


**TAMIL NADU AGRICULTURAL UNIVERSITY**  
**KVK - CUDDALORE - SUCCESSFUL ENTREPRENEURS**

**1. NURSERY GARDEN**

<b>I. Name of the enterprise : SARADHAMBAL NURSERY</b>		
1.	Name and Complete address of entrepreneur	<p>Thiru. R.Muthukumaran  S/o M.Ranganathan,  Sarathambal nursery,  361, Kullanchavadi salai,  Vegakollai (Post),  Panrutti Taluk,  Cuddalore district.</p> 
2.	Interventions of KVK with quantitative data support	
	Pre and post interventions survey	<ul style="list-style-type: none"> <li>• Preparation of the seedlings of flowers and ornamental plants is the regular activities of some of the rural youth of Vegakollai village</li> <li>• Prior to KVK linkage, the farmers of Vegakollai village purchased Delhi crossandra planting materials from Puducherry at a cost of Rs.3.50 per plant for multiplication and sales.</li> <li>• On an average farmers spent Rs.75,000 to 80,000 per ha for planting materials and its transport.</li> <li>• The KVK intervened and offered a season long vocational training on nursery production technologies such as mist chamber construction, use of growth regulators, nursery mixture preparation etc.</li> <li>• Scientists of the KVK made regular visits and gave them necessary technical support.</li> <li>• About 20 farmers were trained from the KVK and most of these farmers running nursery in well established manner and among them Mr.</li> </ul>

		R. Muthukumaran from Vegakollai Village started a business establishment with name of <b>Saradhambal Nursery.</b>
	Training	A vocational training on nursery production technologies such as mist chamber construction, use of growth regulators and nursery mixture preparation was given to 20 farmers from Vegakollai Village.
	Demonstrations	Demonstration on cuttings preparation and planting, nursery mixture preparation and mist chamber maintenance
	Field days, group meetings etc.,	Group meetings were conducted regularly by the KVK scientists to encourage the farmers constantly.
	Publicity and marketing	Seedlings produced are being supplied mostly to Cuddalore, Kancheepuram, Vellore, Thiruvallur, Chengalpattu, Salem, Trichy and Perambalur districts and Andhra Pradesh state.
4.	Time line of entrepreneurship development of entrepreneur	
	Training Attended	June, 2007
	KVK field visit and guidance	Oct and Nov, 2007
	Initial Small establishment of nursery garden	Jan, 2008
	Promotion of business with crossandra seedlings to the various places in Tamil Nadu	Oct, 2008
	Expansion of nursery garden with other crops	June, 2009 to till date
		<ul style="list-style-type: none"> <li>• After his nursery activities he earned profit and improved his financial position.</li> <li>• Now he has expanded his land holdings to 12 acres, in which one acre is being used for nursery. Among the total area, 5 acres have</li> </ul>

		<p>been planted with cashew, 2 acres with jack and remaining 3 acres has been utilized for crossandra cultivation (Delhi crossandra) and one acre for jasmine in which the mother plant stock materials are collected for making cuttings.</p> <ul style="list-style-type: none"> <li>• At present, he is producing around 5 lakh plants per year and supplying mostly to Tamil Nadu and Andhra Pradesh.</li> <li>• In his view around 10,000 farmers have purchased crossandra seedlings from his nursery so far. Initially he invested Rs.50, 000 and now the turnover is around Rs.2 lakhs per year up to 2005-06.</li> <li>• From the year 2008 he expanded his business on jasmine seedling production.</li> <li>• During the year 2008-09 he has produced 9 lakhs jasmine seedlings and 2.5 lakhs crossandra seedlings. In addition to this, he generated rural employment to about 50 people. Instilled by the confidence and opportunities, this entrepreneur is now widening his nursery seedlings production to other crops likely jasmine, rose, jack, cashew, acid lime and orange.</li> </ul>
5.	Technical component in the enterprise	
	Raw material	Mother stocks from Pudhucherry and also from his own farm
	Process(methodology)	After KVK intervention the farmer produced his own cuttings meticulously following all the recommended practices
	Man Power involved	50 land less labourers
	packaging and handling	<ul style="list-style-type: none"> <li>• Recommended pot mixture in the polythene bag and small mud pots</li> <li>• Direct marketing</li> </ul>

6.i.	Status of entrepreneur before enterprise	<ul style="list-style-type: none"> <li>• Previously he purchased seedlings from outside locations and sold</li> <li>• From this he got an annual average income around Rs 25000/</li> </ul>
ii.	Status of entrepreneur after the enterprise	<ul style="list-style-type: none"> <li>• Now an agribusiness entrepreneur</li> <li>• He has his own nursery garden and produces his own seedlings</li> <li>• He earns an average annual income of Rs 3 lakhs.</li> </ul>
7.	Present working condition of the enterprise	<ul style="list-style-type: none"> <li>• The nursery unit is providing employment to the rural youth for 750-800 man days per unit per year.</li> <li>• Selling of seedlings of crossandra, Jasmine etc to the farmers of Andhra, Kerala and Karnataka apart from meeting the requirements of native district</li> </ul>
8.	Horizontal spread of enterprise	At present in and around Vegakollai village there are 20 nurseries and the production capacity is 3-5 lakhs per unit with initial cost of Rs.50,000. On an average 15-20 lakh plants has been produced every year from crossandra nurseries in Vegakollai village.
9.	Licence, advertisements etc on product	-
10.	Recognitions /awards	-



**Nursery Board**



**Workers active in seedling preparation**




**Workers active in preparation of pot mixture**



**Our SMS with the entrepreneur**

## 2. NURSERY GARDEN

1.	<b>Name of the enterprise</b>	<b>AMMAN NURSERY</b>	
2.	Name and Complete address of entrepreneur	Mr. N. Sivakumar Amman Nursery Cuddalore Main road, Pudukoorapettai Vriddhachalam Tk.	
3.	Interventions of KVK with quantitative data support		
	Pre and Post interventions survey	<ul style="list-style-type: none"> <li>• Mr. N. Sivakumar is a tenth qualified youth and initially had one acre of nursery land, who is a progressive rural youth involved in production of cashew grafts and other potential horticultural and tree seedlings in Pudukooraipettai village and he was not able to achieve the maximum success.</li> <li>• The KVK has intervened and gave him the training on nursery seedling production techniques such as mist chamber construction, nursery mixture preparation, rootstock production, scion collection, grafting techniques, use of growth regulators etc.</li> <li>• Scientists of the KVK made regular visit to his unit and gave him necessary technical support.</li> <li>• Now he expanded his land holdings to 12 acres, in which 2.5 acre is being used for nursery, 8 acres have been planted with cashew, 0.5 acre with Amla, 0.5 acre with mango and remaining 0.5 acre has been utilized for Jack cultivation, in which the mother plant stock materials collected for making grafting.</li> </ul>	

	Training	Vocational training on nursery seedling production techniques such as mist chamber construction, nursery mixture preparation, rootstock production, scion collection, grafting techniques, use of growth regulators etc.
	Demonstrations	Demonstration on cuttings preparation and planting, nursery mixture preparation and mist chamber maintenance
	Field days, Group meetings etc.,	Group meetings were conducted regularly by the KVK scientists to encourage the farmers
	Publicity and Marketing	Seedlings produced are being supplied mostly to the farmers of Cuddalore, Dindigul, Pudukottai, Theni and Perambalur districts and some parts of Andhra Pradesh, Kerala and Karnataka.
4.	Time line of entrepreneurship development of entrepreneur	<ul style="list-style-type: none"> <li>• He attended training on nursery seedling production techniques during 2000</li> <li>• Field visit and guidance by the KVK scientist during March 2000</li> <li>• Initial small establishment of nursery garden during Jan 2001</li> <li>• Promotion of business with sale of cashew grafts to various places in Tamil Nadu during 2002</li> <li>• Expansion of Nursery garden with other crops during 2002-03</li> </ul>
5.	Technical component in the enterprise	
	Raw material	Mother plant of newly released varieties of Cashew, Jack, Mango and Amla
	Process(methodology)	After KVK intervention the farmer produced his own grafts by meticulously following the guidelines of the SMS of this KVK
	Man Power involved	20 land less labourers
	Packaging and handling	<ul style="list-style-type: none"> <li>• Recommended pot mixture in polythene bags</li> <li>• Direct marketing</li> </ul>

6.	Status of entrepreneur before and after the enterprise	<p><b>Before:</b></p> <ul style="list-style-type: none"> <li>• An ordinary farmer</li> <li>• Annual average income is Rs. 35,000/-</li> <li>• Age old plantations of 30-40 years and farmers used seedlings of local varieties.</li> </ul> <p><b>After:</b></p> <ul style="list-style-type: none"> <li>• Now an agribusiness entrepreneur</li> <li>• producing his own high yielding grafts</li> <li>• Initially, he invested Rs.60, 000 and now the turnover is around Rs.5 Lakhs per year.</li> <li>• He installed shadenet (2000 sq. meter - NHM), sprinkler irrigation to nursery plants and drip irrigation to mother plants in the nursery.</li> <li>• At present he is producing around 1 lakh cashew grafts per year and supplying mostly to Cuddalore, Dindigul, Pudhukottai, Theni and Perambalur districts and some parts of Andhra Pradesh, Kerala and Karnataka.</li> </ul>
7.	Present working condition of the enterprise	At present he is producing around 1 lakh cashew grafts per year and supplying mostly to Cuddalore, Dindigul, Pudhukottai, Theni and Perambalur districts and some parts of Andhra Pradesh, Kerala and Karnataka.
8.	Horizontal spread of enterprise	Now he expanded his land holdings from 5 ac to 12 acres, in which 2.5 acre is being used for nursery, 8 acres have been planted with cashew, 0.5 acre with Amla, 0.5 acre with mango and remaining 0.5 acre has been utilized for Jack cultivation, in which the mother plant stock materials collected for making grafting.
9.	Licence, advertisements etc on product	-
10	Recognitions /awards received by the entrepreneur	-






**Amman Nursery name board**



**Mr.Sivakumar Explaining his client**

### 3. SEED PRODUCER

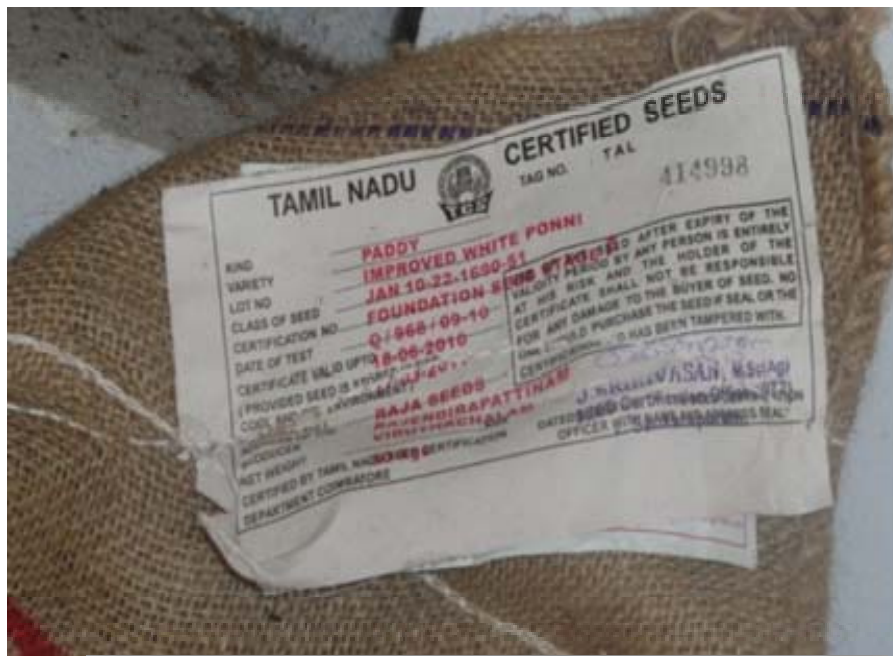
1.	<b>Name of the enterprise</b>	<b>SEED PRODUCER (RAJA SEEDS)</b>	
2.	Name and Complete address of entrepreneur	Th. T. Subramaniyam S/o Thirugnanasambantham North street, Rajendrapattinam-608703	
3.	Interventions of KVK with quantitative data support		
	Pre and Post interventions survey	<ul style="list-style-type: none"> <li>• The farmer purchased the seeds from private seed companies, government outlets and also used his own farm saved seeds.</li> <li>• KVK scientists on farm and home visit explained the uses and production of quality seeds. But, the farmer was unable to produce the seeds due to lack of technical knowhow.</li> <li>• Then the Krishi Vigyan Kendra intervened and trained the farmer as well as the farmers of Rajendrapatinam village about the seed production technologies such as land selection, sources of seed, isolation distance, rouging, foliar nutrition, harvesting and post harvest handling of seeds in three stages under seed village training programme.</li> <li>• Among the trained farmers, Mr. T. Subramaniyam emerged as an entrepreneur and started a business establishment - Raja Seeds and started producing certified and Truthful labelled seeds in paddy and black gram.</li> </ul>	

	Training	Training on Seed production technologies such as land selection, sources of seed, isolation distance, rouging, foliar nutrition, harvesting and post harvest handling of seeds in three stages under seed village training programme.
	Demonstrations	Demonstration on seed production technologies especially on rouging and cleaning of seeds.
	Field days, Group meetings etc.,	Field day was conducted at the time harvesting and group meetings were conducted at the time of rouging, harvesting, threshing and cleaning.
	Publicity and Marketing	<ul style="list-style-type: none"> <li>• Popularity through KVK and extension functionaries.</li> <li>• Direct marketing</li> </ul>
4.	Time line of entrepreneurship development of entrepreneur	<ul style="list-style-type: none"> <li>• He was an ordinary farmers cultivating paddy in its own land.</li> <li>• During the year 2009-10, he attended a vocational training on seed production.</li> <li>• He attended our regular other trainings related to seed production at the KVK.</li> <li>• Initially he started producing TFL seeds in paddy from 2011 onwards</li> <li>• After his success in selling TFL seeds, with the help of extension functionaries of State Department of Agriculture, he started producing certified seeds in paddy and black gram from 2012 onwards</li> </ul> <p>Now he became a private seed entrepreneur and marketing his seeds under the banner “Raja seeds”.</p>

5.	Technical component in the enterprise	
	Raw material	The seeds from private seed companies, government outlets
	Process (methodology)	He followed quality seed production technology as given in our crop production guide and technical advisories of our SMS.
	Man Power involved	He is now engaging 50 labours in his farm and two unemployed youth to look after his business enterprise.
	packaging and handling	The seeds were processed and packaged in Sivasakthi seeds and labelled as "RAJA SEEDS" and marketing the same in and around Cuddalore district
6.	Status of entrepreneur before and after the enterprise	<ul style="list-style-type: none"> <li>• Before training he purchased the seed material from private and government sectors after KVK intervention</li> <li>• Now, he is producing seeds and supplying it to the farmers in around Cuddalore district and now he is a entrepreneur earning approximately Rs three lakhs per annum.</li> </ul>
7.	Present working condition of the enterprise	Now he is producing paddy seeds and black gram seeds in 12 ha and supplying the same to the farmers and also to the department of agriculture.
8.	Horizontal spread of enterprise	He has increased his production from 1 ha to 12 ha
9.	Licence, advertisements etc on product	Reg No. 1563,06/09 Advertisement through leaflets and news paper inserts.
10.	Recognitions /awards received by the entrepreneur	-




Mr. Raja, the seed producer at his sale outlet



Certified seed packs of Raja Seeds

#### 4. SEED PRODUCER

1.	<b>Name of the enterprise</b>	<b>SIVASAKTHI SEEDS</b>	
2.	Name and Complete address of entrepreneur	Th. A. Ramesh S/o Adivaragan pillai Main road Gunamangalam & Post Srimushnam 608703	
3.	Interventions of KVK with quantitative data support		
	Pre and Post interventions survey	<ul style="list-style-type: none"> <li>• The farmer purchased the seeds from private seed companies, government outlets and also used his own farm saved seeds.</li> <li>• Then the Krishi Vigyan Kendra intervened and trained the farmer as well as the farmers of Gunamangalam village about the seed production technologies such as land selection, sources of seed, isolation distance, rouging, foliar nutrition, harvesting and post harvest handling of seeds in three stages under seed village training programme.</li> <li>• Among the trained farmer Th. A. Ramesh emerged as an entrepreneur and started seed production. He is also having his own seed processing unit established under NADP scheme and running successfully.</li> </ul>	
	Training	Training on Seed production technologies such as land selection, sources of seed, isolation distance, rouging, foliar nutrition, harvesting and post harvest handling of seeds in three stages under seed village training programme offered at this KVK Systematically during 2007	
	Demonstrations	Demonstration on seed production technologies especially on rouging and cleaning of seeds.	

	Field days, Group meetings etc.,	Field day was conducted at the time harvesting and group meetings were conducted at the time of rouging, harvesting, threshing and cleaning.
	Publicity and Marketing	<ul style="list-style-type: none"> <li>• Popularity through KVK and extension functionaries</li> <li>• News paper inserts</li> </ul>
4.	Time line of entrepreneurship development of entrepreneur	<ul style="list-style-type: none"> <li>• Before 2007 he was an ordinary farmer cultivating paddy in his own land and surviving with average minimum income which was sufficient to meet out his family daily needs alone</li> <li>• During the year 2007-08 under seed village scheme the Gunamangalam village was selected for seed production and the farmer also attended programme</li> <li>• He also attended other seed production related trainings offered subsequently at this KVK</li> <li>• Initially (2009), he started producing TFL seeds then with the help of Department of Agriculture under NADP scheme he established a Seed processing unit at Gunamangalam with two other farmers of the same village as his partners</li> <li>• Now he is running his unit successfully and supplying approximately, 55t of ADT 43, 90t of CR1009, 15t of ADT38 35 t of BPT5204, 7t of ADT 39 and 3t of IW Ponni as his contribution to the farmers of Cuddalore District</li> </ul>
	Technical component in the enterprise	
5.	Raw material	The seeds from private seed companies, government outlets
	Process(methodology)	He followed quality seed production technology as in


		our crop production guide and technical advisories of our SMS
	Man Power involved	He is now engaging 10 labours in his farm as well as in the processing unit.
	Packaging and handling	The seeds were processed, packaged and labelled as “SHIVASAKTHI SEEDS” and marketing the same in and around Cuddalore district
	Status of entrepreneur before and after the enterprise	<b>Before training</b> he purchased the seed material from private and government sectors <b>after KVK intervention</b> now he is producing seeds and supplying it to the farmers in around Cuddalore district and now he is an entrepreneur and <b>earning approximately Rs. 3 lakhs /annum.</b>
	Present working condition of the enterprise	Now he is producing and supplying 55t of ADT 43, 90t of CR1009, 15t of ADT38 35 t of BPT5204, 7t of ADT 39 and 3t of IW Ponni as his contribution to the farmers of Cuddalore District
	Horizontal spread of enterprise	He has increased his paddy seed production from 15t to 70t
	Licence, advertisements etc on product	Licence No. 1896/VVM/2010



Mr. Ramesh, Seed Producer with his seed materials in an exhibition at this KVK. The Vice-Chancellor, TNAU, and the ZPD interacting with the entrepreneur.



## 5. SEED PRODUCER

1.	Name of the enterprise	SEED PRODUCER	
2.	Name and Complete address of entrepreneur	Thiru. S.Ram Mahesh S/o.Sambanthamoorthy Vallam Thatchakadu, B.Muttur, Chidambaram Mobile: 9884401114	
3.	Interventions of KVK with quantitative data support		
	Pre and Post interventions survey	<ul style="list-style-type: none"> <li>• The Cuddalore district has considerable area under rainfed rice especially at Nallur, Mangalore blocks and also part of Bhuvanagiri and Vriddhchalam block during samba season. Generally, the farmers get very low yield mainly under rainfed situation owing to local varieties and poor maintenance. The locally available kar (Red) rice variety fetches low market value.</li> <li>• Due to an OFT intervention, a farmer named Mr. Ram Mahesh from Thatchukadu village of Parangipettai block cultivated ANNA 4 Rice variety in his field in 2 ha. He had followed all agronomic and plant protection practices for the paddy crop. He showed excellent yield performance in his field even though the entire Cauvery delta zone suffered out of severe water scarcity during this samba season.</li> </ul>	
i	Training	In continuation of the OFT, we organized a training on “Improved Production Technologies for Rainfed Rice” in which Mr. Ram Mahesh also participated.	
ii	Demonstrations	Demonstration on Seed treatment and improved production technologies	

iii	Field days, Group meetings etc.,	Field day was conducted at the time harvesting and group meetings were conducted at the time of rouging, harvesting, threshing and cleaning.
iv	Publicity and Marketing	<ul style="list-style-type: none"> <li>• Popularity through KVK and extension functionaries during monthly zonal workshop and ATMA meetings.</li> <li>• News Paper inserts</li> </ul>
4	Time line of entrepreneurship development of entrepreneur	<ul style="list-style-type: none"> <li>• Before 2012 he was an ordinary farmer cultivating low yielding rainfed rice variety Kar</li> <li>• During 2012 samba season, he cultivated ANNA 4 rice variety (under OFT) and achieved a good yield of 5880 kg/ha</li> <li>• The farmers have realized a increase of 23.81% yield over ruling Kar variety. The net return from the ANNA 4 variety given Rs 11485 per ha than of Rs 7557 from Kar rice variety.</li> <li>• He won state level Best farmer award from TNAU during February, 2013.</li> </ul>
5	Technical component in the enterprise	
i	Raw material	<ul style="list-style-type: none"> <li>• Anna 4 Seed variety</li> <li>• PPFM spray to mitigate drought</li> </ul>
ii	Process(methodology)	He followed quality seed production technology as in our crop production guide and technical advisories of our SMS to mitigate the drought.
iii	Man Power involved	-
iv	Packaging and handling	Out of his yield, 2500 kgs was procured from him as TFL seed with the approval of TNAU and distributed to the other farmers of Cuddalore district for further spread.
6	Status of entrepreneur before and after the enterprise	<ul style="list-style-type: none"> <li>• Before training the farmer grown the local Kar</li> <li>• Now through this successful OFT, he became a seed producer. Even though he is a budding</li> </ul>

		entrepreneur, the success of this OFT and consequent state level award has further motivated him to enter into seed business.
7	Present working condition of the enterprise	He is just a budding entrepreneur and with all hope he again raised ANNA 4 rice, the crop stand is good and he will expand his business.
8	Horizontal spread of enterprise	He has increased his area from 2 ha to 10 ha
9	Licence, advertisements etc on product	-
10	Recognitions /awards received by the entrepreneur	He got state level best farmer award from Tamil Nadu Agriculture Minister during February, 2013 in the state level farmers interaction meet




**Field assessment by the DEE and KVK scientists**



**Mr. Ram Magesh receiving Best Farmer award from TN Agri Minister**

## 6. BOUQUETE SHOP

1.	<b>Name of the enterprise</b>	<b>PETALZ BOUQUETE SHOP</b>	
2.	Name and Complete address of entrepreneur	Mrs. R. Umaraju W/o Rajasekar 42, Ranganathan Street, Pathirikuppam Post, Arisiperiyankuppam Via, Cuddalore - 607002	
3.	Interventions of KVK with quantitative data support		
	Pre interventions survey	<ul style="list-style-type: none"> <li>• No alternate income generation activity for farm woman in Cuddalore district</li> <li>• No value addition in flower industry</li> <li>• Wide area of flower cultivation in Cuddalore block.</li> </ul>	
	Post interventions survey	<ul style="list-style-type: none"> <li>• One of the income generation activities for the farm woman, rural youth which gives Rs 25000 per month to the entrepreneurs.</li> <li>• Effective utilisation of available flower raw materials in the area.</li> </ul>	
	Training	<ul style="list-style-type: none"> <li>• A vocational training on Florist - Flower Bouquet arrangement was organised for five days at KVK, Vridhachalam during October, 2012.</li> <li>• 25 participants from Cuddalore district attended the training.</li> </ul>	
	Demonstrations	Demonstration was done on flower arrangement and floral stage decoration on commercial basis, dry flower arrangements etc.	
	Field days, Group meetings etc.,	After the training programme following follow up services were made through <ul style="list-style-type: none"> <li>• Personal advisory through personal visit and telephone calls</li> <li>• Field level meeting with flower growers</li> </ul>	
	Publicity and Marketing	<ul style="list-style-type: none"> <li>• Banner in the prominent business centres of cuddalore</li> <li>• Newspaper inserts</li> </ul>	

4	Time line of entrepreneurship development of entrepreneur	
	Training attended	October, 2012
	Advisories service through personal visit and field meeting	December, 2012
	Initial stage decoration on small scale basis	January, 2013
	Commencing flower bouquet preparation and sales to needed persons.	January, 2013
	Full fledged commercial establishment	February, 2013
5	Technical component in the enterprise	
	Raw material	Flowers, twigs of plants, dry flowers, plant leaves, colour papers and decorative materials, polythene papers
	Process (methodology)	Arrangement of flower bouquet using available raw materials in various shapes and size as per the needs of customers
	Man Power involved	Two persons ( family labourers)
	Packaging and Handling	<ul style="list-style-type: none"> <li>• Flower bouquet is being packed in a recommended polythene covers and direct marketing.</li> </ul>
6	Status of entrepreneur before and after the enterprise	<ul style="list-style-type: none"> <li>• Before the starting of entrepreneur, Mrs. R. Umaraju of Cuddalore was a housewife and not an earnable person.</li> <li>• After the vocational training, Mrs. R. Umaraju of Cuddalore opened the bouquet shop Named Petalz Shop at Kutthapakkam, Near Cuddalore and earns average income of Rs 2.5 lakh per annum.</li> </ul>

7	Present working condition of the enterprise	<ul style="list-style-type: none"> <li>Currently, the Petalz Shop started by them is running profitably and earning of Rs 25000 per month.</li> </ul>
8	Horizontal spread of enterprise	<ul style="list-style-type: none"> <li>On seeing this successful enterprise, Mr. R. Kovathanan of Mangalampettai village also got same training from KVK and started floral stage decoration and earns an average income of 6000-50000 per decoration. He extended his business to Namakkal, Trichy, Villupuram and Neyveli.</li> <li>Further Mr. K. Sakthivel of Chidambaram has been selling flower bouquet and basket bouquet during his leisure time from home on order basis.</li> <li>Mrs. Punithavathi from Bhuvanagiri Village also selling Dry flower business to the needy clients</li> </ul>
9	Licence, advertisements etc on product	Products developed from the enterprise, labelled as M/s Petalz Shop, Cuddalore
10	Recognitions /awards received by the entrepreneur	--



**Vocational Training on Flower arrangements**



**Vice Chancellor, TNAU visiting the Stall of Mrs. Umaraju (Petalz Bouquet Shop)**

## 7. VERMI COMPOST PRODUCTION UNIT

1.	<b>Name of the enterprise</b>	<b>SEKAR VERMICOMPOST UNIT</b>	
2.	Name and Complete address of entrepreneur	Thiru. V. Sekar, S/o Velmurugan, Kodukkur village, Vriddhachalam Tk	
3	Interventions of KVK with quantitative data support		
	Pre and Post interventions survey	<ul style="list-style-type: none"> <li>• He was an ordinary farmer cultivating sugarcane and Paddy.</li> <li>• One day he approached KVK for want of technology for composting sugarcane trashes and preparing vermicompost</li> <li>• Subsequently he attended vermicomposting training at this KVK and started producing 500 kg of vermicompost initially.</li> <li>• Now he is an entrepreneur producing 35 tonnes of vermicompost and selling both verms and compost in and around Cuddalore district</li> </ul>	
	Training	He attended vocational training on vermicomposting during 2010	
	Demonstrations	Demonstration on Shredding of farm waste using shredder, preparation of partially decomposed manure, and preparation of vermibed.	
	Field days, Group meetings etc.,	Group meeting was conducted at the time of first harvest at farmer's field. KVK Scientists and local extension functionaries attended the programme	

	Publicity and Marketing	Popularity through KVK and Extension functionaries
4.	Time line of entrepreneurship development of entrepreneur	<ul style="list-style-type: none"> <li>• Before 2010 he was an ordinary farmer cultivating sugarcane and paddy</li> <li>• During the year 2010 he attended the vocational training on vermicomposting</li> <li>• By the end of the year he started producing Vermicompost and initially produced 500 kg during the first harvest.</li> <li>• Now his production unit is producing approximately about 35t of vermicompost</li> <li>• He earns an average monthly income of Rs.10,000/-</li> </ul>
5.	Technical component in the enterprise	
	Raw material	<ul style="list-style-type: none"> <li>• Vermis</li> <li>• Farmyard manure and Farm waste</li> <li>• Sugarcane trashes</li> </ul>
	Process(methodology)	He followed the vermicomposting technology as per TNAU recommendation
	Man Power involved	He is now engaging 10 labours in his farm to look after the routine composting work
	packaging and handling	The verms as well as the compost were processed and packaged and sold in and around Cuddalore district.
6.	Status of entrepreneur before and after the enterprise	<b>Before training</b> he was an ordinary farmer and <b>after KVK intervention</b> now he is producing and supplying vermicompost to Cuddalore farmers and now he is an entrepreneur <b>earning approximately Rs.3 lakhs/annum.</b>
7.	Present working condition of the enterprise	Now he is producing 35 tonnes of vermicompost and supplying the same to the farmers Cuddalore district




8.	Horizontal spread of enterprise	He has increased his production from 500 kg to 35 tonnes.
9.	Licence, advertisements etc on product	-
10.	Recognitions /awards received by the entrepreneur	-

**A family labour working in the vermi compost unit**



## 8. HOME MADE PRODUCTS

1.	<b>Name of the enterprise</b>	<b>JAYAM HOME MADE PRODUCTS</b>	
2.	Name and Complete address of entrepreneur	<p>Tmt. Suganthi Jayam Home Made Products, 101, Thangam Nagar Gandhi Nagar Post, Vadakuthu, Neyveli. Phone: 9486089781</p>	
3	Interventions of KVK with quantitative data support		
	Pre and Post interventions survey	<ul style="list-style-type: none"> <li>• No alternate income generation activity for farm women in Cuddalore district</li> <li>• Poor knowledge about preparation of value added products among farmers</li> <li>• After KVK intervention, Tmt. Suganthi from neyveli started a small unit with daily preparation of food products like pickles, jam and masala powder 10 -20 kg/day at house hold level and earned Rs.1500/month.</li> <li>• Now she started selling her product in the brand name “<b>Jayam Home Made Products</b>” and <b>earns Rs. 20,000/month</b>. She is now doing the business successfully.</li> </ul>	
	Training	She underwent a 21 days training programme on “Food processing, preservation and value addition” offered at this KVK during 2009.	
	Demonstrations	Demonstration on preparation of different types of pickles and ready instant mixes.	
	Field days, Group meetings etc.,	After the training programme the follow up services were done by personal advisory through personal visit and telephone calls	


	Publicity and Marketing	<ul style="list-style-type: none"> <li>• Banner in the prominent Departmental stores in Cuddalore district</li> <li>• News paper inserts</li> </ul>
4.	Time line of entrepreneurship development of entrepreneur	<ul style="list-style-type: none"> <li>• She attended the training programme during 2009</li> <li>• Advisory services through personal visits and group meeting during Nov-Dec 2009</li> <li>• She started a small unit with daily preparation of food products like pickles, jam and masala powder 10 -20 kg/day at house hold level and earned Rs.1500/month.(During March 2010)</li> <li>• Now she started selling her product in brand name “ Jayam Home Made Products” and earning Rs. 20,000/month</li> </ul>
5.	Technical component in the enterprise	
	Raw material	Local fruits, vegetables, pulses, millets, cereals, and other required spices.
	Process(methodology)	She followed the technology as per TNAU Food processing technology and advisory of the food technologist at this KVK
	Man Power involved	Now she is engaging 5 members for his routine work
	packaging and handling	The food products were packed in polythene pouches and bottles
6.	Status of entrepreneur before and after the enterprise	<ul style="list-style-type: none"> <li>• Before the starting of entrepreneur, Mrs. Suganthi of Neyveli was a housewife and not an earnable person.</li> <li>• After the vocational training, Mrs. Suganthi and Mrs. K. Seethalakshmi joined together and prepared the value added foods and marketing the same in local departmental stores and also popularising the products through state level agri expos.</li> </ul>

7.	Present working condition of the enterprise	Currently the Jayam foods started by them is running successfully and earning Rs. 20,000/- per month.
8.	Horizontal spread of enterprise	She has increased his production from 10-20 kg to 200-250kg per month.
9.	Licence, advertisements etc on product	The value added products programme has been telecasted in Makkal TV Reg. No. 33/18/4616/S.I 09-10
10.	Recognitions /awards received by the entrepreneur	-



**Vice Chancellor, TNAU visiting the Stall of Mrs. Suganthy (Jeyam Food Products)**

## 9. FOOD PRODUCTS

1.	<b>Name of the enterprise</b>	<b>FOOD PRODUCTS (AERO FOOD PRODUCTS)</b>	
2.	Name and Complete address of entrepreneur	Thiru. P.P. Manimozhi Mathakalirmanickam Srimushnam (Via) Kattumanaarkoil taluk, Cuddalore district.	
3.	Interventions of KVK with quantitative data support		
	Pre interventions survey	<ul style="list-style-type: none"> <li>• Previously he was earning Rs 100 per day as labour before interventions.</li> <li>• No suitable and alternative agriculture based opportunities for more earning and additional income.</li> </ul>	
	Post interventions survey	<ul style="list-style-type: none"> <li>• Earning Rs 20, 000 per month</li> <li>• Utilizing all available raw materials from local areas.</li> <li>• Providing employment to 12 local residents.</li> </ul>	
i	Training	<ul style="list-style-type: none"> <li>• The KVK, Vridhachalam offered vocational training on food value addition technologies such as importance of food processing, preservation techniques and production of value added products from fruits and vegetables (instant food powder, jam, jelly pickle preparation, vathal and vadagam preparation etc.,) packing of the products, labeling, assessing the market demand and its marketability, product storage, its keeping quality, following proper sanitation guidelines in the product production building etc.,</li> <li>• In the training, 30 participants were trained.</li> <li>• Thiru. P.P. Manimozhi, Mathakalirmanickam started an enterprise on Food Products.</li> </ul>	

ii	Demonstrations	Demonstration on quality food product preparation from local fruits, vegetables, cereals and millets.
iii	Field days, Group meetings etc.,	After training, technical and field level guidance were also given to him by our SMS.
iv	Publicity and Marketing	<ul style="list-style-type: none"> <li>• Products developed by the entrepreneur sold in Cuddalore, Villupuram, Perambalur and Thanjavur districts.</li> <li>• This Kendra was involved in promotion of marketing their produce by allowing them to display and sell their produces in Agri-Horti Fairs, TNAU sponsored exhibitions, CODISSIA Agri-Expo, Pondicherry Agri Fair etc., through stall exhibition cum selling.</li> <li>• Direct marketing and indirect marketing through shops.</li> </ul>
4	Time line of entrepreneurship development of entrepreneur	
i	Training Attended	August, 2009
ii	SMS of KVK direct visit and guidance	Oct and Nov, 2009
iii	Initial Small establishment of enterprise	Jan, 2010
iv	Promotion of enterprise as a business level	March, 2010
		He invested a total sum of Rs.50, 000/- towards starting a value added production unit and started producing amla, ginger, garlic, lemon and mango pickles; tomato conserve and ready mix paste, dhal, idly, Curry leaves, fish instant powders; Curry leaves and chicken-mixed vathal and vathal-kulambu, pulikatchal, puliyotharai ready mixes under the label “Aero food products”.

5	Technical component in the enterprise	
i	Raw material	Millets, small millets, vegetables, mango, amla
ii	Process(methodology)	He has followed all the food technologies systematically to prepare the food products.
iii	Man Power involved	15 local residents
iv	Packaging and handling	<ul style="list-style-type: none"> <li>• The prepared products are packed as AERO FOOD PRODUCTS in the attractive plastic container</li> <li>• Direct marketing through sales counters and through Agri trade fairs.</li> </ul>
6	Status of entrepreneur before enterprise	<ul style="list-style-type: none"> <li>• He was an unemployed person and earning is just Rs 100 per day</li> </ul>
	Status of entrepreneur after the enterprise	<ul style="list-style-type: none"> <li>• Now he is earning Rs 20, 000 per month from the enterprise.</li> <li>• All members of his family involved in the enterprise.</li> <li>• He is utilizing all available raw materials from local areas and provided employment to 12 unemployed persons.</li> </ul>
7	Present working condition of the enterprise	<ul style="list-style-type: none"> <li>• The KVK, Vriddhachalam is also involved in giving technical backstop improvement by exposing them to higher end learning training IICPT at Thanjavur and fish value addition training by CIFT, Cochin experts was also given to them at this Kendra.</li> <li>• Now he started producing prawn and fish pickles and vathals.</li> </ul>
8	Horizontal spread of enterprise	He also developed a similar enterprise unit in Mangalampettai Village.
9	Licence, advertisements etc on product	Reg. No: 33/18/4616/SI/09-10 for Food Products Reg.No: 53/07/SI 86/13/4645 for value added products of millets
10	Recognitions /awards received by the entrepreneur	-



**AERO Foods - Production Unit**



**Display of Food products - AERO Foods Team**