had the land. She procured the potato tuber for cultivating in her farm. She took the challenge and followed the scientific management of potato, starting from field preparation to harvesting as per recommendation of resource personnel and experts. She always stayed in contact with KVK scientists, KCC etc. for taking the taste of updated technology.

### ACHIEVEMENTS:

- ATMA interventions and developmental interventions for imparting technology to both the farm school teacher and the agriculturist supported her and her fellow farmers in learning and adopting the scientific cultivation of potato leading to increased income and net return. After the intervention, she got an increased yield of 15 quintals as compared to 8 quintals through traditional practice of cultivation.

### IMPORTANCE FOR FARMERS:

- Capacity building and training support provided by ATMA along with her enthusiasm and timely appropriate institutional interventions raised her stature as a progressive farmer of the village within a short span of time. The use of the above technology proved to be useful as the farmers were able to get a good production and net return from the crops cultivated in comparison to the earlier times.





7

# SINCERE EFFORTS TO PROTECT HUMAN HEALTH AND ENVIRONMENT



Bibi Kamaljit Kaur, Village- Bhotna, Block- Sehna, District- Barnala, State- Punjab.

### INTRODUCTION:

- Bibi Kamaljit Kaur belongs to a marginal farmer family, her husband is a farmer and she has two sons. She is an independent, hardworking and ambitious woman who wants to do something not only for herself but also for her society with free thinking and positive approach and has made a name for herself in the field of agriculture and organic produce. Today, when the environment has become polluted due to the proliferation of pesticides, she has changed the face of many villages.

### TRAINING:

- She went with a lady to a seminar organized by the Agricultural Heritage Mission, where she received relevant information about harmful effects of pesticides on human health which can cause cancer-cervical tumor and other diseases in the human and are also very hazardous for the environment, we live in. After receiving the due training and relevant information, she started growing vegetables and had meetings with other women to discuss the issue. They were also encouraged to grow vegetables for their household uses without using chemical fertilizers and pesticides.

### ACHIEVEMENTS:

- She has generated awareness among farmers of 20 villages. She had started growing pesticide free vegetables in her kitchen garden. Today, she is running over 2000 organic kitchen gardens with over 2000 women farmers associated with her. At present Bhotna, Chughan, Malliyya and many other villages have pesticide free vegetables in their kitchens.

### IMPORTANCE FOR FARMERS:

- She participates in the training camps conducted under the Agriculture Heritage Mission and ATMA in the Department of Agriculture and Farmer Welfare and also encourages other women for participation. She also encourages women farmers to do their own work by forming self-help groups. She herself has set up self-help groups under the Agricultural Heritage Mission and ATMA Scheme which have enhanced their income by making pickles, marmalades, sauces etc.

### RECOGNITION:

- She was honored as a successful woman farmer in the district level camp under ATMA scheme and also honored by KVK Handiaya. She has also received awards from Deputy Commissioner, Barnala for progressive & successful Woman Farmer and Agricultural Heritage Mission



# 8

## EMPOWERING WOMEN THROUGH NATURAL FARMING



Smt. Leena Sharma, Village- Panjyanu, PO & Sub- Tehsil Pangna, District- Mandi, State- Himachal Pradesh.

### INTRODUCTION:

- Smt. Leena Sharma belongs to a simple family. She is educated, supports and takes care for all needs and requirements of her family members. There are four people in her family. Her husband is a science teacher who teaches in the nearby village school. Before joining Natural Farming, Leena Sharma was not so interested in farming and being a postgraduate herself, she wanted to make a career in teaching.
- She has a total land of five bighas which is rain-fed. She has a desi pahari cow. She cultivates her fields by paying charges and she does not have any machinery of his own. She has formed a group of 20 no. women farmers. All the women farmers works jointly and have covered an area of 80 bighas under Natural Farming in this village. More than one hundred farmers have also adopted the natural farming in her surroundings.

### TRAININGS:

- In 2018, on the behalf of Agriculture Technology Management Agency (ATMA) District Mandi Himachal Pradesh, she has received a six days training on Natural Farming from Padam Shree. Shubhash Palekar in Kufri District Shimla. She was very impressed with the lecture's given by him and to setup the natural farming in her fields. Her husband also supported him to start the natural farming system. After getting training on Natural Farming, she adopted natural farming in her fields. After this, various components used in natural farming like jivamrit, ghanjivamrit, beejamarit khatti lassi, agniastra etc, she made them in her sansadhan bhandar and regularly used them in her fields which brought very good crops in the first year. After seeing the result, the women of neighborhood also learned this method from her and used it in their fields and adopted this farming system.

### ACHIEVEMENT:

- She is growing crops of Peas, Garlic, coriander, Fenugreek, French beans in rabi season and maize, mash, soyabean, til, kodra & bhindi in kharif season in her fields. By doing this farming, their cost price has been reduced a great extent and as a result of good production and good quality products are also being obtained. She also produces seeds of these crops in her fields which she distributes to others farmers in the village for cultivation.

### RECOGNITIONS:

- She was awarded on the occasion of Independence day by SDM and MLA Karsog for doing commendable work under natural farming on the recommendation of Agriculture Department. In June 2019, Honorable Vice-President of NITI Aayog, especially shared her experience with fellow farmers.

### IMPORTANCE FOR FARMERS:

- She Inspired other farmers of the village also to start Natural Farming in their fields by this method, and the people of the surrounding villages also came to him and learned this farming. She also teaches natural farming to children in schools and NSS Camps etc and also gives the training of this farming to the farmers of different panchayats of her Block. Farmers from others Districts come to visit her fields. Leena Sharma was the only women farmer from India to participate in the organization of webinar at the International level about the impact on the environment and economic co-operation of agricultural activities including use of energy environment and water and food.



## 9

## COCONUT BASED MIXED FARMING FOR LIVELIHOOD SUPPORT



Smt. Linisha C, District- Calicut, State- Kerela.

### INTRODUCTION:

- Smt. Linishawas, a progressive farmer who has carved her name in the field of agriculture was not really interested in agriculture at the first glance. She was interested in fashion designing and later shifted to farming through the support, confidence and encouragement received from a Facebook Agriculture group in which she was an active member. She initially started growing bag cultivation of vegetables with about 50 bags, presently cultivating more than 300 bags with vegetables such as cabbage, cauliflower, carrot, beetroot, annual moringa, capsicum, brinjal, amaranth, chili, tomato, okra, kasturi turmeric, etc. She also cultivates tubers like tapioca, elephant foot yam, fruits like banana, dragon fruit as intercrop under coconut along with rabbit rearing, poultry, etc. in her farm.

### TRAINING:

- She attended a week long training program on 'Nursery Management' under Skill Training of Rural Youth (STRY) in December 2020. The program was organized for rural youth by Krishi Vigyan Kendra, Indian Institute of Spices Research (ICAR), Kozhikode through ATMA, Kozhikode with the support of MANAGE, Hyderabad. She successfully utilized the knowledge and skill acquired during the training to increase her farm income and become a model farmer and entrepreneur for others to emulate.

### ACHIEVEMENTS:

- She is practising coconut based mixed cropping with vegetables, fruits, livestock, poultry, rabbit rearing and ornamental fish culture as subsidiary enterprises. She also grows and multiplies various indoor and ornamental plants. As a subsidiary enterprise, she is maintaining about 100 layer chicks, rabbits, and ornamental fishes at her home.

### IMPORTANCE FOR FARMERS:

- She supplies vegetable seeds as well as organically produced vegetables from her garden to neighbouring farmers. She is also supplying quality desi chicks to the needy. Many school students and enthusiastic farmers visit her farm and she is very much interested in educating and motivating them in various farming practices. In addition to farming activities, she also runs a cake making unit with FSSAI license and supply value added cakes using eggs produced from her farm thus ensuring healthy and cost effective cakes to the needy.

### RECOGNITION:

- Received award for the best Kitchen garden (grow bag cultivation) through Facebook group from Principal Krishi Officer (2019).
- Received award for best coconut based intercropping through Facebook group from State Agriculture Minister (2019).
- Felicitated by local school for various agricultural activities (2020).



# 10

## INTEGRATED DAIRY FARMING- CONVERSION OF BARREN LAND TO DAIRY FARMING



Smt. Savita Devi, Village- SijhuaPanchayat- Kolbuzurg, Block- Amarpur, District- Banka, State- Jharkhand.

### INTRODUCTION:

Smt. Savita Devi, 45 year old has 01 ha of land. In 2007, she purchased one Holstein friesian cow and started dairy farming, but in the beginning she was not getting enough income as the cow was not conceiving annually. She has visited **Krishi Vigyan Kendra (KVK)**, Banka, ATMA Office Banka and got advice from Scientists/Officials and as per their advice she started scientific dairy farming for better income. She started Urea treatment of straw as well as husk and rice bran and giving mineral mixture to animals. She also started round the year fodder production such as hybrid Napier, Berseem, Cluster been and cowpea. She is using hydroponics technique of fodder production during lean period. She is herself using silage and also training to other farmers of the village regarding silage preparation and using hydroponic. For selling of milk she came in contact in Sudha Dairy. She has 15 cows and she is giving 150 Lt of milk in Sudha Dairy and earning money from selling of milk as well as compost. She is innovator of dairy farming in Sijhua village. At present almost all family of the village have two cows and they are giving minimum 10 litres milk in Sudha Dairy.

### TRAINING:

- She has attended various training programmes at KVK Banka/ATMA and after getting inspiration she has chosen the Scientific Dairy Farming.

### IMPORTANCE FOR FARMERS:

- Out of 50 household , 43 rearing cross bred animal and village income through dairy farming is 17 lac and through agriculture 23 lac per annum. Hence, village income achieved double through dairy farming.

### RECOGNITION:

- KVK Banka has recognized her achievements in their training programme and presented her as a role model to other fellow farmers specially women farmers in the district.

### ACHIEVEMENTS:

Year	Component	Area (Ha.)	Gross Cost (Rs.)	Gross income (Rs.)	Net income (Rs.)
2017	Dairy Farming	14 Cow	83485.00/cow	124586.00/ cow	41101.00/ cow



## 11

## DAIRY FARMING- A PROVEN TOOL FOR POVERTY ERADICATION



Smt. Almoti Devi, Village- Post- Kuserit- Kuseri, Block- Barbigha, District- Sheikhpura, State- Bihar.

### INTRODUCTION:

- Smt. Almoti Devi, 55 year of age is a progressive dairy farmer with 0.8 ha of land. She has addressed the challenge of poverty and proper nourishment of children and family by serving the cow and establishing a mini dairy and started with a single cow gifted by her father in 2003 and slowly grew the herd to 10 cross bred cows by 2010. Starting with single cross bred cow, she has now a well-managed Dairy farm of 12 number of cows (Cross bred and Indian breed Cows) with average daily milk yield of 90 litres. The milk is sold locally @ Rs. 35/litre as well as by making 5 kg Peda (Sweet) in the local shop run by her husband. Devoted service to Cow rearing made the family life healthy and prosperous as well. A mini dairy can be started by women successfully after training and can eradicate hunger, poverty and malnutrition.

### ACHIEVEMENTS:

- Daily 10Kg of Peda is being prepared from the unsold milk and marketed in the local market by a small shop run by her husband. The annual net earnings is Rs. 6 lakhs from the last 8 years.

### IMPORTANCE FOR FARMERS:

- Acceptance level is very good as 30 motivated poor women started rearing cow under her guidance. 25 farmers started preparing vermin-compost also. She now acts as a role model for many women of the locality.

S. No.	Livestock/Enterprises	No. Of Cattle	Cost of Production* (Rs. Per unit)	Return (Rs. Per unit)	Net Income (Rs. Per unit )	B:C Ratio
1.	Livestock/Dairy	12 milch Cows	35000/cow/year	Rs. 75000/ Cow per year	Rs. 40,000/Cow/Year	2.14
2.	Vermi Compost Production	300 Quintal	200/quintal	500/quintal	300/quintal	2.50
3.	Value Addition by making Peda	10 Kg/day	150 Rs/Kg	220 Rs/kg	70 Rs./kg	1.47

Note:- \* includes cost of input, labour and others including marketing and transport of the Products.



# 12

## VALUE ADDITION BY USING PADDY STRAW FOR WALL HANGINGS & SCENERY



Smt. Sunita Kumari, Village- Tehta, Post- Makhdumpur, Block- Makhdumpur, District- Jehanabad, State- Bihar.

### INTRODUCTION:

- Smt. Sunita Kumari, 36 years of age is a graduate woman progressive farmer having 0.2 ha of land. Initially, the neighbours laughed at Mrs. Sunita Kumari and commented adversely that she is wasting her time. But, she didn't lose heart and at last got the success in reuse of paddy straw in farm of scenery. According to her, this is a tedious job which requires patience, fine art and creativity to transform the paddy straw into beautiful wall hanging. Decorative household pieces, scenery etc. are prepared by using paddy straw. This process involves four stages including broadening of paddy straw by pressing, pasting the broadened straw on the design of supporting picture, scenery drawn with paddy straw in actual shape and size and then pasting straw on the drawn picture after cutting.

### IMPORTANCE FOR FARMERS:

- This enterprise is very beneficial for women in rural areas for income generation as the raw materials (paddy straw) are easily available as crop residue. The cost of making the wall hangings and other decorative items is also lower therefore it can be taken as the popular rural craft by farm women and youth. This is an eco- friendly innovation and helps in maintaining cleanliness in the environment by proper use of Agricultural residue. Benefitting 300-450 farmers, Kshitij Agro (NGO), NABARD, other NGOs.

### RECOGNITION:

- The State Government has recognised her at various platforms and awarded various awards by the dignitaries.

### ACHIEVEMENTS:

Enterprise	Size	Cost of cultivation (per unit) (Rs.)	Income (per unit) (Rs.)	Net Income (per unit) (Rs.)	Remarks
Wall hanging made by paddy straw	8x10 Inch	150	300	150	Including framing, raw materials & labour charge
	12x18 Inch	600	1400	800	
	18x24 Inch	1200	2500	1300	



# 13

## VALUE ADDITION IN MUSHROOM PRODUCTION



Smt. Sushma Gupta, Village- Karma Masud, Block- Rafiganj, District- Aurangabad, State- Bihar.

### INTRODUCTION:

- Smt. Sushma Gupta belong to a small village in Bihar and always thought about to do something new. After coming in contact of KVK Aurangabad, she started cultivation of mushroom in the year 2013. In the beginning she faced a problem related with marketing. But with the timely advice from the KVK and ATMA about the marketing & advertisement, she received a great response. To avoid the wastage of non-selling mushroom, she started making products like mushroom flour, Jam, Jelly, pickles, papad ball (Bari) and mushroom health tonic.
- Initially she has used their product in her family and relatives. After getting the good response and health benefits in the family, she started selling to other people and get fame in the area and people called her a Doctor. She marketed her product by giving assurance to the people for reliving of many health issues by using her mushroom product and tonic. With the passage of time, she has earned good income and satisfaction after seeing the response of the peoples.

### TRAINING:

- Initially she got training from the KVK /ATMA functionaries and later participated in many platforms of private and government sectors for enriching their expertise and with dedication/motivation, she started making various products and selling in the local market.

### ACHIEVEMENTS:

- In the local area, people called her as a Doctor, which is the one of best achievements in her life along with good earning and livelihood from the value addition of mushroom.

### RECOGNITION:

- She was recognized by various Government organizations, Agricultural Universities, KVK etc on her achievements and awarded her at various occasion.



# 14

## ECONOMIC EMPOWERMENT BY DAIRY FARMING



Smt. Jamanaben Maganbhai Nakum, Village- Tuked, Taluk- Mandvi, District- Surat, State- Gujarat.

### INTRODUCTION:

- Smt. Jamanaben having 03 ha of land cultivated fodder for the cows rearing by her. During 2015, she purchased 04 Gir cow and started the dairy farming and after the nine months, she again purchased 4 cows and gradually 23 cows maintained in the year of 2016-17. Presently, she has 27 Gir cows including 18 lactating and 9 dry cows, 2- Heifer, 7 – Female calf, 2 – Male calf in her farm. She is rearing the cows through Low cost Farm Investment (Kaccha Farm) and provided an open area ranching for all cows during full day time. She maintained green and dry fodder ratio throughout the year for good health of their animals.

### TRAINING:

- For the successful running of dairy farm, she was trained by KVK Surat for low cost dairy management, green/dry fodder production, management of animal health etc.

### ACHIEVEMENTS:

- She has excellent retail selling chain in Surat city area and marketing at the door step of the targeted customer. She is earning approximately 15.00 lakhs per annum from dairy farming .

### IMPORTANCE FOR FARMERS:

- She is a role model in the sector of dairy farming in her area and an example to other fellow farmer for rearing of animals through low cost management.

### RECOGNITION:

- KVK Surat has recognized her at various platforms in their programme and always facilitated in her successful dairy enterprise.





15

## MADHUSHAKTI- EMPOWERING WOMEN AND BUILDING A SWEETER FUTURE



Madhushakti Project, District- Pune, State- Maharashtra.

### INTRODUCTION:

- In the jurisdiction of KVK, Pune, Woman farmers and farmers are growing many crops like cereals, pulses, oilseeds, fruit and vegetable from so many years. Since, last 4 to 5 years the pollination of rates of many crops has been noticed low due to no honey bee available in field and yield decreased up to 20 % to 70%. As the production of fruits, vegetables, pulses oilseed, cereals etc. does not seems profitable in the area, so KVK Pune has identified the option of beekeeping for the profitable income to their respective farmers. Besides, Bees play important role in pollination and increase the yield of other crops.
- Accordingly, the Krishi Vigyan Kendra, Narayangaon, Bee-Positive, New Delhi and the Central Beekeeping Research & Training Institute (CBRTI), Pune launched the Madhu Shakti - a project focused on empowering rural women through beekeeping on 14th August, 2019. The project is being financially assisted by the Bee Positive and PHD-Rural Development Foundation, New Delhi.

### TRAINING:

- Around 295 women participants attended a

sensitization Workshop held in June at the KVK, Narayangaon. After the workshop, a hundred of these women were enrolled for the Madhu Shakti Project. They were trained through the classroom and practical sessions in the month of August, 2019 at the KVK, Narayangaon for certifying them as certified Beekeepers. After successful training completion each woman supply Bee-boxes. Total 500 bee boxes supplied to 100 women farmers on group based approach. Different apiaries are formed different villages in Junnar (05), Ambegaon (02), Khed (03) Tehsil.

### ACHIEVEMENTS:

- KVK Narayangaon (Pune-II) provided the technical backup to women Bee Keeper for branding of Honey and giving the marketing platform for selling the product. Till date 239 Kg Honey sale by SHG's through which they are getting Rs. 95600/-. Some of farm women farmers are giving Bee boxes on rental basis to nearest farmers for pollination purpose in crops like Pomegranate, Onion seed production etc. at the rate Rs. 1000 per box/month basis. So from this they obtained additional income of Rs. 10000/ season per women.

S. No.	Cluster	No. of Villages	No. of Women	No. of Apiary supply	Honey Extraction till Jan. 2020
1	Junnar	06	64	320	77 Kg
2	Ambegaon	02	16	80	23 Kg
3	Khed	05	20	100	139 Kg
	<b>Total</b>	<b>13</b>	<b>100</b>	<b>500</b>	<b>239 Kg</b>



16

## INNOVATIVE SEED GROWER & PRODUCER OF CERTIFIED AND FOUNDATION SEED



Ms. Monika Pandurang Sharma, District- Jalna, State- Maharashtra.

### INTRODUCTION:

- Ms. Monika Pandurang Sharma, a 46 years old lady from Jalna district of Maharashtra, is an innovative farm woman and associated with KVK, Jalna-I from last 7 years, belongs to an agriculture-oriented family and educated up to 9<sup>th</sup> std. She actively participated in various activities of KVK like trainings, seminars, exhibitions, etc. Her husband Mr. Pandurang Sharma is also full time engaged in farming. She is having 5.20 ha cultivable land in her name. However total land is 20 ha in a joint family of 9 members.
- She has also formed a SHG named “*Shivkrupa Mahila Bachat Gat*” through which she prepares natural Holi colours, flax seed products and other processed products by innovative way and generate an additional income for her other women of SHG. Ms. Monika Sharma strongly believes on sustainable farming, conserves natural resources, promotes organic farming for which she maintains more than 41 animals including 6 bullocks, 35 Desi cows and 1 Pandharpuri buffalo. She has adopted innovative methods of compost making, green manuring with sunhemp, intercropping of pulses, etc for sustainable soil health management. She has also adopted IPM practices like use of bird perches, use of NSKE, pheromone traps, trap crops, etc in pigeon pea and chick pea for reducing cost of cultivation. She maintains and operates herself all advanced machineries, tools and equipment’s like tractor, rotavator, BBF sowing machine, rippers, etc for enhancing agriculture operations saving expenditure on farm operations.

### TRAINING:

- She has undergone vocational trainings on seed production, natural colour preparation, processing and value addition of pulses, fruits and vegetables in KVK. Her efforts and success have been appreciated by farmers in the district. She has motivated many women through her interactions, motivative talks and participation in exhibitions. She has also undergone skill training of ASCI at KVK, Jalna-I.

### ACHIEVEMENTS:

- She has developed and promoted eco-holi colours, soya products like Soya Dal and Soya floor, flax seed mouth-freshener (Mukhwass), Niger chatni, etc through her SHG. She produces more than 100 q certified and foundation seed, 3-5 q natural colours and 2-3 q soya products every and earn about 30 % additional income than other farmers. She has also reduced the cost of production by about 50 % due to her innovative nature.

### IMPORTANCE FOR FARMERS:

- During lockdown period she harvested and marketed more than 10 tons of water melons by doorstep marketing under KVK’s guidance and saved losses due to lockdown, fetched better prices.

### RECOGNITION:

- She is recognized as an innovative seed grower and producer of certified and foundation seed of oilseeds and pulses like soybean, pigeon pea, chick pea, green gram, black gram, etc. She produces and supplies seed to seed hub on pulses at KVK. She uses all latest varieties of crops with the help of KVK.



## 17

## INCOME GENERATION THROUGH PULSE PROCESSING AND OTHER ALLIED ACTIVITIES



Smt. Jayashree Kolate Patil, Village- Katgaon, District- Latur, State- Maharashtra.

### INTRODUCTION:

- Latur district is bowl of pulses and well known for Tur dal in the Maharashtra state. Most of the farmers in the region usually sold as raw grains at low price without any value addition. Though the pulses are being cultivated on large areas in Latur district and majority of the dal mills are working in the MIDC area of the district.

### TRAINING:

- Smt. Jayashree Kolate Patil has attended a vocational cum skill development training organized by KVK during the year 2014-15. Seven days business model training were conducted for pulse growing farm women, SHG's and rural youths at KVK.

### ACHIEVEMENTS:

- She started her mini dal mill unit in April 2015 along with other interventions such as vermin-compost production unit, poultry unit, nutritional garden under the guidance of Krishi Vigyan Kendra, raised her social economic status and net earning upto 7 to 8 lakhs per annum. She earned approximately Rs. 3.00 lakh as net income from selling of field crops. Mini dal mill gave net income of Rs.3.24 lakh and she has developed her own marketing strategies by developing brand "Single Horse". Other enterprise such as backyard poultry of 0.60 lakh and produced vermi

compost is applied on her own field and vermiculture of 0.05 lakh per annum. The vegetables from nutritional garden are mainly used for family consumption and remaining of Rs 0.20 lakh is sold.

### IMPORTANCE FOR FARMERS:

- Dal processing activity of Mrs Jayashree Kolate Patil became a successful model for the farming community of Latur district. Many groups and individual farmers visited these units for starting their enterprise. She also acts as a master trainer for KVK in pulse processing as well as vocational training programmes. Due to this activity the market value of red gram and bengal gram of farmers are increased through pulse processing activity and also commercial purchasing of the dal in the retail prices is decreased in this area. Day by day sale of produced dal is increased so she started sale counter at Agricultural Produce Market Committee Latur for wider sale of produced dal. Mrs Jayashree generates employment for herself and for other four members who are working throughout the year in the field and enterprises developed such as dal mill unit, and poultry unit.

### RECOGNITION:

- KVK, Latur recognized her at various platforms and also taken her services as a master trainer in their training programme.



# 18

## NUTRITIONAL GARDEN - A SUSTAINABLE MODEL TO DEVELOP FOOD AND NUTRITIONAL SECURITY



Smt. Anjali Waman, Village- Kalwadi, Taluka- Junnar, District- Pune, State- Maharashtra.

### INTRODUCTION:

- Smt. Anjali Waman, a 44 years old graduate farm woman belongs to Kalwadi village of Junnar taluka in Pune. She have 5 acres of land and grow papaya and banana. Most of farmers in Junnar and Ambegaon tehsils are small and marginal farmers having monocropping system. So they depend on weekly bazaar, away from villages for their familys' needs of vegetables. Due to unavailability of fruits and vegetables on daily basis, there is less diversity in their diet. For easy availability of vegetables to the villagers, Mrs Anjali Waman established a backyard nutrition garden of 200 sq.m after the intervention of KVK.

### TRAINING:

- KVK Narayangaon, Pune II took initiative to organize farmers seminar on Nutrition Garden and demonstrated preparation of nutrition garden. About 150 *Aganwadi sevikas* were trained for management of nutrition gardens in their villages. After training in 2019- 20, KVK prepared Nutrition Garden seed kit containing 25 types of vegetables and 4 types of fruit seedlings under the project funded by UNICEF, MS Swaminathan Research Foundation, Chennai and "NARI Project" by ATARI Pune. In total, 670 households in 6 villages were trained and inputs were provided to 250 families under NARI project and 190 families from other projects. The model

of Nutrition Garden was also developed at the KVK Farm and women farmers trips arranged to see nutrition garden. So, she was the one who got training on organic farming and started organic vegetables production. The layout is given according to space available at backyard for Nutritional Garden at villages. KVK formed its own 8 petal circle model at KVK Farm (200 sq.m) in which 25 types of vegetables grown in 100 sq.m area and NADEP, Vermi compost, Poultry, Goat rearing in 100 sq.m area.

### ACHIEVEMENTS:

- After fulfilling the requirement of own family, she started to sale the vegetables by making weekly basket to nearer city places. It gave her extra income. After getting higher demand, she has expanded the area for nutrition garden.

### IMPORTANCE FOR FARMERS:

- By seeing the success of Kalwadi village, other villages are being motivated to nutrition garden concept. She motivated 100 women in her village to form SHGs and promoted to start their own Nutrition Gardens. About 100 farm women started Organic Nutrition Gardens.

### RECOGNITION:

- KVK Pune has recognized her achievements at various platforms in the ditrict and presented her as a role model to other fellow farmers specially women farmers.



## 19

## AN INNOVATIVE AONLA ENTREPRENEUR



Ms. Sanjivani Ashok Jadhav, District- Jalna, State- Maharashtra.

### INTRODUCTION:

- Ms. Sanjivani Ashok Jadhav, a 9<sup>th</sup> pass landless labour from Jalna district of Maharashtra is recognised as an innovative Aonla processing entrepreneur in Maharashtra. She live with 5 members in her family and her husband was working on daily wages basis in a private company, having difficulties to run the family with low income. Due to low income she initially started to sell *Satranjis and Bed sheets* at household level, but she was not satisfied with the income she earned. Meanwhile she established a SHG with 15 women in her colony.
- Initially she started her business with marketing of Aonla products produced by KVK. She got motivation, technical support and guidance from KVK, Jalna-I at that time. After building up confidence and acquiring marketing skills she started her own production first year with investment Rs. 10000/-. She got very good response and demand in the market. She increased her production gradually by purchasing Aonla directly from farmers and preparing different products like Aonla candy, Namkin candy, Aonla pickles, Aonla Supari, Aonla Powder, Aonla Murabba, Moraonla, Ginger Tea Masala, etc and earned about 30-35% profit from this entrepreneurship.

### TRAINING:

- She came in contact of KVK, Jalna-I in 2010 and undergone vocational training on Aonla processing.

### ACHIEVEMENTS:

- At present she is preparing all products with the help of SHG women at her home, all these products are prepared manually, but in future she has planned to established well equipped own processing unit at MIDC area, Jalna. She prepare and sale more than 250 q of Aonla products supplying to more than 100 outlets in Maharashtra through 3 permanent marketing representatives. Her annual turnover touches to around Rs. 25 lakhs with net profit of Rs.5-6 lakhs per year. She also participates in various exhibitions throughout the year.

### IMPORTANCE FOR FARMERS:

- She is a role model and motivation speaker for other women and rural youth in the district. She has honoured by various awards and recognised various organisations for her outstanding achievements in the field of Aonla processing.

### RECOGNITIONS:

- She was awarded with Late Smt. Shardatai Pawar Smruti Puraskar, a first state level award by Sakal-Agrowon group with auspicious hands of Hon. Shri. Sharad Pawar, Union Minister of Agriculture in 2013, felicitated as Guest of Honor on the eve of World Women's Day in 2014 by VNMKV, Parbhani, awarded with Samaj Bhusan Puraskar at Pune in September, 2017, honoured by ICAR on the occasion of "MahilaKisan Divas" in New Delhi in 2018. She is a president of SHG of Active Mahila Bachat Gut, Gopikishan Nager ,Jalna and member of Business Association of Jalna District.



# 20

## ENTREPRENEURSHIP DEVELOPMENT THROUGH SORGHUM VALUE ADDED PRODUCTS



Shabari Fresh, Solapur, State- Maharashtra.

### INTRODUCTION:

- Sorghum is main crop of Maharashtra and particularly in Solapur district cultivated on > 4.3 lakh ha area, but fetching very low market price due to glut arrival and no value addition. As per the nutritional value of the crop, it is 12.96 %, high source of energy without gluten, rich availability of minerals & vitamins, best food for diabetic persons, decreases cholesterol percentages and blood sugar. Sorghum is the nutritious cereal which makes healthy diet. But only one traditional product (*Roti*) is prepared from sorghum. The school children also avoid eating sorghum *Roti*. So, KVK decided to create awareness about new technology i.e. promotion of value added products of sorghum developed by ICAR-IIMR, Hyderabad and MPKV, Rahuri. Particularly in Solapur district, it is a tradition when sorghum corn is in its green stage farmers invite their friends, relatives to their farm to eat hurda. The green corns just after the grain filling stage are roasted in digging small pit and covered it with cow dung and after roasting, threshing it by skilled labour. The separated roasted grains are served with Shenga chatani. KVK Solapur-I has taken lead to make the Hurda variety popular among the farmers which is developed by MPKV, Rahuri. Hurda requires less period by 30 to 40 days then general sorghum.

### TRAINING:

- Sorghum is the crop almost taken by all the farmers, hence there is scope for processing because of its easily availability. Sorghum processing was one of the major focused area. Different processed products viz. Jowar Kadak Roti. Roti, Cake, Biscuits, Hurda (Roasted green grains) can be prepared from it. KVK has tried to develop skill among farm women in preparation of the above processed products.

### ACHIEVEMENTS:

- KVK has conducted 09 vocational trainings on sorghum processing benefited 230 farm women/ SHG women participants, 12 Mahila Ghoshti benefited 1728 farm women, 14 lectures delivered benefited 1240 farm women. 22 women entrepreneurs participated in 16 different exhibitions organized at different platforms

for selling sorghum products and benefited total 45155 visitors. Exposure visits were arranged at ICAR-IIMR, Hyderabad and other sorghum processing units with 68 women entrepreneurs. Due to KVK's continuous technology backstopping and advisories the preparation of value added sorghum products were increased in the area. KVK Solapur has branded the sorghum rawa, sorghum cake, sorghum biscuits, as TM registered by name of **Shabari Fresh**. Also made FSSAI registration for the sorghum products of KVK Solapur and facilitated to sorghum processing women entrepreneurs. Now, in last 10 years, the serving Hurda in the Agro Tourism Centers is the main point of attraction which is popularized by KVK Solapur-I in the district. The variety Phule Madhura developed for Hurda specifically, was also demonstrated at farmers fields. Phule Madhura seed (450 kg) was provided to 219 farmers to support the entrepreneurship in the district. The KVK has linked the producers of Hurda with 7 Agro Tourism Centers, 2 malls and 10 retailers.

### IMPORTANCE FOR FARMERS:

- Due to impact of vocational trainings, 42 processing units were started by ex-trainees of the KVK. They are preparing sorghum cake, biscuits, rawa, sahi laddu, chakali and earning about Rs 7000 to Rs 10000 per month as net income per unit. Now, the technology has reached in 102 villages and benefited about 42000 families of district. Normally farmers got very lowest rate of Rs. 25-30/ kg after 110-130 days from sorghum. But in case of Hurda, which is ready to harvest just 85-90 days after sowing and could be sold on the same day. That means it is a business of making money with short period. Hence, farmers prefer to grow Hurda varieties along with the grain purpose variety. Now, 20 young farmers are selling their Hurda to different agro tourism centers, malls and retailers at the rate of Rs 210 per kg. Farmers are getting 7 times more rate in 90 days from Hurda as compared to general sorghum which sold @ Rs. 30 per kg in 120 days. The average area under this variety is 0.10 ha. On average rural youth got net profit of Rs 20500 from 0.10 ha area i.e. Rs 205000 per ha. Sorghum with very low price is having the large scope due to increasing health consciousness and popular processed products.



## 21

## SOCIO ECONOMIC EMPOWERMENT THROUGH SELF HELP GROUP



Smt. Arunaben N. Parasiya (Group Leader), Village- Bheraiya, District- Kutch.

### INTRODUCTION:

- Smt. Arunaben Parashiya is a group leader of Shree Umiya Mahila Mandal of Bharaiya village, which is a small village with population of 2550. Agriculture is the major occupation of the village. More than 90% farmers are small farmers. Males in the village are engaged in small business because of their small land holding. Farm women of the village are illiterate and having no work accepts the farm labour work. Smt. Arunaben Parashiya came into contact with KVK during Technology Week Celebration at KVK before 10 years. She expressed her wish to KVK officials for creating a Self Help Group in her village to work for earning. KVK in co-ordination of Shri Vivekanand Research & Training Institute (VRTI) and Shri Vivekanand Gram Udhyog Society (VGS) had formed a Self Help Group of 14 Women in her village. The SHG was named as “Shree UmiyaMahilaMandal” and registered in ATMA. ATMA programme of the district & reputed NGO- Shri V.R.T.I. Mandvi are involved with K.V.K. to support this SHG of the Bharaiya village.

### TRAINING:

- The group members got training on making of different items like; Washing Powder, Soaps, Hand Gloves, Masks, as well as Value Addition and processing of vegetables and fruits.

### ACHIEVEMENTS:

- After receiving training by KVK - Mundra, VRTI - Mandvi, VGS - Mandvi this Self Help Group has started to prepare different items and sold to the different customers. Initially they prepared a mango pickle in summer 2010-11 and sold 180 kg. of pickle in market with gross income of Rs. 16,200/-. After successful marketing of mango pickle, they started to prepare a washing powder and earned Rs. 48,000/-. Today they are also preparing hand gloves and masks for the laboratory and factory workers of Excel Crop Care Ltd., Gajod. Ta: Bhuj, Dist: Kutch. Total annual income of this Self Help Group was Rs.1,06,200/- during year 2016-17. Moreover, today they are preparing Mask for Corona precaution and Hand Gloves & Masks for laboratory and they provide these materials to the VGS, Mandvi. Per Women average earning per month is Rs. 2000 to 2500. Looking to the success of this SHG another three SHG, have been formed by the village women.

### RECOGNITION:

- Their socio economic status has been raised & for that they have gratitude towards KVK- Mundra & respective authority.



# 22

## ENTREPRENEURSHIP THROUGH VALUE ADDITION IN JACKFRUIT FOR LIVELIHOOD



Smt. Kalpana Marathe, Ambedem, Nagargaon, Valpoi, Sattari, Goa.

### INTRODUCTION:

- Smt. Kalpana Marathe is 46 years old woman entrepreneur from Nagargao. Her family is involved in farming for last many years. They have 7.6 ha of traditional integrated fruit orchards called as ‘Kula Ghar’ in native language. These orchards have 10 jackfruit trees. They used to get around 25-30 jackfruit per tree. Weight of each fruit was around 8-10 kg. Except for some limited consumption of fruit as table purpose all the fruits used to be wasted as there was very less market for jackfruit fruits in nearby market and lack of knowledge on value addition.

### TRAINING:

- Smt. Marathe came in contact with KVK in 2018. She undertook capacity building training in processing of jackfruit. KVK also conducted one method demonstration on jackfruit chips making on her farm. She got interested in jackfruit processing in the form of jackfruit chips and papad and subsequently started home scale production of the same. She was also explained about the importance of branding the products and helped to get her firm register under FDA for FSSAI license so that she can sell her products through Co-operative stores.

### ACHIEVEMENTS:

- She produced around 32 kg jackfruit chips and 36 kg jackfruit papad during Jackfruit season of 2020. She sold it at the rate of Rs100/- per packet of 200 grams jackfruit chips and Rs.75/per packet of papad. She earned around Rs. 12,000 from chips and Rs. 9,000 from papad and jackfruit leather @ Rs 400/- per kg and got net profit of Rs.13,600/-

### IMPORTANCE FOR FARMERS:

- Seeing the success of Smt. Marathe neighbouring 3 women started home scale production of jackfruit chips.

### RECOGNITION:

- KVK of her district recognised her achievements and presented her as a role model to other fellow farmers in the district.





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## VALUE ADDITION & MARKETING OF PRODUCTS



Smt. Taraben Pradip Thakor, Village- Kotda, District- Patan, State- Gujarat.

### INTRODUCTION:

- Smt. Taraben Thakor is originally rural women of Patan District and facing stiff financial conditions. Though she was unemployed but traditionally, she had some knowledge of value addition and processing of vegetable & fruits.

### TRAINING:

- She came to know that KVK is an institute where women can get training on different vocations. She got some vocational training from KVK, Samoda and then came to Kutch at her husband's house in Kotda Village. She came to KVK, Mundra to offer her expertise for vocational training. KVK, Mundra conducted different vocational training programmes and utilized her expertise. KVK, Mundra prepared her as master trainer for the training to rural women in all over district. She herself prepared some self help groups and gave vocational training with the help of KVK, Mundra.

### ACHIEVEMENTS:

- In spite of her expertise, she could not earned enough for her family. She was in search of job. KVK, Mundra guided her and gave recommendation to NGO- Shri Vivekanand Research and Training Institute (SVRTI), Naliya and she got job at SVRTI and earning Rs. 8,000 / month. Under the guidance of KVK, Mundra, She is working to give training to different Self Help Groups and many SHGs are

now converted in to a profitable unit. Now she has left the job and started her own business of marketing of her own products of value fruits, washing powder, Agarbati, etc. She is earning Rs. 12,000 per Month by her own business. She is also working as master trainer. SHGs trained by her include the following:

Al Barkat SHG (11 women) : Village- Lakhpat, Products: Incense sticks, Washing Powder, Annual Profit of SHG: Rs. 3,96,000/- (Rs. 3,000 / Member / Month)

Shree Ashapura SHG (13 women): Village: Dayapar, Ta. Lakhpat, Products : Pickles of Mango, Citron, Chilies, Annual Profit of SHG :Rs. 5,14,800/ (Rs. 3,300 / Member / Month)

### IMPORTANCE FOR FARMERS:

- There are many other SHGs throughout the district earning such a sizable income only because of the intensive efforts made by Smt. Taraben in association with KVK – Mundra, Line Departments & NGOs of the District. Presently, she is providing training for KVK – Mundra, DWDU – Bhuj, ATMA – Kutch, Dena Bank, Line Departments & Other NGOs of the district.

### RECOGNITION:

- She became a master trainer of the district through a chance given by KVK, Mundra (Kutch). She ascribes her success to courtesy extended by KVK - Mundra to her.



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## A CASE STUDY OF BELMATI WOMEN COOPERATIVE OF TEHRI GARHWAL

Belmati Women Cooperative, Kathud Gaja, Chamba Tehri Garhwal, State- Uttarakhand



### INTRODUCTION:

- With the aim to enhance the socio-economic status of rural women, Uttarakhand Gramya Vikas Samiti (UGVS) registered Belmati Women Cooperative in village Kathud Gaja, of block Chamba in Tehri Garhwal of Uttarakhand. The cooperative was formed on 15<sup>th</sup> June 2015 to provide the small loans to the farm women to purchase the agriculture inputs and livestock for sustaining their livelihood. In 2015, 45 groups of women involving 478 women from nine villages of the Tehri district were created for sale of their agriculture produce at per the rates fixed by these women groups in the rural hart provided by UGVS. Initially Govt. had supported the women with the monetary benefit of Rs. 3600 per woman for the procurement of seeds, manures and fertilizers. An additional fund of Rs. 3600/- was provided for the livelihood and income generating activities viz. Mushroom Cultivation, Food Processing, Poultry and Dairy Processing. Apart from this the Cooperative had fixed the amount of Rs. 10 lakh as Cash Credit Limit (CCL) in bank through which the economically weak women can take loan at a very low interest (1%). The govt. was targeting to minimize the migration rates and to save the nutritious traditional crops (Barah Anaz- Koda, Jhangora, Ogal, Lobia, Chaulai, Bhatt, Rajmah, Urad, Naurangi, Tor, Til and Gahat) for Food and Nutritional Security of the district. Being the hilly region, agriculture has marginal and low returns. The resources possessed by the women of cooperative group are total Land-150 Hectares, animals- (Buffalo- 386, Cow- 55, Goat-1550), Farm Machineries- Power Tiller- 18, Processing Machineries- Dry-Wet Pulverizer-1, Vacuum Packaging Machine-1, Packaging and Labeling Machine-1, Sealing Machine-1, Grinder-3 etc

### TRAINING:

- Earlier the women of this group did not possess the technical knowledge for the production, processing and value addition of the crops. Their crops were organically grown but sold directly into the wholesale price at a nominal price in the rural hart founded under cooperative. In 2017, these groups came in contact with KVK, Tehri Garhwal. The scientist's of KVK imparted skill about processing and value addition of the produce. With the help of Uttarakhand Govt., in 2018 the cooperative brand name was developed i.e. "Hilans". KVK provided them training regarding grading, sorting and packaging of their organically grown pulses and cereals. With the help of financial support from International Fund for Agriculture Development (IFAD), milling machineries and vacuum

packaging machines were installed at their cooperative centers during 2018. The technologies regarding development of health foods by using local small millets was transferred to the Cooperative groups. With the successful sale of these products, Govt. funded for Hilans Outlet at block Level to sell their products. These women groups are totally dedicated to work and earn a decent income. Technical guidance regarding procurement of material, grading, sorting preparation of value addition of produce, iron rich laddoos and amaranthus laddoos was provided regularly. KVK supported them setting up of minimal processing plant in their cooperative centers. KVK supported them in creating marketing linkages to sell their products. Women Empowerment and Child Development agreed to purchase their Iron rich Laddoos made from soyabean, finger millets and barn millets under Kishori Shakti Yojna Scheme to treat anemia among adolescence girls of the district. KVK linked this belmati cooperative to government agencies as well as to the private players. Even these cooperatives were provided rural outlets at nine block level to sell their produce by the Government.

### ACHIEVEMENTS:

- The entrepreneurial skills built their confidence, self-respect, family respect and made them independent. At individual level, they received an income of approx. 10000/- per month and improved the standard of the living of their families and were able to provide the higher education of their children.

### IMPORTANCE FOR FARMERS:

- Belmati Women Cooperative has become inspiration for other women of the nearby villages.
- Other women of the district got inspired to join the cooperative for sale and learning the skills of processing.
- With the successful working of these groups, in 2020, the total no. of women groups have increased to 65 from 19 nearby villages. These 65 groups of women consist of now 607 women working in the belmati cooperative.

### RECOGNITIONS:

- Mrs. Sangeeta Aswal (Head of Belmati) has received district level appreciation by Hon'ble MLA for the efforts of her cooperative
- Mrs. Sangeeta Aswal (Head of Belmati) has received appreciation by Hon'ble CDO during National Nutrition Day for the active part of Anaemia campaign

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## ENHANCING FARM INCOME THROUGH INTEGRATED FARMING SYSTEM APPROACH- A CASE STUDY OF KULLU VALLEY



Smt. Veena Bharti, Village- Targali, P.O.- Manglore Tehsil- Banjar, District- Kullu, State- Himachal Pradesh.

### INTRODUCTION:

- Smt. Veena Bharti, 52 years of age, matriculate is a successful women Agri-entrepreneur and a sedulous and an ingenious farmer who is always keen to adopt new ideas and technologies. Initially, she used to grow only wheat, maize and local pulses by adopting traditional methods, however with the support of KVK and other agencies (Agriculture, horticulture, Animal Husbandry), she incorporated all the major components of Integrated Farming Systems for diversified agriculture for enhancing her farm income. Now, she is a role model for other agri-entrepreneur women in the district for adopting Integrated Farming System and presently also the Pradhan of Gram Panchayat. She owns 2.80 ha land, out of which 1.3 ha is kept for fruit crops and the remaining 1.5 ha for vegetables. About 50% land is rainfed and remaining area is irrigated through perennial streams and *nallah* by adopting portable sprinkler system with the support of state agriculture department. A vermi-compost unit of 4-5 vermi- pits has been constructed with the assistance from state agriculture department. About 40 quintals of manure per year is being produced and used for growing different crops. To reduce drudgery and increase efficiency in the agricultural operations, she has procured farm implements / machinery viz. Power sprayer, foot sprayer, power weeder, grass cutter and a power chain. She also maintains a small dairy unit with two milch cows. She also owns a small mushroom unit for getting additional income through this venture.

### TRAINING:

- Being an enthusiastic farm woman, takes interest in agricultural awareness camps organized by KVK and other agencies. She is a regular trainee's and visitor of KVK and has taken advance trainings in vegetable cultivation, horticulture, vermi-composting, water management, post harvest and value addition etc from KVK Kullu. Her passion, zeal and constant personal interaction with KVK scientists has led her to the front step of being a progressive and innovative farmwoman.

### ACHIEVEMENTS::

- Smt. Bharti manages the marketing of her produce in such a way as to bring her maximum profit with minimum hassle. She sells the fruit crops like plum and pear on contract basis and apple, persimmon and peach etc. along with vegetables in wholesale fruit and vegetable market yards (*Sabji mandis*). Before bringing the produce to the market she collects the information about the rates in different *mandis* so that she gets the highest price. She supplies the mushrooms to local vegetable vendors and to the customers directly on demand. Consumers contact her if they need mushrooms in bulk for parties, marriages or any other function etc. Thus, in a very pragmatic way she reaps the benefits of her hard work and earns a commendable profit from all agricultural enterprises to the tune of about seven lakh annually.

### IMPORTANCE FOR FARMERS:

- Smt. Veena Bharti is a source of inspiration for other women involved in farming. She is always ready to provide them the help and guidance needed. She also encourages the farm women in the surrounding villages to adopt new and innovative methods of farming with the help of KVK Scientists and other experts.

### RECOGNITIONS:

- Krishi Doot Samman by CSKHPKV (2003)
- State level "Innovative Farmer" Award by CSK HPKV, Palampur- 2013
- Best Farmer Award 2016 by Department of agriculture
- Member of Scientific advisory Committee, KVK Kullu (2015-2018)
- Member of Extension Council , CSKHPKV, Palampur( 2003-05)



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## A WOMAN ENTREPRENEUR IN CHANGTHANG HIGHLANDS OF LADAKH



Ms. Deachen Chosdon, Village and Block- Nyoma, District- Leh, Ladakh.

### INTRODUCTION:

- Ms. Deachen chosdon belongs to a farming family of six members in village Nyoma of highland Changthang region of Ladakh. Her father is retired army personnel and so is her husband. She and her mother, being housewives, had been involved with agriculture and animal rearing for family sustenance only. She followed the sedentary life style. Her family is basically follow integrated farming system with components of livestock rearing, agriculture and plantation of forestry species. The family possesses 7 kanal (irrigated) and 2 kanal (barren land) land with glacial melt stream water via kuhls as the source of irrigation. The family also owns two cows, two calves, six pashmina goats, six sheep, a tractor and a thresher.

### TRAINING:

- Initially, Ms. Deachen Chosdon used to grow crops like turnip, local peas and spinach in open field conditions following tradition farming systems, apart from rearing livestock like cows, sheep and goats. KVK Nyoma trained Ms. Deachen on aspects like scientific management of integrated farming system, use of protective structures and protected cultivation of vegetables like cucurbits, application of trench and low tunnel technology and Dhingri mushroom cultivation. At times, she was also supported with inputs like high yielding varieties of field crops viz. oats, barley, garden peas etc., which motivated her to take up integrated farming system.

The KVK has introduced cultivation cucurbits during summer viz., watermelon, cucumber var. Aviva, JLG and summer squash and leafy vegetables during winters.

Now, she has four protected structures viz., trench, poly-tunnel, double wall and local poly-house, in which all types of vegetables are grown. She adopted low tunnel technology for cultivation of crucifers like broccoli, cabbage and cauliflower. Similarly, she uses trench technology for vegetable nursery sowing. Regular contact with the KVK helped her to follow scientific cultivation measures like line sowing, appropriate seed rate, proper spacing and high yielding varieties of field crops. She also started Dhingri cultivation and strawberry cultivation under the guidance of the KVK. On the value addition front, training on cookie making helped for increasing her livelihood.

### ACHIEVEMENTS:

- The agri-pastoral based IFS with unit size of 1 ha area earns her net returns of Rs. 2, 72,100/-, which earlier was only Rs. 61,900/-.

### IMPORTANCE FOR FARMERS:

- Ms. Deachen is an inspiration for all women folks in the area. Earning from her experiences, many farmers from her community have now started following the recommended package of practices as advised by the KVK.

### RECOGNITION:

- She was felicitated with Best Farmer award with a cash reward of Rs. 10,000/- by State Agricultural Department in 2015. She also won many prizes at *Kisan Mela* organized by the KVK.



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## DIVERSIFIED FARMING - NURSERY UNIT AND VEGETABLE FARMING

Smt. Sunita Kumari, Village-Bharjawanu, PO- Jughans, Tehsil- Sundernagar,  
District- Mandi, State- Himachal Pradsh.



### INTRODUCTION:

- Smt. Sunita Kumari was leading a simple life before adopting farming for livelihood. Her husband was running rented cycle repair shop for livelihood with a meager amount of Rs. 3000 per month. In 2007, her husband got serious health issue which forced him to discontinue his cycle repairing work. This circumstance compelled Sunita Kumari to work as unskilled labour in her village for survival of her family but the earnings were meager enough to meet out family and children expenses. Consequently, she decided to take farming as a profession for survival.

Smt. Sunita, a small women farmer owns only 2.0 bigha land. After installation of lift irrigation scheme the majority land in the village was irrigated and she started cereal cultivation initially. In spite of initial hurdles, she continued with farming and in 2008-09 she took another land of 3.0 bigha on lease in her village. She started growing vegetables apart from cereals and gained confidence owing to higher returns from vegetables. Hence she focused primarily on vegetable cultivation thereupon. In addition she is having two jersey cows to meet Farm Yard Manures of her farm apart from substantiating additional income through sale of milk.

Smt. Sunita came in contact with KVK Mandi during 2009-10 when she faced initial hurdles and discussed about options in agriculture. KVK experts motivated her to adopt vegetable farming for income generation in her small land holding. She was advised by the KVK experts to scientifically grow and raise the nursery of vegetable crops, for getting better returns. She took vocational training on scientific nursery raising of vegetable crops, their production and protection technology at KVK, Mandi and UHF Nauni, Solan. She was also linked with ATMA scheme of Department of Agriculture. During 2010, she was enrolled as women SHG leader for crop diversification through cultivation of vegetables as cash crops.

### TRAINING

- KVK Mandi conducted many FLDs, OFTs and method demonstrations on different vegetable crops from 2009-10 onwards not only boosting her confidence but also helped her to motivate other women farmers in the area. She also got vocational training with all the need based knowledge regarding high yielding and good quality vegetable seeds, fertilizers, disease and pest management interventions for sustainable livelihood. After knowing the performance of FLDs and OFTs, she started growing improved hybrids from 2010 onward and is continuously getting higher yields. She has been cultivating cauliflower, broccoli, radish, spinach, peas, turnip and potato in *Rabi* season and cucurbits (cucumber, bottle gourd, bitter gourd and summer squash), French bean, capsicum & tomatoes in *Kharif* season. KVK also motivated her to grow seedlings for supply to fellow farmers and in nearby areas for additional income. She then took up scientific nursery production of onion, cole crops and solanaceous vegetables apart from poly tube nurseries of cucumber, bottle gourd, bitter gourd and summer squash etc. early in the season. Ms. Sunita is constantly in touch with KVK and scientists visit her vegetable farm/ nursery unit regularly for technical backstopping.

### ACHIEVEMENTS:

- Smt. Sunita is hard working woman farmer and she is able to grasp the technologies faster and adopt it. She is actively involved in day to day working of the farm and marketing. She moves on adopting innovative and sustainable farm practices resulting into enhanced returns and developed a model of sustainable vegetable farming system worth replication amongst the small farmers. She earns a net profit of Rs. 50,000/- by selling vegetable seedlings from a small vegetable nursery unit of 500 m<sup>2</sup> area. She earns an annual income of Rs. 2.30 lakh by sale of fresh seasonal vegetable from her small farm land. Earlier Sunita used to sell vegetables at her village. Now



vegetable vendors from neighbouring areas come to take her produce directly from her fields. At the same time she runs and monitors two Vegetables Self Help Groups in her village.

### ACHIEVEMENTS:

- KVK , Department of Agriculture and ATMA provides technical and support for better yield. Family also contributed them during the support for entire operational work right from sowing to marketing for making success.

### IMPORTANCE FOR FARMERS:

Small land holders may adopt these innovations which are for vegetable farming. She has motivated two numbers of Self Help Group (40 women) and other women farmers of neighbouring villages (Jaral, Ghanjal, Chhathar and Sayanah) to adopt vegetable cultivation and nursery production as an enterprise for enhancing their family income. Farmers are

motivated while visiting her farm and inspired to adopt her way for success. Her model of vegetable farming and nursery unit has not only provided employment to all the members of family throughout the year but also has ensured food and nutritional security to the family. She is fully satisfied with her venture as she now gets better social acceptance, besides being able to earn a stable income. Now she is successful entrepreneur and has become a role model to other women farmers in the village and other neighbouring villages. She owes her success to regular technical support from the KVK.

### RECOGNITION

- Women self help group led by her received best Farmer Group Award and an incentive of Rs 20000/-from Department of Agriculture under ATMA for doing excellent work in vegetable farming.



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## A JOURNEY OF PROSPERITY THROUGH VALUE ADDITION



Smt. Shikha Chaudhary, Village- Bari Haler, Tehsil-Kangra, District- Kangra, State- Himachal Pradesh.

### INTRODUCTION

- Smt. Shikha Chaudhary, the group leader of the 'Gayatri Self Help Group', Kangra is unique example of agri-entrepreneur farm women. Previously, besides sharing various farm responsibilities, she used to prepare processed food products only for domestic consumption. During the lean periods, due to lack of off-farm job opportunities in the district, almost every homemaker prepare traditional processed products like pickles, *seera*, *barian* etc. for the household. Smt. Shikha Chaudhary inclined towards the vast market potential of value added products has established herself as a successful agri-entrepreneur. Her family has 10 *kanal* land where they cultivate wheat, paddy and vegetables. Smt. Chaudhary also enhanced the family income by cultivating button and oyster mushrooms.

### TRAINING

- She participated in the vocational training programme conducted by the KVK during the year 2016. During this training, she got apprised with different aspects of scientific processing as well as the marketing of the value added food products. For capacity building of rural women, the plan was designed and conceptualized using participatory approach (intervention of technologies/ techniques in processing through method demonstrations, trainings, exhibitions and exposure visits), skill oriented income generating training courses on fruit, vegetable and cereal/grain processing and value addition were organized for the group and regular guidance and support was provided for technological backstopping for establishing small scale enterprises through technology standardization, awareness, and initiating and nurturing income generation activities. The group also got exposure regarding purchase of raw material, source of equipments, packing and labelling of products etc. Linkages were also established with Agriculture Technology management Agency (ATMA) and Japan International Cooperation Agency for Technical Cooperation (JICA) for sponsoring trainings. Similarly, Panchayat Raj Institutions arranged locations for conducting trainings. Soon the pioneer lady

gained expertise and led the group towards establishment of enterprise.

### ACHIEVEMENTS:

- The group prepared various value added products like dried mango powder; fortified nuggets and vermicelli; Triphala powder (mixture of harad, bahera and aonla powder); *Seera* (a local product prepared from wheat grains), *sepubadi* (nuggets prepared from black gram lentil); *Dalia* and pickles of local as well as underutilized fruits/ vegetables and mushroom. To add value to these products, they blended papaya pulp to the batter of nuggets. Similarly dried spinach powder/pulp and beetroot powder/pulp was supplemented to the vermicelli which not only enhanced the colour but also enriched the nutritive value of the products. During 2017-18, the production was limited to only 5 quintals, which has reached to 12 quintals during 2019-2020 and presently the group is earning a net profit of Rs1, 38,700/-. They have gained such a momentum in her work that besides adding value to agricultural produce, she is also engaged in cultivating and marketing oyster mushroom. The budding entrepreneur was introduced with the concept of door-to-door selling techniques so that they can earn commission-based income. Besides, permission was sought from District Collector Dharamsala to market the products through an outlet at DC office.

### IMPORTANCE FOR FARMERS

- Motivated by the achievements of this entrepreneur, other SHGs from adjoining villages are coming forward for the adoption of these activities.
- Besides running her own enterprise, Shikha also provided employment to other unemployed youth as helpers, service providers and middle men.

### RECOGNITION

- Rewarded during *Kissan Samman Samaroh* for outstanding performance in the processing sector.
- Won prizes for the value added products exhibited in various *Kisan Melas*.



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## VERMICOMPOST- A SOURCE OF LIVELIHOOD



Annapurna Bismillah, SHG, At- Majjihara Basti, Banamalipur, Balipatna, District- Khurda, State- Odisha.

### INTRODUCTION:

- Majjihara is a small village in Banamalipur area of Balipatna Block of Khurda district. The male members were going outside in search of work as well livelihood. The economic condition of these families are not good.
- At present, all the group members of Majjihara village are making vermin compost. This initiative was taken by NABARD, ORMAS and PD, ATMA Khurda, ATMA, Balipatna. This SHG got opportunity to participate in different melas/exhibitions held in different parts of the State. This gave them an opportunity to come across other participants from different parts of the State/Country. They could come in contact with different agencies in need of vermi compost. They gathered experience how to improve quality of vermin compost, packaging, rates and marketing etc.
- SHG, CIFA, Bhubaneswar took initiative to impart training to the group members. The group has also obtained the quality certificate from CIFA for produced.
- Now the group is not only producing vermicompost on their own. They are also encouraging other female members in nearby villages to take up initiative. The group has already established contacts with various nurseries, Govt. Departments, District Agriculture Departments etc to supply vermin compost. They collect vermin compost from other villages and provide them a platform for marketing.

- The group has taken up this activity as their sole earning even though they are also engaged in vegetable cultivation, kirana shops and dairy activities in a small way.

### TRAINING:

- Financial support and Marketing support has been obtained from PD, ATMA Khurda and ATMA Balipatna for this activity. However, NABRD, Bhubaneswar has provided then financial support to establish a Rural Mart in the area, thus providing them a platform for permanent marketing of their product in addition to sending the group to different exhibitions/melas etc. Further, the CIFA, Bhubaneswar has imparted them training, ORMAS, Bhubaneswar and DDA, Khurda has provided them marketing supports etc. The SHG members had contacted different agencies on their own for selling with marketing support of ATMA, Balipatna.

### ACHIEVEMENTS::

The group members are earning Rs.1500/- to Rs.2000/- per month out of this activity. They are no more fully dependent on their male members. As the group is also encouraging people in nearby villages and providing them marketing support.

The activity has become a permanent source of income to the members. People are using vermi compost in cultivation of vegetables and paddy etc which is having a good impact on environment. People in the area have also started organic farming of vegetables which is low cost and good for environment and health.





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## FLOURISHING ENTREPRENEUR IN UNIQUE ACTIVITY



Smt. Sarbjit Kaur, Village- Bhagoran, District- Shaheed Bhagat Singh Nagar, State Punjab.

### INTRODUCTION:

- Smt. Sarbjit Kaur, a landless, is educated till elementary having a joint family, lived in village Bhagoran of district Saheed Bhagat Singh Nagar (SBS Nagar) earning monthly income of Rs. 6000/- approx. She approached KVK in the year 2014-15, attend a vocational training course on value addition. She developed interest in learning new skills and techniques from KVK and added income to her family. She also attended different training programmes on processing, garment enrichment, food preservations, eco friendly cleaning agents and printing techniques etc. in the coming years. She joined Sukhmani Self-Help Group registered under Gramin Bank in district SBS Nagar to take part in inter loaning to fulfill her family demands time to time. She started her small enterprise with the help of self help group in her home invested Rs. 5000/-.

### TRAINING:

- Smt. Sarbjit Kaur wanted to do rather specific and demand driven entrepreneur. Moreover, she wanted to initiate her enterprise with a product that may raise higher returns. After discussion and advice from KVK experts, she initiated her enterprise during the year 2016-17 by making eco-friendly liquid cleaning agent (Phenyl) only for her family and her neighborhood. Gradually, demand for her products increased in the village. Later on, she decided to prepare other eco-friendly cleaning agents like hand wash and dish wash along with phenyl at large scale and market them in nearby villages also. As ready-made cleaning agents that are available in the market is of high cost and out of reach of common village people. She was also of the opinion to sell the products at reasonable rate so that every house in the village may access of these cleansers like handwash, dishwash and phenyl etc.

### TRAINING AND CAPACITY BUILDING:

- The regular skill based short-duration both on- campus and off campus trainings on the preparation of different cleaning agents i.e. handwash, dishwash and phenyl etc.

were organized with standardized procedure and provided for a period of three years (2014-15, 2015-16 and 2016-17). After standardization of technology, packaging, labelling and marketing skills were also imparted. The group also got exposure regarding purchase of raw material, processing, packing and labelling of products etc. Labelling of packed material was done at KVK Campus under the guidance of technical experts. Linkages were established with ATMA, NABARD, SUTS-NGO, District Agricultural Departments for sponsoring trainings and providing exhibitions stalls at free of cost to the progressive farm women. Direct and in direct market techniques were adopted like door to door product selling, sale in neighborhood villages, within village, in exhibitions, online sale (whatsapp, apnimandi, kvk portal etc.). Moreover, small bottles of handwash (200ml), dishwash (250ml) and phenyl (1lt) were packed and sold at marginal prices to the direct consumers. Bulk packaging was directly supplied to the offices of dist. SBS Nagar on demand basis.

### ACHIEVEMENTS:

- After 2017, she started her exhibitions of eco-friendly cleaning agents and gained excellent income. She also bagged several awards with the help of self help group members and continuous family support.
- She is also marketing her products during kisan mela held at different districts of Punjab from last three years.
- As a member of Sukhmanai self-help group she sold handwash kits (n=200) under the project "Reproductive Health" in collaboration with the College of Community Science, Punjab Agricultural University, Ludhiana to promote the healthy hygiene and sanitation practices for rural women with no profit and no loss scheme during 2018-19.

### IMPORTANCE FOR FARMERS:

- She married at an early age of life but she passion to learn skill based techniques to generate income and become a helping hand for family. She is grooming well and also



inspired other women of their community to take up the small ventures and thrive well. She has become a source of inspiration from the neighborhood villages i.e. Snawa, dalutpur, langroya, jadla, and sloah etc. of district SBS Nagar in Punjab.

### RECOGNITION

- During 2017, 2018 and 2019 on International Women's Day, she was awarded 'Mahila Shakti' award by PAMETI, KVK SBS Nagar and also by Agriculture Department of the district. In May, 2019 she became a member of "The SBS FPO" group and started marketing of her products through them.

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## PROFITABLE VENTURE- MUSHROOM CULTIVATION



Smt. Priyanka Pandey, Village- Kante, P.O.-Toli (Gurna), Block- Bin, District- Pithoragarh, State- Uttarakhand.

### INTRODUCTION:

- Smt. Priyanka belongs to a farming family of village Kante in district Pithoragarh (Uttarakhand). Her husband also supports her in agriculture. The farm family possesses about 32 Nali (0.64 Ha) of irrigated land and have one cow and one goat. In addition, family also have one fish pond. Major source of her income is vegetable cultivation.

### TRAINING:

- Initially, year 2018 Smt. Priyanka approached KVK along with her husband for procurement of vegetables seedling for her farm. KVK Pithoragarh advised to engage herself in training on oyster mushroom cultivation with locally available substrates and all the required inputs were provided to her by KVK. This motivated her to take mushroom cultivation as an enterprise as all the technology backstopping was provided by the KVK. Later on 2019, KVK Pithoragarh conducted training on “Mushroom Grower” for 200 hrs and Mrs. Priyanka got complete practical knowledge on different aspects of mushroom cultivation like substrate preparation, spawn preparation, casing preparation, harvesting, post harvest care and processing etc. Apart from the cultivation techniques, she was also provided the knowledge of processing of mushroom into products like mushroom bari, papad, soup powder, nuggets, pickle and dehydrated mushrooms for longer shelf life.

### ACHIEVEMENTS:

- She underwent vocational and skill development trainings organised by the KVK and other Government Institutions and had a netreturn of around Rs. 12.00 lakhs per annum from the scientific cultivation of oyster and button mushroom.

### IMPORTANCE FOR FARMERS:

- Smt. Priyanka is a source inspiration for many women folks in her and nearby villages, Farmers from her community have now started approaching KVK for the trainings and demonstration on Mushroom cultivation. Mushroom cultivation is not only providing nutritional security to the villagers but also providing a source of income to the family. Its cultivation is a better option for landless farmers and farmers having low land holdings

### RECOGNITION:

- Smt. Priyanka was awarded in North zone All India Farmers fair -2019 as progressive farmer of district Pithoragarh with a certificate, cash prize of Rs. 1000 and a memento. Being a progressive farm women, she was nominated has become a member of Scientific Advisory Committee of KVK, Pithoragarh.



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## INTEGRATED FARMING SYSTEM- AN INCOME ASSURED SYSTEM



Smt. Kshama Lingara, Taluka- Yogi Narasipura of Thirthahalli, District- Shivamogga, State- Karnataka.

### INTRODUCTION:

- Here is a success story of a young woman farm entrepreneur who has proven that, “Where there’s a will, there’s a way. Mrs.Kshama Lingaraj, after graduation married a person who was working in Pvt organization at Bangalore. The couple worked for 6 years and decided to do farming, They returned to their native place during 2015. She started farming in 6 acres own land in Shivamogga, Karnataka. She contacted Agriculture and Horticulture departments regarding technical support of the crops that can be grown in that area. First they started poultry farming later adopted Integrated farming system. Her farm is surrounded by pond and have a solar pump set.

### TRAINING:

- Initially she Started poultry rearing on contract farming basis, in an area of 24ft x 250 ft of 2 sheds . In each shed she is rearing 5000 chicks per batch. In 45 days they sell chickens and use to get Rs.30000/- per batch. In a year she is making a net profit of Rs. 1.5 Lac per year. In 10 gunta area she constructed poly house. First they planned to grow Anthorium, because that has to be marketed either at Bangalore or at Mangalore which is a laborious process. So they decided to grow for Crysantham and Marry Gold, which were having a lot of demand at local market. They plant around 5000 Crysantham saplings in such a way that, flowering will start during festival season between August to November, then there will be lot of demand for flowers. After 4 months of planting each day they will harvest 10 kgs. Per kg they were getting Rs.150 to Rs.200 . In an year she is making a profit of 1.5 Lac. In another 5 gunta area she is growing Marry gold and earning Rs.20000/- . In 5 gunta of poly house she is cultivating all types of vegetables, i.e. Leafy vegetables, Plant vegetables, climbing vegetables and tuber vegetables. She sells their produce throw WhatsApp group and weekly they inform the consumers which are

the vegetables going to be harvested during that week. The produce will be delivered to consumers home and at the same time some of the consumers will directly come to their farm and harvest the fresh produce and take to their homes. In that way she market the produce at their farm gate. She is growing G-9 Banana variety in 1 acre that will be marketed to the local traders for chips purpose. She is rearing 100 sheep’s under stall feeding method. Feeds cost per sheep per day is around Rs.5/- . After 7 months she use to get a net profit of Rs.3000/- per sheep. In an area of 10 gunta they planted vanilla crop. It is still under vegetative stage. She is planting areca in one acre area . In that area they grow pepper and banana as inter crop. Per year she is earning a net profit of Rs. 3 Lac. In one acre along with coconut, she planted Mango, Sapota, Lime and silver oak as border crop. For silver oak trees, pepper has been under initial stages. Paddy has been cultivated in 2 acres. After harvest they sell the produce directly to the consumers. After Paddy harvest during summer they were planning Ash guarg, water melon and cucumber on residual moisture to some extent.

### ACHIEVEMENTS:

- Family members were actively involved in the farming activities including Integrated Farming System. They are supplying fresh produce right from the farm based on the needs and taste of the consumers.

### IMPORTANCE FOR FARMERS:

- Farmers nearby area visit her farm and she guides the farmers, specially farm women regarding their empowerment and the role of farm women in agriculture development.

### RECOGNITION:

- She has been awarded as Block level “ATMA Shresta Krushika” during the year 2020-21 and District level “Vijaya karnataka super star farm women” during the year 2020.



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## ORGANIC FARMING -SHG MOTIVATION AND TRAINING



Smt. Laxmi, Near Kattebasaveswara temple, Village- Elekdligi, Post- Harapur, Taluq- Sindhanur, District- Raichur, State- Karnataka.

### INTRODUCTION:

- Smt. Laxmi w/o Marigouda, is working as a farm women. The entire family is involved in the cultivation of tur, bengalgram and paddy. She is also actively involved in the formation and working of an SHG named, Sree Devi Raitha Sahakara Sangha.
- She possesses 30 acres of canal irrigated land and equipped with tractor and its implements. She also have one pair each of cow and buffalo. each. Laxmi was keen in helping her husband initially, and later started farming on her own. She has taken training given by ATMA staff of Sindhanur taluk and UAS Raichur and also completed 6 days training organized by the Department of Biotechnology, Ministry of Science & Technology Government of India in collaboration with International Rice Research Institute for training in “Advances in Rice production for Women Farmers” held at Odisha June 26 to July 1, 2018.
- She participated in 5 days capacity building training programme conducted Zilla Panchayat Raichur, Karnataka state in collaboration with SBI bank.

### TRAINING:

- After the completion of training program, she used the

soil testing facility and started following the soil health report. With the help from extension officers and ATMA staff of Sindhanur taluk, she got knowledge about POP and application of nutrients based on soil test results, as a result of which, she obtained better yields in the upcoming years.

### ACHIEVEMENTS:

- Paddy is the most widely consumed staple food crop in India. The high amount of fertilizers and pesticides used in the cultivation has rendered the crop unsafe for the consumption. Using organic methods in the cultivation, the crop are eco-friendly and safe for consumption.

### IMPORTANCE TO FARMERS:

- Family members are fully involved in agriculture, thus saving the cost of labour. They do not depend on the middlemen, practicing direct marketing to the nearby markets. She also helps the women in the region through her self help group, thus being a role model in the farming community.

### RECOGNITION:

- Best Women Farmer awarded by Sree Basangouda Badarli foundation Sindahnur as best women farmer.



# 34

## SUCCESS STORY OF A PROGRESSIVE FARM WOMAN AND A TRUE LEADER

Smt. Rohini Subbaiah, Village- Mathur, Hobli- Ponampet, Taluk- Virajpet, State- Karnataka.



### INTRODUCTION

- Smt. Rohini Subbaiah completed her PUC and to make effort for earnings herself. SHG members are involved in paddy cultivation and coffee, pepper growing, Farm women are also engaged in raising income by farming their own Self-Help-Groups. All family members supported her in all allied activities. Now she is a successful entrepreneur by livestock's, honey bees keeping, paddy cultivation, vegetable cultivation, preparation of masala powders, pickles, wines preparation and fisheries. The Agriculture Department visited here field and appreciated here efforts.
- She is an active entrepreneur and a progressive woman who took training on mushroom from KVK Gonikoppa and nursery trainings. She not only participated in training offline but also used to participate online trainings conducted under ATMA scheme, and also, she took training for bamboo cultivation and honey bee keeping conducted by College of Forestry, Ponnampet. She imparted these training techniques to her groups. She brought mushroom spawns from KVK Gonikoppa and started mushroom cultivation in small scale. After her several failures in mushroom cultivation now she has become entrepreneur and imparted trainings to many other groups as such.
- Apart from mushroom cultivation, she cultivated bamboo in her field alongwith vegetable cultivation for her household uses. ATMA staffs conducted Farm school in her field for encouraging other local farmers.

### TRAINING:

- Her husband motivated here for training on value added products and post-harvest technologies from Mahaila Sangha Groups. She came in contact of KVK scientists and professors of Forestry College and also in touch of Agriculture department for inputs and information. She participated in trainings conducted under ATMA Scheme. KVK and Horticulture Departmento provided seeds and their scientist guided here for adopting technology for the best production. She also bought small mills for making masala powders and ragi powders for group members. She

reared fishes in farm ponds like common carp, catla, rohu, grass carp and used the bunds for the planting of trees. She demonstrated of cultivation of high yielding new paddy varieties. She also participated in farmer scientist interaction session for enhancing their knowledge.

### ACHIEVEMENTS:

- She achieved everything by hard work with guidance & support of her family members and learnt the method of using techniques step by step. She is the President of "Nagra Sri Shakthi" SHG comprising of 14 members. She motivated all the members of her group to actively participate in training, exposure visits, demonstrations conducted under ATMA scheme. This group is involved in vegetable cultivation, mushroom cultivation, preparation of value-added products and earn income. Also, she is earning around Rs. 8.00 lakhs per annum from mushroom cultivation, preparing masala powders, paddy cultivation and coffee.

### RECOGNITIONS:

- Smt. Rohini Subbiah has motivated around 50 numbers of women Self-Help Groups of Virajpet block and mobilised them for entrepreneurship. She also practised Integrated farming techniques if one activity fails, then the other activities may turn up to the success to earn income and to lead the socio-economic status. She was also awarded as Best Farmer award in 2019 from KVK Gonikoppa, Kodagu district for her IFS model. College of Forestry awarded Best Farmer award in 2015 for her success in IFS model. UAHS Shimoga recognised her and awarded as "Best Progressive Farm Women and Entrepreneur" in 2015.
- The Agriculture department recognised her activities and nominated her in BFAC member under ATMA and nominated for State level Farmer adviser committee (SFAC) member.

### IMPORTANCE FOR FARMERS

- She formed a Selp-Help-Group in her village for better returns and started marketing of mushrooms and value-added products through groups.



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## PROGRESSIVE FARM WOMAN WITH A SELF HELP GROUP OF DAVANGERE DISTRICT, KARNATAKA STATE

Smt. Saroj Patil, Village- Nittur, Hobli- Malebennur, Taluk- Harihar, District- Davangere, State- Karnataka.



### INTRODUCTION

- Smt. Saroj Patil completed her education and helped her husband to raise income. She is a successful entrepreneur and cultivates paddy, vegetable, coconut, areca nut and value added products like shyavige, Energy Mix, Ragi malt, Dry fruits laddus and preparations. Local SHGs visit her processing unit and learn about her interest and gain experience.

### TRAINING:

- She, an active entrepreneur and a progressive woman involved in all agriculture and allied activities and took training on from recognised universities, KVK and other NGOs. She not only participated in training offline but also used to participate online trainings conducted under ATMA scheme, and also she took training for value added products. She utilised all these various resources and techniques and gave these training techniques to her groups. She started value addition on millets from ATMA scheme and TKVK Davangere/Dept. of Agriculture. Now she is entrepreneur and she can give trainings to many other groups. Apart from value addition in millets, she manages Agriculture and Horticulture crops cultivation. ATMA staffs makes a exposure visit value added processing unit. The sources of motivation and support firstly is her husband. Then she underwent many trainings to learn value added products and post-harvest technologies from Mahaila sangha groups. She came closely in contact with KVK scientists and Dept of Agriculture(ATMA) and she used to participate in ATMA trainings.

### ACHIEVEMENTS:

- The achievements are by her successive hard work and

guidance along with support from her family members KVK scientists and ATMA staff and learnt the method of using techniques step by step. Thus, helped to get the better result and could earn her daily income even though one activity would fail. She is earning approximately Rs. 8.00 lakhs per annum from her enterprises included value added products, paddy, coconut and areca nut cultivation.

### IMPORTANCE FOR FARMERS:

- She has motivated around 50 numbers of women self-help groups of harihar block and mobilised them for taking up entrepreneurship. She also practised Integrated farming techniques if one activity fails, then the other activities may turn up to the success to earn income and to lead the socio-economic status. She with her enterprising skills and skill gained started 45 traditional paddy varieties in her farm fields and participates in farmer scientist interaction for gaining knowledge and disseminating the innovative practices to fellow farmers. She formed a self-help group in her village for better returns and started purchasing inputs and marketing of value-added products through groups.

### RECOGNITION:

- State level “Krishi Pandit Prasasti” from State Govt of Karnataka in the year 2008-09.
- “Environment award” State level 2010-11.
- Crop diversity “Krishi Prerana Saman” -Mahindra award-2013.

Also, the Agriculture department recognised her activities and nominated her in BFAC, DFAC and SFAC member under atma scheme.



# 36

## SUCCESS STORY OF A WOMAN ENTREPRENEUR



Smt. Vanishree, “Shravana” Chipli, Varadamoola, Post Sagar.

### INTRODUCTION:

- Smt. Vanishree was born in an farmer’s family in Sringeri Taluka of Chickkamaalur District. She is graduate with gold medal in Biology from Kuvempu University Shivamogga. She owns 3 acres of land along with her husband, of which 1 acre of areca orchard intercropped with banana & black pepper, rest of the land is covered with fruits, vegetables & fodder crops. Land is irrigated by tubewell and a pond. The farm is equipped with chaff cutter, mechanized milking equipment, solar drier, mechanized dairy feed manufacturing unit, and mechanized organic manure mixing & bagging unit. She leads a self reliant life through sustainable agricultural practices & establishing allied supportive enterprises. Motivated by the officials of local agricultural & horticultural departments and agriculture university officials.

### TRAINING

- She is subsidized chaff cutter from Veterinary & Animal Husbandry department and also having hydroponics technology adopted to supply green fodder in off season. She adopted automated milk sucking machine for enhancing clean milk production which saves labour & time. Vermi compost is being prepared by automated machine and supplied in local market.

- Low cost balanced dairy feed will be prepared using grain flour, mineral mixture and bio enzymes. It will be marketed to local dairy farmers. In addition, she adopted scientific techniques for production of healthy honey bee.
- She used solar/electric driven drier for drying all seasonal fruits and farm produce for cleanliness. Value addition of locally available fruitz viz. Banana, jack fruit, pineapple, mango, amatekai, bimbli huli, lime, cocum into jams, jellies, squash, juices, pickles, syrups, sugar candies. She produces seedlings of arecanut, black pepper, flowering plants and also grows seasonal vegetables for home consumption.

### ACCHIEVEMENTS:

- Last year, she earned a profit of Rs. 45,000/- by selling her value added produce through online marketing, Rs. 10 lakhs by selling 100 tons nutrient enriched organic manure and Rs. 12 lakh by selling 100 tons balanced dairy feed units.

### IMPORTANCE FOR FARMERS

- Her husband & daughter were actively involved in all farm activities. Technical staff of agricultural & allied departments supported in technical issues.

### RECOGNITION:

- She is presently member of ATMA-Block Farmers Advisory Committee of Sagar Taluk.





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## SUCCESSFUL ENTREPRENEUR WITH A MODEL FARM



Smt. Anitha Pushpa Periera, Village-Kokradi, Venur Hobli, Taluk- Belthangady, District- Dakshina Kannada, State Karnataka.

### INTRODUCTION

- The progressive women farmer Mrs. Anitha Pushpa Periera from Kokradi Village of Coastal Karnataka having a minimum basic education, started farming.
- She has 6.0 acres of land, out of which 1.0 acre of land is used for paddy cultivation. Rest of the land used for commercial crops like Arecanut 1500 plants in 2 acres, 1500 Rubber plants in 1 acre, and rest is with 500 Pepper plants, 100 Coconut plants, 50 Banana plants.
- She is utilizing bore well for irrigation and rearing 5 cows and 5 pigs for her animal husbandry activity. She adopted mechanized farming machineries like tractor and tiller on rental basis from CHSC for energy utilization in her farm. She owned weed cutter, sprayer, milking machine, chaff cutter for other operations in her farm.
- Being a non agriculture background of her family and after her marriage when she started watching ANNADATHA TV Programme on Dooradarshan. She was inspired by her husband and supported by him in every agriculture project according to her opinion.

### TRAINING

S. No	Crops	Technology
1	Paddy	SRI technology
2	Arecanut + Pepper + Banana + Cocoa	Multi-storing copping
3.	Coconut	Border crop act as wind break
4.	Rubber	Terrace technology for plantation because of sloppy land

She is using fish meal for pest control as a trap to control some borer pests in paddy crops.

She got support from her husband for every agriculture project. She is attending ATMA programmes through online and offline training programme for technical support. Farm demonstrations and Farm school and other activities also helped her to adopt new innovations. She is having a habit of watching ANNADATHA Programme in Dooradarshan inspired her. She is in touch with Agriculture and all line departments officials for technical support.

### ACHIEVEMENTS:

- She is preparing ghee from cow milk and sold to nearby houses and from cow dung and urine are used as organic manure. She is cultivating Azolla to feed cows.

S. No.	Crops/animal	Marketing	Gross Income	Cost Of Cultivation	Net Income
1	Arecanut	Local mandi	9,00,000	2,00,000	7,00,000
2.	Rubber	Local mandi	80,000	30,000	50,000
3.	Pepper	Spices stores	1,00,000	30,000	70,000
4.	Coconut	Local market as a tender coconut	3,00,000	1,00,000	2,00,000
5.	Banana	Local mandi	3,000	1,000	2,000
6.	Paddy	APMC	40,000	15,000	25,000
7.	COW (MILK) 5 COW	Milk cooperative society.	1,0,8000	25,000	83,000
8.	PIG (MEAT), 5 PIG	Pig slaughter house	40,000	15,000	25,000
TOTAL			15,71,000	2,36,000	13,35,000



**IMPORTANCE FOR FARMERS:**

- Her farm became a model farm because of Integrated farming system and often locals come to visit her farm to know what technology she adopted and they also try to adopt in their farm.



**RECOGNITION:**

- Her immense contribution in the field of agriculture in the year 2020, she had been awarded as Best Farmer at Taluk level under ATMA Scheme. KVK, Mangalore has also recognized her as a best farmer of Belthangady Taluk.



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## A STORY OF A FARMER AND AN ENTREPRENEUR



Smt. Rathna Agadi, Post Chabbi, Taluka:- Hubli, District- Dharwad, State Karnataka.

### INTRODUCTION :

- A middle class family member Smt. Rathna Agadi, is very active in nature. She wants to establish her own entrepreneurship in her village. She is interested in tailoring and besides this also keen to do something in the field of Agriculture. She has one sewing machine and started stitching.
- She formed a Self-Help-Group (SHG) along with her neighbour farm women. She got training at Jnana Vikasa Training Centre Rayapura, Darwad under ATMA Scheme. They got training on stitching of school uniform, saree, paticoat and bags, etc. and made market linkage there.

### ACHIEVEMENTS :

Further, she contacted the wholesale shop owners and schools for obtaining orders. Initially, she started working on saree peticoat orders.

Materials	Expenditure	Profit	Net profit
Needles	1200	140400	54240
Thread	12960		
Lace	12000		
Labour charge	60000		
Total	86160		

### IMPORTANCE FOR FARMERS :

- She provided job to many farm women of Chabbi village who were jobless during the summer season. These efforts made their livelihood better.



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## INSPIRATIONAL SUCCESS STORY OF SMT. IRAVVA SHIVANAND MATHAPATI

Smt. Iravva Shivanand Mathapati, Post-Mudakavi, Taluq- Ramdurg, District- Belagavi, State- Karnataka.



### INTRODUCTION:

- Smt. Iravva Shivanand Mathapati hails from poor agriculture family and having formal education. She married at earlier age. She worked very hard with her husband in a stoney and barren land having no irrigation facility. She approached department of agriculture for help. She understood value of water conservation measures which she adopted in her 10 acre barren land. She planted fruit trees and agriculture crops. In the beginning she bear loss in marketing for her produce due to middlemen dominance. This bitter experience made her to sell her produce on her own. With own marketing channels and value addition to her produce she could able to overcome this menace and became one of most successful Woman Entrepreneur in short span of time with financial turnover of more than 45 lakhs.
- She is having 10 acres of agriculture land located at Mudakavi village of Ramdurg Taluk. This land falls under Northern dry zone with annual rain fall of 562mm. She planted 300 Mango, 300 Sapota, 35 Jamun, 200 Citrus, Drumstick, Aonla, Guava, Curryleaf, Mahogani, Pomegranate and Sandalwood in her farm. Trenches were made between rows of plantation to harvest rain water. Entire land is under drip irrigation for judicious use of available water and having a farm pond to collect water. Biodigester tank, Vermicompost pits, Biogas plant, Powertiller, Vehicles for transportation of pickles, Pickle manufacturing unit, Godown for storage of pickles are available at her farm.

### TRAINING:

- She is practicing organic farming since 20 years to hitherto nothing is procured from outside. Manure, Seeds, Jeevamrut, Compost every agri-input required for farm operations is generated at her own farm in-situ. She has different units in her farm like Biodigester tank, vermicompost pit, Gokrupamrut-jal, jeevamrut preparation etc.
- Middleman take away maximum profit share and this she avoided through direct marketing channels @mandis, rural hats and e-marketing channels

- Exposure to different farm technologies under ATMA, exposure visits and knowledge gained through ATMA trainings were motivated and boosted her confidence to do better. Departmental support are the real factors in her success as Farm Woman Entrepreneur. She is the member of ATMA District Level Farmers Advisory Committee (DFAC) of Belgaum district.
- Water harvesting Trench cum Bund techniques to prevent runoff water and soil erosion. This technique helped her to improve fertility level of stony and barren land and increase yield in horticulture crops. She selected high incoming generating fruit crops in millet growing area with drip irrigation facility was her wise thought to boost yield.

### ACHIEVEMENTS:

- She is cultivating fruits and vegetable organically and producing value added products from these including pickles, chutneys, spreads, etc and earning an income of Rs. 7.00 lak approximately per annum.

### RECOGNITIONS:

- She is the recipient of Shreshta Krushi Mahile award by University of Agricultural sciences, Dharwad during 2011.
- She is also the recipient of National level Mahila Kisan award by Door Darshan Chandana and ICAR at New Delhi during 2018.

### IMPORTANCE FOR FARMERS:

- Her farm is the experimental station for the agriculture and allied branch students for whom Mrs. Iravva Mathapati is imparting training on agriculture, horticulture processing and value addition. Many State Agriculture University students are visiting her farm during their state exposure visits. She is proliferating organic farming techniques to farming community in and around her village Mudakavi and even entire district of Belgaum.



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## INNOVATIVE WOMAN FARMER: SMT. TULSHAMMA



Smt. Tulshamma, R/o Ghodepalli, District- Bidar, State- Karnataka.

### INTRODUCTION:

- Smt. Tulshamma is a school drop out and belongs to a farming community family. Since childhood she was more inclined towards agriculture & rural activities. She got married to Sangareddy and migrated to village Godepalli. She had 5 acres land and a tubewell. Besides land is equipped with drip irrigation system. She had 2 cows & 2 buffaloes. She has tractor with farm equipments, sprayer etc.

### TRAINING:

- In the month of January, 2019, Veterinary University Bidar organized state level animal & Krishi Mela under ATMA scheme. She visited this Mela. She adopted Drip Irrigation System procured through Department of Agriculture, Coopn. & Farmers Welfare. They started Fertilization through drip system for better yield and this device is innovative in the region.

### ACHIEVEMENTS:

- During 2021, they achieved a good yield over a previous year and was getting 40-45 mts per acre whereas previous years yield was 25-30 mts per acre. Since Bidar District has 2 Cooperative Sugar factories and 3 Private Sugar factories, Factories used to get sugarcane directly from the field and price of sugarcane was to be directly credited to farmers Bank account. She has taken benefit from Govt. schemes for Drip Irrigation System, farm equipments etc. Since ATMA team and KVK scientist are in touch with Smt. Tulshamma and training and exposure visits were provided her for proper seeds selection, Integrated Nutrient Management. She also developed link between the sugar factories and farmers for procuring sugarcane without any hurdle and in time transportation. Now she is well known agriculturist in this region and she is recommended for ATMA farmer award for this year.

### IMPORTANCE FOR FARMERS:

Smt. Talshamma is being followed by other local farmers.



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## PROGRESSIVE WOMAN FARMER : SMT. PREEMA VEERANNA



Smt. Preema Veeranna Tadakod, Post- Pudakalakatti, Taluq- Dharwad, District- Dharwad, State- Karnataka.

### INTRODUCTION:

- Smt. Preema Veeranna belongs to a middle class family of four members and her main occupation is agriculture and allied activities. She possesses 04 acres of agriculture land and 02 cows and 1 bullock. Seed cum fertilizer drill is used for sowing and seed grading. She also adopted Drip and sprinkler system.

### TRAINING:

- She got training under ATMA scheme and gained experience by taking part in exposure visits. She used intercropping in Bengalgram with safflower for higher yields and productivity. Besides, she used innovative technology like Nipping machine in Bengal gram crop and Solar light trap in cotton and other crops. She got technical support in terms of trainings and exposure visits, capacity building, Farm school, Demonstrations farmer-scientists interaction, Mobilisation of Group activities, kisan melas under ATMA .

### ACHIEVEMENTS:

- She is earning an income of approximately Rs.1,50,000/- annually and marketing her produce through APMC Service at Minimum Support Price. With the knowledge gained from the ATMA functionaries, she had prepared an Integrated Farming Sytem Model at her farm for improving income and livelihood support through incorporating agriculture and enterprises.

### RECOGNITION:

- ATMA has awarded her Integrated Farming System Model. KVK, Dharwad of University of Agricultural Sciences, Dharwad also recognized her for her innovative approach.

### IMPORTANCE FOR FARMERS:

- She involved herself in dissemination of information to fellow members and community. As a resource person, she adopted new technologies and implement them in her fields.



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## EDUCATIONIST TO A SUCCESSFUL FARMER

Smt. Velliyammal, K., Village- Martalli, Ramapura Hobli, Taluk-Hanur, District- Chamarajanagara, State Karnataka.



### INTRODUCTION:

- Smt. Velliyammal K. has completed MA, LLB, PGDPM and presently involved in agriculture. She has 9.10 acres dryland and there, she grow ragi, groundnut, maize, red gram, vegetables, cowpea, and nutri cereals. She is also maintaining nursery sheds, sprinklers, drip pipeline, gobar gas unit, vermicompost unit. She also rears cow, poultry, goats as well. Machineries she uses plough, tiller etc.

### TRAINING:

- Her own interest towards farming and kind support from government influenced her to agriculture. Use of green manures, farmyard manure, compost, liquid fertilizers and bio-fertilizers increases soil health. She adopted the use of green manure, farmyard manure, compost liquid fertilizers and bio fertilizers for enhancing soil health. All the produce are marketed locally so that she can build good rapport and also able to influence other farmers to produce organic crops. She also established organic kitchen gardens in 29 schools of that taluk which is being used by schools for nourishing children in their daily meals. She used to participate in several Krishi Abhiyaana and exhibitions at schools and colleges and exhibited

many wall pictures, videos relating to agriculture and also given guest lectures regarding organic farming not only in Karnataka, also in Tamilnadu and kerala states.

### ACHIEVEMENTS:

- She is involved in promotion of organic cultivation and provides training to the farmers on the aspects of organic cultivation. Various organizations of Karnataka, Tamilnadu and Kerala States invited her as Guest Lecture on organic farming.

### RECOGNITION:

- She was honoured by WWSF prize for women's creativity in rural life, 2015. She was recognized as Block level young Farming women award-2016, GKVK, Bengaluru. She had been honoured by 'Varshada Mahile' 08-03-2019 and 'Samanyaralli Asamanyaru' -26.3.2019 on the occasion of international women's day respectively.

### IMPORTANCE FOR FARMERS:

She is promoting use of green manures, compost, liquid and bio-fertilizers in farming. She has also noticed a increase in area under vegetables from year to year. Her involvement in Agri Development attracted surrounding farmers in adopting new technologies.



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## A JOURNEY OF A SUCCESSFUL WOMAN ENTREPRENEUR



Smt. Ningamma, Village- Chikkanayakanahalli, Hobli- Yagati, Taluk- Kadur, District- Chikkamagaluru, State- Karnataka.

### INTRODUCTION:

- Smt. Ningamma was born in a farming family is a resident of Chikkanayakanahalli. She is a successful woman farmer who has adopted the Integrated Farming System. A widow with lot of difficulties to manage her family is now a successful and model farmer among local farming community.
- She owns 8 acres of land, among that 4 acres is under areca plantation (2500 Trees), 2 acres of coconut plantation (600 Trees) and 2 acres utilized for growing the field crops like Ragi, Maize, Navane, Save , Jowar and Pulses.
- A self dependent woman farmer though lost her husband, she took agriculture as a challenge and succeeded in farming, and set an example for other women’s and youth.

### TRAINING:

- She is practicing organic farming in arecanut, coconut farms and field crops, thereby reducing cost of cultivation incurred towards buying in agriculture inputs. She has a dairy of 20 milching Holstein Friesian cows which yields 200 ltrs of milk per day, thereby enhancing her family income. She also practicing agroforestry in her farm, which are providing a supplement source of income.
- She is a regular participant of all the agriculture and ATMA trainings and she participated in “Women Farmer’s day” and gave inspiring talk on her farming experiences. To give supplementary irrigation at the time of drought she has constructed a farm pond under MGNREGA scheme. She uses cow dung, dung slurry and urine effectively.

### ACHIEVEMENTS :

- She is undertaking value addition of farm produce and sustainable income generation and maintaining

high quality of products is her main motto. She is also implementing Integrated Farming System model in a scientific manner with the expert advice received from ATMA functionaries and adoption of innovative practices and technologies in the agriculture. She is utilising innovation in farming for maximizing production through optimal use of local resources, effective recycling of farm waste for production purposes, community-led local systems for water conservation, organic farming and developing a judicious mix of income-generating activities. The details of income earned from diversified farm enterprise is as below:

S. No	Particulars/ Unit	Production/annum/ (in quintals)	Net income (Rs.)
1	Coffee-3500 plants	125q	300000=00
2	Arecanut -550 plants	4q	64000=00
3	Pepper-800 pepper vines	8q	126000=00
4	Cardamom-200 plants	0.5q	38000=00
6	Dairy (Domestic purpose -2 cows)	4 lts/day	-
<b>Total income</b>			<b>5,28,000=00</b>

### IMPORTANCE FOR FARMERS :

- She became a role model for women farmers in the taluk. She was felicitated at different forums for her achievements and she preaches that one can lead happy life at village by practicing agriculture without compromising on the comforts of city life. She is also supporting the fellow farmers in learning the skills and technologies required for making agriculture a profitable enterprise.

### RECOGNITION:

- She has been honoured with ATMA Krushika award.





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## DAESI- AN ENABLING TOOL FOR LIVELIHOOD



Smt. Purva Pankaj Salodkar, Post- Ramnagar, District- Nagpur, State- Maharashtra.

### INTRODUCTION:

- Smt. Purva Pankaj Salodkar is an educated farmer cum yoga teacher from Nagpur, Maharashtra. She is a graduate having degree in Electronics.
- She is earning about 10 Lakh per annum from her business of fertilizer shop (Kalyani Krushi Seva Kendra). She is also a member of Koutumbik Yogabhyas Kendra, Nagpur where she teaches Yoga to women in her society.

### TRAINING:

- The program DAESI has motivated her to provide essential from inputs and extension services to the farmer.
- She gained the knowledge on organic agriculture and enhanced her technical knowledge regarding cultivation of different types of crops, soil testing etc.

### ACHIEVEMENTS::

- Now she is recommending organic agriculture to her farmers and many of the farmers are adapting organic agriculture. She firmly says that organic agriculture increases the fertility of soil and thereby improves the crop productivity. She educates farmers about the importance of soil testing therefore helping farmers in application of required quantities of fertilizers to the crops. It has led to decrease in cost of production and increase in the yield.

### IMPORTANCE FOR FARMERS:

- DAESI has enabled her making notable changes in farmers' for livelihood.



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## RENDERING SERVICES TO THE FARMING COMMUNITY FOR ENHANCING CROP PRODUCTION



Ms. Rupa Mandal, District- South 24 Parganas, State- West Bengal.

### INTRODUCTION:

- Ms. Rupa Mandal has completed the Diploma in Agricultural Extension Services for Input Dealers (DAESI) course in 2019-20. She is doing a great job with her agri-input shop after completing the DAESI course from National Institute of Agricultural Extension Management (MANAGE), Hyderabad. She has successfully managed to become a para-extension worker and running the agri-input shop. She is also supporting the farmers with her newly acquired knowledge.

### TRAINING:

- The DAESI course has supported her in gaining knowledge and requisite skill needed for running an agri-input shop. She has learnt about various improved and modern technologies of agriculture and their applications in the field through the course. The course made her capable in providing advice to the farmers for soil testing before application of the fertilisers in the field and provides them useful recommendations.

### ACHIEVEMENTS:

- She was able to disseminate the acquired knowledge from DAESI course to all the farmers of her area. In her area, almost all farmers used to practice traditional method of rice cultivation. After completing DAESI course, she advised the farmers about system of rice intensification (SRI) method of rice cultivation. She provided crucial information to the farmers about seed rate, fertilizer dose, irrigation schedules etc. Farmers performing SRI technology have achieved about 23% better yield and 18% lesser incidence of pest in their rice field over conventional rice cultivation. She has also suggested them for performing intercultural operations in their vegetable fields for better yield and lesser pest attack in vegetable crops.

### IMPORTANCE FOR FARMERS:

- She has become a successful agri-entrepreneur and helping farmers in practising various modern techniques in their fields to enhance yield and productivity of the crop.



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## EMPOWERING FARMERS THROUGH AGRO-ADVISORY



Ms. Saritha W/o Narayana Kotraki , M/s Prabhu Krushi Center, At Post- Sulepet Taluka- Chincholi, District- Kalaburgi, State- Karnataka.

### INTRODUCTION:

- Ms. Saritha Narayana was born in the year 1984 in Chittaguppa village of Bidar district. She had her schooling in Chittaguppa and graduated. She inherited an input dealership shop by Name Sri Prabhu Krishi Centre in Sulepet of Chincholi taluk of Kalaburgi. She has a total number of 110 acres of land in which 70 acres is irrigated by canal irrigation and rest by well irrigation. Her family also possesses 3 tractors, 1 pair bullock and 3 desi cows .

### TRAINING:

- She registered and got trained under Diploma in Agricultural Extension Services for Input Dealers (DAESI) course at Krishi Vigyan Kendra (KVK), Kalaburgi during which she got motivation from faculty, progressive farmers, officers and scientists. With the facilitation provided, she adopted mechanised turmeric processing in her own farm to improve the quality of dried turmeric. She has also Advocated and demonstrated mixed cropping to farmers growing single crop, seed treatment with Bio fertilizers and seed replacement for tur crop in her service villages.

### ACHIEVEMENTS:

- She sold an average quantity of 100 tonnes of chemical fertilizers (including DAP, MOP and Urea) valued at Rs 20 lakhs .The turn over of PP chemicals and weedicide for the 2020-21 was about Rs1.20 crores. The services provided by her include dispensing of right chemicals and fertilizers to farmers as per expert advise of KVK, advocacy on crop production, pest management to the clients visiting her shop and field visits and small trainings to farmers in their premises on seed treatment.

### IMPORTANCE FOR FARMERS:

- She covered 1000 farmers of about 25-30 villages and disseminated latest agriculture related information to the farmers both on phone and in person. Some advisory services shared by her include supporting the farmers during the menace of Mekli (Pod fly) and organising field visits in her farm and providing advisory services to the farmers to take up micro nutrient and gypsum application in pigeon pea crop.



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## JYOTHI CHAWKI SILKWORM REARING CENTRE - ROLE MODEL FOR LADY ENTREPRENEURS



Smt. A. Jyothi, Village- Cumbum, District- Prakasham, State- Andhra Pradesh.

### INTRODUCTION:

- The lady entrepreneur, Smt. A. Jyothi, wife of a government employee, is an intermediate by qualification from Cumbum village of Prakasham district of Andhra Pradesh. She started with mulberry plantation and silkworm rearing in her land with family support. Success came her way and she turned to supply the chawki silkworms on commercial scale. She was motivated while working at Chawki Rearing Centre at Penukonda that gave her confidence to set up her own chawki centre of JICA (Japan International Co-operative Agency). In 2005, she started the Chawki Rearing Centre in a rented house and got encouraging results from the first crop.

### TRAININGS:

- She has adopted good quality and high yielding mulberry variety, V-1 with all latest equipment viz., humidifiers, heaters, leaf chopping machines, silkworm egg incubation room, leaf preservation chambers and rearing technology of young silkworms. She was the first entrepreneur to utilize Artificial Diet for rearing of chawki silkworms. She received multiple training from specialized government institutions for updation of knowledge and skills in the field of sericulture.

### ACHIEVEMENTS:

- In a remote drought prone area, she emerged as a successful entrepreneur by adopting innovative ideas and

new techniques. Since beginning (2005), the Jyothi CRC has become trusted brand name and a synonym of good silkworm cocoon crop with higher productivity among the sericulture farmers. She started with the rearing of 8000 cross breed layings during 2005-06 and now rearing in lakhs of bivoltine and crossbreed layings to supply the young silkworms to her customer farmers.

### RECOGNITION:

- Recognizing her brilliance and performance, she was awarded as 'Best Woman Sericulturist of Andhra Pradesh' by National Research Development Corporation, New Delhi during 2007 and 'The Best Farmer Award' by District administration. She has been participating in many Radio and TV programs. Participates in workshops, farmers' meets and addresses the farmers

### IMPORTANCE FOR FARMERS:

- She not only supplies the young silk worm to her customer farmers but also visits their rearing house to monitor and provide technical guidance for improvement in cocoon productivity. She also participates in various farmers' meets in Prakasam and Kurnool districts to address and guide the sericulture farmers to adopt new technologies to harvest higher yield. Thus, she has been very helpful and successful in transfer of latest technology to farmers. The income and standard of living of her customer farmers has greatly improved.



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## SUCCESS OF A WOMAN SOCIAL WORKER AS A PROGRESSIVE SERICULTURE FARMER



Smt. G. Sunitha Guntakandla, Dwaraka Chawki Rearing Centre, Village- Madduru, Mandal- Shabad, District- Rangareddy, State- Telangana.

### INTRODUCTION:

- Smt. G. Sunitha is from Ranga Reddy district of Telangana. She initially chose the social work and later practiced agriculture followed by sericulture. She was introduced to sericulture by one of her friends. The thought of soil to silk concept pushed her towards sericulture as a career. Now, she is not only looking after her family but also agriculture and sericulture which is spread over 20 acres of land.

### TRAININGS:

- Besides family support, her interest, dedication and technical guidance from the Scientists and experts from research institutes and Department of Sericulture motivated her and led to success. Before adopting sericulture, she participated 10 days training at Central Sericulture Research and Training Institute, Mysore and later 90 days training at Andhra Pradesh State Sericulture Research and Development Institute, Kirikera, Hindupur and learned the techniques of silkworm rearing. She has set up a mulberry garden of 8.5 acres with latest variety of V-1.
- She has adopted soot rearing of silkworm rearing, latest models of humidifiers having minimum consumption of water, heaters, tractor, drip irrigation, power sprayers. She has also set up a mulberry garden with wider spacing 3' x 8' to harvest better quality of mulberry leaves. She has gone an extra mile in making the silkworm rearing house of the size, 25' x 100' x 18' (width x length x height) whereas most of the sericulture farmers go for the

rearing house of size 20'x50' x 12' to 14' only. Though, the construction of such rearing house costs more but it has been a major factor in maintaining the proper temperature and good ventilation inside the rearing house and ultimately in harvesting good cocoon crop.

### ACHIEVEMENTS:

- As a result of her involvement and adoption of latest technologies, she has recorded high cocoon productivity of more than 100 kg of cocoons per 100 DFLs (a standard unit of silkworm eggs), as against an average yield of 75 kg cocoon per 100 DFLs. It is a great achievement of a new entrepreneur when a few traditional sericulture farmers harvest such a good cocoon crop. The difference is due to better mulberry leaf quality and rearing management. After 90 Days training at APSSRDI, Hindupur, she is a registered/ licensed Commercial Sericulture Rearer and has set up DwarakaChawki Rearing Centre at Village- Madduru, Mandal- Shabad, District- Rangareddy, Telangana - 509217

### IMPORTANCE FOR FARMERS:

- Though entered in the field of sericulture at late age but she is a role model for other farmers. She takes care of agriculture and sericulture without active support of the male members of the family who are in other professions. Other farmers are also encouraged from the impact of training and new technologies adopted by her besides her involvement in the agriculture and sericulture. Her success motivates other farmers to take up sericulture.



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## LADY PLANT DOCTOR OF RAHURI



Smt. Kavita Pravin Jadhav, C/O- Shri Datta Agri Mall, Jogeshwari Akhada, Taluk- Rahuri, District- Ahmednagar, State- Maharashtra.

### INTRODUCTION:

- Smt. Kavita is a determined lady Agripreneur from Maharashtra who has made a dent in agricultural extension with her hard work. She graduated in Agriculture from Mahatma Phule Krishi Vidyapeeth, Rahuri, and Maharashtra in the year 2005. During graduation itself she was passionate about working with farmers directly. She took up the responsibilities of her family after the unexpected demise of her father, by establishing her own Agri-input supply centre. The services provided by her are as follows:
- Various Agri inputs at farm gate.
- Library services to farmers, by making available monthly bulletins and Agri related information in local language at a fee of Rs.50.
- Collects water and leaf samples from farmers, gets them analyzed at agricultural university and provides recommendations based on lab reports.
- Mobile soil testing kit for on-site recommendations.
- Formed and is guiding Self Help Groups and Farmers' Clubs.
- Conducts training to farmers.

Recently, she opened another unit of Agro Service Centre and created gainful employment on regular basis for two persons. She also provides useful tips to entrepreneurs on maintenance, management and marketing of agricultural inputs.

### TRAINING:

- She was encouraged by the Agri Clinics & Agri Business Centres (AC&ABC) Scheme and underwent training at KVK, Babhaleshwar. KVK provided her a broad vision about Agri clinic services, other allied activities and entrepreneurial skills. After completion of AC&ABC training, she started her own unit in 2005.

### ACHIEVEMENTS:

- She is covering 450 farmers in Rahuri Taluka and has an annual turnover of Rs. 40 lakhs. She wants to expand her business by providing clinical services like soil and water testing, diagnostic services and farmers' training school.

### IMPORTANCE FOR FARMERS:

- After she established agri mall, various small entrepreneurs, women farmers and farmers groups started getting in touch with her. Women farmers also want to associate with her because she is providing good quality agri inputs at minimum cost. She has also entered into soil and water testing laboratory and have great demand in market. Now most of the Mahila Mandal are directly connecting to the agri mall. Now most of the farmers are getting soil and water tests done using appropriate fertilizers recommended in Soil Health Card.



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## A SUCCESS STORIES IN QUAIL FARMING



Smt. Rukmani Bai, Village- Kona, Post- Khati, District- Mahasamund, State- Chhattisgarh.

### INTRODUCTION:

- Smt Rukmani Bai, aged 34 years has completed primary schooling. She is having 3.5 acres of land available for farming with 2.0 acres irrigated by tube well. In addition to land, she is also having Quail birds. She is having an agriculture based livelihood for subsistence and earning income.

### TRAINING:

- Participation in a week long skill based training program organized under Skill Training of Rural Youth (STRY) encouraged her to take up Quail Farming. STRY programs are organized by National Institute of Agricultural Extension Management (MANAGE), Hyderabad in association with SAMETIs. The skill based training program on Poultry Rearing Management in Quail Farming was organized by Krishi Vigyan Kendra Bhalesar Mahasamund Chhattisgarh in association with SAMETI, Chhattisgarh/ Directorate of Extension Services, Indira Gandhi Krishi Viswavidyalaya (IGKV), Raipur, Chhattisgarh during 11 – 16 January 2021. The training program exposed the rural youth to scientific poultry rearing, adoption of artificial hatchery machine for

commercial rearing, reduce mortality induced by proper management and vaccination. The program also helped rural youth understand the importance of establishing market linkages in enhancing income through poultry rearing.

### ACHIEVEMENTS:

- The training and Quail Chicks provided by KVK Mahasamund (Chhattisgarh) helped her in generating an annual income of about Rs 45000/-.

### IMPORTANCE FOR FARMERS:

- The major factors contributing to the success is support and encouragement extended by family and friends. Hand holding provided by various public agencies like State Government, Directorate of Extension Services, IGKV Raipur, SAMETI, Raipur and KVK, Mahasamund. Support provided by KVK Mahasamund in establishing marketing linkages was also a major factor contributing to the success. She is also utilizing the Knowledge received and expertise gained through sheer hard work in supporting the like minded farm women interested in quail farming for income generation and livelihood support.



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## MACRO DREAMS FOR MICRO NUTRIENTS



Smt. M. Nila, Proprietor : M/s Rini Agro Chemicals, S.F.No: 43/3B1,43/3B2, Marampidingoundenpudhur, Village- Earipatti, Block- Pollachi, District- Coimbatore, State- Tamil Nadu.

### INTRODUCTION:

- Smt. M. Nila is Post Graduate in Agriculture and is working as an Agri Consultant for the past 25 years. She is the proprietor of Rini Agro Chemicals, Coimbatore, Tamil Nadu. As an Agri entrepreneur, she is involved in production and marketing of micro-nutrient fertilizers for various crops in Tamil Nadu. She started her enterprise with a laboratory by December 2006 and for the past 15 years, she and her team struggled a lot for educating the farmers on the balanced plant nutrition and for establishing our product in the market.

### TRAINING:

- She received training from Centre for Agricultural and Rural Development Studies, Tamil Nadu Agricultural University, Coimbatore and Refreshment training from MANAGE, Hyderabad.

### ACHIEVEMENTS:

- She has developed micronutrient mixture fertilizers for various crops including drip based, micronutrients and spray formulation of micronutrients and secondary nutrients. Marketing Strategy adopted by her include

training the Farmers through skilled Field Officers and demand based supply of products through the dealers.

### IMPORTANCE FOR FARMERS:

- Every farmer wishes to have a successful and profitable farming. This is only possible by a scientific approach of farming by understanding soil type, crop nutrition, management technique and the right source of inputs. She as an Agripreneur educate the farmers on this aspect and also supply quality micronutrient and secondary Nutrient fertilizers through dealers. She is covering approximately 200 villages in Tamil Nadu state. The amount of success she is receiving is only possible due to her continuous effort and high quality products and satisfactory service provided to the farmers.

### RECOGNITION:

- She is recognized as one of the successful entrepreneur by the MANAGE, Hyderabad. She also attended Refresher Training Programme for successful entrepreneur by MANAGE, Hyderabad along with displaying her products at MANAGE, Hyderabad during the visit of Hon'ble Vice President of India.





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## LEADING LADY OF ORGANIC AGRICULTURE



Smt. Sangita D. Sawalakhe (Kahare), Datta Chowk, Behind Bank of India, Yavatmal, State- Maharashtra.

### INTRODUCTION:

- Smt. Sangeeta Deepak Sawalakhe completed Post Graduation in Agricultural Sciences and later underwent AC&ABC training from Krishi Vigyan Kendra (KVK), Durgapur, Amaravathi, Maharashtra and started Vidharbha Biotech Laboratory [VBL] for production of Bio pesticides and Bio fertilizers in the year 2008.

### TRAINING:

- She underwent Agri-Clinics and Agri-Business Centres Programmes training from Krishi Vigyan Kendra [KVK], Durgapur, Amaravathi, Maharashtra. She started Vidharbha Biotech Laboratory [VBL] for production of Bio pesticides and Bio fertilizers in the year 2008.

### ACHIEVEMENTS:

- The Vidharbha Biotech Laboratory received ISO-9001-2008 certificate for the best quality products manufacturing and providing the marketing services. The organization also received “Maharashtra Udyogina Puraskar” Award from the Maharashtra State Government, UNESCO Linked Women’s Wing Award for providing farmers services in the rural areas.

### IMPORTANCE FOR FARMERS:

- She is providing several services to farmers including manufacturing and marketing of Bio fertilizers, Bio Pesticides and Bio Control Agents, Consultancy Services

on organic farming and training to farmers associations. As a result, 5000 women farmers converted to Organic farming and she is providing trainings through Organic Farmers School under ATMA. She is working in 8 districts in Vidharbha region and has provided employment to 30 women. She availed a loan of Rs.34 lakhs from the State Bank of India, Yavatmal in the year 2010. The present sales turnover is Rs.70 lakhs and Annual income of Rs. 80 lakhs. She is truly a good source of inspiration to the farmers.

### RECOGNITION:

- 15 Oct, 2002 Geneva, Switzerland. ‘Women’s Creativity in Rural Life’ (UNESCO Link Organization.)
- Research International Course at Israel and Development of New concept in integrated Pest Management. (17–5–2000)
- Udyog Puraskar 2005.
- Awarded for Stall Decoration 2005 at Vasant Agro Tech
- ISO – 9001 – 2015 Certified Company:
- Maharashtra Udyogini Puraskar - 2008
- Sakhi Gouraw Award 2009 by Lokmat Sakhi Manch. (For Business Field)
- Ministry of Agriculture Delhi Awarded ‘Honour Of Excellence’ during the Mahila Kisan Diwas-2018.
- Zee 24 TASS awarded ‘ATAL SANMAN’ in the year 2018.



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## INTEGRATED FARMING SYSTEM : PAVING WAY TO SUCCESS



Smt. Sangeeta Sanjeev Kanti, Village- Jakanur, Taluk- Jamkhandi, District- Bagalkote, State- Karnataka.

### INTRODUCTION:

- Smt. Sangeeta Sanjeev Kanti who is a farm women and she is living with her husband, 2 children and mother in law. She adopted integrated farming system in her 8 acre land with growing sugarcane, maize, blackgram, greengram, vegetables and other horticulture crops. She found that agriculture income is not enough to feed her whole family and excess of expenditure gives extra burden to her. So, she started dairy farming, commercial vermicompost unit and organic bio-inputs along with agriculture crops. She is having 8 acre land and completely 8 acre land lift irrigated from Krishna river and she has adopted drip irrigation for water saving method even she is having enough water.

### TRAINING:

- She was not happy with her traditional agriculture methods and she wanted to become entrepreneur and one day she participated in training which was conducted by ATMA, Jamkhandi. She had discussion with ATMA staff regarding income generating activities and afterwards with motivation from ATMA, she formed Food Security Group (FSG) for women under ATMA Scheme. ATMA also provided support in terms of training on organic farming, dairy farming, and vermicompost production.

Doing monthly group meetings, the FSG members discuss group activities and working on facilitating department schemes to other members. She has attended several training programmes organized under ATMA and other government institutions.

### ACHIEVEMENTS:

She has adopted Integrated farming system-Agriculture crops including Horticulture crops and Livestock. She has tried to reduced excess of expenditure by using organic bio inputs and adopted water saving techniques-drip, bund construction etc. She is practicing intercrop method for getting extra income and dairy farming and vermicompost unit.

### IMPORTANCE FOR FARMERS:

Sangeeta's family members are very supportive and helping her to reach her goals, especially her husband motivates her to become entrepreneur. Department of Agriculture, Jamkhandi and ATMA staff are supporting her in terms of innovation agriculture methods and bio input preparation. Other women farmers also want to learn Sangeeta's Integrated Farming System methods. So many farmers are visiting her field and implemented in their land. She has proved that integrated approaches can lead to get good yield, profitable price for all crop. So she is becoming a role model to all farm women in Jamkhandi taluka.



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## A VILLAGE WOMAN GOT SUCCESS IN INTEGRATED FARMING SYSTEM

Smt. Lakshmiddevamma. H.K., Village- Hosakote, Block- Krishnarajapet, District- Mandya, State-Karnataka.



### INTRODUCTION:

- Smt. Lakshmiddevamma .H. K, W/o Ramakrishna aged about 64 years actively involved in farming with positive vives for hard work. She tried mixed farming cultivating Sugar cane, paddy and banana plantation in the farm land owned by her. She has got a habit of experimenting on field, grows maize as internal crop, besides adopting technology to enrich the fertility of soil in cultivation of Sugar cane. Similarly, she grows maize between the row of coconut trees as cattle feed and Sapota. Teak plantation adorns the contour. She has adopted bio-digester with the subsidy of agriculture department, producing manure in the form of liquid. After forty years of farming, their agri farm has been declared has been as one of the best in Mandya . The zero budget preparations like Jeevamrutha, Beejamrutha Ghana, Biogas planter and aerobic compost etc supported with live and dead mulching make the farm soil healthy and fertile. Castings of chicks and goat also support the soil enrichment.

### TRAINING:

- She used to grow traditional crops on her farm with average yields of various crop and animal enterprises before coming in contact with Akashavani Banuli programme, Extension functionaries of Agriculture Department, ATMA and Subject Matter Specialist of Krishi Vigyan Kendra (KVK), Mandya. Thereafter, she was exposed to latest improved new technical knowledge of agriculture and her attitude changed towards agriculture and she was motivated to take agriculture as agri-business with adoption of all latest technologies for improving production and productivity of her farm. She attended various training programmes at ATMA, KVK, Mandya and availed advisory services from KVK team and experts from Agriculture department.Participation in various trainings conducted by ATMA, Agriculture department & Krishi Vigyan Kendra (KVK), exposure visits help her to update her knowledge and current information.

### ACHIEVEMENTS:

- She was selected as ‘Krushi Pandit Award in the state of Karnataka (Award for the best women farmer in Karnataka

by the State Agriculture Department)in the year 2015. Her hardwork and dedication helped her establish a model organic integrated farm with help and support from her family.She has purchased farm machineries by availing assistance from Department of Agriculture, K R Pet under the scheme Mechanization in Agriculture. She has carried out the farm activities more easily and efficiently by minimizes the labour cost through farm machinering the as chaff cutter, Weed cutter, water pump and sprayer etc. She is also cultivating fodder crops like Fodder Cowpea, Napier grass, African tall maize, Anjan grass, and Azolla and earning Rs. 9.5 lakhs net income per annum from this sector.

### IMPORTANCE FOR FARMERS:

- She attributes her success to the technical inputs provided by Agriculture Department, KVK, ATMA staff and encouragement and support. She is recognized as a progressive Farm Woman & Master Trainer for farmers in the district & women are following her steps.She is President for Raittha Shakthi Group. She is member for Akshayakalpa Organic milk and Member for Primary Agricultural Credit Cooperative Society. Many farmers and youth visit her farm to take a glimpse of her success and many have followed her footsteps. She became a role model for women farmers within Mandya areas. She was felicitated at the celebration of Mahila Kisan Diwas organised by KVK Mandya.

### RECOGNITION:

- “Best Women Farmer Award” in Akashavani, Mysore in 2013.
- “Agriculture Women Award” by Mysore University in 2014.
- “Best Women Award” in State level Dasara Literary Convention,2016.
- “Organic Progressive Women Farmer Award” by Organic Mandya in 2016.
- “Progressive Women Farmer Award” on the occasion of Mahila Kisan Diwas, 2018.



# 55

## METAMORPHOSIS OF A WASTELAND



Smt. Chikka Mahadevamma, Village & Post-Muthegere, Hobli Basaralu, Taluk & District-Mandya, State- Karnataka.

### INTRODUCTION:

- Smt. Chikka Mahadevamma is from a rural agricultural family literally been sent by her uneducated parents to look after her family land at a very early age. Though dropped schooling in tender age, she never had regret for formal education rather embraced the Mother Nature. The nature nurtured her through giving her constant challenges and opportunities. As a result, seventh grade passed out Devamma began to flourish her monsoon dependent dry land soon after she married a similar interest person Mr. Kantharaju. They set up a small hut and a happy family prefaced a remarkable journey.

### TRAINING:

- As a keen observer of nature and a farming practitioner Mahadevamma deeply concerned about the soil and crops. In order to improve the quality of land, she started exploring new possibilities and new ways of farming. She stretched her boundary through visiting various farmers, farming organizations and progressive farming individuals and communities. As a result of her ground work she came to the conclusion that chemical free farming must be the new alternative. At that time she had come across a well designed farmer friendly project ATMA formed by the Department of Agriculture. was in front row in all the activities of learning. She has enriched her knowledge by participating in trainings and listening to the radio and television broadcasting. Realized the importance of the women participation in the farming sector Devamma emphasizes women empowerment and gender equality.

### ACHIEVEMENTS:

From her inheritance, she had two and a half acre land. An addition of one and a half acre was added into her account from her husband's side. Both the lands were extremely dry hence initially it was a great challenge for her to manage and survive. But she took up it with a smiling face and started working on it. As a result today she owns:

- Four acre of green area with multiple crops which has grown completely organic.
- Two indigenous cows, a buffalo, six goats, five sheep,

sixty indigenous hens.

- A mini tractor purchased under a subsidy given by the Department of Agriculture
- Two bore wells of three inches to facilitate the entire land.
- A water tank constructed obtaining the subsidy from the Department of Agriculture under the construction scheme.
- A bio decomposition unit to decompose the agricultural waste. The subsidy of the Department of Horticulture was utilized to this unit.
- An onion storage house for preserving indigenous onions. It is also built under the subsidy given by the Department of Horticulture.
- A Solar Insects' Trap to avoid insects at night installed free of cost by the scheme (ATMA) given by the Department of Agriculture.

### IMPORTANCE FOR FARMERS:

- Her innovative methods have been appreciated by the officials, farmers and other experts. They are promoting her ideas. She sells seeds and organic plants in a very reasonable price with a proper guidance and helping thousands of farmers. The hen and eggs are supplied to the local market making profound influence on sellers and buyers. Inter crop and multiple crops technique is spreading fast in the region. And, her plan of generating bio-waste, bio-fertilizer, bio liquid and other techniques are an example of rural intelligence. Farmers from across the state of Karnataka are visiting her farm to witness the vivid and sustainable idea.

### RECOGNITION:

Her contribution to her field is noted by many organizations and journals:

- Taluk Level Atma Shresta Krushika Award
- Disrict Level Atma Stresta Krushika Award
- Vijaya Karnataka Super Star Farmer Award (Instituted by the noted Kannada Daily Vijaya Karnataka)
- First prize in an Annual Flower Show Event of Mandya District
- Good Farmer Award in Organic Fair



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## A STORY OF A SUCCESSFUL WOMAN ENTREPRENEUR



Smt. Mangala Kiran Neelgund, Post- Mulagund, Taluka- Gadag, District- Gadag, State- Karnataka.

### INTRODUCTION:

- Smt. Mangala Kiran Neelgund, an Agriculture graduate from University of Agriculture Sciences, Dharwad and married to Sri.Kiran G Neelgund of Mulagund village of Gadag taluk, Gadag district. Initially she took responsibility of her family in nurturing her two children's till 2012 along with her husband cultivating agriculture crops. She slowly started agriculture with more focus to become progressive farmer cum entrepreneur. Before entering into agriculture field as well as agri entrepreneurship, she approached agriculture department through ATMA Scheme. The department officials motivated her to take up the small scale dairy activities in her farm. In 2014, she started with rearing 30 Ram (Male Sheep) and then in the same year she has purchased 50 Sheep and Bucks (Male Goats) and reared for 6 months and then started marketing. But initially, she had faced many problems related to marketing due to lack of knowledge about accessibility to buyers and sellers. As years passed, she got knowledge about buyers and sellers of livestock. She got trained from Krishi Vigyan Kendra (KVK), Hulkoti through agriculture department and visited neighboring successful progressive farmer's fields for more understanding and getting practical experience in livestock management and rearing aspects of sheep and goat. Initially family members were hesitant to support for rearing sheep and goat, but later onwards looking into her commitment and enthusiasm, her family members also started supporting her in rearing of sheep and goat. Now she is a successful women entrepreneur and became a role model to other women in the surrounding villages.

### TRAINING:

- Participated in 8 days Animal husbandry training from KMF, Dharwad in 2005.
- Participated in 3 days training on "Modern Dairy Farming" by K H Patil KVK, Hulkoti, Gadag in 2016.
- Participated in 3 days Animal husbandry training

programme by District veterinary Department, Dharwad during 2019.

### ACHIEVEMENTS:

- She prepared Balance diet for animals (100kg of maize +10Kg of soybean+10kg of Begalgram+5Kg of mineral mixture) and has her own flour mill for preparation of this feed.
- She adopted Hydroponic agriculture method for fodder.
- She successfully managed the Blue tongue disease through indigenous practices
- She is practicing vermicomposting.
- She had grown more than 50 variety of plants including fruits, plantation, and medicinal plants in her backyard kitchen garden

### IMPORTANCE FOR FARMERS:

- She had given trainings to more than 1500 farmers who visited her farm.
- Inspiration to 5 new entrepreneurs who inspired from her farming.
- Every year herself prepare distribute for free to farmers 600-700 cuttings of Tualsi, Patta patti and other medicinal plants.
- She is promoting planting of trees in schools and colleges.
- She is regularly invited by SHG team members for orientation and awareness on planting of trees and its advantages to the environments.

### RECOGNITION:

- Taluka Level-Best Women Farmer Award, from Department of Agriculture, in 202-21
- Best Women Farmer Award, from, ICAR, K H Patil, KVK, Hulakoti, Gadag, on the "International Women Day" in 202-21
- "Raitha Ratna Award" from Irkal Math, Raichuru in 2021-22



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## POST-HARVEST PROCESSING AND PACKAGING OF FRUITS & VEGETABLES: SUCCESS STORY



Smt. P. Bindu, Village- Bomminayakkanpatti, Block- Periyakulam, District- Theni, State- Tamil Nadu.

### INTRODUCTION:

- Smt. P.Bindu, aged 39 is from Bomminayakkanpatti Village, Periyakulam Block, Theni District (Tamil Nadu). She is a progressive farm woman, early adopter and always eager to learn new things. She has been practicing organic vegetables production of crops like tomato, brinjal, paddy and bendi in her 7 acres of lands. She has also experimented with value addition by using locally available fruits and vegetables using solar drier.

### TRAINING:

- She visited Krishi Vigyan Kendra, Theni in the year 2017 and underwent a skill based training program on ‘Post-harvest Processing and Packaging of Fruits & Vegetables’ during 11 – 16 February 2019 under the Skill Training of Rural Youth (STRY) component of Sub-Mission on Agricultural Extension Scheme implemented by National Institute of Agricultural Extension Management (MANAGE), Hyderabad in association with SAMETIs. The program helped her acquire knowledge on different aspects of value added products from locally available farm produces. Currently she has developed more than 10 value added products and received FSSAI (Registration No.22420230000007) for her products. She sells her products with the brand name “PASUMAI” throughout the District. This help her earn a monthly average income is Rs.10000/- from selling her products.

### ACHIEVEMENTS:

- She modified their products based on the season, price and availability of crops.
- She has also started Value Addition Unit using locally available vegetables and Greens in Periyakulam Block,

Theni District and adopted Post Harvest Technologies during the peak harvest time. She has also registered her products under FSSAI.

- Major learning from the skill based training program as expressed are as follows:
  - Learned shelf life enhancement techniques
  - Learned development of value added products from locally available fruits and vegetables
  - Learned different types of packaging materials and their uses
  - Got linkages with food safety office and registered their products in FSSAI and labelling procedures
  - Developed marketing strategies with the support of Marketing Department, KVIC, NABARD Rural Mart and Online shopping

### IMPORTANCE FOR FARMERS:

- Adopted the learnings and disseminated the value added technologies to other farm women and SHGs to facilitate them earn additional Income. She has been providing need based hand holding support to the other SHGs members. She is acting as President in PASUMAI Self Help Group.

### RECOGNITION:

- Received Farmer Award in support to State Extension Programs for Extension Reforms scheme – (SSEPERs) ATMA and an amount of Rs.5000/- in the year 2020-21.
- Honoured as Best Farm Women during the International Womens Day Celebration 2021 and NABARD Sponsored Regional Level Seminar which was held during 8 – 9 March 2021 at KVK Premises, Kamatchipuram, Theni.



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## DAESI-TOOL TO EMPOWER WOMEN AGRINPUT DEALERS



Smt. Barnali Dhara, VPO Aswathatala, Kulpi, South 24 Parganas, State- West Bengal.

### INTRODUCTION:

- Smt. Barnali Dhara is a licensed agri input dealer. She completed her Diploma in Agricultural Extension Services for Input Dealers (DAESI) during 2017-18, from Ramkrishna Ashram Krishi Vigyan Kendra, Nimpith. She came to know about the DAESI course from a neighbouring dealer who completed the course previous year. She was very curious about the uniform and logos of the DAESI course. She would often enquire from the neighbouring dealer about the course content and teaching methodologies. She talked to her husband and asked him to get her enrolled to the course. But her husband didn't show any interest. She then decided to apply for the course by herself. However, her husband didn't object to this, thinking that she will drop out in-between. She justified that the course will help in their business development and give their establishment an edge over their competitors in respect of farm advisory.

### TRAINING:

- The information she received from previous input dealer and her curiosity about the uniform and logo of the DAESI course attracted her to enrol in this course. After completing the course, she became confident enough to share the knowledge with other farmers which helped her a lot in serving the society.

### ACHIEVEMENTS:

- Smt. Dhara is also a dynamic leader in her area. She has already formed 35 women Self Help Groups and actively guides them in their operation. She has linked the

groups with different line Departments of Government of West Bengal, NGOs, Universities and KVK. The group members are trained in different sectors for income generation like poultry, goat rearing, seed production of sunflower and greengram, tailoring, embroidery, etc. The SHG members have also been benefited by inputs from the Animal Husbandry and Livestock Department, Government of West Bengal by her initiatives. She facilitated and pushed for the Chakunda Beria Krishi Samabaya Samity in the area to provide a helping hand to the impacted group members in terms of financial assistance. Due to her proactive direction, the Samity has benefited 31 beneficiaries for re-construction of betel vine boroz, poultry keeping, and field cultivation of new crops.

### IMPORTANCE FOR FARMERS:

- Smt. Dhara has become very popular in her area as a knowledgeable agri-input dealer who practices and advices on soil testing, seed treatment and judicious application of agro-chemicals. As an input dealer, she has contact with more than 500 farmers in and around her village with whom she shares her knowledge regarding good agricultural practices and other related information accrued from different extension and research institutes and social media.

### RECOGNITION:

- She was nominated for the National Mahila Kisan Award and short listed among the 100 contestants to participate in the live programme of DD Kisan at New Delhi on 28 December 2020. Her story received tremendous appreciation from the judges of the programme.



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## A STORY OF SHEER HARDWORK AND SELF-MOTIVATION

Smt. Neeraj Varshney, Nidhi Fertilizer Main Market, Dahgawan, Badaun,  
State- Uttar Pradesh.



### INTRODUCTION:

- Smt. Neeraj Varshney is a native of Dahgawan village in Badaun was married in February 2000. Her husband died tragically in 2009. She ran the agri-input shop on her husband's licence from that time till 2019. When she learned about the one-year diploma course in Diploma in Agricultural Extension Services for Input Dealers (DAESI) course offered by MANAGE, Hyderabad, she decided to enrol. She first addressed Mrs. Neelam Tyagi, Laxmi Jan Kalyan Sewa Sansthan's institution Secretary, to obtain her own license. She later enrolled in the DAESI course in 2019 and completed it successfully, came as topper of the batch. She proudly stated that after all of her hard work, the licence is now in her name, and she had also built her own shop.

### TRAINING:

- Her hard-work and self-motivation inspired her to do the

DAESI course and with this she is able to run her own agri-input shop successfully.

### ACHIEVEMENTS:

- She came as the topper of the batch after successful completion of DAESI course. She has also partnered with many companies and is effectively running her shop alongside Yara Veera Biostate, Tata Tanya Dhanya, and Holseller, who sells high-quality compost seeds and pharmaceuticals.

### IMPORTANCE FOR FARMERS:

- She has successfully managed to become a para-extension worker and running the agri-input shop. She is also supporting the farmers with her newly acquired knowledge. Farmers are taught how to grow mentha, turmeric, and vegetables, as well as how to practise integrated farming. She is also raising awareness among farmers by imparting the knowledge from DAESI Course.





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## A STORY OF GROUP APPROACH AND ECONOMIC BETTERMENT



Turshaphrang SHG, Khanduli, West Jaintia Hills, Meghalaya.

### INTRODUCTION:

- Demonstration has been implemented in the village Khanduli regarding the benefits of Finger Millet cropping. Through this demonstration, women are taught to grow, about its healthy ingredients, its commercial quality and guided them to generate more farming income and management practices and have set a small entrepreneurship skills for themselves. The Khanduli village under the Thadlaskein Block is that village that maybe deprived of expensive commercial crops but through their learning efforts on exploring about planting this crop has turned the training into a quality demonstration. The ATMA functionaries selected the village for growth, fulfilling development requirements.

### TRAINING:

- The ATMA functionaries under the Thadlaskein Block responded to the above situation by taking up the programme on demonstration. The ATMA functionaries along with the designated expert from KVK Jowai took up the demonstration on Finger millet cropping, at Khanduli village of Thadlaskein C& RD block for improving the economic status of the families and village as a whole. Manures (vermi-compost) are added for organic and healthy production of the crop. Millets threshers are given from the Directorate Office of Agriculture and training conducted by the DAO Jowai, West Jaintia Hills.

- The women Self-help group Organisation beneficiaries selected for this program were supplied with the required materials and other inputs. Apart from this they were given a practical knowledge on the management practices. The ATMA also provided training in order to enrich them with more knowledge and given the machines to promote them about the processed millets which that will make the farmers advance with the technological approach.

### ACHIEVEMENTS:

- These farmers innovate this self-employment opportunity to make a good sales on the products that boost their income generation. This work taken by them has set a good influence towards their fellow farmers and villagers on believing to start such entrepreneurship works to build their life. They can serve a great support for oneself and others especially at the time of Lockdown period.

### IMPORTANCE FOR FARMERS:

- The women famers included has been an influencers to the village as they have taken up this initiative on building and creating this work helped by the functionaries of ATMA's and KVKs and continued despite this lockdown and provided good earning to their family and sets an entrepreneurship effect on others.



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## MOTIVATIONAL STORY OF WOMEN OWNED MILK PRODUCER COMPANY

Shreeja Mahila Milk Producer Company Limited, 3rd Floor, Bachala Towers, SGS Arts College Road, New Indra Nagar, Tirupathi, Andhra Pradesh.



### INTRODUCTION:

- Shreeja Mahila Milk Producer Company Limited (Shreeja MMPCL) having incorporated in the year 2014 at Tirupati, Andhra Pradesh with a vision to become top 10 Dairy Enterprises in India and with a initial paid up share capital of Rs.436.63 lakh, now has become the world's largest only women owned milk producer company. The main objective of the company is to carry on the business of procuring, pooling, processing and marketing of milk to create maximum value for its shareholders and at the same time provide the best quality milk and milk products to the customers. The company's operations are spread over in the districts of Andhra Pradesh and bordering villages of Karnataka and Tamil Nadu, covering about more than 1300 Revenue Villages with a membership of about 74,000+ through 3,000+ Milk Pooling Points. The company has state of art Milk Pooling Points (MPPs), Bulk Milk Cooler Units (BMCU) with a milk storage capacity of 1 KL to 5 KL, Stainless steel tanker lorries, Milk Chilling Centres (MCCs) with a milk storage capacity of 10 KL to 40 KL, Packing Station. The producer company was initiated with a motive to maximize returns to its members through professional management and by harnessing capital, markets and technology thus ensuring business growth without undermining the basic cooperative principles of democratic governance and autonomy.

### TRAINING:

- Shreeja is implementing Ration Balancing Program (RBP) in the procurement areas through which the farmers are provided with low cost ration formulation, which helps them to reduce the cost of feeding of animals as well as help them to improve the productivity of the animals. It is also organizing capacity building programmes for the farmers .

### ACHIEVEMENT/RESULTS:

- Shreeja is also selling high quality cattle feed with 20% plus protein content under the brand name "Shreeja Cattle Feed". Shreeja is also making available mineral mixture, dewormers and other supplements to its producer members.

- The Company has established more than 3000 state of art Milk Pooling Points (MPPs) in order to collect the milk from different areas of operation.
- The milk is processed and packed at the state of the art ISO certified Mother dairy unit in Tirupati ensuring all the quality parameters and thereby ensuring the health and wellness of the consumers of Shreeja Milk.
- The company has become capable of ensuring assured income to its members by providing them with a competitive price
- Till date the Ration Balancing was done for more than 70,659 animals and benefiting around 61435 farmers from 1040 villages
- The FPC was able to establish backward and forward linkages to its member farmers
- The company is a stage to manufacture different value added products like full cream milk, standardised milk, toned milk, double toned milk, curd, buttermilk and ghee with a brand name "Shreeja."

### RECOGNITION:

- SMMPCCL now has become the world's largest only women owned milk producer company
- Shreeja MMPCL is the End Implementing Agency for various projects under National Dairy Plan I (NDP I) which is funded by the World Bank through Government of India and is guided by National Dairy Development Board (NDDB), Anand and NDDB Dairy Services New Delhi.

### IMPORTANCE FOR FARMERS:

- The producer company through Producer Institution Building (PIB) is also actively involved in new member mobilisation exercise as per the envisaged business plans and is also taking lead in educating members to contribute the patronage based equity. In order to motivate and to identify milk producers with exceptional leadership qualities, a unique Leadership Development programme is being conducted from the inception. Such oriented beneficiaries will guide and assist the grass root level institutions and the governance.



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## SMALL HOLDER POULTRY FARMING FACILITATING EMPOWERED RURAL WOMEN

Madhya Pradesh Women Poultry Women Producer Company Pvt. Ltd. (MPWPCL)  
Tilak Sindoor, Village- Jamani, State- Madhya Pradesh.



### INTRODUCTION:

- Madhya Pradesh Women Poultry Producer Company Pvt. Ltd (MPWPCL) incorporated as a producer company under 'Companies Act, 1956' in 2006 has fourteen producer organisations operating under it, each holding a stake in the producer company. Each of these producer organisations is an independent entity involved in providing services like – input supply, production support as well as marketing broiler poultry to its members. The cooperative membership extends to 8121 women poultry producers belonging to poor tribal families spread over Hoshangabad, Betul, Sidhi, Dindori, Chhatarpur, Tikamgarh, Sagar, Vidisha, Singrauli, Anuppur, Alirajpur & Katni districts of the State. The company is promoted by fourteen cooperatives registered across different districts of MP. Apart from these cooperatives various other knowledge & financial partners provide support to them.

### Sources of Motivation:

- Is an initiative promoted in order to replicate Kesla Poultry Society model and make a much needed and sustainable economic intervention in the rural areas.
- MPWPCL has exclusive marketing network of live chicken with own retail chain under the brand name of "Sukhtava Chicken" and

### TRAINING:

The producer company has adopted an innovative model known as Smallholder Poultry Model which provides a women skills, infrastructure, inputs and marketing assurance. The co-operative is designed in such a way to allow seamless transition of non-producers to producers making them compete with large poultry farmers, and stand in the market. It provides all necessary services to the farmers including access to high quality inputs and market, on-farm production supports, organise working capital, marketing of birds and risk mitigation from input and output price movements etc.

- Poultry Management System based on Quality Assurance Systems approach provides a detailed systems and procedures for business decisions and helps in compliance

and monitoring, this is supported by a customised accounts & MIS software.

### ACHIEVEMENTS:

- MPWPCL is today one of the largest people's institution in Central India posting collective sales turnover of Rs 297.69 crores in FY 2018-19 and has impacted over 8100 families in the region
- It has become India's first market led company which integrates all women poultry producers drawn from rural ST & SC families living below poverty line.
- MPWPCL is the largest chicken production house in MP, with almost 1.5 million birds monthly replacement capacity with more than 10 million annual table eggs production.
- During the year 2018-19, the company's sales turnover was Rs.11,860 lakhs
- MPWPCL has exclusive marketing network of live chicken with own retail chain under the brand name of "Sukhtava Chicken" and a chicken processing plant is under construction
- MPWPCL has also promoted commercial layer farming, which is similar to small-holder broiler farming model.

The company had a sales turnover of Rs.11860 lakh during 2018-19 with a profit of Rs.1019 lakh

### IMPORTANCE FOR FARMERS:

- These women had few alternatives to sustainable livelihood. The co-operative has designed the smallholder poultry farming model in such a way to allow seamless transition of non-producers to producers making them compete with large poultry farmers, and stand in the market.

### RECOGNITION:

- Awarded Best FPO (Large category) in 2018
- MPWPCL's success story was recognized by Access Livelihood where it bagged first place in the "Sitaram Rao Livelihood Competition 2011".



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## SUCCESS STORY OF VALUE ADDITION ON JACKFRUIT & BANANA



Mongnal Kucholsan SHG Group, Village-Rongap Songital, Block-Songsak C & RD Block, Post Office-Williamnagar, District- East Garo Hills, State- Meghalaya.

President's name : Smti Emoni N.Sangma  
 Post Office : Williamnagar, E GaroHills  
 President's name : Smti Emoni N.Sangma

### INTRODUCTION:

- Mongnal Ku'cholsan from Rongap Songgital Self Help Group proved that the sustainable farming practices are key to uplift the socio-economic life of the farmers. ATMA Songsak extension functionaries are helping farmers and acting as a bridge between the farmers and the market for their economic betterment. The SHG group is utilising the locally available fruits and vegetables for value addition and earning income for their livelihood support.

### TRAINING:

- ATMA Songsak under ATMA scheme conducted training on capacity building under the Skill Development Fund which focuses on value addition of jackfruit and banana. The SHG has been provided support, training and demonstration for value addition of locally available fruits and vegetables like jackfruit, pineapple, banana etc by ATMA Songsak team.

### ACHIEVEMENTS::

- As a result of the training and skill received, the group has been continuing the work of postharvest management and value addition once in a week and selling their product in and around the village. They also gives their products to sell in SHG outlet which is located near District Commissioner Office and generating the small income and supporting their group. ATMA has also supported financial aids for building Nano food processing unit at village level with locally available materials. Under Skill Development Fund, the ATMA Songsak has distributed electronic kitchen ware, packaging materials like bottles,

chips pouches and some kitchen utensils for their work. Hence making chips and pickles may be seen rather small job but as women they rely on its income specially during pandemic and moreover it benefits the entire community. Therefore, giving the training to the SHG, it also helps to generate women leadership in the village level.

### Financial support for Nano Food Processing house given by the Department.

Capacity building under skill development(2020-2021)	
Parameters for jackfruit pickle	
Sale value	Rs. 150/bottle
Input cost(bottle cost @ Rs. 30x70)	Rs. 2100
Total earning	Rs. 10500
Miscellaneous	Rs. 1300
Net income	Rs. 10500-(2100+1300) = Rs.7100

Parameters for banana chips	
Sale value	Rs.40/packet
Input cost(plastic packer @ Rs. 6x100)	Rs. 600
Total earning	Rs. 4000
Miscellaneous	Rs. 1000
Net income	Rs. 4000-(1000+600) = Rs. 2400

Total Net income = Rs.7100 + Rs.2400 =Rs. 9500/ shift.

### IMPORTANCE FOR FARMERS:

- The Self Help Group is educating the local farmers and community the process of value addition for minimizing the post harvest losses on account of perishability and gaining additional income.



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## LIVELIHOOD AND FOOD SECURITY THROUGH TECHNOLOGY SUPPORT



Iatyllilang SHG (Food Security Group), Village-Mawreng, Block- Mawphlang C&RD Block, District- East Khasi Hills, State- Meghalaya.

### INTRODUCTION:

- IATYLLILANG SHG (FOOD SECURITY GROUP) is a group of women farmers that is formed by the Agricultural Technology Management Agency (ATMA) under the Mawphlang C&RD block, East Khasi Hills. The group comprises of 10 women and is established on the 18th of July 2018. From the name itself, the main activities of the group are seed production, vegetable cultivation, poultry and piggery. The group is very united, honest, dedicated and hard working.

### TRAINING:

- Before the intervention by ATMA functionaries, the members of the group faced a lot of problems and difficulties related to composting and infestation by pests and insects on their produce. For the past few years they have been practicing inorganic cultivation but through various training and awareness programmes, they are now aware of the effects of inorganic practices, they noticed that the amount of chemical inputs on their fields kept on increasing

every year. The initiative taken up by the Government to stop the application of such chemical inputs has informed them about the deleterious effects of these chemical inputs. After the intervention by ATMA, the team has taught the farmers on various techniques related to organic farming. Their local seeds were used without treatment except with *Trichoderma harzianum*, *Azotobacters*. Vermicompost, Jeevamrit and Panchaghavya were also introduced by ATMA functionaries to the farmers. During this Covid-19, the ATMA team under Mawphlang Block has supported the Group through various inputs like the Vermibed for composting, Low cost Polyhouse for seed production, Jalkund, Cauliflower seeds (Local), Pea seeds, etc.

### ACHIEVEMENTS:

- Through the intervention of ATMA, the farmers have benefited a lot related to organic farming which has yielded a considerable profit as compared to inorganic farming.



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## A SUCCESS STORY OF DEDICATION AND PERSEVERANCE



Organic Farming Farmers, Village-Pomlahier, Block-Mawryngkneng C&RD Block, District- East Khasi Hills, State- Meghalaya.

### INTRODUCTION:

- Amidst the pandemic, a small women’s farmer group comprising of 10 members from Pomlahier Village of Mawryngkneng C&RD Block, East Khasi Hills District were not deterred with the prevailing situation.

### TRAINING:

- Armed with the knowledge and experience gained through ATMA’s intervention, the group proceeded forward just like any other normal day. During the lockdown period, the farmers were able to harvest their agricultural produce such as frenchbean @ ₹35/Kg, pea @ ₹55/Kg, Dolichos @₹25/Kg etc., and sell them at the appropriate time as they were linked to iTEAMS. iTEAMS being the only government approved logistics and a market linkage platform for agricultural commodities at the time, the farmers were able to seize the opportunity and gain a better return.

### ACHIEVEMENTS:

- The group has adopted an integrated approach in their farming operations comprising of dairy, poultry, piggery, horticulture and agricultural activities. The group could produce their own organic manure and compost which did not break the cycle of operations in the farms after the cultural practices.
- The group was able to provide employment opportunities even though few in numbers yet note worthy to the village

community in the time of distress which significantly helped the distraught and poor. The issue of food security amongst the members was seen as a crucial objective that could be solved through diversified agriculture and allied output production with the promotion of indigenous crop and varieties of legumes, spices, field crops and vegetables.

- The most important feature about this group is now their ability to produce their own organic seeds which is an important and critical step towards self sufficiency. The group now produces seeds from dolichos, frenchbean, turnip, pumpkin, cucumber and chillies. This source of income and the pride of being able to produce and sell seeds have encouraged the group to venture into more crops and also increase the area of production and be able to serve the farming community with the provision of good quality seeds.

### IMPORTANCE FOR FARMERS:

- The group has created an impact and a driving force for other farmers to follow in their footsteps particularly about ‘Self-Sustainability’ and ‘Group Participation’. The President of Organic Farming Farmers Group is also a Farmer’s Friend selected by ATMA to help promote organic farming in the Block of Mawryngkneng. She has also been an advocate for women empowerment by lending her expertise in the promotion of women farmers’ group in-order to help improve their livelihood.



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## PIG REARING : A REWARDING ENTERPRISE



Smt. Priscillian Langstieh, Village- Rangskhen, Block- Mawphlang C & RD Block, State- Meghalaya.

### INTRODUCTION:

- Smt. Priscillian Langstieh is a progressive, dedicated and hard working farmer. Agriculture has been part of her family for generations. Her agricultural activity mainly involves growing of vegetables like Cabbage, French Bean, Broccoli, Cauliflower and also Potato cultivation which in turn serves as a financial support for her family.

### TRAINING:

- With the input support she received from the office of the Agricultural Technology Management Agency, she expanded her farming activities to allied sector i.e Pig Rearing. Farm school on Pig Farming was selected at her premises and the classes regarding the problems of diseases were taken up by A.H.&Veterinary Officer (Mawphlang C&RDBlock). Through this new venture taken up, she received piglets and medicines for the treatment of various ailments for the piglets. The piglets usually are healthy and when they attained a certain age, she will be able to sell them in the market and gain additional profit by selling of approximately Rs. 16,000 a pair of piglets.

### ACHIEVEMENTS:

- She gained an additional profit of approximately Rs. 16,000 a pair of piglets through her enterprise of rearing pigs.

### IMPORTANCE FOR FARMERS:

- Through this initiative and support from the ATMA team it has not only benefitted her family but her whole village as well, it has brought awareness on the benefits of pig rearing, the criteria to be met while constructing a shelter for the pigs, the type of feed suitable for their growth and development, general health care on pigs, management of piggery rearing, treatment and precautions to be taken up against various diseases which are common in pigs. Before this farm school, they had little knowledge on how to manage their pigs. This small step taken up by the ATMA team in collaboration with the veterinary department has brought some enlightenment, understanding and a lot of awareness on pig farming. She Kong Priscillian is keen to utilize the knowledge she has received from the farm school and she thrives to work harder and give her level best to maximize and expand more area under piggery farming which can bring about an additional income which will aid in the upliftment of the standard of living of her family.



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## MILLET SISTERS

Susag Millets Producer Company Limited, Village- Mamidipalem, Mandal- Anakapalli, District- Visakhapatnam, State- Andhra Pradesh.



### INTRODUCTION:

- Susag Millets Producer Company Limited (SMPCL) familiarly known as ‘Millet Sisters’ was established in 2016 and is operating with 100% Millet Sisters. It was promoted by Sarada Valley Development Samithi (SVDS) with the support of NABARD. The producer company has been working on enhancing the productivity, procurement, processing and marketing of millets, pulses, turmeric, pepper, tamarind and other diversified products with an objective to enhance the food and nutrition security among people and to increase the income levels of the millet sisters. As of now, the FPC covers an area of more than 2000 acres cultivating millets through natural farming and also promotes cultivation of tamarind and spices like pepper and turmeric. The SMPCL has established one Rural Mart with the support of NABARD and purchased one oven and ragi vermicelli machine with the loan from Bank of Maharashtra.

### TRAINING:

- Food and nutritional insecurity among the tribal women was the driving force for the formation of this FPC by SVDS. Convergence with agriculture and allied departments for technical services, organizing livelihood enhancement based trainings to the millet sisters, well trained staff with good managerial skills and providing established market linkages to its members supported the entrepreneurial skills of the women. Organization of capacity building programs and exposure visits on various millet recipes, vegetables pickles, health and hygiene practices and marketing etc and well trained staff including the food processing workers for processing, storing, value addition and packing, product analysis etc. supported the women farmers in attaining the needed technical knowhow.

### ACHIEVEMENTS:

- The FPC have motivated and encouraged more than 900 women farmers to become the members of the producer company. It has worked to saturate the organic cultivation of millets, pulses, turmeric, pepper and tamarind and thus formed three Sub Committees comprising of active millet sisters for democratic and transparent business activities like Production, Procurement and Marketing Committee, Finance Mobilization Committee and Social Audit Committee.
- It has planned to establish an ‘Immunity Centric Supply Chain’ by including immunity boosters such as millets, turmeric, pepper etc., for this intervention.
- It has established market linkages for its members by arranging retail outlets near apartments, local sandies, local shops.
- The company has acquired FSSAI certification.
- It has provided bank linkages to its members.
- Due to enormous efforts in encouraging tribal women to avail the benefits of millet farming, the company could increase the acreage under millets cultivation to an extent of more than 2000 acres,
- Moreover, the producer company has reached a turnover of Rs.43,12,903 during the year 2019-20 as compared to Rs.7,25,500 during 2016-17.

### IMPORTANCE FOR FARMERS:

- In order to motivate other farmers and increase the number of shareholders, the FPC organizes village level meetings, conducts bio-diversity festivals in villages highlighting the importance of millets in nutritional security.

### RECOGNITION:

- Honored in the Winner Category of Vijayalaxmi Das-A Friend of Women FPO award
- Susag Millets FPC is in the A grade in NABFPO Digitization





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## PRODUCTION OF CLOTH BAGS & MASKS BY FOOD SECURITY GROUP IN SHIVAMOGGA

Smt. Nagarathna, Sri Adishakti Mahila Mandala, Holehonnuru, Taluk-Bhadravati, District-Shivamogga, State-Karnataka.



### INTRODUCTION:

- Sri Adishakti Mahila Mandala, Women Food Security Group was formed under the ATMA scheme during 2016-17 for mushroom cultivation and its marketing. But due to Covid-19 pandemic situation and lockdown in the State, they didn't produce mushrooms. With the intervention and advice of ATMA officials, the group members have taken a decision to stitch the soil samples collection bags and face masks. The Department of Agriculture, Shivamogga District, have given an order to supply 2000 Soil samples collection bags amounting to Rs 25,000/-. Further, the members also stitched 10,000/- Face masks and have supplied to Government Departments and Taluka Panchayat office. ATMA staffs had persuaded the group and other parallel groups to find out additional and alternative source of income through adoption of diversified activities.

### ACHIEVEMENTS:

- During the pandemic situation, the group has earned Rs. 35000/- in just 15-20 days time.

### IMPORTANCE FOR FARMERS:

- The group members had not stopped their group activities but for the sustainability of the group, they diverted their work to the demand based activities and had earned handsome amounts.

### RECOGNITION:

- ATMA, Shivamogga appreciated their work as well as boosted their morale and presented them as a role model to other groups in the district.



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## VALUE ADDED FOOD PRODUCTION BY PROGRESSIVE WOMAN FARMER IN HASSAN DISTRICT



Smt. Latha Yoganna, Village- Kenchanalli, Taluk- Alur, District- Hassan, State- Karnataka.

### INTRODUCTION:

- Smt. Latha Yoganna, Kenchanalli village is a progressive woman farmer and is practicing organic farming along with production of value added food products like ragi malt, siridhanya malt, dosa mix, organic turmeric powder, flax seeds laddu, chocolate pan, mixed pulse powder, kashaya (Khada) powder etc.

### TRAINING:

- Under the ATMA scheme, she had attended various training programmes in the District and State level and developed her interest in organic farming and value addition.

### ACHIEVEMENTS:

- During Covid-19 Pandemic situation & lockdown period, she explored herself and started marketing of various food products and vegetables with the help of ATMA staff in the surrounding area of the Block & also through Organic Farming Federation and earned for their livelihood and family.

### IMPORTANCE FOR FARMERS:

- Following the corona guidelines, she has continued her work and never saw behind. Her dedication is an inspiration to the fellow women farmers.

### RECOGNITION:

- ATMA, Hassan has recognised her achievements at various platforms of the department and presented her as a role model to other farmers in the district.



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## AGRIENTREPRENEURSHIP LEADS TO ECONOMIC BETTERMENT

Smt. K.Laxmi, Village- Guntipally, Mandal- Chandampet, Division- Devarakonda,  
District- Nalgonda, Stare- Telangana.



### INTRODUCTION:

- Smt. K.Laxmi is a successful woman agri entrepreneur, cultivating paddy, growing citrus, rearing poultry/Goats/dairy in her own field. Besides, she is well aware about water harvesting and stored rain water in the farm pond for further usage. Soil health management practices are also practiced by the farmer by application of poultry, dairy, goat manure to the soil in her field. The main concept of this woman farmer is overall sustainability by enhancing productivity and minimizing risks associated with climatic variability's and daily returns from any sector for fulfilling her daily needs.

### TRAINING:

- She is taking advices from the ATMA functionaries and assistance from the ATMA Project, Nalgonda District and obtaining farm information to improve her in the production of crops as well as in the livestock from time to time. ATMA has supported her in creating local market and bringing her profit.

### ACHIEVEMENTS:

- At present she is selling products such as Eggs, Meat, Milk and Vegetables by making publicity through fellow farmers and neighbors in the village and creating good market potential as a result earning profitable income

from her entrepreneurship. During this pandemic situation this year, she was able to maintain country hens or deshi murghs instead of broiler hens and got more profit because the cost of country hens meat and their eggs is more than the broilers. Thus, more number of hens were sold and profits were earned. With an investment: of Rs.20, 000/- month, the total output was Rs.35,000/- Month and net profit was Rs.15,000/- Month.

### IMPORTANCE FOR FARMERS:

- Her family members during this pandemic situation not only supported her in the cultivation of fields but also engaged themselves in decreasing labour requirement. The whole amount of milk which was obtained from dairy was sold for more price because people were afraid to buy milk packets from outside/shops. There is no investment to the cattle feed because the cattle feed is grown in their own fields. In Covid-19 period, the family got profit Rs.86,000/- which is useful for their family expenses. By this way, she has created local market by selling her products to nearby places.

### RECOGNITION:

- ATMA Nalgonda has recognized her at various platforms and it is presenting her as a role model to other women as well as other farmers in the village.



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## INTEGRATED DAIRY FARMING - CONVERSION OF BARREN LAND TO CULTIVABLE LAND BY DAIRY FARMING



Smt. Bandana Kumari, Village & P.O- Merha, Block- Katoria, District- Banka, State- Bihar

### INTRODUCTION:

- Smt. Bandana Kumari is a highly qualified progressive and innovative woman farmer and has done Masters in Arts. She has 40 acre of land holding. While doing agriculture, she has observed that the productivity of the land is low and 50% of land is barren and not cultivable. To address the said problem, she has planted mango in 01 ha barren land and used the compost of cow dung. She had converted 1.75 ha barren land into cultivable land in five years by using compost of dairy farming.

### TRAINING:

- She has attained the technical support from scientist of Krishi Vigyan Kendra (KVK), Banka, District Agriculture Office and ATMA functionaries and also attended their regular training programme for learning and execution in her field.

### ACHIEVEMENTS:

- Her dedication and efforts have decreased the input cost and increased the productivity by 4 times, the net profit increased from Rs.30840 per year to 358053 per year.

### IMPORTANCE FOR FARMERS:

- Innovative techniques of cultivation such as ZTT, DSR, rainfed farming and incorporation of short duration Paddy varieties and Pulse crop is remunerative for farmers by reducing cost of cultivation.

### RECOGNITION:

- KVK Banka has recognized and facilitated her in their training programme and placed her as a role model to other fellow farmers in the district.



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## FOOD PROCESSING AND VALUE ADDITION OF LOCAL TAMARIND FRUIT-LEARNING EXPERIENCE OF FARM INNOVATORS



Smt. Rosa Marandi, Village- Mayerbandh, Post- Badkyari, Block- Maheshpur, District- Pakur, State- Jharkhand.

### INTRODUCTION:

- Smt. Rosa Marandi is 60 years old, 8<sup>th</sup> pass, a progressive woman farmer from Pakur district. Due to low profitability from the local seasonal fruits namely Tamarind, growing wildily in Pakur area, the socio-economic condition of farmers of Pakur district is at the verge of collapsible stage. The condition of Smt. Rosa Marandi, was not different from other residents of the district. Before coming in contact to Krishi Vigyan Kendra (KVK), Pakur; she was collecting local wildily grown fruits of tamarind and selling those raw fruits in local market @ Rs. 20 per kg, gaining only Rs. 2800/-from sale of 140 kg collected tamarind fruits per year. In collection of those 140 kg fruits she was spending 9 man days. Hence her cost for collection 140 kg of tamarind fruits was Rs. 2250/- (Rs. 250/- Manday) with net profit of only Rs. 550 with the B:C ratio of 1:1.24.

### TRAINING:

- KVK, Pakur and District ATMA Office provided technological back-stopping to her through training and marketing. After training, she started making and selling sweet chutney of Tamarind in local and distant markets especially nearby schools.

### ACHIEVEMENTS:

- Smt. Rosa Marandi has invested initial cost of Rs. 100 per kg and selling that one @ Rs. 240, she earned Rs. 33600 in total. Hence she started gaining net profit of Rs. 19600 with the B:C ratio in the tune of 1:2.40 and her net profit increased upto 3 times.

### IMPORTANCE FOR FARMERS:

- High level of acceptance among women farmers (60-70%) in 4-5 adjoining villages and 20 farm women have adopted the same.

### RECOGNITION:

- The Government Institutions invite her in their training programme to motivate other farm women for value addition and marketing in local market.



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## PIGGERY WITH LOW COST MANAGEMENT AND REDUCTION OF MORTALITY IN PIGLETS



Smt. Punam Devi, Village- Tumba, District- Morangi, Sadar, State- Jharkhand.

### INTRODUCTION:

- Smt. Punam Devi is a middle pass progressive woman farmer has 0.4 ha of land. To address the problem of high mortality of piglets in summer season mainly due to heat stress and in terms of reproduction efficiency, embryo/ fetus growth/ av. less body weight of piglet / gestation period / blindness in new born piglets, she has carefully observed and found that two factors namely body weight and climate conditions are closely associated with their productivity performance. The most comfortable range of temperature for animal is +20 Degree Celcius to 10 Degree Celcius and humidity up to 30%. When the temperature and humidity go above this range, the heat stress is observed among animals. The management of heat stress is important to achieve higher productivity. But the conventional heat stress management is very expensive for poor farmers and it is not practiced by them. But an innovative idea of spreading 2 inches thick soil on pucca floor in summer season for three month

(April to June) resulted in less heat stress in pigs. The lowering of heat stress increased the body weight in new born piglets, increased the milk production, stopped premature farrowing, and the birth of blind piglets, panting in pigs and high mortality in piglets stopped to good extent. Soil layer acts as thermostat, maintains the ambient temperature by checking radiation of heat.

### TRAINING:

- She has taken training from ATMA & KVK for this successful entrepreneurship.

### IMPORTANCE FOR FARMERS:

About 68 numbers of farmers has adopted her innovative technology. It is cost effective and highly successful.

### RECOGNITION:

ATMA & KVK has recognised her achievements and innovative cost effective method to the fellow farmers.

### ACHIEVEMENTS:

- Economic Analysis spread of Innovation unit size (2+1) year-wise

Year	Component	No. of piglets	Gross Cost(Rs.)	Gross income(Rs.)	Net income(Rs.)	B:C ratio
2011-12	Piglet	20	20,800.00	40,000.00	19,200.00	1.9:1
2017-18	Piglet	20	22,000.00	44,000.00	22,000.00	2:1



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## HYBRID SEED PRODUCTION UNDER PROTECTED CONDITION



Smt. Rita Davi, Village- Durdigach, Post- Manganpur, Block- Gola, District- Ramgarh, State- Jharkhand.

### INTRODUCTION:

- Smt. Rita Davi is 27 year old with matriculation having 01 ha of land. Due to increase in cost of hybrid seed of tomato, cost of cultivation increased. To tackle the situation, she has established a net-house with the cost of 1.5 lakh and start raising seedlings during Nov to Dec on 0.25 acre. Being a woman farmer, the said technology was suitable for her and she started producing hybrid seed production by transplanting seedlings at spacing 60 cm x 30 cm for male plant 60cm X 45 cm for female plant

### TRAINING:

- She got training from Syngenta foundation and Krishi Vigyan Kendra(KVK), Ramgarh along with technological backstopping provided by ATMA functionaries on hybrid seed production of tomatoes and successfully achieved with her dedication.

### ACHIEVEMENTS:

- Processing and value addition

S. No.	Crop/ Enterprise	Type and Qty. of value added product produced	Net income (Rs.)
1.	Hybrid tomato seed production	22KG Seed	2,20,000.00

### IMPORTANCE FOR FARMERS:

- Many woman farmers are getting motivates and involved in this high return skill oriented hybrid seed production in vegetables. It helps the seed company to provide the skilled labour for vegetables seed production at district level.

### RECOGNITION:

- KVK & ATMA of Ramgarh has given her recognition on her achievements and presented her as a role model to othe felloww farmers in te ditrict.



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## INNOVATIVE MOISTURE RETENTION TECHNIQUE IN TURMERIC FIELD



Smt. Saroj Lakra, Village Mardanpur, Post- Moktama Block- Chatra, District- Chatra, State- Jharkhand.

### INTRODUCTION:

- Smt. Saroj Lakra, 40 years old matriculate and an innovative woman farmer with 4 ha of land. To get rid of the problem of moisture stress in turmeric cultivation at germination stage, Smt.Lakra innovated a technique in which mother rhizomes soaked in solution made with one kg cow dung mixed with five liter water for six hours placing the rhizome in the furrows over vermi-compost. The modified method of sowing increased germination percentage. It also protects from root rot disease of crops, plant remains healthy and vermin-compost helps in maintaining the soil moisture for longer period. Colour and quality of turmeric is improved and yield also increase up to 10 % compare to traditional method.

### ACHIEVEMENTS:

Gross Cost/ha	-	Rs. 55000.00 (Cost of cultivation)
Gross Income/ha	-	Rs. 185000.00
Net Income/ha	-	Rs. 130000.00
BC Ratio	-	2.36

### IMPORTANCE FOR FARMERS:

- About 460 turmeric growers adopted this technology in the district.













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