



KVK TIMES

A Window to KVKs of ICAR-ATARI, Zone-XI

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1-15 August
2024



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A brand for empowering the farmers



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Kisan Samriddhi - 2024





रोडान
इसरोदधी

Kisan Samriddhi

A brand for empowering the farmers





KVK TIMES

A Window to KVK's of
ICAR-ATARI Zone -XI, Bengaluru

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KVK TIMES

A Window to KVK's of ICAR-ATARI Zone -XI, Bengaluru



Message

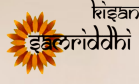
Krishi Vigyan Kendras (KVKs) are pivotal agricultural knowledge and resource centers under the Indian Council of Agricultural Research (ICAR), dedicated to enhancing agricultural development and improving rural livelihoods. They achieve by introducing advanced agricultural technologies and providing practical demonstrations to farmers, coupled with many capacity-building initiatives on technological fronts.

Koppal district, renowned as the "Rice Bowl, in addition fruits and seed production hub in karnataka" ICAR Krishi Vigyan Kendra Koppal has made significant strides in promoting and adopting paddy-related technologies i.e. Direct Seeded Rice (DSR), machine transplantation and the introduction of new paddy varieties such as GGV-05-01, GNV-10-89, Rp-bio-226, and RNR- 15048 are worth to mention.

The "KVK TIMES" initiative, developed by ATARI Bangalore, is a novel approach designed to highlight the significant achievements of KVKs in enhancing the socio-economic status of farmers. I am pleased to commend ICAR KVK Koppal for their special issue of "KVK Times" titled "Kisan Samridhhi" for the period from August 1-15, 2024.

I extend my heartfelt appreciation to Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru & to the team of ICAR KVK Koppal for their exemplary service to the farming community. Their dedicated efforts are instrumental in improving farmers' livelihoods and I am confident that their initiatives will continue to bring substantial benefits to the agricultural sector.

Dr. M. Hanumanthappa
Vice-Chancellor
University of Agricultural
Sciences, Raichur.



KVK TIMES

A Window to KVK's of ICAR-ATARI Zone -XI, Bengaluru



Krishi Vigyan Kendras are playing pivotal role in handholding of farmers through technological backstopping for enhancing the productivity of crops and enterprise keeping in mind profitability and sustainability. 'Believing through seeing' and 'Learning by doing' is most appropriate to the KVKs, as the Scientists and farmers are jointly involved in implementing KVK mandated activities to reach the mission of enhancing the farmers income. KVKs are expanding the horizon from elite extension to innovation, market linkage, FPOs, processing and value addition. 48 KVK's in Zone XI of ATARI placed in states of Kerala, Karnataka and Lakshadweep Union Territory has immensely contributed in enhancing agriculture productivity and farmer income thus ensuring sustainable social and livelihood security of farm families.

A first of its kind virtual platform, KVK TIMES which documents fortnightly activities of each of the 48 KVKs of Zone-XI is gaining a real momentum. The news items covered in issues made an impact that is long lasting. Most of the news items published in the TIMES has got the potential of cross learning among KVKs and worth reading. This should boost the morale of all of us and many such noteworthy efforts of our fraternity in the zone.

I am happy that KVK Koppal is bringing up the 27th issue of second volume of KVK TIMES covering the first fortnight of August. I congratulate the KVK fraternity of Zone XI specially Dr. Ragavendra Yaligar, Senior Scientist and Head and his team of KVK, Koppal for bringing out this unique edition of KVK Times.

Forward


Dr. V. Venkatasubramanian

Director
ICAR-Agricultural Technology
Application Research Institute
Zone-XI, Bangalore



कृषि विज्ञान केंद्र
Krishi Vigyan Kendra
Serving Farmers



KVK TIMES

A Window to KVK's of ICAR-ATARI Zone -XI, Bengaluru



Message

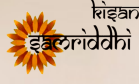
Krishi Vigyan Kendras (KVKs) play a crucial role in enhancing the income and livelihood security of the farming community through their front-line extension services. These services encompass a wide range of activities, including crop diversification, increasing production and productivity, minimizing post-harvest losses, and promoting value addition and processing. Ultimately, KVKs aim to develop farmers into successful entrepreneurs.

In addition to their extension activities, KVKs are instrumental in providing quality inputs such as seeds, planting materials, organic products, biofertilizers, micronutrients, and livestock breeds. Their impact has been further amplified by various campaigns and initiatives, including natural farming, soil health cards, Poshakabhiyana, Swachh Bharat, and the adoption of drone technology. The "KVK Times," an innovative approach developed by ATARI Bengaluru, highlights the diverse activities undertaken by KVKs in Zone XI. This publication not only celebrates the accomplishments of KVKs but also serves as a valuable tool for documenting their progress and evaluating their strengths and weaknesses over time.

I am pleased to acknowledge that KVK Koppal is releasing a special issue of "KVK Times" titled "Kisan Samridhhi" for the fortnight of August 1-15, 2024. I extend my heartfelt congratulations to the Head and the team at KVK Koppal for their commendable effort in bringing out this unique edition. Their dedication to improving agricultural practices and farmer livelihoods is truly praiseworthy.

Dr. S.B. Goudappa

Director of Extension
University of Agricultural
Sciences, Raichur.



KVK TIMES

A Window to KVK's of ICAR-ATARI Zone -XI, Bengaluru



Acknowledgement

I am extremely proud and privileged to be entrusted with responsibility to compile and edit the KVK times from 1-15 August 2024. I am very glad to express my gratitude to Dr. V. Venkatasubramanian, Director, Zone IX, ICAR-ATARI, Bengaluru, whose visions of creating the KVK times has significantly united all the KVKs under Zone XI and enhanced our awareness of the vital activities carried out by each KVK.

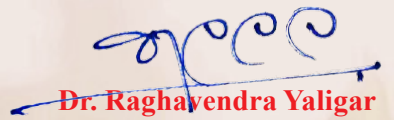
Special thanks to Dr. B.T.Rayudu, our Nodal officer, for his unwavering motivation and guidance. I also thank Dr. D.V. Kolekar for this invaluable assistance in producing this issue.

It is my great privilege to profusely thank our Honourable Vice-Chancellor, Dr. M. Hanumanthappa, University of Agricultural Sciences, Raichur (UASR) in carrying out our KVK activities and his constant incitement to serve the farming community to the best of our abilities.

I am obliged to our beloved Director of Extension, Dr. S.B. Goudappa, University of Agricultural Sciences, Raichur for their regular motivation and guidance. I extend my special gratitude to Dr. A.R. Kurubar, Associate Director of Extension, UAS, Raichur for his guidance in ensuring this issue success.

Additional, I sincerely acknowledge the entire Zone-XI, KVK family member for sharing their KVKs the valuable information on Kisan Samridhhi for new market platform for farmers and stakeholders.

My heartfelt thanks to my entire team of ICAR- Krishi Vigyan Kendra, Koppal for their continual support and valuable suggestions in bringing out this issue effectively.


Dr. Raghavendra Yaligar

Senior Scientist and Head
ICAR- Krishi Vigyan kendra,
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ICAR-KVK, BALLARI

In a significant step towards enhancing agricultural productivity and ensuring food security, ICAR-KVK Ballari has initiated the distribution of improved seed varieties to farmers in and around the Ballari district. Under the esteemed guidance of the KisanSamridhhi initiative, KVK Ballari has made available the seeds of Bengalgram variety JG-11 and Safflower PSNB-12, known for their resilience and higher yield potential. These seeds, exclusively available at KVK Ballari, have been meticulously selected to suit the agro-climatic conditions of the region, promising to bring a transformative change to the farming community.

► Bengalgram JG-11: A Path to Prosperity

The Bengalgram variety JG-11 is celebrated for its adaptability to the semi-arid climate of Ballari. With a short growth duration and tolerance to pests and diseases, JG-11 ensures a higher yield and better quality of produce. This variety has been distributed to over 1,500 farmers, covering an approximate area of 8,500 acres across the district. Compared to traditional varieties, JG-11 has shown a yield increase of 20-25%, leading to an estimated gross income of around ₹35,000 per acre, as opposed to ₹25,000 from other commonly used varieties. This significant income boost is a direct result of the improved yield and quality, making JG-11 a game-changer



for the farming community in Ballari.

► Safflower PBNS-12: Enhancing Crop Diversity

Safflower, traditionally grown for its oil, is a crucial crop for the drylands of Ballari. The PBNS-12 variety of Safflower distributed by KVK Ballari is recognized for its drought tolerance and high oil content. This variety has been adopted by approximately 700 farmers, covering an area of around 2,000 acres in and around Ballari and Anantpur district of Andhra Pradesh. The gross income from PBNS-12 is projected to be around ₹28,000 per acre, which is significantly higher than the



₹20,000 per acre from other varieties grown in the same region. The higher oil content and better drought resistance of PBNS-12 have led to increased profitability, making it a preferred choice among farmers seeking to diversify their cropping systems and maximize returns.

► **Kisan Samridhhi:**
A Vision for a
Brighter Future

The Kisan Samridhhi initiative by KVK Ballari embodies the vision of creating a prosperous and self-reliant farming community. Through the distribution of these improved seed varieties, KVK Ballari is not just providing seeds but sowing the



seeds of hope and prosperity for the farmers. This initiative is a testament to KVK Ballari's commitment to agricultural innovation and farmer welfare, ensuring that the benefits of advanced agricultural practices reach every corner of the district.

By equipping farmers with the best agricultural inputs and knowledge, KVK Ballari is paving the way for a future where agriculture thrives, and farmers reap the benefits of their hard work. The distribution of Bengalgram JG-11 and Safflower PBNS-12 seeds is a crucial step in this journey, marking a new chapter in the agricultural development of the Ballari district.

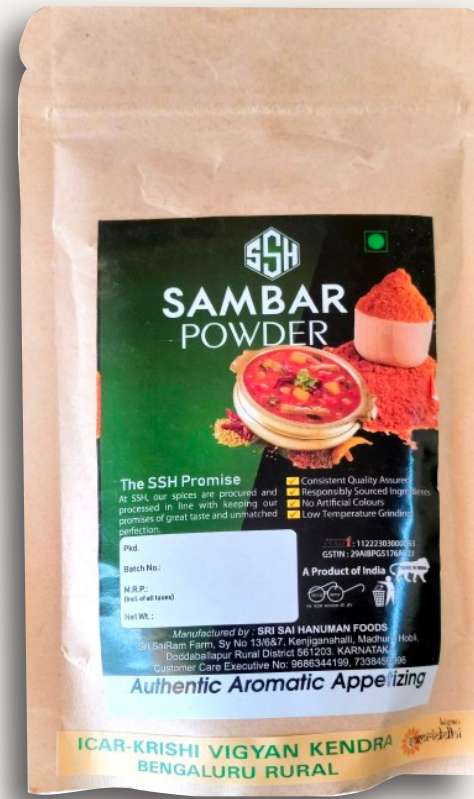
ICAR-KVK, BENGALURU RURAL

SHGs, agripreneures and entrepreneurs through technical guidance and creating marketing channel under Kisan Samridhhi Brand for their products. Smt. Padmini Gowda an enthusiastic women agri entrepreneur from Bengaluru Rural District. She was always had zeal and enthusiastic to start agricultural enterprise. But she was unaware of agri related enterprises to start. After getting the technical guidance and support from KVK and Horticulture department.

She started milky mushroom cultivation, areca nut plate making, ground nut and coconut wood pressed oil extraction unit. With the technical support of KVK she started to market her products under the brand name 'Sri Sai Hanuman Foods and Arecaware'.

Around 30 - 35 kg of milky mushroom is being harvested every day and supplying to big basket and other customers directly @ Rs. 250 per kg and earns 12 lakh per year. She also prepare 2800 number of areca plates per day and generates Rs. 10 lakh per year. She also produces 400 liters of wood pressed coconut and groundnut oil and earns 16 lakh per year. With the guidance of KVK she expanded her business with the Kisan Samridhhi Co-branding.

In coming days with the technical guidance of Krishi Vigyan Kendra Arkavathi FPO, One SHG, Four Entrepreneurs from Bengaluru Rural District will use Kisan Samridhhi Brand to market their produce.



ICAR-KVK, BIDAR

ICAR - Krishi Vigyan Kendra (KVK) Bidar has been at the forefront of promoting sustainable agricultural practices in the Bidar district of Karnataka. By embracing innovative technologies and promoting high-quality agricultural products under the Kisan Samridhibrand, KVK Bidar is not only enhancing the profitability of local farmers but also contributing to the broader goal of sustainability. The branding of these products plays a critical role in ensuring the reliability and marketability of these goods, thus driving higher profitability for the farmers.

Empowering Local Enterprises: Two prominent local enterprises have emerged as key players in this success story: M/S. Bhasan Enterprises and Bhavani Organic Farms. These enterprises, under the guidance and support of KVK Bidar, have successfully produced and marketed a variety of agricultural products that are not only high in quality but also environmentally friendly.

1. M/S. Bhasan Enterprises: Led by Sri.

Sanjeevkumar Bhasan, this enterprise has focused on the production and sale of millet-based products and other value-added goods. The production figures and their corresponding market values are impressive:

- **Millet Health Mix Powder (1 kg & 500g):** With 21,000 packets of 1



kg and 36,000 packets of 500g produced, the total revenue generated from these products alone amounts to ₹1,84,77,000.

- **Multi Millet Khichdi, Dosa Rava, and other Millet-based products:** These innovative and healthy products have contributed significantly to the enterprise's revenue, with a combined total value of ₹98,28,100.

- **Cold Pressed Oils and Pickles:** The enterprise has also ventured into the production of cold-pressed oils and various pickles, adding another ₹61,33,500 to their revenue stream.

In total, M/S. Bhasan Enterprises has achieved a remarkable total revenue of ₹2,82,25,600 through the Kisan Samridhibrand. This success is a testament to the importance of quality branding in promoting reliable products and ensuring higher profitability.

2. Bhavani Organic Farms: Another success story is that of Bhavani Organic Farms, managed by Sri. Suraj Patil. This farm has specialized in the production of vermicompost and enriched vermicompost, which are essential for sustainable farming practices. The farm's products are in high demand due to their quality and effectiveness in enhancing soil fertility.

- **Vermicompost:** With a production of 150 tonnes, packaged in 40kg bags, Bhavani Organic Farms has generated a revenue of ₹18,75,000.

- **Enriched Vermicompost:** Additionally, 5 tonnes of enriched vermicompost have been produced, bringing in another ₹1,50,000.

The total revenue from Bhavani Organic Farms stands at ₹20,25,000, showcasing the viability and profitability of organic farming practices. The success of Kisan Samridhibrand is a shining example of how the branding of quality products can lead to enhanced reliability, market acceptance, and higher profitability for farmers. Through the support and promotion of sustainable agricultural practices, KVK Bidar is not only



contributing to the economic well-being of local farmers but also playing a vital role in ensuring environmental sustainability. The success stories of M/S. Bhasan Enterprises and Bhavani Organic Farms are clear indicators of the positive impact that can be achieved through effective branding and the adoption of sustainable practices.

Contributors: Mrs. Jyothi S Kamthane , Dr. Sunilkumar N M, Dr. Ningadalli Mallikarjun & Dr Gnyandev Bulla, ICAR-KVK Bidar.

Ruchit B

Made From Indian Former
**PREMIUM GHANI
EXTRACTED FILTERED**

GROUNDNUT OIL

Technical Guided by: ICAR-KRISHI VIGYAN KENDRA
BIDAR, (Karnataka State)

Net Weight : 1Ltr.

100% NATURAL PRODUCT

Ruchit B

**Ginger
Jaggery
Candy**

ONE DISTRICT ONE PRODUCT

Real Food

Technically Guided By:
ICAR-Krishi Vigyan Kendra, Bidar (karnataka State.)

Manufactured by, **BHASAN SHG GROUP**
PLOT NO. 9P3 Part-1, Kolar Industrial Area
Phase - II KIADB, Bidar, Karnataka. 585401.

Marketed by, **M/S. BHASAN ENTERPRISES**
PLOT NO. 9P3 Part-1, Kolar Industrial Area
Phase - II KIADB, Bidar, Karnataka. 585401.

Ruchit B

Made From Indian Former
**PREMIUM GHANI
EXTRACTED FILTERED**

SAFELOWER OIL

NO PRESERVATIVES
100% CHEMICAL FREE
TRANS FAT FREE

Technical Guided by: ICAR-KRISHI VIGYAN KENDRA
BIDAR, (Karnataka State)

Net Weight : 1Ltr.

100% NATURAL PRODUCT

Ruchit B

ನವಕೆ ಜಿಂಟೈಲ್ಸ್

Fortail Millet Cookies

Technical Guided by: ICAR-KRISHI VIGYAN KENDRA BIDAR, (Karnataka State)

NUTRITION VALUE
(per 100 Grams Approx)

Carbohydrate	63.97 g
Protein	6.95 g
Fat	24.59 g
Fiber	0.26 g
Energy	500.28 Kcal

Ingredients : Wheat Flour, Fortail Millet Flour, Sugar, Butter, Milk Powder, Vanaspathi, Custard Powder, Baking Soda
Contains No Colour

NET WT :
MRP :
BATCH NO.:
PACKED ON :
EXP :

M/S. BHASAN ENTERPRISES
PLOT NO. 9P3 Part-1, Kolar Industrial Area Phase-II,
Bidar, Karnataka. 585401.
Call: 9855137177, 9945386581
www.ruchitb.in
Email: info@bhassanenterprises.com

BHAVANI ORGANIC FARMS

ಸಂವತ್ಸರಿತ ಎರಡು ರೀತಿಯಲ್ಲಿ
ENRICHED VERMICOMPOST

ಸಂವತ್ಸರಿತ ಎರಡು ರೀತಿಯಲ್ಲಿ
ENRICHED VERMICOMPOST

ಸಂವತ್ಸರಿತ ಎರಡು ರೀತಿಯಲ್ಲಿ
ENRICHED VERMICOMPOST

ಸಂವತ್ಸರಿತ ಎರಡು ರೀತಿಯಲ್ಲಿ
ENRICHED VERMICOMPOST

Net Weight : 2 Kg (Other pack)
Batch No :
M.P.F No :
Mfg Date :

Manufactured & Marketed By:
BHAVANI ORGANIC FARMS
BHAVANI ORGANIC FARMS, 10, HEMACHANDRA PRASAD STREET, BIDAR, KARNATAKA STATE - 585401
Call: 9855137177, 9945386581

Agriculture the Only

ICAR-KVK, BELAGAVI-1

ICAR Krishi Vigyan Kendra, Belagavi-1 (Tukkanatti) has trained the different SHG's members (Farm women's) across the KVK Jurisdiction area on processing and value addition to agriculture and horticulture produce to the rural women and SHG's. After the training program women established their own

processing units are "Organic Jaggery Powder Making, Organic Turmeric Powder Making unit, Edible Oil Extraction unit, Millet Health Mix unit, Millet Bakery Products unit and Millet Crisp Roti unit and Turmeric Pickle Making units at different villages of across Belagavi District under the technical guidance of KVK, Belagavi-1. Their main motto behind these processing unit is to provide chemical free

and natural food products to the society. The enterprises are running very successfully and gaining popularity in Belagavi District. Products are getting better acceptance, besides being able to earn a stable income from these enterprises. Soon these products are brought under Kisan Samriddhi Trademark and sold under Kisan Samriddhi Trade.



Kisan Samriddhi - 2024

ICAR-KVK, BELAGAVI-2

The term “entrepreneurship” represents much more than just starting a business. It defines a creative vision, risk-taking, and a relentless pursuit of opportunity.

The significance of entrepreneurship development is crucial, as it plays a pivotal role in shaping the destiny of nations, empowering individuals, and addressing modern challenges. Entrepreneurship development plays a pivotal role in fostering the growth and success of aspiring business leaders. It includes various educational programs, coaching sessions, and training initiatives aimed at enhancing the knowledge and skills of entrepreneurs.

The primary objective of this development process is to bolster the entrepreneurial ecosystem by empowering individuals to embark on their entrepreneurial journeys. The main benefits of entrepreneur development are Innovation and creativity, economic growth, creation of jobs and improvement in the quality of life.

Self Help Groups (SHGs) have emerged as a crucial instrument for realizing Localization of Sustainable Development Goals (LSDGs) and strengthening of local economy through Vocal for Local. SHGs have now become a platform for many group-based interventions based on the basic premises that mobilization of marginalized and poor (women) people have higher outreach of interventions to improve the rural development outcomes.

Although, the impact of SHGs on development outcomes is much talked about, equal impetus should be given to talk about

what the development organizations and stakeholders can do for the SHG-growth. As the requirement of next-tier of SHGs as small and viable enterprises has emerged, there is a need to go beyond the established value chains and identify areas where further business development of SHGs can take place.

Mentoring and Handholding by KVK: After systematically following of SWOT analysis, Krishi Vigyan Kendra initiated mentoring and handholding of individual farmer/farmwomen, self help groups (SHG) and farmers producer organizations (FPO) in its jurisdiction. The process of handholding by KVK was carried out focusing mainly on idea generation, action plan for product preparation, mobilization of resources, providing technology of products and marketing with emphasis on vocal for local. Ever since the KVK initiated the EDP activities, some entrepreneurs have developed in the district due to KVK intervention. Initially these entrepreneurs are mere individuals practicing farming without having knowledge of either processing or value addition concept for their produce.

► KVK Products

To promote and ensure the use of quality seeds, bio products, planting materials, KVK is involved in production of high yielding and recently release varieties of paddy, wheat, rabi jowar, green gram, black gram, bengal gram, soybean and groundnut crops and supplying to the farmers. In addition KVK produces bio-pesticides like Metaraizium (powder),



Metarizium (liquid), Noumorea rileyi and bio fertilizer like Rhizobium, PSB, Azatobacter, VAM, Azospirillum and quality planting materials as well as millet based value added products and supplying to the farmers to ensure increase in the productivity at low cost of production and gained higher economic returns among the farmers of the region.

► KVK Intervention

Krishi Vigyan Kendra identified few individual farmer/ farmwomen based on their zeal of becoming self employed in the vicinity of their residence and generate some income for their day to day expenditure of the family. At this stage, KVK provided idea of product generation using local farm resources. In addition, KVK organized short training courses to provide the technology for production of value added products and extend hands on experience through skill development. Later, the KVK supported these members with needy equipments to start the entrepreneurship.

► Our successful entrepreneurs

a.Smt. Iravva Mathapati: KVK trained her family for preparation of pickles and millet biscuits and provided oven and trays to start millet biscuit entrepreneur along with facilitating for branding of biscuits like Millet



bite (foxtail millet), Millet Delight (little millet) and Millet Crunch (finger millet) and also obtained FSSAI license for sale of the products. The pickles are sold in the brand name of 'Shakti'. She provided employment for six women throughout the year. The annual production of pickles is around 100 tons with a turnover of Rs. 53.00 lakhs and millet biscuits worth of Rs. 5.00 lakhs. She was awarded with Krishi Pandit, Shresta Krishi Mahile and DD Mahila Kisan for her entrepreneurship activity.

b.Smt. Manjula Hiremath: KVK provided hands on training for preparation of millet roti's and facilitated for marketing in Mela's, workshops, marriages and other social events. After the training she owned a big roti making machine with a capacity of 1000 rotis/ day. KVK backstopped her entrepreneurship at every step during the process. She employees 3 workers daily for preparation of products. Annually she produces 60,000 millet rotis with



a turnover of Rs. 3.00 lakhs/ year.

c. Smt. Laxmi Lagamma Ramannavar:

She resides in Nesargi village near KVK campus. She attended on campus training on income generating activities at KVK and motivated by Scientist. She purchased the vermicelli machine and started the production on commercial scale. Annually she produces 12 tons of vermicelli with a turnover of Rs. 8.00 lakhs/ year along with providing employment for two women.



d. Smt. Bharati Badiger:

Before 2013, she was working in a private hospital for which she have to travel 100km/ day. During 2013, she attended a training at KVK and acquired knowledge on processing and value addition of millets and wheat for preparation of standardized vermicelli items along with sweet potato products with technical backstopping by KVK. KVK facilitated the entrepreneur for getting FSSAI licence and branding. She started millet vermicelli preparation like finger millet, foxtail millet, proso millet, bardnyard millet, sorghum and papads. She is also into the business of roti and millet flour. She is participating in various



workshops, Krishi Melas, exhibitions and exhibits the products and sell the products. She is providing employment continuously for two women workers throughout the year. She has been honored with ATMA award at district level and acting as resource person in the training programme for empowerment of women. The production is 2.5 tons with a turnover of Rs. 2.0 lakhs/ year.

► **SHGs:**

Shree Lakshmi Stree Shakti Swa Sahaya Sangha, Sutagatti,

KVK organized five days vocational training programme on tying and dyeing techniques using natural dyes in collaboration with AICRP on Home Science (Clothing and Textiles), UAS, Dharwad under DBT project entitled “Empowerment of Rural Women



through Natural Tying technology”. KVK gave hands on experience to the members of Sangha on Natural Dying and Stitching which includes dying of clothes using marigold, teak and areca nut slurry, quality stitching of dyed clothes hemming techniques on commercial basis, different methods of tying the clothes, preparation of duppattas, kurtas and baby frock and eco-friendly baby kit. Further, they were imparted with skills on cutting, stitching and finishing of the fabric, packing, branding of the kit and pricing of the product. All the members of the SHG are preparing the eco-friendly baby kit at common point based on the demand and sell at the major hospitals in Belagavi city. Annually, they are preparing 300 baby kits with a turnover of Rs. 98.00 thousands / year.

► **Farmers producer Organizers (FPOs):**

1. Belagavi Samagra Krushi Raita Utpadakara Sahakara Sangha Niyamita, Belagavi
2. This FPO was registered under co-operative society’s act 1967. KVK provided production technology, packing and marketing aspects of okra and bitter melon. The products are marketed directly in Goa, Maharashtra and Gujarat states. The annual production is 500 tons with a turnover of Rs. 1.24 crores.



► **2. Mahantha FPO, Hosur Savadatti**

This FPO after taking the guidance from KVK Scientists started the extraction of edible oil like soybean, groundnut, safflower and coconut oil. The annual production of oil is 455 ltrs with a gain of Rs. 1.52 lakhs/ year by marketing the produce local vendors.

Krishi Vigyan Kendra has provided Kisan Samridhhi brand to all the above products and facilitated for online marketing. Thus, the KVK is playing a pivotal role in identification and promotion of entrepreneurship development at village and significantly improved the economic status by adoption of processing and value addition skills among farmwomen/ SHGs members. Similarly, the supply of quality seeds of new varieties resulted in notable replacement of old varieties of many crops and causing for increase in the footfall of farmers to the KVK campus. In light of all these impacts, KVK has become instrumental in transforming the lives of the farmers/ farmwomen and rural youths in the district.

ICAR-KVK, CHAMARAJANAGAR

Production of seeds, planting materials, livestock breeds, animal products, bio-products as per the demand and supplying the same to different clientele is being one of the major activities of KVKs that is contributing towards sustainability. The branding of quality products plays a major role in promoting products and is a key for reliability of the products and higher profitability. The KVK supported FPOs, SHGs and entrepreneurs are being provided with the supreme branding logo “Kisan Samridhi” as a means of paving way to a better market.

ICAR KVK Chamarajanagar is providing many technology products under Kisan Samridhi brand name at KVK sales counter through sales for supporting farming community of the district and the key products are processed honey, ragi malt, improved turmeric variety seed material (Pratibha, IISR-Pragathi, Peethambari), improved seeds of field crops namely finger millet (KMR-630, MR-6, Indaf-9, GPU-48), hybrid maize



(MAH 14-8, MAH 14-138), Foxtail millet (GPUF-3), redgram (BRG-3, BRG-4), blackgram (LBG-791), greengram (KBC-9), cowpea (KBC-9), hybrid sunflower (KBSH-78), field bean (HA-4, HAA-5), fodder crop hybrids/varieties (PBN-342, BNH-10, CoFS-31), seedlings of Moringa (Bhagya, PKM-1), tamarind (Urigan, PKM-1), turmeric (Prathibha), papaya (Taiwan red lady), coconut (Arasikere tall), vermicompost, improved sheep breed (Bandur) and cocoon crafts. KVK supported entrepreneurs in the district are involved in production of organic jaggery flakes, organic jaggery powder, processed and processed honey



Kisan Samridhi - 2024



from different sources (sunflower, litchi, pongamia, forest, ginger blended), bioproducts and bioagents namely neem cake, karanj cake, neem oil, pongamia oil, produced & provided are Trichoderma, Pseudomonas, Paecilomyces, Metarhizium and Beauveria. During 2023, a worth of more than 20 lakh rupees technology products have been provided to more than 3000 farmers of the district.

The KVK supported Chasiri farmer producer company limited and Souharda FPO are selling value added products of banana, turmeric, silkworm cocoons, jaggery and the KVK supported entrepreneurs are

producing & selling organic jaggery flakes, organic jaggery powder, virgin coconut oil, turmeric powder, edible (pickles, flower relish, thokku, chutney powder, fryums) & non-edible (bangle box, tray, table runner, refrigerator cover, yoga mat, folder) banana stem value added products under different brand names with Kisan Samridhi logo that has provided an additional platform for better marketing and sales by increasing popularity of and customer base for quality, technology products.

Authors: Yogesh, G.S., Mohankumar. A.B. and Deepa. J

ICAR-KVK, CHIKKABALLAPURA

Sericulture being one of the major enterprises in the district, ICAR-Krishi Vigyan Kendra, Chikkaballapura is promoting cocoon bio craft which is prepared out of pierced cocoons through entrepreneurship development programme. One Self Help Group has emerged and taken this income generating activity. SHG group members are preparing garlands, bouquets, VIP garlands etc., The produced crafts are marketed under brand name of “Kissan Samridhi. ICAR-KVK, Chikkaballapura has established Agriculture Technology Information Centre (ATIC) to provide technology in single window in the name of “Kissan Samridhisale counter”. Along with these bio crafts, other technological products like bio fertilizers, micro nutrients, literature,



pheromone traps are being displayed in Kissan Samridhisale counter.



ICAR-KVK, CHIKKAMAGALURU

Sl. No.	Name and Address of the Entrepreneur	Name of the Product	Annual Turn over (Rs. in lakhs)
1	Senior Scientist & Head I.C.A.R.-Krishi Cigyan Kendra, Mudigeretq, Chikkamagaluru – 577 132 Ph: 08263-295198	<ol style="list-style-type: none"> 1. PSB 2. Trichoderma 3. Pseudomonas 4. Compost culture 5. VAM 6. Azatobactor 7. AMC 8. Bacillus Magisterium Planting Materials: <ol style="list-style-type: none"> 1. Pepper seedlings 2. Cardamom seedlings 3. Coffee 4. Arecanut 5. Major & Minor fruit crops 	12.00
2	Ms. Rashmi Rashmi Food Products, Kadur Ph: 9611609483	<ol style="list-style-type: none"> 1. Instant Millet Bisibelebath 2. Tomato bath 3. Millet Veg Pulao 4. Millet Gobi Masala 5. Millet soup 6. Puliogare mixture 7. Yennegayi Masala 8. HuralikattinaThilisaaru powder 9. Rasam/Thilisaaru powder 	38.00
3	Mr. Suhas Mohan Bloom Biotech Sy. No. 259/1, Hampapura, Bypass Road, Beekanhalli Village limits, Jyothinagar, Chikamagalur – 577102 Ph: 8884568019	<ol style="list-style-type: none"> 1. Bhu Samriddhi, Arka Microbial Consortium (AMC) (IIHR Formulation) 2. Bluderma (IIHR Formulation) 3. Blumonas (IIHR Formulation) 4. Bio Astra (IIHR Formulation) 5. Bio Erase 6. Bio Vanish (IIHR Formulation) 7. Bio Hit 8. Waste Decomposer (Compost Culture) (IIHR Formulation) 9. Asco Gold 10. Nutricare C2 	300.00



4	Mr. Ranjith, K.B S/o Bojappa Shetty Mudigere Road, Kumbarahalli, Aldur Post, Chikamagalur -577111 Ph: 8197268446	1. Honey 500 ml 2. Honey 1000 ml 3. Honey 250 ml	10.00
5	Mr. C.M. Nagabushana, CEO, L.A.M.P. CO-OP SOCIETY LTD. Balagadi, Koppa, ChikkamangaluruDist, Karnataka Ph: 9448657372	1. Vanasiri Wild & Natural Honey 500g 2. Vanasiri Wild & Natural Honey 1000g 3. Vanasiri Wild & Natural Honey 300g	30.00
6	Mr. Sandeep Chaudhary Sy. No. 13/2, Amyra Farms Road, Hobli, Thogarihankal, Jagara, Karnataka – 577137 Ph: 9019533899	1. Amyra farms filter coffee 500 g 2. Honey of the hills 500 g 3. Amyra farms honey comb	50.00
7	Mr. Eshawarappa S/o Marulappa, Garge, Kadur, Chikkamagaluru Ph: 9449412962	1. Vermicompost 2. Earthworm	18.00
8	Mr. Narendra N.G.Fruits Sakarayatpatna, Banavara Road, Kadur Taluk, Chikkamagaluru -577135 Ph: 8073100473	1. Jackfruit Pulp 2. Jackfruit Salted Chips 3. Jackfruit Masala Chips	100.00
9	Mr. Chetan, CEO Shree Gurusiddarameshwara FPC Ltd., shop No. 27, APMC, Ajjampura, ChikkamagaluruDist - 577547 Ph: 9164990799	1. Residue free Byadagi Dry Chilli 2. Pedicelless/ Stalkless Dry Chilli	300.00



Kisan Samridhi - 2024

ICAR-KVK, CHITRADURGA

KVK, Chitradurga scientists have provided many trainings and handholding services to many women entrepreneurs of Chitradurga and helped in product development and marketing.

Farm women/ SHG members involved in entrepreneurial activities were selected for the sale of their products like millets malt, millet biscuit, Groundnut Ladoo, Rasam powder, millets roti, Millets Chakli and Groundnut Chikki etc. Entrepreneurs were already selling their products in their local area. Exhibitions and other Melas organized by different institutions. Still they are facing crisis with respect to the sale of their products. Kissan Samriddhi brand may bring better link for the sale of products prepared by women entrepreneurs at better price. Kissan Samriddhi brand is launched by ATARI/ICAR.



ICAR-KVK, DAKSHINA KANNADA



Organic inputs play vital role to ensure sustainable production and income for agrarian. ICAR-Krishi Vigyan Kendra is promoting vermicompost production through Entrepreneurship Development Programmes. Mrs.Prathiba Rai of Koila village Kadaba Taluk (DK) who was working in private sector was forced to migrate during the crucial period of COVID outbreak to her village for securing her livelihood. KVK could impart skills through capacity development programmes and arranging exposure visits to progressive farmers. She was transformed into agri-entrepreneur through initiating vermicompost production enterprise with the technical and critical input support from KVK. The organic inputs -vermicompost, vermiwash and earthworms



produced are sold through Franchises, Exhibitions and Krishimelas under the brand name of ATMABHAV.

Contributors: Dr Harish Shenoy and Dr. T. J Ramesha

ICAR-KVK, DAVANAGERE

ICAR-Taralabalu KVK sells dozens of products under the trade mark of Kisan Samridhhi. The KVK products include Banana Special (2000 kg/year), Trichoderma harzianum (500 kg/year), Pseudomonas fluorescence (150 kg/year) and Vermicompost (15000 kg/year). The KVK promoted FPO's are also producing and marketing with Kisan Samridhhi trade mark namely, KodaganuruTaralabalu AFPO from Kodaganuru village of Davanagere taluk marketing Pearl Millet cookies and Proso milletcookies, ByadagiTaralabalu AFPO from Byadagi, Haveri District sold Byadagi premium chilli powder and Byadagi Kashmir Gold Chilli powder, Nunkemale Siddeswara Taralabalu AFPO from Molakalmuru, processing Groundnut and selling cold pressed Groundnut Oil with Kisan Samridhhi trademark, NitturuTaralabalu Horticulture AFPO producing and marketing Virgin Coconut oil and Coconut related value added products. The KVK promoted SHG Banashankari Farm Women from Nitturu village of Harihara taluk sells dry fruits laddu and energy mix multigrain malt powder



ICAR-KVK, DHARWAD

ICAR KVK Dharwad involved in production of value added product turmeric powder, planting materials, micro-nutrient mixture mango special under Kisan Samruddhi brand as per the demand of farmers and supplying the same to farmers and consumers. The KVK supporting many FPOs, SHGs and entrepreneurs are being providing with the supreme branding logo "Kisan Samridhhi" as a means of paving way to a better market. ICAR KVK Dharwad promoting many technology products under Kisan Samridhhi brand like millet based value added products, vermicompost, honey, silk cocoon garlands, Gir cow ghee etc. the

Kisan Samruddhi brand created a wide market place for entrepreneurs and they expressed their gratitude towards ICAR for creating such platform.

Arka Mango special developed by ICAR KVK Dharwad

- Mango is an important crop of Dharwad district.
- In order to promote processed product of micronutrients like Zn, B, Mn, Fe and Cu, the ICAR-KVK, Dharwad is producing Arka Mango special-a micronutrient mixture after availing the license from IIHR, Bengaluru.
- During 2023-24, two tonnes of Arka Mango Special has been prepared from ICAR-KVK, Dharwad under the brand of Kisan Samruddhi. In order to motivate the product, several training programmes have been organized and created awareness about the product.

► Organic Turmeric powder developed by ICAR KVK Dharwad

- Turmeric is the spice and medicinal herb which has been used in India for thousands of years.
- ICAR-KVK, Dharwad has taken up the organic cultivation of turmeric variety IISR Prathibha at KVK farm
- The Scientific processing activity for organic turmeric powder production includes boiling, drying, grinding, sieving and packaging. The

organic turmeric produced was packed and labeled under the brand of Kisan Samruddhi and it is available for sale at ICAR-KVK, Dharwad.



ICAR-KVK, GADAG

ICAR-K.H.Patil Krishi Vigyan Kendra, Gadag is putting incessant efforts in promoting SHGs, entrepreneurs and FPOs and their products through creating awareness on production and marketing of seeds, seedlings, bio-inputs and value added products.

ICAR-K.H.Patil Krishi Vigyan Kendra has been a reliable venue for farmers in Gadag District when it comes to providing various quality inputs such as seeds, seedlings, bio inputs and organic products. KVK is also involved in production and sale of value-added products such as amla products, safflower oil and other home products.

Farmer producers' organizations are working relentlessly at grass root level to infuse quality inputs and value-added products to the farmers under the technical guidance of ICAR-KVK, Gadag. Various FPOs in the District are engaged actively in providing quality inputs to the farmers and linking farmers' products to the local market through value addition. The average annual transaction of all the FPOs supported by KVK in the District is around 2 to 3 crore and it is foreseen to

rise with sharp spikes with introduction of "Kisan Samridhhi" platform.

ICAR-KVK, Gadag is one of the pioneers in establishing and hand holding Self Help Groups (SHGs) and entrepreneurship development. Various SHGs and entrepreneurs are involved in production and marketing of Byadagi chilli powder, millet products, kashaya powder etc. Some SHGs are also producing ethnic food products such as groundnut holige, millet muruku, crisp roties, papads, chutney powders etc.

Average annual turnover of SHGs and entrepreneurs is about Rs. 10 to 15 lakhs.

The above enterprises are running successfully and gaining popularity with utmost care in quality and taste. The initiative taken by ICAR-ATARI, Zone XI, Bengaluru on marketing and popularization of products handled by KVKs, FPOs, SHGs and entrepreneurs through "Kisan Samridhhi" online marketing system is truly effective. It will help in creating a platform for all the stakeholders to increase their products' visibility across various consumer sectors.



ICAR-KVK, HASSAN

▶ A. Salient efforts of KVK in promoting Kissan Samriddhiproducts

For the benefit of the farming community, ICAR-Krishi Vigyan Kendra, Hassan serves as a knowledge and resource center in the area by supplying essential inputs like seeds, planting materials, bioproducts, etc. in the brand name of “Kissan Samriddhi” Farmers at KVK have access to improved fodder varieties such CoFS-31, hedge lucerne, ARC Potato tubers, and other seeds dependent on demand. Additional planting supplies, including as apical potato cuttings, cardamom, dragon fruit, papaya, coconut, arecanut, medicinal and fragrant plants, and drumsticks, were offered for sale at KVK.

Farmers were also given access to bioproducts such as phosphorus-solubilizing bacteria, rhizobium, trichoderma, and pseudomonas.

Along with the above inputs, ICAR-KVK, Hassan has established Agriculture Technology Information center (ATIC) to provide technology in single window in the



name of “Kissan Samriddhisale counter” and to create awareness among the farming community about this sales counter and products of kissan SamriddhiKVK Hassan exhibited these products in the exhibitions, monthly organic meal at UAS Bengaluru, giving lecture in every training programmes, campaigns, awareness programmes etc., Further KVK promoted self-help group products and entrepreneurs products were also co-branded with thekissan Samriddhiand selling their produce in exhibitions, sale counters, meals etc.





ಕಿನ್ನಾನ್ ಸಮೃದ್ಧಿ ಕೇಂದ್ರ
ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಂಗಳೂರು,
ಐ.ಸಿ.ಎ.ಆರ್-ಕೃಷಿ ವಿಜ್ಞಾನ ಕೇಂದ್ರ, ಹಾಸನ

RHIZOBIUM
ರೈಝೋಬಿಯಂ

Quantity ಪ್ರಮಾಣ 1KG Rate ದರ 120/-

Prepared and Supplied by:
ಲಘುಗ್ರಾಣ ಮತ್ತು ಸಮರಾಜಾಲಯ:
ICAR KRISHI VIGYAN KENDRA, KANDALI, HASSAN-573217, UAS, GKVK,Bengaluru, Karnataka
ಐ.ಸಿ.ಎ.ಆರ್-ಕೃಷಿ ವಿಜ್ಞಾನ ಕೇಂದ್ರ, ಹಾಸನ-573217, ಕೃಷಿ ವಿ. ಬೆಂಗಳೂರು, ಕರ್ನಾಟಕ
Phone: 9449866932 email: hassan.kvk@gmail.com

ಕಿನ್ನಾನ್ ಸಮೃದ್ಧಿ ಕೇಂದ್ರ
ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಂಗಳೂರು,
ಐ.ಸಿ.ಎ.ಆರ್-ಕೃಷಿ ವಿಜ್ಞಾನ ಕೇಂದ್ರ

PSB
ಪಿಎಸ್‌ಬಿ

Quantity ಪ್ರಮಾಣ 1KG Rate ದರ 120/-

Prepared and Supplied by:
ಲಘುಗ್ರಾಣ ಮತ್ತು ಸಮರಾಜಾಲಯ:
ICAR KRISHI VIGYAN KENDRA, KANDALI, HASSAN-573217, UAS, GKVK,Bengaluru, Karnataka
ಐ.ಸಿ.ಎ.ಆರ್-ಕೃಷಿ ವಿಜ್ಞಾನ ಕೇಂದ್ರ, ಹಾಸನ-573217, ಕೃಷಿ ವಿ. ಬೆಂಗಳೂರು, ಕರ್ನಾಟಕ
Phone: 9449866932 email: hassan.kvk@gmail.com



B. Economic gain from Kissan SamridhhiProducts

Sl. No.	Item	Quantity (q) / Number		Income (Rs)		Farmers benefitted	
		2022	2023	2022	2023	2022	2023
1.	Seeds	70.16	38.22	254660	255457	259	271
2.	Planting materials	61562	69176	479318	509130	433	674
3.	Bio products	23.72	47.42	425330	793260	1060	1572

ICAR-KVK, HAVERI

Now a days, a change in the life style
 Enormous demand is created for processed and ready to cook food products. Further health conscious and awareness about the health benefits of millet people are seeking value added products in millets. However, availability of processed millets in the market is scanty. Harnessing the people's interest and time a women entrepreneur, Ms.Vijayalaxmi K Kabburamatha planned about ready to cook millets products like foxtail millet bisibele, vangibath and instant rice products like pulao and biriyani with affordable price. She is also preparing chutney powders like groundnut, flax seed, niger and fried gram (Kadali) on demand basis. With technical guidance of ICAR-KVK, Haveri (Hanumanamatti) she learnt about packing, labeling, branding and



marketing. She is marketing her value-added product in the branded name of "SANATAN" and she is using Kisan Samridhi logo on her products.

In coming days from our KVK jurisdiction one farmer producer organization and three agri-entrepreneurs are going to use Kisan Samridhi logo on their products.



ICAR-KVK, IDUKKI

ICAR Krishi Vigyan Kendra, Idukki stick on to ensure the availability of high-quality seeds, planting materials, and bio inputs to farmers across the nation. To broaden the marketing system of Nationwide ICAR- ATARI, Zone XI, Bengaluru has come up with a brand named Kisan Samriddhi where farmers can sell their product with maximum profitability without any middle men.

Kisan Samriddhi logo, serves as a symbol of quality assurance for agricultural products. The Kisan Samriddhi logo assures the quality of agricultural inputs provided by different KVKs. Different products from ICAR-KVK Idukki are sold under the trademark of Kisan Samriddhi from the Kendra.



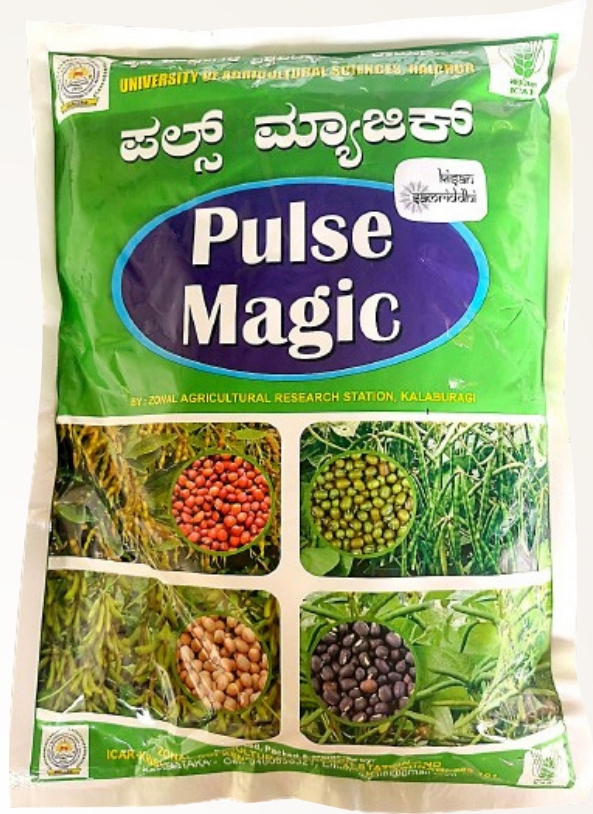
Apart from our Kendra, different value added products produced by the technically guided FPO's and SHGs of KVK are also promoted under the brand Kisan Samriddhi. The major spices by - products like Black Pepper, Green Cardamom, Cardamom Seeds, Cinnamon Natural Spice Drops, Clove Drops, Natural Spice Drops, Cardamom Drops, Natural Spice Drops, Eucalyptus Oils Natural Essential Oils, Lemongrass Oils and Natural Essential Oils. Rather than spices crops, Fresh Mushroom, Mushroom Pickle, Mushroom Powder, Mushroom soup powder, Mushroom Puttu Podi, Mushroom Atta Mix, Mushroom Masala Mix are being sold under the brand by our 5 SHG groups in Different parts of Idukki district.



ICAR-KVK, KALABURAGI-I

► Kisan Samruddi Brand 'PULSE MAGIC' usage in Pulses

ICAR-Krishi Vigyan Kendra, Kalaburagi-I has organized training programme cum method demonstration and distributed of Kisan Samruddi Brand 'PULSE MAGIC' to the CFLD and FLD beneficiary farmers of KVK, Kalaburagi from Suntanur village, Aland taluk on 06.08.2024 at KVK campus followed by technical session conducted by Dr.Yusufali, Scientist (Agronomy) and emphasised on importance and procedure of usage of pulse magic in pulses at fifty percent flowering stage of the crop and one time spray for green gram, black gram, soybean and two time spray for redgram fifteen days interval. A total of 75 farmers were benefitted from the programme.





Sl. No	Particulars	Brand Name	Products
1	KVK	UASR improved seeds	Quality seeds of Redgram, Greengram and Chickpea
2	FPO	Arogya Mithra	GI Tagged Tur/ArharDall, Foxtail Millet rice, Jowar, Bajra, Little Millet, Kodo Millet, Barnyard Millet, Browntop Millet, Millets Khakhra, Foxtail Millet Cookies, Ragi cookies and Millets Laddu
3	Individual farmer Shri Parashuram, B (Progressive farmer)	RuchiParv Food products FSSAI Registration number:- 21224091000202	Pickles made from acid lime, curry leaf powder and GI Tagged Tur/ArharDal



ICAR-KVK, KASARAGOD

The ICAR- Krishi Vigyan Kendra, Kasaragod has been instrumental in promoting various technologies related to Agriculture and allied fields. Through its interventions under Front Line Demonstration, On Farm testing, Entrepreneur development programmes and Extension activities KVK has been able to project various income generating ventures through on and off campus programmes. Successful outcomes of these activities include production of agricultural inputs such as vegetable seeds, planting materials, bio inputs and value added products for promoting agriculture in the district. KVK Kasaragod through its services to farmers for over a period of 30 years has been successful in dissemination of technologies and thereby has been instrumental in initiating several enterprises among FPOs, SHG

And Entrepreneurs. It is a great privilege for KVK Kasaragod to stand by the farming community and highlight these successful enterprises and endorse their products/produces under “Kisan Samridhhi” a brand registered under ATARI, Bengaluru.

This authentication provided would provide greater visibility for the entrepreneurs of Kasaragod district while using online platforms for marketing of their products under this common brand provided under this platform to portray their product quality, source, consumer acceptance and services. We are honoured to present the details of these entrepreneurship initiated through KVK Kasaragod and associated groups with a approximate turnover of Rs 13106625per annual.





Sl. No.	Name of unit	Products	Quantity produced (2023-24)	Turnover
1	ICAR-KVK Kasaragod	Seeds Arecanut seedlings, Bio inputs	8 Kg 9475 No. 100 Kg	Rs 1,49,625/-
2	Tulunadu Ecogreen Farmers Producer Company Limited	Honey Spice products	2 tonnes 0.5 tonne	Rs 15,00,000/-
3	Bioplus, Madikkai	Organic manure	400 tonnes	Rs 60,00,000/-
4	Coco-fizz	Aerated tender coconut water	50,000 bottles (250 ml)	Rs 20,00,000/-
5	Akshaya & Kreethi Unit	Amrutham Nutrimix	35 tonnes	Rs 2,450,000/-
6	Kudumshree unit	BVRS Healthy Tea	100kg	Rs 260,000/-
7	AVK Suvarnas	Omega 3 enriched Atta powder	1200 Kg	Rs 1,92,000/-
8	Zorras Foods	Millet value added products	240 Kg	Rs 2,40,000/-
9	Pularty Food products	Millet and other Food products	250 Kg	Rs 75,000/-
10	RaMo Home made products	Millet and other products	240 kg	Rs 2,40,000/-



Kisan Samridhhi - 2024

ICAR-KVK, KANNUR

► Valuation of Kisan Samridhhi Brand covering Technological products/other products of KVKs/FPOs/SHGs/Agri-entrepreneurs produced during April 2023 to March 2024



I. KVKs

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
A. Seeds					
1	Amorphophallus seed	989	kg	50	49450
B. Planting Material					
1	Black pepper seedlings	18220	no.s	10/12/15/25/30	412020
2	Vegetable seedlings	31571	no.s	2/3/10/15/20	96533
3	Fruit seedlings	6156	no.s	25/30/50/75/100	560060
4	Ornamental plants seedlings	275	no.s	30/50/100/150	16940
5	Medicinal plants	75	no.s	15/20	1130
TOTAL					1086683
C. Bio-Products					
1	Ayar – banana special	24188	kg	60	1451280
2	Pseudomonas	3276	kg	80	262080
3	Trichoderma	2285	kg	120	27420
4	Beauvaria	1057	kg	85	89845
5	LecanicilliumLecanii	422	kg	85	35870
6	Metarhizium	754	kg	85	64090
7	Trichoderma Trichoplus	5628	kg	35	196980
8	VAM	100	kg	100	10000
9	PGPR mix 1	100	kg	100	10000
10	Coirpith compost	10	kg	15	150
11	Borep	48	kg	100	4800
12	NeenX- neem based product	54	kg	500	27000
13	Trchodermacoirpith cake	423055	no.s	5	2115275
14	Pheromone traps	470	no.s	110/160	60673
15	Sticky traps	484	no.s	30	14520
16	Pseudomonas liquid	54	L	600	32400
TOTAL					4402383
D. Livestock/Fisheries					
1	Duck egg	352	no.s	10	3520
E. Farm Produce					
1	Grow bag with potting mixture	30	no.s	80	2400

ISSAI No: 21323251000444

പട്ടുനം
ചെറുപയർ പരിപ്പ്

Produced & Marketed by
Udaya Swayam Sahaya Sangham
11/44 Muthukuda, Pattuvam P.O
Kalliasery, Kannur-670143
Ph:9074307451, 9846578561

NetWt : 500 gm
Date of Pkg :
Date of Exp : 6 Months of Mfg
MRP :
Batch No :

Kisan Samridhhi - 2024

ISSAI No: 21323251000444

പട്ടുനം
ഉഴുന്ന് പരിപ്പ്

Produced & Marketed by
Udaya Swayam Sahaya Sangham
11/44 Muthukuda, Pattuvam P.O
Kalliasery, Kannur-670143
Ph:9074307451, 9846578561

NetWt : 500 gm
Date of Pkg :
Date of Exp : 6 Months of Mfg
MRP :
Batch No :

F. Value Added Products					
1	Pickles	56	pkts	40	2240
2	Squash	152	bottle	90	13680
3	Halwa	265	pkts	100	26500
4	Jam	18	bottle	70	1260
5	Candy	14	pkts	60	840
6	Chutney powder	212	pkts	40	8480
7	Virgin coconut oil	36.6	L	1100	40260
TOTAL					93260
G. Out Sourced Products (Procured from other agencies and sold to farmers)					
1	Ragi seeds	210	kg	60	12600
2	Kodo millet	28	kg	55	1540
3	Little Millet	40	kg	60	2400
4	Veg. seeds	40	kg	10	141409
5	Ginger seeds	142	kg	120	17040
6	Turmeric seeds	528	kg	60	31680
7	Sesame seeds	23	kg	350	8050
TOTAL					214719
H. Others (if any)					
1	Mushroom Spawn	5542	pkts	50	277100

II. Farmer Producer Organizations (FPOs)

Name and address of Farmer Producer Organization: Mayyil Rice Producer Company Ltd (CIN U01100KL2017 PTC 049387), MayyilBusstand, Mayyil P O, Kannur, Kerala

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Rice Flake (Aval) 1kg/500gm pkt	9997	Kg	90.00	899730
2	Steam Cake Powder (Puttupodi-Bran) 1Kg	2119	Kg	110.00	233090
3	Rakthashali (BRAN 100%) 1Kg Raw	322	Kg	200.00	64400
4	Gandhakashala 1Kg Raw	61	Kg	160.00	9760
5	Jeerakashala 1kg Raw	11	Kg	150.00	1650
6	Mallikuruva (BRAN 100%) 1Kg Boiled	650	Kg	160.00	104000
7	Mallikuruva (BRAN 100%) 1Kg Raw	83	Kg	150.00	12450
8	Palthundi, Thundi (BRAN 100%) 1Kg Boiled/Raw	1506	Kg	100.00	150600
9	Gaba (BRAN 100%) 1Kg Boiled	300	Kg	160.00	48000
10	Gaba (BRAN 100%) 1Kg Raw	300	Kg	150.00	45000

ISSAI No. 21323251000444

പട്ടുനം
ചെറുപയർ പരിപ്പ്

Produced & Marketed by
Udaya Swayam Sahaya Sangham
1/144 Muthukuda, Pattuvam P.O
Kalliassey, Kannur-670143
Ph:9074307451, 9846578561

NetWt : 500 grm
Date of Pkg :
Date of Exp : 6 Months of Mfg
MRP :
Batch No :

Kisan Samridhi - 2024

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ISSAI No. 21323251000444

പട്ടുനം
ഉച്ചുന്ന് പരിപ്പ്

Produced & Marketed by
Udaya Swayam Sahaya Sangham
1/144 Muthukuda, Pattuvam P.O
Kalliassey, Kannur-670143
Ph:9074307451, 9846578561

NetWt : 500 grm
Date of Pkg :
Date of Exp : 6 Months of Mfg
MRP :
Batch No :

11	BRAN 100% 1Kg Boiled (14 variety)	21000	Kg	90.00	1890000
12	BRAN 80% 1Kg Boiled (14 variety)	6858	Kg	80.00	548640
13	BRAN 60% 1Kg Boiled (14 variety)	23000	Kg	80.00	1840000
14	BRAN 40% 1Kg Boiled (14 variety)	12000	Kg	80.00	960000
15	BRAN 100% 1Kg Raw (14 variety)	8000	Kg	70.00	560000
16	Polished 1Kg Raw (14 variety)	3600	Kg	70.00	252000
17	Bran I 1kg	10	Kg	100.00	1000
18	Bran II 1kg	1807	Kg	5.00	9035
19	Rice Husk 1kg	811	Kg	8.00	6488
20	Paddy Straw 1kg	1500	Kg	5.00	7500
21	Green Gram 1Kg	1191	Kg	140.00	166740
22	Horse gram 1Kg	328	Kg	100.00	32800
23	Black Gram Black 1Kg	1550	Kg	130.00	201500
24	Cowpeas 1Kg	1674	Kg	130.00	217620
25	Sesame 250gm	77	Kg	1200.00	92400
26	Little Millet 1kg	822	Kg	180.00	147960
27	Finger Millet 1kg	410	Kg	110.00	45100
28	Jowar/sorghum Millet	26	Kg	110.00	2860
29	Turmeric Powder 1kg	35	Kg	360.00	12600
30	Chilli Powder 1kg	196	Kg	560.00	109760
31	Coriander Powder 1kg	122	Kg	360.00	43920
32	Ghee 1kg	290	Kg	900.00	261000
33	Paddy Raw 1kg	384408	Kg	25.00	9610200
34	Paddy seed 1kg	41000	Kg	38.00	1558000
TOTAL					20145683

Name and address of Farmer Producer Organization:

Kuttiattoor Mango Producers Company, Building No. KP VI/429, Vaduvankulam P O, Kuttiattoor, Kannur, Kerala

1	Kuttiattoor Mango Squash	12000	Bottles (600 ml)	150	1800000
2	Kuttiattoor Mango Jam	2400	Bottles (200 gm)	100	240000
3	Kuttiattoor Mango Pickle	20000	Bottles (400 gm)	60	1200000
4	Kuttiattoor Green Mango Powder (Armchur)	2000	Pouch (100 gm)	60	120000
TOTAL					5560000



Kisan Samridhi - 2024

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Net.Wt : 500 grm
Date of Pkg :
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MRP
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1/144 Muthukuda, Pattuvam P.O
Kalliassey, Kannur-670143
Ph:9074307451, 9846578561

Net.Wt : 500 grm
Date of Pkg :
Date of Exp : 6 Months of Mfg
MRP
Batch No :

Name and address of Farmer Producer Organization:

Cheruthazham Black Pepper Producer Company Ltd.

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Black pepper powder 100g	350	Packet	105	36750
2	Black pepper powder 50g	300	Packet	55	16500
3	Black pepper 100g	300	Packet	100	30000
4	Black pepper first grade	40	Kg	900	36000
5	Turmeric powder 100g	200	Packet	35	7000
6	Bio manure	2500	Kg	40	100000
TOTAL					226250

III. Self Help Groups(SHG)

Name and address of Self Help Group: Udaya Swayam Sahaya Sangham

1	Black gram dal	2	Quintal	80	16000
2	Green gram dal	1	Quintal	100	10000
3	Coconut oil	50	Litres	140	7000
TOTAL					33000

Name and address of Self Help Group:

Payyannur HortiCorp Theneecha Valarthal Cluster, Karippal P. O., Perumpadavu, Kannur

1	Honey	2000	Kg	300	600000
2	Stingless Bees' Honey	200	Kg	2500	500000
TOTAL					1100000

IV. Agri-entrepreneurs

Name and address of Agri-entrepreneur: Rahul N. V., Remya Nivas, Punnad P.O., Kannur

1	Mushroom	10800	Kg	400	4320000
2	Mushroom Pickle	1800	Nos	100	180000
TOTAL					4500000

Name and address of Agri-entrepreneur:

Rahul V. and Sikhil V., Keezhattur, Madamkundu P.O., Kannur

1	Mushroom	3000	Kg	500	1500000
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Name and address of Agri-entrepreneur: Sushama, K. V., Manappattuthara (H), Kundulad, Valakkai, Nedumunda, Koyyam P.O., Kannur

1	Mushroom	300	Kg	500	150000
2	Cashew Syrup	100	L	335	33500
3	Cashew Candy	2	Kg	800	16000
4	Cashew Toffee	30	Boxes	20	600
5	Cashew Soda	20	Bottle	20	400
TOTAL					200500

Name and address of Agri-entrepreneur: Vijeesh P., Poonthodan (H), Mathanarkallu, Thattummal P. O, Cherupuzha, Kannur

1	Honey	1500	Kg	300	450000
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Kisan Samridhi - 2024

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ICAR-KVK, KOLAR

ICAR-KVK, Kolar is producing quality planting material of Tamarind grafts (Variety PKM-1), Curry leaf (Variety Suvasini), Mulberry Variety-V-1, Drumstick, Variety-Bhagya & PKM-1 and supplying the quality plant materials to farmers at reasonable rates.

KVK Kolar also trained “Sri Kempamma SHG” at Gundamanatta, Srinivaspur taluk, Kolar district who were presently preparing the following products under the brand Vedic. Hands on training programme was conducted, assisted to get FSSAI certificate, marketing opportunities, branding and manufacturing of value added products

Minor millet malt is one product which is prepared by using Foxtail millet, pulses, dry fruits, flour and jiggery. The malt is rich in iron and vitamin.

The pickle was prepared by using grated Anola, chilli powder, garlic, oil, salt etc. The mature Aonla was grated by suing grater. The above products hasmarketed as the brand name “Vedhik Products” and Kissan Samridhdi.



ICAR-KVK, KOLLAM

The “Kisan Samridhhi” initiative is a game-changing project focused on revolutionizing the marketing and profitability of agro-based products through an advanced online platform.

This forward-thinking program is set to greatly benefit farmers, entrepreneurs, Farmer Producer Organizations (FPOs), and Self Help Groups (SHGs) involved in adding value to agricultural products.

By tapping into this platform, these groups can broaden their market access, boost product visibility, and enhance their earnings, driving the overall prosperity of the agricultural sector.

► Kisan Samridhhi Products by KVK Kollam

As part of the Kisan Samridhhi initiative, KVK Kollam is planning for an impressive array of products. These bio agents and micro nutrient mixtures, collectively valued at ₹2,922,750, highlight significant contributions to the agricultural sector. Key offerings include PGPR I- 1000 Kg produced, valued at ₹100,000, and the powerful microbial agent Pseudomonas, - 4000 Kg contributing ₹320,000. The Sampoorna micronutrient mix - 1500 Kg and valued at ₹450,000,



enhances crop yields, while Ayar, a versatile micronutrient, (6000 Kg), adds ₹420,000. Complementing these are Trichoderma, Nanma, and Shreya, which further underscore the innovation in bio-product production.

These contributions not only demonstrate advanced strides in agricultural technology but also emphasize the economic and environmental benefits of sustainable practices promoted by the Kisan Samridhhi initiative.

► Value-Added Products

The Kisan Samridhhi initiative has introduced a suite of high-quality value-added products that enhance both taste and economic value.





Leading the collection is Squash Nerundi, with 300 litres valued at ₹81,000, offering a unique flavor. The Mango Squash follows, with 300 litres valued at ₹67,500, capturing seasonal sweetness. The Passion Fruit Squash, also with 300 litres, is valued at ₹72,000. With a total value of ₹220,500, these products showcase innovative processing and strategic marketing, blending tradition with modernity to drive market success and support farmer prosperity.

► **Agri-Entrepreneurs**

Agri-entrepreneurs to be supported through Kisan Samridhhi initiative have innovative products that blend tradition with modern demand.

- Mr. Lalu Thomas of ChefBae Mushroom Products Pvt. Ltd. excels with his Mushroom Coffee (1000 Kg, ₹12,000,000) and Crunchy Mushroom (₹833,300), totalling ₹13,433,300.

- Mr. Suresh of Wingi’s Millet Foods offers Raggi Peanut Balls and Crispy Masala-Barnyard Millet, each 300 Kg, valued at ₹600,000, reflecting the growing appeal of millet snacks.
- Smt. Rita Lawrence produces Raggi Avaluse Podi and Ready-to-Cook Jack Avial Mix, totaling ₹770,000, showcasing traditional flavors in modern cuisine.
- Mr. Ajith delivers Honey Amala Mix (300 Kg, ₹270,000), combining Ayurvedic and contemporary wellness.
- Thajunisa A.S. offers Mushroom-Based Health Powder (500 Kg, ₹400,000), highlighting innovative health foods.

- Smt. Bindu Jayadevan provides Enriched Cowdung (12,000 Kg, ₹360,000), emphasizing sustainable agriculture. These entrepreneurs are driving economic growth and promoting sustainability through the Kisan Samridhhibrand.



ICAR-KVK, KOPPAL

ICAR KVK Koppal is putting incessant efforts in promoting SHGs, entrepreneurs and FPOs and their products through creating awareness on production and marketing of seeds, seedlings, bio-inputs and value-added products.

ATARI Bengaluru has taken initiative to register a brand Kisan Samridhi and also for creating an online of Kisan Kart for marketing and popularization of products handled by KVKs, FPOs, SHGs and entrepreneurs is truly effective. It will help in creating a platform for all the stakeholders to increase their products visibility across various consumer sectors. Different products from ICAR-KVK Koppal are sold under the trademark of Kisan Samridhi from the Kendra. Apart from our Kendra, different value-added products produced by the technically guided FPO's and SHGs of KVK are also promoted under the brand Kisan Samridhi.

To achieve healthy crop growth and profitable yields, quality paddy seeds and planting materials serve as a basis and they

are region suitable and pest & disease free. ICAR KVK Koppal has provided quality paddy seeds Viz., RNR 15048, BPT 5204, GNV-1109 and GGV-05-01, seedlings and bio products encompassing irrigated and rainfed farming to more than 5000 farmers and covering major crops of the district.

Farmer producers' organizations are working relentlessly at grass root level to infuse quality inputs and value-added products to the farmers under the technical guidance of ICAR-KVK, Koppal. ICAR KVK Koppal technically assisted farmers producing organisation namely Kayaka Krushi Mitra Farmers Producers Company Limited engaged actively in providing quality inputs to the farmers and linking farmers' products to the local market through value addition. ICAR KVK Koppal organised various entrepreneurship development programme on millet and vocational training programme to farm women. Various SHGs and entrepreneurs are involved in production and marketing of value-added millet products and handmade banana fibre products.



Details of the products:-

Sl. No	Particulars	Brand Name	Products
1	KVK	UASR improved paddy seeds, planting materials and bio products	Quality paddy seeds varieties <ul style="list-style-type: none"> ● RNR 15048 ● BPT 5204 ● GNV-1109 ● GGV-05-01 Planting Material <ul style="list-style-type: none"> ● Acid Lime Bio-Products <ul style="list-style-type: none"> ● Vermicompost ● Worms Micronutrient <ul style="list-style-type: none"> ● Vegetable special
2	FPO	Kayaka Krushi Mitra Farmers Producers Company Limited	Foxtail millet rice, browntop millet rice, Kodo millet rice, little millet rice, organic jaggery , ground nut oil, mango pickle and roasted chick pea.
3	Individual women entrepreneur Smt Geetashree	Sri Nidhi millet products FSSAI- 1223116000522	Multi millet malt
	Smt Radha Rambabu	Shivani food products FSSAI- 1223116000241	Millet laddu, millet roti and mango pickle
	Smt Anitha .K	Sri Annapurneshwaari banana fibre products	Banana fiber products
	Shri Siddanagouda s/o Basavanagouda	Shri Anu Millet Products FSSAI- 1224116000266	Millet Rice, Flour and Rava (Foxtail, Kodo, Pearl, Finger, Barnyard, Little and brown top millets)





ಕೃಷಿ ವಿಜ್ಞಾನಗಳ ವಿಶ್ವವಿದ್ಯಾಲಯ UNIVERSITY OF AGRICULTURAL SCIENCES RAICHUR	
ಸುಧಾರಿತ ಬೀಜಗಳು IMPROVED SEEDS	ಹಿರೇಂದ್ರ Hirendra
CROP / ಕೃಷಿ	Paddy
VARIETY / ಬೀಜ	CRYS-05-01
CLASS / ತರಗತಿ	BREEDER / FOUNDATION / CERTIFIED / IMPROVEMENT / LABELED SEEDS
LOT NO. / ಲಾಟ ನಂಬರ್	DEC-23-10-71-1-10
NET WT. / ನೆಟ್ ತೂಕ	25 Kg
DATE OF PKG / ಪ್ಯಾಕೇಜ್ ಮಾಡಿದ ದಿನ	03.06.2024
EXP. DATE / ಕೊನೆ ದಿನ	02.12.2024
M.R.P. No. / ಗ್ರಾಂಥಿಕೆ ದಿನ	1325-00
CERTIFIED BY / ಪ್ರಮಾಣೀಕರಿಸಿದ	KSSOCA, BENGALURU
ಉತ್ಪಾದಕ, ಪ್ರಕ್ರಮಿಸಿದ ಮತ್ತು ಮಾರಾಟಗಾರರು:	
ಕೃಷಿ ವಿಜ್ಞಾನಗಳ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಉಪವಿಭಾಗ - 584 104, ಹಿರೇಂದ್ರ ರಸ್ತೆ, ರಾಜಕೋಟೆ, ಕರ್ನಾಟಕ ರಾಜ್ಯ.	
Produced, Processed and Marketed by:	
UNIVERSITY OF AGRICULTURAL SCIENCES, RAICHUR - 584 104, KARNATAKA STATE	



ಕೃಷಿ ವಿಜ್ಞಾನಗಳ ವಿಶ್ವವಿದ್ಯಾಲಯ UNIVERSITY OF AGRICULTURAL SCIENCES RAICHUR	
ಸುಧಾರಿತ ಬೀಜಗಳು IMPROVED SEEDS	ಹಿರೇಂದ್ರ Hirendra
CROP / ಕೃಷಿ	Paddy
VARIETY / ಬೀಜ	CRYS-05-01
CLASS / ತರಗತಿ	BREEDER / FOUNDATION / CERTIFIED / IMPROVEMENT / LABELED SEEDS
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NET WT. / ನೆಟ್ ತೂಕ	25 Kg
DATE OF PKG / ಪ್ಯಾಕೇಜ್ ಮಾಡಿದ ದಿನ	03.06.2024
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M.R.P. No. / ಗ್ರಾಂಥಿಕೆ ದಿನ	1325-00
CERTIFIED BY / ಪ್ರಮಾಣೀಕರಿಸಿದ	KSSOCA, BENGALURU
ಉತ್ಪಾದಕ, ಪ್ರಕ್ರಮಿಸಿದ ಮತ್ತು ಮಾರಾಟಗಾರರು:	
ಕೃಷಿ ವಿಜ್ಞಾನಗಳ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಉಪವಿಭಾಗ - 584 104, ಹಿರೇಂದ್ರ ರಸ್ತೆ, ರಾಜಕೋಟೆ, ಕರ್ನಾಟಕ ರಾಜ್ಯ.	
Produced, Processed and Marketed by:	
UNIVERSITY OF AGRICULTURAL SCIENCES, RAICHUR - 584 104, KARNATAKA STATE	

ICAR-KVK, KOTTAYAM

Seeds, Planting Materials, and Products from KVK Kottayam under the Kissan Samridhi Trademark, Including FPOs and Entrepreneurial Products Submitted for Valuation April 2023 to March 2024

Table presents an overview of seeds, planting materials, and products developed under the Kissan Samridhi trademark at KVK Kottayam and products from FPOs and entrepreneurs showcasing the Kissan Samridhi logo.



I. KVKs

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value (Rs.)
I. Seeds					
1	Bhindi (Arka Anamika)	50	kg	2250	15000
2	Sanke gourd (Kaumudi)	4	kg	3000	12000
3	Bitter gourd (Priyanka)	1	kg	3500	3500
4	Amaranthus (Arun)	1	kg	3000	3000
5	Brinjal (Haritha)	0.5	kg	3000	2000
TOTAL					35500
J. Planting Material					
1	seedlings in protrays	6500	No.	2	13000
2	Mango	1500	No.	100	150000
3	Jackfruit	100	No.	200	10000
4	Guava layers	230	No.	100	23000
5	Rose apple (Chamba)	320	No.	100	32000
6	Citrus layers	400	No.	100	40000
7	West indian cherry- layers	200	No.	80	16000
8	Garcinia grafts	300	No.	100	30000

9	Foliage plants	3700	No.	40	148000
10	Flowering plants	1200	No.	40	48000
11	Medicinal and Aromatic	1030	No.	15	15450
12	Coconut (WCT)	2000	No.	100	200000
13	Arecanut	3200	No.	35	112000
14	Ginger- Portray seedlings	30000	No.	3	90000
TOTAL					927450



K. Bio-Products

1	Azospirillum	136.5	kg	90	12285
2	AMF	1005	kg	100	100500
3	Phosphobacteria	163.5	kg	90	14715
4	Pseudomonas	7696	kg	80	615680
5	Trichoderma	3333.5	kg	120	400020
6	Sampoorna (Vegetable)	1575	kg	320	438750
7	Sampoorna (Rice)	2775	kg	320	699000
8	Sampoorna (Banana)	700	kg	320	197000
9	Ayar	11950	kg	60	673750
10	Vermicompost	2105	kg	25	52625
11	Coir Pith Compost	4250	kg	20	85000
12	Trichoderma Enriched Cow Dung	4630	kg	35	162050
TOTAL					3451375

L. Livestock/Fisheries					
1	Pearlspot fingerlings	2887	Number	15	43305
2	GIFT Tilapia Fingerlings	1200	Number	6	7200
3	GIFT TILAPIA GRADE B	155	Kg	200	31000
4	Karimeen grade A	12.700	Kg	400	5080
5	Karimeen grade B	8	Kg	250	2000
6	Karimeen grade C	18.500	Kg	200	3700
7	Carp grade B	5.500	Kg	100	550
8	Carp grade A	2	Kg	120	240
TOTAL					93075
M. Farm Produce					
1	Coconut oil	55.500	Litre	180	9990
2	Guava fruit	45.800	Kg	50	2290
3	Mango fruit	13.95	Kg	100	1395
4	Tender Coconut	22	No.	30	660
5	Coconut	312	No.	18	5616
TOTAL					19951
N. Value Added Products					
1	Fruit squash	2000 (500ml)	No.	90	180000
2	Fruit jam	1000 (250g)	No.	75	75000
3	Fruit jelly	200 (250g)	No.	70	14000
4	Dry mango pickle	200 (250g)	No.	100	20000
5	Nutmeg rind pickle, Amla pickle	500 (200g)	No.	70	35000
6	Tender jack pickle	500 (200g)	No.	80	40000
7	Lime/ cut mango pickle	200(200g)	No.	65	13000
8	Fruit crush	200 (500ml)	No.	90	18000
9	Shrimp Pickle	28 (200g)	No.	200	5450
10	Clam Pickle	19 (200g)	No.	150	2700
11	Dry Shrimp	27 (125 g)	No.	100	2700
TOTAL					405850



II. Farmer Producer Organizations (FPOs)

Name and address of Farmer Producer Organization: Haritham FPO, Pala

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value (Rs.)
1	Stingless bee honey (Cheruthen)	2000	Kg	3000	6000000
2	Honey (Vanthen)	5000	Kg	400	2000000
3	Honey with birds eye chilly	600	Kg	1120	672000
4	Garlic honey	600	kg	1120	672000
5	Turmeric honey	500	Kg	1120	560000
6	Ginger Tulsi Pepper honey	500	g	1120	560000
7	Bee wax bam	1000 (8g bottle)	number	65	65000
TOTAL					10529000



III. Agri-entrepreneurs

1. Name and address of Agri-entrepreneur: Beenamma Peter, Narivelil, Kuravilangadu PO, Kottayam, Kerala

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value (Rs.)
1	Tapioca (Tuber) chips	6000	Kg	240	1440000
2	Taro (tuber) chips	50	Kg	450	22500
3	Tapioca incorporated mixture	3600	Kg	280	1008000
4	Special puttupodi (with carrot/beetroot)	600	Kg	190	114000
5	Jackfruit chips	60	Kg	540	32400
6	Dehydrated jackfruit	150	Kg	750	112500
7	Jack powder	100	Kg	850	85000
TOTAL					2814400

1. Name and address of Agri-entrepreneur: Anila Vipin, Mullackeril, Chemmanathumkara PO, Vaikom, Kottayam, Kerala

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value (Rs.)
1	Milk chocolate- home made	200	Kg	1200	240000
2	Carrot dates nuts cake	500 (750g each)	Number	540	270000
3	Rum soaked rich plum cake	500 (800g each)	Number	800	400000
4	Homemade pizza medium (Nonveg)	1000	Number	600	600000
5	Homemade pizza medium (veg)	1000	Number	550	550000
6	Nutmeg rind squash	100	Litre	300	30000
7	Fresh cream cake butterscotch	500	Kg	1000	500000
8	Spanish delight cake premium	500	Kg	1300	650000
TOTAL					3240000





3. Name and address of Agri-entrepreneur: Udayasree B. Udayendu naturals

Kannankulam, Channanikkad Post, Kottayam 686533, www.udayendu. Com, udayendu55@gmail.com, 7306435468Kottayam, Kerala

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value(Rs.)
1	Arrowroot powder	500	Kg	1300	650000
2	Indumathi hair oil	200 (100 ml each)	Number	200	40000
				TOTAL	690000

4. Name and address of Agri-entrepreneur: Kunjamma, Vaikom, Kottayam, Kerala

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value(Rs.)
1	Avakkai mango pickle	1000 (400 g bottle)	Number	180	180000
2	Mango white, lemon red, lemon white, bittergourd red, gooseberry red pickles	2000		120	120000
3	Tender mango pickle	1000 (400 g bottle)	Number	200	200000
4	Chilly mango	1000 (400 g bottle)	Number	140	140000
5	Ada mango	1000 (400 g bottle)	Number	160	160000
6	Lemon dates pickle	1000 (400 g bottle)	Number	190	190000
7	Ginger pickle, garlic pickle	1000 (400 g bottle)	Number	170	170000
8	Sambar powder, meet masala	1000 (100 g each)	Number	50	50000
9	Duck masala	1000 (100 g each)	Number	50	50000
10	Fish masala, mutton masala	2000 (100 g each)	Number	50	100000
				TOTAL	1240000

ICAR-KVK, KOZHIKODE



Bush pepper, rooted cuttings of pepper, grafts of nutmeg, mango, jack, garcinia and seedlings of arecanut, neem, curryleaf, etc are the major planting materials produced and sold by KVK, IISR, Kozhikode. Farmers from all over kozhikode and near by district and states are purchasing pepper, nutmeg and bush pepper plants due to its quality and unique source of availability ate out KVK alone. Mean while the seeds of IISR varieties of turmeric and ginger are also another unique demand of farmers. These items are now a days sold as planting materials with Kisan Samriddhi logo / brand

In the same way, the bioinputs viz., Trichoderma, Pseudomonas, oyster mushroom spawn, micronutrients for banana, vermicopost, neem soap, Pseudomonas capsule are also produced at KVK and made available to farmers on paymet basis. They are also presently sold with the with Kisan Samriddhi logo / brand name of ATARI.

The SHGs/ farmer groups and progressive farmers with technical support of KVK are being requested and invited to com under the broad umbrella of kisan samriddhi. Efforts are on the way to get them registered and sale theior products accordingly.

The recently relessed 50 videos of Doubling Farmers Income (DFI) fellow farmers, phapblet on oyster mushroom cultivation, soil sampling for analysis are also popularised under Kisan samriddhi brand.



ICAR-KVK, MALAPPURAM

► KVK TIMES- Special issue on Suvarna Samridhhi

Details of Seeds, Planting Materials, and Products from KVK Malappuram under the Kissan Samridhhi Trademark, Including Entrepreneurial Products Submitted for Valuation April 2023 to March 2024. This table presents an overview of seeds, planting materials, and products developed under the Kissan Samridhhi trademark at KVK Malappuram. It includes the economic values and products from entrepreneurs, along with JPEG photos showcasing the Kissan Samridhhi logo.



I. KVK

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Cowpea -kanakamony	58.5	Kg/ pkt	450/ 10	26475
2	Cowpea-Jyothika	41.77	Kg/ pkt	2750/ 10	116623
3	Cowpea-Anashwara	191.44	Kg/ pkt	1250/ 10	201001
4	Amaranthus-CO-1	47.11	Kg/ pkt	3000/ 10	129118
5	Amaranthus- Arun	40.54	Kg/ pkt	3000/ 10	102865
6	Bittergourd-Preethi	33.91	Kg/ pkt	3500/ 10	118185
7	Ashgourd- KAU local	14.31	Kg/ pkt	3000/ 10	47565
8	Chilli- Ujvala	13.746	Kg/ pkt	3500/ 10	52919
9	Tomato-Anagha	1.56	Kg/ pkt	7500/ 10	12450
10	Brinjal-Haritha	6.67	Kg/ pkt	3000/ 10	20942
11	Snakegourd-Manushree	26.48	Kg/ pkt	3000/ 10	82830
12	Bhindi- Varsha upahar	33.34	Kg/ pkt	2250/ 10	71815
13	Pumpkin-Ambili	28.96	Kg/ pkt	2500/ 10	75366

14	Bottlegourd -Arka Bahar	32.05	Kg/ pkt	1500/ 10	52853
15	Cucumber-soubhagya	13.02	Kg/ pkt	3000/ 10	39348
16	Salad cucumber	2.48	Kg/ pkt	2500/ 10	7340
17	Bhindi- Anjitha	17.95	Kg/ pkt	2250/ 10	38250
18	Assorted	15294	Kg/ pkt	50	764700
19	Mushroom spawn	1114	Kg/ pkt	50	55700
TOTAL					2016345

P. Planting Material

1	Tomato	8670	nos	2.25	17340
2	Brinjal	14883	nos	2.25	25766
3	Chilli	11471	nos	2.25	22942
4	Cabbage	8998	nos	2.25	20246
5	Cauliflower	9805	nos	2.25	22061
6	pumpkin	19400	nos	2.25	34800
7	Bhindi	5400	nos	2.25	7800
8	Bottle gourd	2895	nos	2.25	5790
9	Fruits	457	nos	2.25	6855
10	Ornamental plants	647	nos	2.25	6470
11	Medicinal and Aromatic	214	nos	2.25	2140
12	Spices	154	nos	15	2310
13	Tubers	4952	nos	10	49520
14	Arecanut	3948	nos	35	138180
TOTAL					362220





Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
Q. Bio-Products					
1	Pseudomonas	3718	Kg	80	386689
2	Pseudomonas	162.3	Lr	600	91441
3	Trichoderma	3918	Kg	120	461796
4	Enriched vermi compost	1146	Kg	30	34380
5	Enriched coir pith compost	8008	Kg	25	160160
6	Pher Trap Veg	296	Nos	160	47360
7	Pher Trap Mango	164	Nos	110	19680
8	Azolla	97.66	Kg	50	4883
9	Earth worm	10829	Kg	0.75	7580
10	Tricho Cards	1165	Nos		69900

11	Trichoderma coirpith cake	66432	nos	5	332160
12	Cow dung neem cake mixture	2128	Kg	35	74480
12	Fish amino acid	340.8	Lr	400	138720
				TOTAL	1829229



II. Agri-entrepreneurs

1) Name and address of Agri-entrepreneur: Smt. Sushama P.T, Sushas Food products, Tanalur, Malappuram

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	wood pressed co.oil	50 ltr *8 =400 ltr	Litre	280/ltr	112000
2	Steel pressed co.oil	100 ltr*8 =800 ltr	Litre	250/ltr	200,000
3	virjin coconut oil	100 Ltr *8 =800 ltr	ML	150/100ml	12,00,000
4	Hair oil	100 Ltr *8 =800 ltr	ML	300/100ml	240,000
5	Turmeric powder	250 kg *8 =2000kg	kg	70/100gm	14,00,000
6	Chilly powder	100 kg *8 =800kg	kg	140/250gm	448000
7	Fried coconut masala	100 kg *8 =800kg	kg	125/100gm	10,00,000
8	Elathali	50kg *8=400 kg	kg	45/50gm	360,000
TOTAL					49,60,000

2) Name and address of Agri-entrepreneur: Eco froot LLP, AR Nagar, Malappuram

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Passion fruit RTS	2,05,000	200 ml bottle	20/bottle	30,75,000
2	Grapes RTS	3,50,000	200 ml bottle	20/bottle	52,50,000
TOTAL					83,25,000



ICAR-KVK, MANDYA

ICAR-Krishi Vigyan Kendra, V.C.Farm, Mandya producing quality planting material of coconut (Tiptur tall), Mulberry (var.V-1), Drumsticks (PKM-1), Curry leaf (Suhasini) and Agase seedlings, bio-agents like Pseudomonas and Trichoderma and Ragi malt (value added products) and supplying to farmers at reasonable rates.

KVK, Mandya trained an agri-entrepreneur by name Sri.H.K.Niranjan, Honnayakanahalli village, producing Coconut oil, Groundnut oil, Curry leaf powder, Drumstick powder and turmeric powder and selling these products under the brand name of 'Kanasu and Kissan Samridhhi'. KVK also trained



SelfHelp groups by name 'Sri. Chithalamma's SHG' at Holalu, 'Surabhi SHG' at Chandagalu village, Sri Sai SHG at Srirangapatana, Mandya District, who are presently preparing many millet based value added products and marketed under the brand name of Chithalamma's, Surabhi, Sri Sai and Kissan Samridhhi.



ICAR-JSS-KVK, MYSURU

The ICAR JSS Krishi Vigyan Kendra, Suttur, Mysuru district has been produced more than 50 products under Kissan Samridhi brand. The transaction is more than one core per annum. They are

1. Horticulture Nursery

- Flower seedlings
- Vegetable seedlings
- Mango and Sapota grafts
- Plantation crops
- Spices
- Aromatic
- Ornamental crops

2. Seeds

- Paddy seeds
(Var. Jyothi, IR 64)
- Black gram (Var. LBG 791)
- Cowpea (Var. KBC 9)
- Horse gram (Var CRHG 19)

3. Micronutrients

- Vegetable Special
- Banana Special
- Mango Special
- Pseudomonas
- AMC
- Trichogramma

4. Livestock and others

- A2 milk
- Desi Cow ghee
- Vermicompost
- Vermiwash
- Desi Cow Dung and urine
- Jeevamruth
- Viboothi



- Rurrakshi
- Honey
- Fodder Cuttings
- Chawki works
- Terracotta products
- Sambar Powder
- Rasam Powder
- Puliyogara Powder
- Tomato Bath Powder
- Bisibele bath powder
- Foxtail millet
- Bisibelebath powder
- Ragi dosa mix
- Badam Powder
- Chili Powder
- Turmeric powder
- Coriander Powder
- Gharm Masala Powder

ICAR-KVK, PALAKKAD

KVK Palakkad has made significant strides in the production and distribution of technological inputs over the past three years, contributing greatly to the agricultural development in the region. Entrepreneurial products incorporating the Kissan Samriddhilogo into products created by entrepreneurs is a strategic move that can significantly enhance market opportunities and brand value.

The logo, associated with agricultural prosperity and development, can serve as a symbol of quality and trust. When consumers see the Kissan Samriddhilogo on a product, they may associate it with government-backed initiatives, high standards, and sustainable practices, which can increase consumer confidence and lead to higher sales.

For entrepreneurs, leveraging this logo can provide a competitive edge, making their products more recognizable and appealing to a broader audience. It also aligns their brand with a larger movement towards supporting local agriculture and empowering farmers,



which can be a strong selling point in the market. This association can open doors to new markets, both domestically and internationally, where there is growing demand for authentic, locally-sourced, and sustainable food products.

This table presents an overview of seeds, planting materials, and products developed under the Kissan Samriddhitrade mark at KVK Palakkad. It includes the economic values and products from entrepreneurs, along with JPEG photos showcasing the Kissan Samriddhilogo.

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value(Rs.)
A. Seeds					
1	Paddy – Annapoorna	491.5 Kg	Paddy seed – Kg	Rs.42/Kg	Rs.20,643
2	Cowpea – Kanakamony	93 Kg.	Cowpea seed – Kg	Rs.450/Kg	Rs.41,850
3	Cowpea – KBC 4	117 Kg	Cowpea seed – Kg	Rs.180/Kg	Rs.21,010
4	Greengram – CO8, VBn 4	203 Kg	Greengram – Kg	Rs.180/Kg	Rs.36,540
5	Blackgram – LBG791	321 Kg	Blackgram – Kg	Rs.180/Kg	Rs.57,780
TOTAL					Rs.177823



B. Planting Material

1	Coconut	2322	Nos	Rs.100/No	Rs.2,32,200
2	Ornamental Plants	4788	Nos		Rs.19,182
3	Fruit plants	4695	Nos		Rs.94,065
TOTAL					Rs.2,51,382

C. Bio-Products

1	Neem Garlic Chilli Soap	2628	100 Gm.	Rs.70/Bottle	Rs.183,960
2	Kavaj-Organic supplement cum pesticide	3424	500 ML.	Rs.45/Bottle	Rs.154,080
3	Hume plus-Humicacid+ Fulvic acid mix)	1822	500 ML.	Rs.105/Bottle	Rs.191,310
4	Pheromone trap – Cucurbits	375	Nos.	Rs.160/No.	Rs.60,000
5	Pheromone trap – Mango	360	Nos.	Rs.110/No	Rs.39,600
6.	Trichoderma	336	Kg.	Rs.120/Kg	Rs.40,320
7.	Trichodermacoirpith cake	4260	Nos.	Rs.20/No.	Rs.85,200
8	Ayar – Micronutirent	108	Kg.	Rs.60/Kg.	Rs.6,480
9	Psuedomonas – Liquid	170	250 ML.	Rs.150/Bottle	Rs.25,500
TOTAL					Rs.786450

D. Livestock/Fisheries

1	Poultry	1859	Nos.		Rs.2,54,820
2	Goat	116.5	Kg.		Rs.52,425
TOTAL					Rs.3,07,245

F. Value Added Products

1	Banana chips	162	250 Gm.	Rs.110/250 gm.	Rs.17,820
2	Sarkaravaratty	71	250 Gm.	Rs.110/250 gm.	Rs.7,810
TOTAL					Rs.25,630

Agri-entrepreneurs

Name and address of Agri-entrepreneur: Vidhya K S, Svojas Farm, Heritaste LLP, Manghat, Kongalam, Kootanad, Palakkad – 679533

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value(Rs.)
1	Sorghum Upma	5000	350 Gm. - Packet	Rs.135/Packet	Rs.6,75,000
2	Pearl Puttu	5000	350 Gm. - Packet	Rs.130/Packet	Rs.6,75,000
3	Sorghum Puttu	5000	350 Gm. - Packet	Rs.130/Packet	Rs.6,75,000
4	Foxtail Dosa Powder	3000	350 Gm. - Packet	Rs.140/Packet	Rs.4,20,000
5	RagiDosa Powder	3000	350 Gm. - Packet	Rs.130/Packet	Rs.3,90,000
6	NutriDosa Powder (Flavored)	3000	350 Gm. - Packet	Rs.145/Packet	Rs.4,35,000
7	Sorghum Dosa Powder	3000	350 Gm. - Packet	Rs.140/Packet	Rs.4,20,000
8	Ragi Dates Flakes (Break fast Cereal with Jaggery)	2000	150 Gm. - Packet	Rs.180/Packet	Rs.3,60,000
9	Ragi Mango Flakes (Breakfast Cereal with Jaggery)	2000	150 Gm. - Packet	Rs.180/Packet	Rs.3,60,000
10	Millets (Sorghum Roasted Flakes)	2000	120 Gm. - Packet	Rs.120/Packet	Rs.2,40,000
TOTAL					Rs.4650000

Name and address of Agri-entrepreneur: Latha, LamosAgrifoods, Mezhatthur, Palakkad

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/ Unit (Rs.)	Total Value(Rs.)
1.	Jack fruit-rice Puttu powder	3000	500 Gm. - Packet	Rs.85/Packet	Rs.2,55,000
2.	Jackfruit varatty	1000	Kg.	Rs.900/Kg	Rs.9,00,000
3.	Jackfruit seed powder-Kheer mix	500	250 Gm. - Packet	Rs.175/Packet	Rs.87,500
TOTAL					Rs.12,42,500



ICAR-KVK, PATHANAMTHITTA

The Krishi Vigyan Kendras (KVKs) are at the forefront of enhancing agricultural productivity by ensuring the availability of high-quality seeds, planting materials, bio inputs and technological products to farmers across the nation. A significant step in this direction is the introduction of the Kisan Samridhi logo, which serves as a symbol of quality assurance for agricultural products.

The Kisan Samridhi logo is more than just a mark; it is a promise to the farming community that the inputs they receive meet the highest quality standards. With the assurance of quality, more farmers are adopting the improved inputs offered by KVKs. The Kisan Samridhi initiative is thus playing a crucial role in transforming the agricultural landscape.

During the period April 2023 to March 2024, a significant quantity of agricultural products was produced, showcasing the diverse range of outputs. In the seeds category, Ginger led the production with 110 kg, valued at Rs. 200 per kg, generating a total revenue of Rs. 18,035. Turmeric and Elephant Foot Yam followed, contributing to the overall total value of Rs. 30,781 from seed production.

In terms of planting materials, the KVKs produced over 102,000 units, with Coconut seedlings (Chawghat Green Dwarf, Chawghat orange dwarf WCT) being the most valuable, generating Rs. 373,725 from 1,802 units. Other notable contributions include Rambutan Bud grafts and Mangosteen, with the total value from planting materials amounting to Rs. 1,156,681. Bio-products





also featured prominently, with the production of Bio-fertilizers, Bio-fungicides, Bio-agents, and Organic inputs totaling 12,424 kg. The highest value was derived from Bio-fungicides, which generated Rs. 294,824. The overall value from bio-products reached

Rs. 1,159,016. Livestock and fisheries produced 3,791 units, with Chicks (Krishibro BV-380, Gramasree, Kadakkanath) being the primary contributor, generating Rs. 708,146. The total value from livestock and fisheries stood at Rs. 852,021.

In the category of value-added products, a variety of processed goods were produced, such as Sprouted Millet Nutrimix, Cinnamon Flakes, Nutmeg Candy, and Dehydrated Raw Jackfruit. The total value from these products was Rs. 227,858, with the highest contribution from Jackfruit-based products. Outsourced products, such as Kuttanadan Rice and Grow Bags, also contributed to the overall revenue, adding Rs. 196,495 to the total value.

Agri-entrepreneurs like Bharatsree Foods and Devas Spices made significant contributions, with Devas Spices' Turmeric Powder generating a notable Rs. 160,000 from 40 kg produced.



ICAR-KVK, RAICHUR

- ▶ Establishment of Bettadabasaveshwar, Farmers Produce Company and Product Development through ICAR-KVK, Raichur

Sri. Bettadabasaveshwar, Farmers Produce Company was established during year 2021-22 with the support of ICAR-KVK, Raichur and IIMR, Hyderabad. The group of farmers has undergone many training programmes for

establishment of Farmers Produce Company procurement of processing machineries and development of processed products like Foxtail millet, Bajara, Sorghum, Proso, Barnyard, little millet and Finger millet. Products are leading in the market with higher demand. Recently, ICAR-KVK has brought these products under “Kisan Samridhhi” Trademark as new revolution towards nutritional security and sustainability.

Sl. No.	Particulars	Quantity	Rate (Rs/-)	Product available (q)
1	Foxtail millet	1 kg	90/-	50
2	Bajara	1 kg	35/-	70
3	Sorghum	1 kg	37/-	130
4	Proso	1 kg	110/-	5
5	Barnyard	1 kg	102/-	8
6	Little millet	1 kg	85/-	4
7	Finger millet	1 kg	50/-	8



ICAR-KVK, RAMANAGARA

ICAR- KVK, Ramanagara constantly involved in the production and supply of good quality seeds, planting materials, livestock, poultry and fisheries breeds and products and various bio products to the farming community.

As a part of ICAR-Agricultural Technology Application Research Institute, Bengaluru zone-XI the agro-products are branding under the brand name 'KISAN SAMRUDDHI' so, KVK Ramanagara also involved in selling its agro-products under this brand name.

► The KVK products include Seeds

Ragi, Millets, Field bean, cowpea, Niger, Chia Planting material: Curryleaf, Drumstick, Mango, Arecanut, Chayya, Chakramuni, Dragon, medicinal Plants and Vermicompost and sells farm Fresh Mango under Kissan Samruddi. KVK Ramanagara also involved in promoting the entrepreneur products of Mr. Rajashekar, Kartavya Enterprises, Kanakapura which sells products like Rice, Ragi, Horsegram papads, Mrs. Prasheela, Swadishta Enterprises Products, Kanakapura sells white Ragi malt, mixture, papad, Rice and Horsegram papads under this brand and also promoting Smt. Suvrna from Gavinagmangala of Magadi to sell honey under Kissan Samruddhi.



ICAR-KVK, SHIVAMOGGA

► Availability of agriculture inputs at KVK, Shivamogga under Kissan Samriddhi

1) **Trichoderma:** Trichoderma is one of the important biopesticide used to control different soil borne diseases. Horticulture crops are predominantly grown in Shivamogga district, with these facts KVK, Shivamogga under revolving fund activity started the production of liquid Trichoderma under logo of Kissan Samriddhi for the benefit of the farming community. So far, 45 liters of liquid Trichoderma was sold to 20 farmers.

2) **Value added products:** Promoting diversified value added products developed under the brand name of KISSAN SAMRIDDHI such Finger millet cookies, Fig candy, Sorghum plum cake, Jamun seed cookies, value added finger millet flour, Ground cake chips, ginger powder, BAKAHU (Dehydrated Banana flour) cookies, little millet sweet and spicy cookies etc. A total of 190 kg products have been sold.

3) **Seedlings:** KVK, Shivamogga is producing a quality planting materials of different fruits seedlings and farm products under Kissan Samriddhi brand ICAR- Krishi Vigyan Kendra, Shivamogga. In 100 days programme a total 651 seedlings, poultry birds 15 and eggs of desi birds 150 No. were sold.



ICAR-KVK, THRISSUR

The ICAR-Krishi Vigyan Kendra Thrissur through the initiative "Kisan Samridhhi" empowers agripreneurs by establishing effective market linkages, for enhancing agricultural productivity, income, and overall development. Through KVK's specialized training programs on post-harvest management and food processing, it has empowered many agri-entrepreneurs to launch diverse enterprises.

KVK has provided training on modern farming techniques, post-harvest management, and value addition, aligned with market demands. The trainings had also equipped farmers with entrepreneurial skills, helping them to manage their operations as a business. The KVK interventions has helped in development, refinement and dissemination of modern technologies among agripreneurs. The KVK had facilitated the agripreneurs in

obtaining certifications that have increased their market value and access to premium markets. They were provided trainings on maintaining quality standards, ensuring that products meet the expectations of high-value markets. The infrastructure support of KVK through the Common Facilitation Centre has helped agripreneurs maintain product quality and extend shelf life of their products. The KVK has encouraged the formation of farmer collectives, and producer organizations to strengthen market access, bargaining power, and community resilience.

By focusing on these strategies, KVKs had significantly contributed to empowering agripreneurs, helping them secure sustainable livelihoods and ensuring their families and communities achieve nutritional security. The ventures facilitated by the KVK include production of banana and tapioca chips, a

range of pickles, and an assortment of masala powders such as turmeric, chili, coriander, and garam masala. They have also launched value-added products from jackfruit, moringa, and aloe vera, demonstrating the broad impact of the KVK's support on local agri-business. The scope of value addition also extends to turmeric and rice-based products, including rice flour, enriched with ingredients like moringa, beetroot, and jackfruit, that has high significance in ensuring nutritional security.



- Kisan Samridhhi Brand covering products of KVKs/FPOs/SHGs/Agri-entrepreneurs produced during April 2023 to March 2024

Name of KVK: KVK Thrissur

I. KVKs

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
A. Seeds					
1	Cowpea	27	KVK Thrissur	1870/kg	50470.5
2	Bhindi	13.6		2000/kg	27225.5
3	Ashgourd	41		3000/kg	123150
4	Bittergourd	76		3670/kg	279510
5	Pumpkin	30		2500/kg	75550
6	OP melon	23		2750/kg	63275
7	Snake gourd	12.7		3000/kg	38175
8	Brinjal	15.3		3000/kg	45960
9	Chilli	5.4		3500/kg	19040
10	Amaranthus	8.4		3000/kg	25230
TOTAL					747586
B. Planting Material					
1	Jack bud	2505	KVK Thrissur	200/plant	501000
2	Mango graft	4862		75/plant	358650
3	Guava	360		75/plant	27000
4	Acid lime	120		100/plant	12000
5	Ornamental	300		50/plant	15000
6	Bush jasmine	100		15/plant	1500
7	Coconut seedling	6000		100/seedling	600000
8	Black pepper	500		15/plant	7500
9	Turmeric	200		60/kg	12000
10	Star gooseberry	70		75/plant	5250
TOTAL					1539900





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C. Bio-Products					
1	Nanma	1500 bottles	KVK Thrissur	140/200 ml	210000
2	Shreya	1500 bottles		120/200 ml	180000
3	Trichoderma enriched cow dung neem cake	2500 kg		80/2 kg	100000
4	Pheromone trap (Mango)	200		125/trap	25000
5	Pheromone trap (vegetable)	100		175/trap	17500
6	Mushroom spawn (Oyster)	10000 packets		50/300 g packet	500000
TOTAL					1032500
D. Livestock/Fisheries					
1	BV 380 chicks	7000 chicks	KVK Thrissur	160/chick	1120000
2	Goat	100 kg		400/kg	40000
TOTAL					1160000

III. Self Help Groups (SHGs)

Name and address of Self Help Group: Ollurkrishismrithi FPC Limited, Kariat Dry foods, Marottical P.O, Thrissur

Sl. No	Name of the Product	Quantity Produced/ month (kg/l)	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Banana stem pickle	100 kg	Ollurkrishismrithi FPC Limited	600 kg	60000
2	Banana flower pickle	100 kg		600 kg	60000
3	Moringa soup mix	50 kg		700 kg	70000
4	Chakkaputtupodi	300 kg		1 kg/ 110	33000
5	Avilosepodi	100 kg		1 kg/190	19000
6	Aviloseunda	100 kg		220/ 1g	22000
7	Lemon pickle	250 kg		350 kg	87500
8	Banana round chips	200 kg		450 kg	90000
9	Yam dates pickle	50 kg		600 kg	3000
10	Cashew apple syrup	50 kg		240	12000
TOTAL					456500

Name and address of Self Help Group: Jaithri women self help group, Chennaippara, Pananchery, Thrissur

Sl. No	Name of the Product	Quantity Produced/month (kg/l)	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Amla – Bird’s eye	5186 L	Jaithri Foods	190	9,85.340
2	Pazhamvaratty	120 kg		400	48,000
3	Chakka varatty	65 kg		400	26,000
4	Cut mango pickle	471 nos.		85/350g	40,035
5	Sarkaravaratti	195 kg		320	62,400
6	Prawns chammanthi powder	52 kg		700	36,400
7	Banana chips	182 kg		320	58,240
8	Ambazhanga pickle	537 nos.		90/350g	48,330
9	Dry tapioca	92 kg		120	11,040
10	Dry mango	15 kg		280	4,200
				TOTAL	334,739.34

IV. Agri-entrepreneurs

Name and address of Agri-entrepreneur: Smt.ShameelaAbdulkhadar, Pradhani Son’s Nutri Lifa Food products, 7/210A, PottimadaVaniyampara P.O, Thrissur, Kerala

Sl. No	Name of the Product	Quantity Produced/month (kg/l)	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Jackfruit Food Supplement	80-100	Nutri-Lifa	450/200g	22,500
2	Moringa powder	150		200/100g	30,000
3	Hair oil	150-180		450/200ml	35,000
4	Fish pickle	200		600/500g	12,000
5	Beef Pickle	200		600/500g	12,000
				TOTAL	912,500/-



Name and address of Agri-entrepreneur: Mrs.Babitha Dasan, Babees Food products,
Thaikkattussery, Themalippadam, Thrissur-680306, Kerala

Sl. No	Name of the Product	Quantity Produced/ month (kg/l)	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Ragi powder	50	Babees Healthy Treats	64/400g	8000
2	Sprouted Ragi powder	100		170/500g	34000
3	Millet Nutrimix	100		180/300g	6000
4	Ragi puttu powder	50		64/400g	8000
5	Ragi Banana	30		450/500g	2,7000
6	Foxtail millet puttu powder	50		96/400g	1,2000
7	Little millet puttu powder	50		96/400g	1,2000
8	Millet cookies	40		750/500g	6,0000
9	Banana powder	50		500/500g	5,0000
10	Ragi malt mix	30		330/250g	3,9600
				TOTAL	256,600

Name and address of Agri-entrepreneur: Mrs. Smitha, Cherunkuzhi, Thrissur

Sl. No	Name of the Product	Quantity Produced/ month (kg/l)	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Amla-bird's eye chilly squash	400	Mithra foods	220/litre	88000
2	Grapes crush	200		260/litre	1,3000
3	Pomegranate crush	200		400/litre	8,0000
4	Amla syrup	200		260/litre	5,2000
5	Banana chips	100		700/kg	7,0000
6	Sarkaravaratti	100		700/kg	7,0000
7	Nutmeg syrup	50		260/litre	1,3000
8	Fish pickle	50		200/200g	5,0000
9	Meat pickle	50		200/200g	5,0000
10	Chicken pickle	50		200/200g	5,0000
				TOTAL	536,000

Name and address of Agri-entrepreneur: Mrs.Liya Sunny, Siyon House, Kunnappilly House, Adichili-680311, Chalakkudy, Thrissur

Sl. No	Name of the Product	Quantity Produced/ month (kg/l)	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Rice flakes	1000 kg	Feba chips	200/kg	200000
2	Tapioca chips	800 kg		200/kg	160000
3	Banana chips	800 kg		300/kg	240000
4	Areca sheath plates	300000 numbers		8/plate	240000
				TOTAL	840000

Name and address of Agri-entrepreneur: Mrs.Anila Raveendran, Thottupurath (H), Kizhoor P.O. Kunnankulam

Sl. No	Name of the Product	Quantity Produced/ month (kg/l)	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Virgin Coconut oil	1000	RV flour and oil mill	1900/litre	1900000
2	Coconut oil	2500		220/litre	550000
3	Rice powder	1000		80/kg	80000
4	Chilli powder	1500		400/kg	600000
5	Kashmiri chilli powder	500		800/kg	400000
6	Corriander powder	800		270/kg	216000
7	Turmeric powder	400		300/kg	120000
8	Puttupodi	1000		80/kg	80000
9	Ragi powder	500		120/kg	60000
10	Biriyani Masala	200		1000/kg	200000
				TOTAL	840000



Name and address of Agri-entrepreneur: Mrs.GeethaSaleesh, Address: Home to home Old St. Joseph church road Amala nagar Thrissur

Sl. No	Name of the Product	Quantity Produced/ month (kg/l)	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1	Prathibha turmeric	250 tone	Home to home	45	1,12,50,000
2	Curcumeal	7000 kg	Home to home	1700	1,19,00,000
3	First drink	8000kg	Home to home	3200	2,56,00,000
4	Pepper	120 kg	Farmers of iisr	800	96,000
5	Cinnamon	120 kg	Farmers of iisr	700	84,000
6	dates	7200 kg	Agency-popular	230	16,56,000
7	Coconut	12000 kg	Farmers	30	3,60,000
				TOTAL	50,946,000

Name and address of Agri-entrepreneur: Mrs.Ambika Somasundaram, Kariat Dry Foods, Marottichal P.O, Thrissur

Sl. No	Name of the Product	Quantity Produced/ month (kg/l)	Unit Name	Rate/ Unit (Rs.)	Total Value(Rs.)
1	Capsule- Moringa Leaves	30000 Nos	Kariat Dry Foods	300	150000
2	Capsule- Drumstick	12000Nos		300	60000
3	Moringa leaves Powder	50 Kg		100	10000
4	Moringa LeavesSoup mix	50kg		100	10000
5	Moringa Leaves Puttupowder	100kg		110	22000
6	Nutri millet diet	50kg		220	27500
7	Millet puttupowder	50kg		110	11000
8	Sprouted Raggi powder	100kg		75	15000
9	Raggi Rava	100kg		80	16000
10	Cholam Powder	100kg		75	15000
				TOTAL	336500



ICAR-KVK, TRIVANDRUM

In a significant stride towards empowering farmers, ICAR- KVK, Trivandrum has unveiled the new brand, "Kisan Samridhhi," under which high-quality seeds, planting materials and bio-inputs produced by KVK will be marketed through online and offline modes. The branding aims to ensure that farmers have access to reliable and superior agricultural inputs, fostering growth and prosperity in the farming community.

The unveiling of the "Kisan Samridhhi" logo took place during the inauguration ceremony of the Farmer Producer Company (FPC), "Ayushmitra." This event marks a milestone in KVK's ongoing efforts to support farmer-led initiatives. The Ayushmitra FPC has been facilitated by KVK with financial support from the National Bank for Agriculture and Rural Development (NABARD).

The branding initiative is expected to enhance

the marketability and recognition of KVK's products, providing farmers with trusted and branded agricultural inputs that can lead to better yields and improved livelihoods. This launch reflects KVK's commitment to innovation and farmer welfare, further strengthening the agricultural value chain in the region. A vision that will now reach approximately 10,000 farmers per year with an average distribution of around 10 tons of bio-products, 20000 planting materials and 1 quintal seeds.

With registration of Kissan Samridhhi, entrepreneurs involved with value addition of fruits and vegetables, honey, tuber crops etc., can effectively safeguard their trademarks and enhance their business prospects. Steps have been taken for trademark registration which is a vital step for KVK entrepreneurs in the agricultural sector to protect their brand identity and secure their market position.



ICAR-KVK, TUMKUR-1

► Products developed under Kisan samruddi logo

Sl.No.	Processed products
1.	Ragi malt
2.	Millet's Health Mix
3.	Karonda pickle
4.	Amla candy
5.	Direct market facility of jack fruit

► Ragi malt

Ragi malt is prepared from ragi, wheat, green gram, cardmamon, badam and cashew. Finger millet or ragi is one of the important minor cereals of India and Africa. The millet is a good source of dietary carbohydrates, protein, calcium and micronutrients and hence, its malt is also a good source of protein, carbohydrates and many other nutrients besides hydrolytic enzymes. Malted ragi flour can be used in preparation of weaning food, infant food, geriatric food, medical foods and also as milk based as well as alcoholic beverage formulations. It can be used as amylase rich food (ARF) to reduce the 'dietary bulk' of energy food and such other supplementary foods.

Malting is one of the traditional processes adopted for preparation of food and beverages. Sprouting improves protein and carbohydrate digestibility and extractability of P, Ca, Fe and Zn. Ragi malt can be used as amylase rich food to reduce the bulk of weaning food. Ragi is a very potential grain for malting and preparation of several health foods, weaning food in

particular. The malted millet is a rich source of digestive enzymes, calcium and iron and its protein is a good source of sulphur amino acid.

Ragi malt is prepared from ragi, wheat, green gram, cardmamon, badam and cashew. Ragi or Finger Millet, wheat, green gram are cleaned, washed thoroughly and left to soak for 12 hours. It is then sprouted over the next 24 hours in clean cotton cloths, further sun-dried and milled in pulverizer by adding cardmamon, badam and cashew.

► 2. Millets Health Mix

Wash all millets well and soak in water overnight. Then rinse well, drain the water, tie it in a muslin cloth and kept for sprouting to occur. After it has sprouted, rinse gently, spread on a cloth for drying. Dry under the sun or shade. After it has dried well, dry roast



it till you get a nice aroma. Repeat the same process for green gram, horse gram and bengal gram. Dry roast dry ginger, badam and cashew nut separately. Now combine all ingredients and grind in flour mill.

▶ 3. Karonda pickle

Karonda pickle is made out of karonda which is a type of berry which is green and sour when unripe and turns red and sweet as it ripens.

Karonda, the wonder fruit has been used for its medicinal properties. The fruit is rich in Vitamin C and has antiscorbutic (effective in prevention or relief of scurvy) properties. It is rich in Iron and is used for treatment of anaemia. It also has anti-microbial and antifungal properties. Traditionally karonda juice was used to clean old wounds which have become infected. It has been used for treatment of anorexia and also has analgesic and anti-inflammatory properties. Recent research suggests that Karonda helps in lowering cholesterol levels too. Karonda is widely used in preparation of jams, jellies, pickles, chutney, squash and syrups.

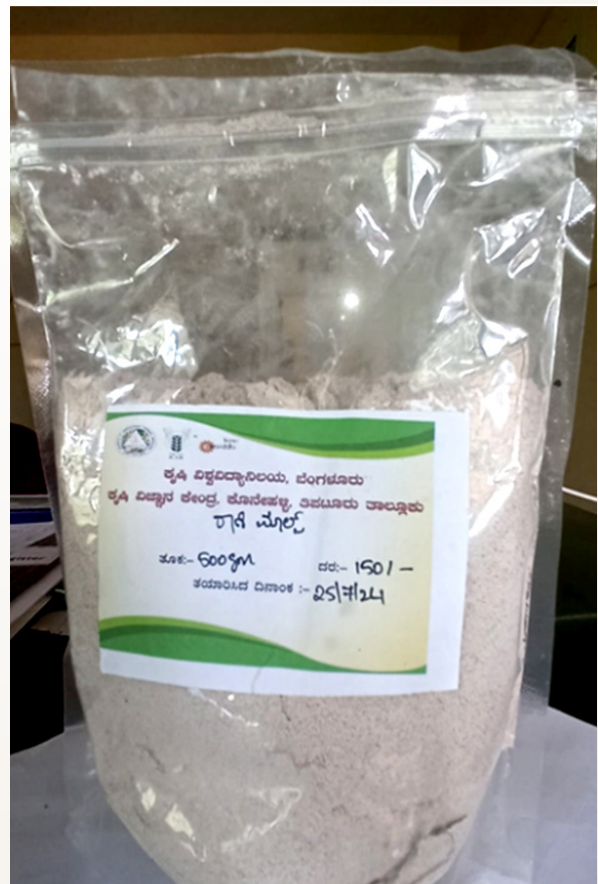
▶ 4. Amla candy

Amla is an indigenous fruit to the Indian subcontinent. It is a fruit that is now underutilized but has huge potential in the global market. It has got great potential in processed forms, such as candy. The medicinal, nutritional, and organoleptic quality of amla candy can be improved by the addition of different syrups in the amla candy like rose syrup, tulsi syrup, and ginger syrup. Delicious and healthy amla candy made using gooseberry cooked in sugar and dried in sun.

Amla candies are rich in vitamin c – a necessary nutrient for repairing body tissues, and bones and boosting the immune system. It is rich in antioxidants and anti-inflammatory properties that help to fight harmful infection and improves the body's metabolism.

▶ 5. Direct market linkage between Jackfruit growers to consumer under kisan samruddhi

ICAR – Krishi Vigyan Kendra, Tumkur – I supported direct market facility of jack fruit from farmer to consumer by at Benagaluru-shivamogga national high way on 03-08-2024 and 13-08-2024. During this, 03 farmers were participated and sold their farm jack fruit and value- added product like chips, Halva, papad, Nector etc., and got good profit within a span of time.



ICAR-KVK, TUMKUR-2

Valuation of Kisan Samridhhi Brand covering Technological products of KVKs/ Agri-entrepreneurs

The products being produced and sold from KVK Hirehalli include AMC Liquid and Powder, Foliar Nutrient formulations for Banana, Vegetables, Citrus, Mango Special, Fruitfly traps and lures, Neem & Pongamia Soap, and Arka Borer Controller, along with support provided to a few agri-entrepreneurs by KVK.

I. KVKs

ARKA BANANA SPECIAL ಅರ್ಕಾ ಬಾಳೆ ಸ್ಪೆಷಲ್

Foliar Spray Formulation A product of ICAR-IIHR, Bengaluru



Balanced nutrition is very important for high yield, quality and resistance to diseases, however very few farmers use micronutrient fertilizers. Due to low organic matter in Indian soil, excessive use of DAP and introduction of high yielding cultivars and fast growing tissue culture plants, deficiency of micronutrients has become a major problem. But soil degradation, poor root health and excessive use of phosphorous has made correction of nutrient disorders through soil very difficult. The efficiency of utilisation of soil applied micronutrient is only 3 to 5%. Hence, "Banana Special" foliar spray as a part of Integrated Nutrient Management has become important in enhancing the yield and quality of Banana.

How to use :

- 1) Add 75 g of Banana Special + one shampoo sachet + Juice of 2 lemon fruits in 15 litres of water and mix thoroughly before spraying.
- 2) Start spraying on plants from 5th month onwards and once in 30 days and continue upto 10th month stage.
- 3) For better results it should be applied during dull sunshine hours (morning or evening) and bright sun light should be avoided.

ರೋಗನಿರೋಧಕ ಶಕ್ತಿಯೊಂದಿಗೆ ಬೆಳೆಯು ಆರೋಗ್ಯಕರವಾಗಿ ಬೆಳೆದು ಅಧಿಕ ಇಳುವರಿ ನೀಡಬೇಕಾದ ಬೆಳೆಗಳಿಗೆ ಸಮತೋಲನ ಪೋಷಕಾಂಶಗಳನ್ನು ಒದಗಿಸುವುದು ಅವಶ್ಯ. ಆದರೆ ಕೆಲವೇ ರೀತಿಯ ಅಧಿಕ ಪೋಷಕಾಂಶಗಳ ಮಹತ್ವವನ್ನರಿತು ಬಳಸುತ್ತಿದ್ದಾರೆ. ಮಣ್ಣಿನಲ್ಲಿ ಸಾವಯವ ಅಂಶದ ಕೊರತೆ, ರಸಗೊಬ್ಬರಗಳ ಹೆಚ್ಚು ಬಳಕೆ, ಹೆಚ್ಚು ಇಳುವರಿ ನೀಡುವ ಬೆಳೆಗಳ ತಳಿಗಳು, ಹೈಬ್ರಿಡ್ ಹಾಗೂ ಅಂಗಾಂಶ ಕೃಷಿಯಿಂದ ಅಭಿವೃದ್ಧಿಗೊಳಿಸಿದ ಬೆಳೆಗಳನ್ನು ಬೆಳೆಯುವುದರಿಂದಾಗಿ ಮಣ್ಣಿಗೆ ಅಧಿಕ ಪೋಷಕಾಂಶಗಳ ಅವಶ್ಯಕತೆ ಹೆಚ್ಚಾಗುತ್ತಿದೆ. ಹಾಗೆಯೇ ಕ್ಷೀಣಿಸುತ್ತಿರುವ ಮಣ್ಣಿನ ಗುಣಮಟ್ಟದಿಂದಾಗಿ ಅಧಿಕಪೋಷಕಾಂಶಗಳನ್ನು ಮಣ್ಣಿಗೆ ನೀಡಿದರೂ ಕೂಡ ಬೆಳೆಗಳಿಗೆ ಅನ್ವಯಿಸುವುದಿಲ್ಲ. ಆದ್ದರಿಂದ ಗುಣಮಟ್ಟದ ಬೆಳೆ ಹಾಗೂ ಹೆಚ್ಚಿನ ಇಳುವರಿಯಾಗಿ ಸಮಗ್ರ ಪೋಷಕಾಂಶಗಳ ನಿರ್ವಹಣೆಯ ಅಂಗವಾಗಿ ಬಾಳೆ ಬೆಳೆಯ ಎಲೆಗಳಿಗೆ ಸಿಂಪಡಿಸಬಹುದಾದ "ಬಾಳೆ ಸ್ಪೆಷಲ್" ಅತ್ಯಂತ ಉಪಯುಕ್ತವಾಗಿದೆ.

ಬಳಕೆಯ ವಿಧಾನ :

- 1) 75 ಗ್ರಾಂ. ಬಾಳೆ ಸ್ಪೆಷಲ್ + 1 ಶ್ಯಾಂಪೂ ಸ್ಯಾಚೆಟ್ + 2 ನಿಂಬೆಹಣ್ಣಿನ ರಸವನ್ನು 15 ಲೀಟರ್ ನೀರಿನಲ್ಲಿ ಮಿಶ್ರಣ ಮಾಡಿ ಸಿಂಪರಣೆ ಮಾಡಬೇಕು.
- 2) ಬೆಳೆ ನಾಟಿ ಮಾಡಿದ 5 ತಿಂಗಳುಗಳ ನಂತರ, ಪ್ರತಿ ತಿಂಗಳು ಸಿಂಪರಣೆಗಳನ್ನು ಮಾಡುವುದು. 10 ತಿಂಗಳುಗಳ ವರೆಗೆ ಸಿಂಪರಣೆಯನ್ನು ಮಾಡಬೇಕು.
- 3) ಈ ಸಿಂಪರಣೆಯನ್ನು ಬೆಳೆಗೆ ಸೂರ್ಯ ಪ್ರಕಿರಣವಿರುವ ಮೊದಲು ಎಲೆಗಳ ಕೆಳ ಮತ್ತು ಮೇಲ್ಭಾಗ ಹಾಗೂ ಕಾಯ ಗೊಂಟೆಯುಗಳಿಗೆ ಸಿಂಪಡಿಸಿದಲ್ಲಿ ಹೆಚ್ಚು ಲಾಭವಾಯಿತು.

Composition/ಲಭ್ಯ ಪೋಷಕಾಂಶಗಳು :

- Zinc/ಸತು : 3.0%
- Boron/ಬೋರಾನ್ : 1.5%
- Manganese/ಮ್ಯಾಂಗನೀಸ್ : 1.0%
- Iron/ಕಬ್ಬಿಣ : 1.5%

pH adjuvants, synergistic growth enhancers and fillers

Advantages of foliar spray :

- a) Fast correction of deficiency
- b) Less fertilizer consumption
- c) Early crop maturity
- d) Big bunch with good colour

ಸಿಂಪರಣೆಯ ಪ್ರಯೋಜನಗಳು:

- 1) ಪೋಷಕಾಂಶದ ಕೊರತೆ ಯಾವ ಬೆಳೆಗೆ ನೀಡಿಸುವುದು
- 2) ಕಡಿಮೆ ರಸಗೊಬ್ಬರದ ಬಳಕೆ
- 3) ಬೇಸ್ರ ಬೆಳೆ, ದೊಡ್ಡ ಗಾತ್ರ ಹಾಗೂ ಅಕರ್ಷಕ ಬಣ್ಣ

Batch :	
Date of Mfr. :	
Net Content : 2 Kg	
Expiry Date : 2 year from the date of Mfr.	
MRP :	

*Research formulation
Manufactured and Marketed by / ಉತ್ಪಾದಕರು ಮತ್ತು ವಿತರಕರು :
ICAR-KRISHI VIGYANA KENDRA (IIHR)
HIREHALLI, TUMAKURU-572168, KARNATAKA
ಭಾ.ಕೃ.ಶ.ಕ.- ಕೃಷಿ ವಿಜ್ಞಾನ ಕೇಂದ್ರ (ಭಾ.ತೋ.ಸ.ಸಂ.)
ಹಿರೇಹಳ್ಳಿ, ತುಮಕೂರು-572168, ಕರ್ನಾಟಕ
Ph : 0816-2243175 / 177 E-mail : iihrvk@gmail.com Website : www.iihrkvk.org.in

Sl. No.	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value (Rs.)
1.	AMC liquid	3,326	lit	273	8,25,207
2.	AMC powder	2,511	kg	147	3,69,117
3.	Banana special	14,670	kg	182	22,31,007
4.	Vegetable special	2,345	kg	182	3,77,248
5.	Citrus special	5,432	kg	182	7,83,987



Kisan Samridhhi - 2024

6.	Mango special	2,996	kg	182	5,02,312
7.	Fruit fly traps and lures	6,349	Nos.	29.5	1,53,485
8.	Neem soap	1,365	kg	280	3,62,294
9.	Pongamia soap	1,866	kg	224	2,98,372
10.	Arka Borer Controller	1,914	kg	182	3,04,794
Total					62,07,823

1. Name and address of Agri-entrepreneur: Mahesh C U M/s. Kishan's nursery and honey bee farm Anthapura, Chelur, Gubbi, Tumakuru Phone: 8095604327.

Sl. No	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1.	Processed & Raw honey	537	kg	600	3,22,200
TOTAL					3,22,200

2. Name and address of Agri-entrepreneur: Buzzworthy Ventures Private Limited

Directors: Monika Shukla, Vaibhav Trimukhe, Varun Kashyap

Address 1: TH-22, Godrej Gold County, Chikkabidarakallu- 560073, Bangalore, Karnataka

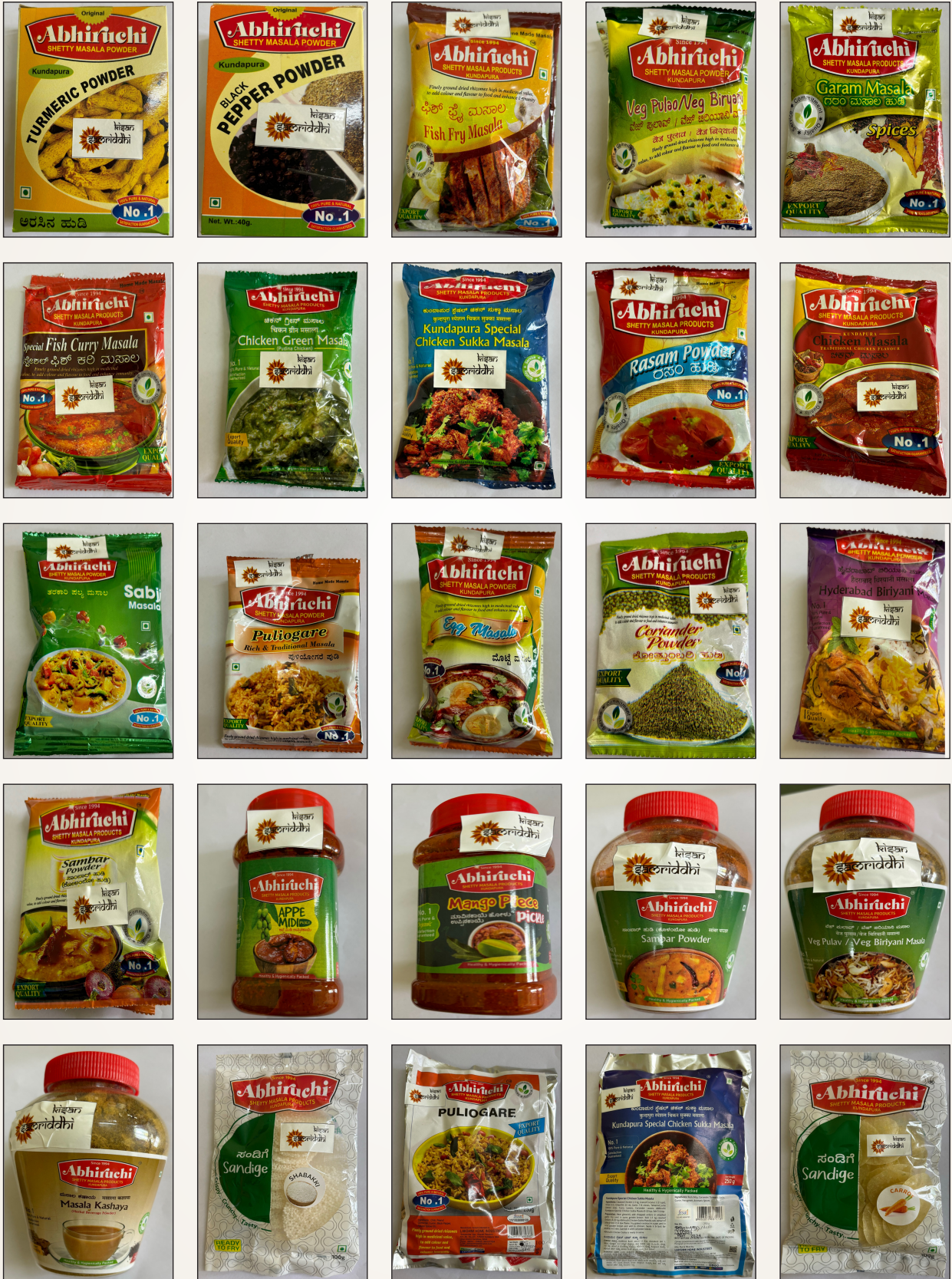
Contact: 9888528494, 7204024529

Sl. No	Name of the Product	Quantity Produced	Unit Name	Rate/Unit (Rs.)	Total Value(Rs.)
1.	Wooden Beehives (Apis Cerana Indica)	200	Beehives	3,000	6,00,000
2.	Wooden Beehives (Apis Mellifera)	50	Beehives	4,500	2,25,000
3.	Raw Honey (Vana Tulsi, Acacia, Ajwain, Litchi, Multifloral- Sundarbans)	600	Kg	600	3,60,000
4.	Colonies (Apis Cerana Indica)	100	Colonies	1,500	1,50,000
5.	Colonies (Apis Mellifera)	50	Colonies	1,500	75,000
TOTAL					14,10,000



Kisan Samridhi - 2024

ICAR-KVK, UDUPI



ICAR-KVK, UTTARA KANNADA

ICAR-Krishi Vigyan Kendra Uttara Kannada Sirsiis involved in promotion value added products, quality seeds, planting materials, bio agents produced by KVK supported agri entrepreneurs, FPO, KVK trained farmers/farm women etc. Though many FPO's are formed under the financial support of NABARD, Agriculture, Horticulture department, NGO etc, KVK is providing technological support related to production aspects of major crops of the district.

Farmers of this district primarily cultivate Arecanut, Spices, Coconut and Banana. Except Arecanut, other produce lacks adequate marketing support and for the value added products (Banana, Coconut and Jack) too. Additionally, farmers face challenges such as labour scarcity, high labour costs and limited mechanization due to small land holdings. In response to this, the Sridevi Seva FPC Kalache, Yellapur Tq. with the assistance of the Krishi Vigyan Kendra (KVK), and various departments, has undertaken several initiatives to address these issues.

These activities include regular farmer capacity building programmes, developing marketing strategies for value added products – through addition of co-brand Kisan Samriddhi, introducing labour-saving technologies and providing mechanization support to improve productivity and efficiency. Mr. Subramanya Gaonkar, Director Sridevi Seva FPC attended Inter zonal workshop on Operationalization of



Kisan Samriddhi online marketing platform convened by ICAR-ATARI Bengaluru at ICAR- Shri Siddhagiri KVK Kaneri, Kolhapur II Maharashtra and convinced about the marketing strategy.

The collaborative efforts aim to alleviate the farmers' challenges, enhance their income, and ensure sustainable agricultural practices in the region.

ICAR-KVK, VIJAYAPURA 1

Sl. No.	Name of the product along with KISAM Samriddhi Logo
I	Millet value added products 1. Finger millet laddu 2. Finger millet papad 3. Foxtail millet Pedha 4. Foxtail millet chakkali 5. Foxtail millet Karbantu 6. Jowar laddu 7. Jowar chakkali 8. Bajra laddu
II.	Oyster mushroom and value added products 1. Fresh oyster mushroom 2. Dried mushroom 3. Mushroom powder 4. Mushroom papad
III.	Lime value added products 1. Lime pickle 2. Lime jam 3. Lime soap
IV.	Sunflower oil



ಸಾಹಿತ್ಯ ಸಂಠಾನ ಗೃಹ ಉತ್ಪನ್ನಗಳು
Sahitya Home Millet Products
 Add : Ganesh Nagar, Ibraipur, VIJAYAPUR
 M : 9353841773, 8867025425

Bajra laddu

Price : Rs. 60/-
 Technical Guidance : ICAR-KVK, VIJAYAPUR-01

ಸಾಹಿತ್ಯ ಸಂಠಾನ ಗೃಹ ಉತ್ಪನ್ನಗಳು
Sahitya Home Millet Products
 Add : Ganesh Nagar, Ibraipur, VIJAYAPUR
 M : 9353841773, 8867025425

Finger millet laddu

Price : Rs. 60/-
 Technical Guidance : ICAR-KVK, VIJAYAPUR-01

ಸಾಹಿತ್ಯ ಸಂಠಾನ ಗೃಹ ಉತ್ಪನ್ನಗಳು
Sahitya Home Millet Products
 Add : Ganesh Nagar, Ibraipur, VIJAYAPUR
 M : 9353841773, 8867025425

Finger millet papad

Price : Rs. 25/-
 Technical Guidance : ICAR-KVK, VIJAYAPUR-01

ಸಾಹಿತ್ಯ ಸಂಠಾನ ಗೃಹ ಉತ್ಪನ್ನಗಳು
Sahitya Home Millet Products
 Add : Ganesh Nagar, Ibraipur, VIJAYAPUR
 M : 9353841773, 8867025425

Foxtail millet Pedha

Price : Rs. 80/-
 Technical Guidance : ICAR-KVK, VIJAYAPUR-01

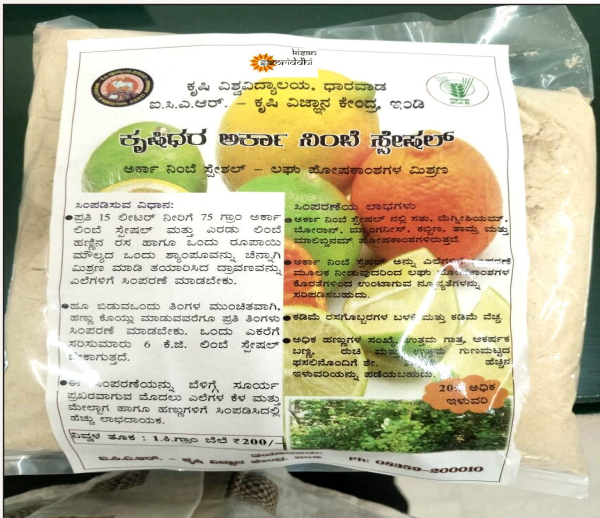


Manufactured and Marketed by:
 ICAR-KVK, VIJAYAPUR-1

Manufactured and Marketed by:
 ICAR-KVK, VIJAYAPUR-1



ICAR-KVK, VIJAYAPURA 2



ICAR Krishi Vigyan Kendra, Vijayapura-II (Indi) is established the arka citrus special production unit with the financial assistance of Rs. 4,00,000 from ATARI Bengaluru for construction of arka citurs special production room and Karnataka State Lime Development Board- Indi gave financial assistance of Rs. 6,00,000 to get license from IIHR Bengaluru and purchase of machinery and

conducting training for initial period. After getting the assistance now KVK, Indi started production of Arka Citurs Special from January 2023 till now 1842.5 kg sold to around 204 farmers.

Contributor : Dr. Shivashenkaramurthy M Senior Scientist and Head, KVK Indi and Mr. Majeed G Technical Officer (Computer) KVK, Indi

ICAR-KVK, WAYANAD

► Common Facilitation Centre and Processing unit

One of the significant components of KVK is the processing lab, which focuses on processing, value addition and post-harvest management of agricultural produce, since 2014. A common facilitation centre (CFC) is functioning under this KVK since 2017. This performs a variety of functions which can be broadly categorized into product development and processing, training and capacity building, entrepreneurship support and promotion, research and development etc.

Many people are benefited from these facilities in various ways either by utilizing the machineries for processing and value addition of their agricultural produce or by attending training classes, workshops and demonstrations on various aspects of food processing and preservation conducted by KVK. By focusing on training and capacity building programmes; KVK significantly contributes to increasing farmers' income and employment; and also has empowered women and rural youth by enabling them to actively participate in food processing sector.

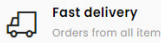
This unit produces a range of value-added products such as squash, syrup, chips, powder, pickles, etc., from many crops like ginger, green mango, aonla, birds eye chilli, banana, jackfruit, garlic, coconut, beetroot, carrot, coffee, passionfruit etc. The list of products produced from this unit are as follows: Ginger squash, Grape squash, Amla ginger squash, Amla chilly squash, Amla syrup, Green

mango squash, Passionfruit squash, Nutmeg rind syrup, Banana chips, Jackfruit chips, Robusta chips, Tapioca chips, , coconut chutney powder, Avocado pickle, Amla pickle, Lemon pickle, Tender jack pickle, Jack rind pickle, Pineapple pickle, Garlic pickle, Mango pickle, Pseudo stem pickle, Bananaskin pickle, Banana flower pickle, Ginger pickle, Dry ginger powder, Dry jackfruit, Dry jack powder. The facilities provided at the CFC are as follows: - Processing of squash, Processing of pickle, Processing of halwa, Processing of toffee, Hulling of black gram, Threshing cum destoning of ragi, Ragi polishing, Cool chamber, Drier, Homogenizer, Pulping, virgin coconut oil processing and Pulverizer.





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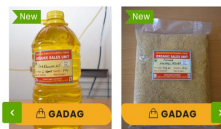


Our products

KVK PRODUCTS

ENTREPRENEUR PRODUCTS

FEATURED PRODUCT



Safflower Oil
★★★★★
₹ 85

Processed F.
★★★★★
₹ 120

Our products

KVK PRODUCTS

ENTREPRENEUR PRODUCTS

FEATURED PRODUCT



Processed F.
★★★★★
₹ 120

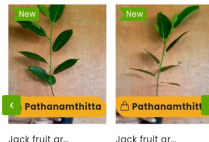
Processed L.
★★★★★
₹ 140

Our products

KVK PRODUCTS

ENTREPRENEUR PRODUCTS

FEATURED PRODUCT



Jack fruit gr.
★★★★★
₹ 750

Jack fruit gr.
★★★★★
₹ 750

Our products

KVK PRODUCTS

ENTREPRENEUR PRODUCTS

FEATURED PRODUCT



Whole Jackl.
★★★★★
₹ 350

Jackfruit Pa.
★★★★★
₹ 450



KVK-eCommerce
Platform for Agro
Based Products



ICAR-Agricultural Technology Application Research Institute

Zone XI - Bengaluru, Karnataka - 560 024

e-mail: atari.bengaluru@icar.gov.in



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Suvarna Samriddhi

