

Successful Women Agripreneur in IFS and Value Addition

Mrs. Kavitha resides in Anuparapalayam village of Sathy block. She is 39 years old, completed her MBA degree and involved in farming in their 3 acres of wet land for 12 years. She is cultivating Sugarcane, Banana, Coconut, Mixed Fodder with the support of her family members. Since she from agriculture background, she has passion in agri related activities like Dairy farming, Dog breeding, Desibird rearing Vermi compost production, Bee rearing and Black soldier production. She is attending regular training and exposures at KVK and utilizes its services for her farm development. Her farm stands as a model resource centre for Integrated Farming System in Sathy block.

KVK intervention:

- Capacity building programme on Integrated Farming System (IFS)
- Attended training on Post harvest and Value addition in farm produces under STRY programme programme
- Attended Two months course on Agri-preneurship development at TBI, TNAU, Coimbatore
- Attended one month course on Organic farming and vermicomposting under ASCI at KVK Erode
- Completed one year diploma course (DAESI) in agriculture with KVK Erode
- .Invited as Resource person for KVK, Colleges and Departments of Agriculture
- KVK supported her to enroll as members in n Technology Incubation at TBI, TNAU, Coimbatore

Components practiced with IFS concept:

- Major crops - Sugarcane, Banana
- Desi Bird parental stock unit (100 Nos)
- Milch animal (4 No)
- Sheep rearing (8 Nos)
- Dog Breeding (2 breeds)
- Black soldier fly unit (3 unit)
- Vermicompost production (1 ton capacity)
- Nursery (Arecanut – 500 No)
- Bee Boxes-8 Nos.
- Food processing Unit (Value addition in coconut, millets, Turmeric powder, Masala powders and Nutrimix)

Outcome and Impact:

- Established Integrated Farming System unit with **10 different components** and act as model demo unit for conducting training programmes to farmers and other extension functionaries
- Established **parental stock unit for desi birds** with 6 breeds for purity maintenance
- **Reducing the cost of cultivation** in crops by adopting various on farm input production techniques at 30%
- Developed **innovative formula** for making masala powders

- She markets her products in the **Brand name of AARA** through AESC outlet, FPOs and Online Platform
- Before entering to AESC , her early earning was RS.2,34,000/- Now with technical updation in Farm and She is earning Rs. 6,78,000 / year through IFS and value added products
- **Adopting eco-friendly** management practices for controlling pests and diseases
- Developed Innovative **Organic Seed Coating Method (Liquid)** and register the product in Agri Business Incubation Centre, TNAU for further validation
- Act as a **Resource Person** for desi bird production and value addition in agri and horticultural crops on demand from AESC
- Farmers can avail the **technological resources** (earth worm, vermicompost, areca seedlings, black soldier fly worm, desi birds) for further establishment in their farm
- Innovative methods adopted by her was documented by KVK and mass media and telecasted for wider dissemination of the technologies
- On an average, 160 mandays employment opportunity provided for 2 Joint Liability Groups for her business to the demand from buyers



Horizontal spread:

- More than 500 farmers and entrepreneurs visited her farm to obtain practical knowledge on IFS and value addition in the past 3 years
- Displayed her products in KVK and FPOs, TNAU TBI outlet to reach the maximum customers
- 32 rural women entrepreneurs developed and 28 IFS farmer adopted her farm technologies after visiting farm.
- Her experiences documented by Doordharsahan, Krishi Jagran and telecasted widely and she motivates young farmwomen for startup in agri-entrepreneurship.



Award and Recognitions



