

KVK TIMES

A window to KVKs of ICAR Atari Zone -XI Bengaluru

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Special Issue
Woman Farmer

February 2026



ICAR KRISHI VIGYAN KENDRA KOTTAYAM
Kumarakom, Kottayam - 686 563



KERALA AGRICULTURAL UNIVERSITY
Vellanikkara, Thrissur, Kerala - 680 656



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KVK TIMES

**A WINDOW TO KVKs OF
ICAR-ATARI ZONE -XI
BENGALURU**



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ICAR - Krishi Vigyan Kendras (KVKs) form a dynamic national extension network committed to translate agricultural innovations into meaningful impact at the grassroots. Through technology assessment, frontline demonstrations, and capacity-building programmes, KVKs empower farmers, farm women, and rural youth, while addressing location-specific challenges with scientific expertise and field-based solutions.

The e-publication KVK TIMES highlights the impactful initiatives of the 48 KVKs under ATARI Zone XI, serving as a valuable platform for sharing replicable success stories across diverse agro-ecological regions.

The special issue of KVK TIMES on Women Farmer primarily documents and showcases the woman-centric activities undertaken by KVKs over the past five years. Across India, KVKs have played a transformative role in strengthening women through skill development, entrepreneurship promotion, and income-generating interventions. These sustained efforts have enhanced not only productivity and livelihoods but also confidence, leadership, and decision-making capacity among women in agriculture and allied sectors.

The initiative of KVK Kottayam, ATARI Bengaluru, and the Directorate of Extension, KAU in bringing out this special issue is highly commendable. I extend my sincere appreciation and best wishes for its continued success in celebrating and empowering women farmers.

Dr. B. Ashok IAS



ICAR-Agricultural Technology Application Research Institute, Zone XI

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Dr. V. Venkatasubramanian

Director, ICAR - ATARI, Bengaluru

Krishi Vigyan Kendras (KVKs) are playing a pivotal role in supporting farmers through technological backstopping, aimed at enhancing crop and enterprise productivity while ensuring profitability and sustainability.

The 48 KVKs under Zone XI of ATARI, located in Kerala, Karnataka, and the Union Territory of Lakshadweep, have significantly contributed to improving agricultural productivity and increasing farmers' income, thereby promoting sustainable livelihoods and social security for farming communities.

In the present agricultural scenario, women farmers are emerging as key drivers of growth, contributing significantly to crop production, allied sectors, and household food and nutritional security. Their active involvement highlights the need for targeted capacity building, access to technology, and institutional support. Krishi Vigyan Kendras play a crucial role in empowering them through capacity building, skill development, and dissemination of technologies, thereby strengthening women-led, resilient, and sustainable agriculture.

I take this opportunity to acknowledge the support received from Dr. B. Ashok IAS, Hon. Vice Chancellor, and Dr. Bino P. Bonny, Director of Extension, Kerala Agricultural University for bringing out the special issue of KVK Times on "Woman Farmer".

I extend my appreciation to the Senior Scientist & Head, KVK, Kottayam and her team for exquisitely compiling this special issue of KVK Times.

Dr. V. Venkatasubramanian



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Dr. Binoo P. Bonny

Director of Extension
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It gives me immense pleasure to pen this message for the special issue of KVK Times, dedicated exclusively to the resilient and enterprising spirit of our women farmers. In the tapestry of Indian agriculture, women are the golden threads that hold the fabric together, contributing significantly to food security and rural prosperity.

While women perform over 70 per cent of all agricultural activities, their contributions have often remained "invisible" in traditional economic narratives. As we move toward a more technology-driven and climate-resilient farming future, empowering women is not just a matter of social equity but a fundamental necessity for sustainable agricultural growth. In this transformation, role of KVKs in customizing training modules and providing hand-holding support has been instrumental in breaking gender barriers and fostering a culture of self-reliance among rural women. My sincere appreciation for the KVK network for their tireless efforts in bringing women to the forefront of the agricultural sector.

Through this special issue, let us recognize and celebrate the success stories of women agripreneurs and strengthen the network of Women Interest Groups (WIGs) and Farmer Producer Organizations (FPOs) led by women in Kerala, Karnataka and Lakshdweep fostered by KVKs in Zone XI, ICAR ATARI, Bangalore. It facilitates strengthening the extension network and cross learning.

I congratulate the editorial team lead by Dr G. Jayalekshmi, Associate Professor & Head and her dedicated team at KVK, Kottayam for bringing out this timely publication. I am confident that the insights shared in this issue will inspire many more women to take up farming as a dignified and profitable profession. Let us continue to work together to ensure that our women farmers are at the forefront of the next agricultural revolution.

Dr. Binoo. P. Bonny
Director of Extension



Acknowledgement



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I am pleased to express my sincere gratitude to Dr. B. Ashok, IAS, Hon. Vice Chancellor, KAU, for his inspiring leadership and professionalism, which continue to motivate us to serve the farming community to the best of our abilities.

I extend my heartfelt thanks to Dr. Binoo P. Bonny, Director of Extension, KAU, for her timely guidance, valuable suggestions, and constant support, which have significantly contributed to the successful realization of this special issue of KVK TIMES on "Women Farmers".

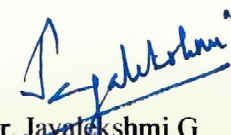
I am deeply grateful to Dr. V. Venkatasubramanian, Director, ATARI, Bengaluru, for his guidance and encouragement in facilitating and strengthening our extension activities.

I would also like to sincerely thank Dr. K. Gangadhara, Principal Scientist, ATARI and Nodal Officer, KVK Kottayam, & Dr. D. V. Kolekar, Former Nodal Officer for their continuous encouragement and insightful inputs that have enriched this publication.

My appreciation is extended to the team at ATARI, Bengaluru, for providing the opportunity to document and showcase the achievements and contributions of women farmers.

I also gratefully acknowledge all Krishi Vigyan Kendras (KVKs) of Zone XI for sharing women-related activities over the past five years, which have enriched this issue.

Finally, I extend my sincere appreciation to the entire team of KVK Kottayam for their dedicated efforts in compiling, curating, and editing this publication.


Dr. Jayalekshmi G

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ICAR-KVK ALAPPUZHA

Women farmer interventions during 2021-26 and selected success stories

I. Interventions and number of women farmers

Sl. No	Intervention	No: of programmes	No: of women beneficiaries
1	OFT	19	66
2	FLD	60	441
3	Capacity building programmes	481	6666
4	SCSP special programmes	17	381
5	EDP	11	89
6	Technology support/Others	-	7836

II. Salient achievements of selected women farmers

Sl. No	Name and address	Major activities	Achievements
1.	Ms. Leena Rani.G, Sasthavilasam Kayamkulam	Mushroom production Spawn production Value addition	Known as “mushroom lady” and became the LSG ward member High – tech mushroom unit Produces mushroom and products worth Rs. 8 lakhs/annum By- product developed - nutrient rich “Mushroom chappathi” Brand name – “Keyas Mushi Town” Employment generated – 185 days
2.	Ms.Radhamani Vrindavanam Chettikulangara	Mushroom production Composting	Produces mushroom and compost worth 4 lakhs/annum Brand name – “Hridya” Mushroom Compost production helps to meet 30% of their organic manure requirement Employment generated – 110 days
3.	Ms.Sathi Varichirayil Chunakkara	Mushroom production Spawn production	Produces mushroom and spawn worth 4.2 lakhs/annum Brand name – “Ruchi” Employment generated – 115 days
4.	Ms.Susheela, Anjanam Mannar	Mushroom production	Produces mushroom worth Rs. 8.5 lakhs per annum High – tech mushroom unit Brand name – “Eshas” Employment generated – 200 days
5.	Ms.Mini	Mushroom	Produces mushroom worth Rs.3 lakhs per



	Devikulangara	production Value addition	annum Brand name – “Mia” mushrooms Value addition – Mushroom cutlets, Chutney powder, soup powder Employment generated – 80 days
6.	Ms. Girija, Veetrtuvadakkethil, Cheppad	Mushroom production Composting	Produces mushroom worth Rs.3.5 lakhs per annum Vegetable production using spent waste Brand name – “Sneha ” Employment generated – 90 days
7.	Ms. Suma Rajendran RS Villa	Mushroom production Composting Value addition	Produces mushroom worth Rs.3.5 lakhs per annum Brand name – “Harvest glow” Value addition – Dried mushroom , soup and chutney powder Employment generated – 90 days
8.	Ms. Sreekumari K.R Aswamedham, Mavelikara	Mushroom production Composting	Produces mushroom worth Rs.3 lakhs per annum Brand name – “Shiva” High –tech unit Employment generated – 80 days
9.	Ms.Sanjali Puthth malayil Cheriyanaad	Mushroom production	Produces mushroom worth Rs.4 lakhs per annum Brand name – “Perfect mushroom” Value addition – Dried mushroom , soup and chutney powder Employment generated – 110 days
10.	Ms. Sharika, Arun Nivas Kayamkulam	Mushroom production	Produces mushroom worth Rs. 2.5 lakhs per annum Brand name – “PN mushroom” High – tech unit Employment generated – 70 days
11.	Ms. Sreedevi, Gokulam, Vallikunnam, Alappuzha Dt.	Rearing of Kadakhnath and Desi chicks with portable incubator under EDP with group of 4 members and sale Train the customers in vaccination and other general management of poultry Vegetable and tuber crops production	Producing 300 Kadakhnath and Desi chicks and earn Rs.40000 - 50000/- per month through sale of grown up chicks Within a year she procured one more portable incubator as she could not meet the demand for chicks from one incubator Her achievements were published in Karshakasree magazine and Manorama Green Talks Honored by LSGD and the Line departments for her achievements KVK also honored as best women farmer during National Women’s Day
	Ms. Suneesha,	Poultry and Duck	✓ Producing 200 chicks/month and earn

12.	Palapparambil Pandankary PO, Edathua, Alappuzha Dt.	rearing using portable incubator from CHC of NICRA project and providing hatching service to other farmers Serve as Animal Husbandry Cluster Resource person (AHCPR) in monitoring animal husbandry activities in 4 wards of Edathua panchayath As 'Pragathi Sakhi' in assisting project of HDFC CSR fund for livelihood activities in Edathua panchayath Active member of Kudumbashree mission as Resource person Social worker and candidate in LSGD election in Edathua panchayath in the year 2020	Rs.20000-30000/- per month ✓ Providing service for other farmers to hatch the eggs through CHC activities on hired basis and on an average of 2 farmers per month availed this facility ✓ Assisting AH department and KVK in monitoring livestock, poultry farmers and farm women in vaccination programme, organizing Animal health camp, livestock survey etc. ✓ With her leadership all animals and poultry were periodically vaccinated before time against the disease such as FMD, PPR and RD in 4 wards under her charge in Edathua panchayath
13.	Reshmi, Kannickal, Muhamma PO, Alappuzha Dt.	Rearing of Kadaknath chicks with portable incubator provided under SCSP programme during 2023-24 Active member of Kudumbashree mission activities	➤ Producing Kadaknath chicks @ 75 nos/month ➤ Earning Rs.18000 – 20000/- per month through sale of grown-up chicks ➤ Received budget of Rs. 1 lakh from LSGD for the construction of semi-permanent poultry shed for rearing chicks up to 50 days
14	Smt. Priya Sabu, Vazhappalli (H), Thuruthankavala, Muhamma	Vegetable, tuber cultivation Selling vegetables and tubers directly from field/Home Serves as MNREGS	• Year round vegetable production and marketing • Recycling of farm wastes using vermibed • Recycling of farm wastes in the field itself. Saves Rs.4000/season by



		group leader	producing 500 kg manure • Production 2.0-2.5 q vegetables • Sold all vegetables @ 40-60 per kg, Tubers @30-40/kg • Direct marketing to consumers fetches high profit from produce • Provides employment to 6 persons @60 days in 4 months • Identified as Best Woman group (Vrindavanam) by Panchayath Krishi Bhavan in 2023
15	Beena V, Velanchira (H), Thuruthankavala, Muhamma	➤ Vegetable cultivation ➤ Running an vegetable outlet during evening hours ➤ Serves as Kudumbashree group member	• Year round vegetable production and marketing • Recycling of farm wastes using vermibed • Recycling of farm wastes in the field itself. Saves 3000/season by producing 350 kg manure • Production 1.5-2.0 q vegetables • Sells all vegetables @ 45-60 per kg • Direct marketing through outlet to consumers fetches high profit • Provides employment to 5 persons @60 days in 4 months • Identified as Best Woman group in 2024 by Panchayath/ Krishi Bhavan
16	Smt. Padmakumari M S, Mannarangattu, Charamangalam, Muhamma, Alappuzha	Tuber crop cultivation (Cassava, Elephant foot yam) Banana cultivation (Njalipoovan) Vegetable cultivation (Bhindi, Snake Gourd, Bitter gourd, Brinjal)	Cultivates in an area of 0.4 ha with three other women farmers as g group activity in 0.3 ha of upland and 0.1 ha low land. Participated in the front line demonstrations and training programmes of KVK during 2023-24 and 2024-25 Participated in the planting material production of 'Sree Reksha' variety of cassava. From an area of 0.3 ha she could produce 5250 kg tubers with a net income of Rs. 41250/-. She provided 800 stems (4500 nos) of good quality planting materials of Sree Reksha variety to KVK and other farmers for the spread of the variety
17	Smt. Bindu L, Pappaliveli, Muhamma P O, Alappuzha	Cassava Banana (Nendran) Vegetables cultivation	After attending the training programme on Scientific cultivation of tuber crops at Kanjikuzhy Krishi Bhavan Smt. Bindhu associated with KVK FLD programme on

			mosaic resistant cassava variety – Sree Reksha. Cultivated Sree Reksha in an area of 25 cents and harvested 2300 kg of tubers with a net income of Rs. 18000/- She also provided planting materials to more than 20 farmers in and around Muhamma and Kanjikuzhy panchayaths.
18	Smt. Udayamma Ashokan, Kochuveliyil, Kaippuram, Muhamma PO	Turmeric cultivation	Partner farmer in FLD programme on short duration turmeric variety, Pragati. Recorded a yield of 17.25 t/ha with a net return of Rs.158875 per hectare. Continuing the cultivation and engaged in the preparation of turmeric powder
19	Mrs.Krishnakumari Puthukkadu Sreelekshmi, Chettikulangara	Organic vegetable production Integrated farming Women farmer leader	District winner of Organic farmer - Akshayasree Award 2013 State award instituted by Kottayam Social Service Society for Best Family Farmer 2024 Cultivates traditional varieties and seed exchange Promotes pulse production in Onattukara Recognized biodiversity farmer in the district to organize Farm School
20	Mrs.Meeraben Pinky Bhavanam, Cheravally Kayankulam	Meliponiculture	Homestead meliponiculture More than 20 units maintained Sells honey and wax Supports Kathakali makeup articles through dammer bee wax supply
21	Ms.Jaicey Achankunj, Kuttiarachchathil Thekkethil, Mavelikkara	Crop production	Brand: Oruma Nursery Two rain shelter units, poly house and net house Pepper rooted cutting hardening unit 100 % Pepper quick wilt disease management in rooted cuttings through prophylactic measures Executive Member of FPO Certified vegetable seedling grower by the department of Agriculture Annual turnover – Rs.30 lakhs Employment generated – 1390 man days/annum
22	Ms. Lalitha Kulanjiyil Thazhakkara	Crop production	Vegetable production unit Tuber production Ginger and turmeric Banana cultivation Disease management using bio agents



			Regular supplier of vegetables to VFPC market Employment generated – 130days/annum
23	Ms. Rema Chalil Karthikapally	Crop production Poultry unit	Vegetable production Banana Tuber crops Goatary Bee hives Regular supplier of vegetables to market Produces vegetable worth Rs 0.5 lakhs/annum Employment generated – 180days/annum
24	Ms. Komalakumari Puthenthara Thanneermukkam	Betel vine cultivation	Regular use of bio agents for the management of diseases Produces Betel vine worth Rs. 0.5 lakhs/annum

III. Successful women enterprises established

Sl. No	Technology	Interventions/Activities	Achievements
1.	Coconut value addition	Established VCO production unit and provided training and technical support to establish small scale VCO production unit, incubation facility provided	More than 35 women entrepreneurs initiated coconut product diversification as a micro enterprise engaging 4-9 members in each unit and generating more than 31000 working days per annum. 90-120 tons of products worth 15.6 crores are produced annually in rural areas.
2.	Jackfruit Value addition	Conducted 43 training programmes in which 1100 persons/farmers from all the 14 districts of Kerala, Tamil Nadu, Karnataka, Maharashtra, Orissa, West Bengal and Mizoram attended.	Established more than 29 small scale Jackfruit products units at various parts of the Country with technical support from this KVK, generating about 45000 man days in the rural areas and producing 110 tons of jackfruit products worth more than Rs.12.64 crores annually.
3.	Value added products from vegetables	Developed / refined several technologies for value addition of vegetables to enhance the shelf and marketability. Capacity building programmes on value	More than 15 small scale units initiated in this sector generating nearly 5000 man days. About 20 tons of good quality products from

		addition of vegetables like oriental pickling melon (<i>Kanivellari</i>), ash gourd, snake gourd, pumpkin, bitter gourd, bhindi, bottle gourd, amaranths conducted.	vegetables being prepared annually worth 44.5 lakhs.
4.	Value added products of banana and plantain	Conducted 35 training programmes in which nearly 1000 persons from all the 14 districts of Kerala, Karnataka and Maharashtra attended. Two training programmes on SOP for banana chips and jaggery coated chips (<i>Sarkkaravaratty</i>) for selected master trainers from all the 14 districts under State Kudumbashree Mission	Developed 9 small scale banana products units at various parts of the state with technical support from this KVK, generating about 12500 man days in the rural areas and producing 80 tons of banana products worth more than Rs.33.46 crores annually. The Kudumbashree mission sold Rs.32 crores worth Banana Chips and jaggery coated chips (<i>Sarkkaravaratty</i>) in the state during the Onam Season of 2024.
5	Value added products from millets	Conducted 20 training programmes in which nearly 600 persons attended from all the 14 districts of Kerala. Developed and standardized 7 ready to cook/ ready to eat millet based products	Facilitated the establishment of 17 small scale millet products units at various parts of the state with technical support of this KVK, generating about 16700 man days in the rural areas and producing 30 tons of millet products worth more than Rs.23.45 crores annually.



ICAR-KVK Bagalkot

“From Personal Loss to Purposeful Leadership: A Woman’s Journey towards Self-Reliant Entrepreneurship”

Name: Mrs. Vidya Bhavi

Age: 40 years

Education: PUC

Village / District / State: Gaddankeri village,
Bagalkote district, Karnataka

Enterprise: Agri-food processing and
entrepreneurship (Millet vermicelli/shavige,
millet rotis, Hagalkayi chutney powder,
eco-friendly jute bag enterprise)

Institutional Role: President, Self-Help Group, Bagalkot



Background / Situation Analysis

Mrs. Vidya Bhavi faced a severe personal and economic crisis following the untimely demise of her husband. She became the sole breadwinner of the family, with limited financial resources and social support. Opportunities for employment were minimal and traditional food preparation skills were confined to household consumption with low income potential. Despite these challenges, the situation

strengthened her resolve to become independent, self-reliant and economically secure.

Catalysts of Change (Planning, Implementation / Institutional Support)

Interventions from Krishi Vigyan Kendra (KVK), Bagalkote played a key role in transforming her capabilities into entrepreneurship. She received training on millet-based food processing, hygienic preparation, value addition, packaging, branding and entrepreneurship development. KVK facilitated her participation in Krishi Melas, exhibitions and official events, enabling direct market exposure. Her active involvement in the Self-Help Group and subsequent leadership as President strength-

ened collective entrepreneurship among rural women.

Pathway(s) to Progress (Innovations and Practices Adopted / Scaling, Success & Income)

Mrs. Vidya Bhavi established an agri-food enterprise focusing on millet vermicelli (shavige) and millet rotis, responding to growing consumer demand for nutritious millet-based foods. She innovated a unique value-added product, Hagalkayi (bitter gourd) chutney powder, which gained wide popularity during Krishi Melas and exhibitions. She further diversified into an eco-friendly jute bag enterprise, actively representing her SHG at district, state and national-level exhibitions, as evidenced by participation in major melas and official programmes. This diversification enhanced income stability and enterprise sustainability.

Productivity & Income Enhancement

- Sustainable increase in income through millet-based food products and jute bag sales
- Generation of self-employment and engagement of SHG women in production and marketing
- Value addition to locally available millets and traditional foods



- Promotion of nutritious, climate-friendly food products and eco-friendly alternatives

Social / Personal Empowerment / Awards & Recognition

Mrs. Vidya Bhavi has emerged as a confident and dynamic rural woman leader, actively participating in decision-making at both household and community levels. As President of the Swasahaya Sangha, she plays a key role in mentoring and motivating women towards entrepreneurship and collective enterprise development.

Her Self-Help Group received recognition for best entrepreneurial activities at the Zilla Panchayat level, highlighting the group's successful performance under her leadership. In addition, Mrs. Vidya Bhavi was awarded as Best Entrepreneur by the University of Agricultural Sciences (UAS), Dharwad, acknowledging her individual contribution to agri-food entrepreneurship.

Through these recognitions at district, state, and national platforms, including felici-

tations during official programmes and exhibitions, she has gained respect and visibility, and is widely regarded as a role model for rural women entrepreneurs.

Influence to Other Farmers and Farm Women

Her journey from adversity to entrepreneurship has inspired many women to adopt millet-based food processing and small enterprises. Through demonstrations, SHG meetings, exhibitions, and interactions, she actively promotes women-led entrepreneurship and self-reliance.

Highlights

A resilient rural woman who transformed personal adversity into entrepreneurial strength, successfully established millet-based and eco-friendly enterprises, gained national-level exposure, and empowered other women through leadership and collective

ICAR-KVK Ballari



**ICAR-KRISHI VIGYAN
KENDRA,
HAGARI, BALLARI,
KARNATAKA**

**Journey from Illiteracy to
Agricultural Innovation:
The Success Story of
Smt. Renukamma**

Smt. Renukamma Basavaraj lives in Vaddatti Village, which is in the Kurugodu area of Ballari District. She owns about 5.5 acres of irrigated land. Her main secret to success is using an "Integrated Farming System." This means she doesn't just grow one crop; she combines different types of farming, like growing organic fruits and vegetables while also raising animals, to make her farm more profitable and healthier.

Smt. Renukamma is a hardworking farmer who changed her life by turning her small farm into a successful business. Even though she never went to school, she realized

that growing only one type of crop was not enough to earn a good living or keep her soil healthy. She decided to change her way of farming and reached out to experts at the ICAR-Krishi Vigyan Kendra in Ballari for help.

With their guidance, she learned modern techniques like organic farming and how to use better irrigation systems. She stopped relying on just one crop and started growing a mix of fruits, spices, and medicinal plants on two acres of her land. She also started a "circular" system where nothing goes to waste: she uses waste from her animals to make vermicompost (worm





compost), which she then uses as fertilizer or sells to other farmers.

One of her smartest moves was starting a plant nursery. Instead of just selling raw chillies, she grows and sells high-quality chilli seedlings, which makes much more money. By

mixing short-term crops like pulses with long-term fruit trees, she ensures she has money coming in all year round. Because she makes her own fertilizer and animal feed, she spends very little on farm costs.

Today, Renukamma earns about ¹ 10.5 Lakhs a year. Most of this comes from her nursery and fruit trees, but she also earns money from sheep, poultry, and selling earthworms.

Renukamma has proven that you don't need a formal education to be a successful professional. She is now a leader in her community, teaching other farmers how to farm organically and protect the environment. Her "zero-waste" farm is a great example of how traditional wisdom and new technology can work together to create a better life.

ICAR-KVK Belagavi - I

District-level recognition and enterprise growth of millet-based bakery unit

Smt. Roopa Patil, a resident of Hebbal of Hukkeri taluka, achieved a major milestone by winning the First Prize in the District Level Millet Recipe Competition at Belagavi for her high-quality Millet Biscuits. This success is the result of her hard work in food value addition and the technical guidance provided by KVK Belagavi-1. Beyond this award, she now runs a



commercial bakery producing various items like millet cookies, jaggery wheat biscuits, and multigrain biscuits. By using locally available wheat and millets, she has established a sustainable and cost-effective production model. Through specialized skill improvement programs, she significantly enhanced her products' quality, appearance, and shelf life.

A key factor in her growth was the adoption of scientific packaging and proper labeling, which built consumer trust and ensured food safety. She further professionalized her business

by launching her products under a unique brand name to create a recognizable market identity. To grow her customer base, she adopted a direct marketing strategy targeting nearby villages and local retail shops. Her products have gained immense popularity in local schools and are frequently featured in regional exhibitions to boost brand visibility. This multi-channel approach has made her business more efficient and helped her reach a wider audience.

Her journey proves how technical training can turn traditional home baking into a structured and profitable small business. Smt. Roopa Patil's success inspires



other rural women to seek financial independence through professional food processing. Ultimately, her dedication helps her family stay financially stable while providing a secure source of income. Her initiative also encourages the people of Belagavi district to choose healthy, locally-sourced millet products. By successfully linking farm produce to the market, she has become a true role model for rural entrepreneurship.

Inauguration of oil extraction unit at Mudalgi

Smt. Shreedevi Ganiger has marked a significant milestone by inaugurating a small-scale oil extraction unit and launching her own entrepreneurial venture at Mudalgi. Established to provide pure, cold-pressed



edible oils to the local community, the unit focuses on processing locally grown oilseeds like groundnut, coconut, safflower and sunflower. This venture was made possible through the technical expertise and specialized training provided by KVK Belagavi-1, covering machinery operation and food safety standards. Her business model is unique as it includes both producing her own

branded oil and providing custom extraction services to local farmers. By adopting this custom hiring model, she has created an essential service that allows farmers to add value to their own produce.

The unit prioritizes hygienic processing and scientific filtration to ensure a high-quality, healthy product for consumers. Smt.



Shreedevi has further professionalized her venture through neat packaging and strategic branding to build long-term consumer trust. Her direct marketing strategy has effectively enhanced business efficiency and expanded her customer reach across the Mudalgi region. This initiative serves as a powerful inspiration for other rural women to achieve financial independence through agro-based industries. Ultimately, her work contributes to the local economy while promoting the consumption of healthy, locally-sourced oils.

ICAR-KVK Belagavi - II

Name : Iravva S. Mathapati
Age : 59
Village : Mudakavi, Ramadurga Taluk,
District : Belagavi
State : Karnataka
Enterprise : Crop based – Agro Processing Unit



Background/ Situation Analysis: Iravva Mathapati, a determined and energetic farm woman from Mudakavi village, faced numerous challenges in her agricultural practices. With 10 acres of land, she initially followed traditional farming practices, cultivating maize, mango, sapota, lemon and groundnut. However, low productivity, limited access to resources, and lack of market linkages restricted her income. Social constraints and



gender-related biases hindered her growth, making it difficult for her to carry out the activities. It was difficult for her to meet the family expenditure with three sons and their wives.

Catalysts of Change:

KVK trained Smt. Iravva Mathapati and her daughter-in-laws for preparation of millet bis-



cuits. Under the entrepreneurship development programme KVK standardized millet biscuits and provided oven and trays to start the millet biscuit enterprise. Besides this, KVK facilitated the branding of biscuits in the name of Millet bite (foxtail millet), Millet Delight (little millet) and Millet Crunch (finger millet) and also obtained FSSAI license for sale of millet biscuits. After some days during mango and lemon season they realized the value of mangoes and lemon being wasted in their field and thought of giving value to the mangoes and lemon. She started preparing pickles at household level and distributed to the neighbors and relatives. After realizing the true taste of the pickle the relatives and neighbors started ordering repeatedly, then she thought of starting an enterprise and approached KVK Mattikopp to learn about the preservation techniques and packing of the pickles. She attended the trainings in KVK and established a pickling unit (SHAKTI) at her field. Earlier she used to cut the mangoes by hand which was very laborious and unhygienic. Then

she thought of purchasing a mango cutter which was too costly in the market. Then, she thought of fabricating the machine at her household itself. With the help of her son she fabricated the mango cutting machine at the low cost which was economical and hygienic for her to cut the mangoes easily into two pieces. Now with this machine she can cut thousands of mangoes easily in a day and prepare mango pickles in the season.

Pathway(s) to Progress:

Iravva adopted diversified and sustainable farming practices, cultivating crops like maize, mango and lemon. She also maintained cows as a supplementary source of income and follow the organic farming system by using the urine and dung of the cows to her own field. With KVK support, she established a pickle processing (SHAKTI) unit along with millet cookies production.

Productivity & income enhancement:

After obtaining all the inputs from the KVK, she has established a small bakery unit and pickle processing (SHAKTI) unit. For production of biscuits, she purchased dough kneader and commercial scale oven. Everyday she produces around 200-300 biscuits and pack them in a box. Along with this to cut the mangoes she herself with her son fabricated a mango cutter for cutting mangoes and mixing machine to mix the pickle ingredients properly. She produces almost 500 Kgs of mango pickle and 300 Kgs of lemon pickle. They sell the produced biscuits and pickles to wholesalers, retailers and consumers directly. Regularly she has provided employment for four women along with family members. During the mango season they give employment to the 12 women along with family members. She is being invited by line departments to act as resource person to motivate other self help groups.

Iravvas efforts along with her in-laws led to significant improvements:

- Increased income from ₹ 5000 to ₹ 5,50,000 per annum
- Profit of ₹ 2,50,000 per annum
- Improved productivity and value added to crop yields
- Reduced drudgery and cost of production
- Enhanced food security and nutrition for her family

Social/Personal Empowerment/Awards & Recognition:

She has been awarded with Krsihi Pandit, Shreshta Krishi Mahile and DD Mahila Kisan for her entrepreneurship activity.

Influence to Other Farmers:

Iravvas success has inspired farm women from nearby villages to adopt innovative farming practices, boosting their crop yields, productivity and value addition to locally grown

Name : Asha Girish Halasangi
Age : 35
Education : PUC
Village : Bailhongal
District : Belagavi
State : Karnataka
Enterprise : Tamarind based: Imli Choco



Background/ Situation Analysis:

Asha Halasangi, a determined and energetic woman from Bailhongal, faced traditional farming practices, cultivating single crop chickpea. However, low productivity, limited access to resources, and lack of market linkages restricted her income. Social constraints and gender-related biases hindered her growth, making it difficult for her to carry out the activities. It was difficult for her to meet the family expenditure. With the aim of giving a employment generation to the local women she started a own enterprise Asha Grah Udyog with the help of her husband.

Catalysts of Change:

KVK trained Smt. Asha Halasangi for preparation of Chigli. Under the entrepreneurship development programme. With the help of the husband she started a preparation of chigli at small scale and distributed to the neighbor children who were playing. The children tasted and liked the taste of it and repeatedly started asking. Then she thought of preparing it in a large scale in the form chocolate and with attractive packing. Then the consumers attracted to the packing and taste and started purchasing it. Then they started their own home scale production unit and named it as Asha Grah Udyog.

Pathway(s) to Progress:

Asha thought of giving value to the tamarind by observing the wastage of the tamarind in their local area and studied thoroughly about the medicinal value of tamarind. Then she adopted diversified and sustainable preparation and packing practices. And started growing tamarind in their own field and purchased from the neighbor fields during season. With that also they were not able to meet to the demand. Then they started purchasing it from the cold storage unit to meet out the supply. With the great intrest, they established a tamarind processing (Asha Gruh Udyog- IMLI CHOCO) unit. They popularize their product by advertising with a wonderful health information of tamarind and attractive packaging.

Productivity & income enhancement:

After obtaining all the inputs from the KVK ans studied in detail about the tamarind medicinal values. She has established a gruh udyog for production chigli and started selling and exporting it to other countries. Everyday she produces around 200-300 chigli units and pack them in a box. They sells the produced chigli to



wholesalers, retailers and consumers directly in the melas and they export mainly to the foreign countries. Regularly she has provided employment for 15 women along with family members. She is being invited by line departments to act as resource person to motivate other self help groups.

Ashas efforts along with her husband led to significant improvements:

- Increased income from 5000 to ¹ 10,00,000 per annum
- Profit of 5,50,000 per annum
- Improved productivity and value added to tamarind
- Reduced drudgery and cost of production
- Enhanced food security and creation of medicinal importance of tamarind



Social/Personal Empowerment/Awards & Recognition:

Received a patent to the IMLI CHOCO tamarind Candy

Influence to Other Farmers:

Ashas's success has inspired

women from nearby villages to adopt innovative entrepreneurial activities, boosting their crop yields, productivity and value addition to locally grown agro products. She's a trailblazer, empowering women to become Atmanirbhar and Empowered, and demonstrating the potential of women-led entrepreneurship in agriculture.

ICAR-KVK Bengaluru Rural

Role of Women in Agriculture

Women have historically played a pivotal role in Indian agriculture; however, their contributions have often remained under-recognized and undervalued within formal agricultural systems. Recognizing this disparity, from the last five year (2021 to 2025) ICAR-Krishi Vigyan Kendra (KVK), Bengaluru Rural District has, strategically repositioned farm women at

programmes, demonstrations, exposure visits and formation of women-centric groups have enhanced their technical competence, economic independence, and institutional participation.

Special emphasis on income-generating enterprises, value addition, integrated farming systems, and nutri gardens has strengthened household food security while simultaneously augmenting family income. The interventions have also fostered self-confidence, collective action, and leadership qualities among women, enabling them to actively participate in local governance and producer organizations. In this context, the KVK, Bengaluru planned and established the nutri gardens for families.



The Nutri Garden approach

The Nutri Garden (Nutrition Garden) concept has emerged as an effective, low-cost and sustainable intervention for improving household nutritional security, dietary diversity, and supplementary income among rural families. The model promotes the cultivation of a diverse range of vegetables, fruits, greens, and tuber crops in homesteads using locally available resources.

The Nutri Garden approach relies on:

- Use of backyard space
- Recycled household water
- Organic manures and compost

The technology was implemented in 150 farm families with an outlay of Rs. 2.58 lakhs. The percent adequacy of the nutrients significantly enhanced in farm families. The total expenditure on food was reduced by 40-50 per cent and expenditure on protein rich foods such as pulses, legumes and nuts increased.

Supplementary Income Generation

Surplus produce from Nutri Gardens is often sold locally, contributing to:

- Additional household income
- Reduced food expenditure
- Improved savings

the core of its extension and rural development interventions. Through a structured approach encompassing capacity building, entrepreneurship development, nutrition-sensitive agriculture and skill development approaches, the KVK has facilitated a significant transition among rural women—from wage labourers and unpaid family workers to informed decision-makers, technology adopters, and agri-entrepreneurs. Focused training



Skill Training of Rural Youth (STRY):

Skill Training of Rural Youth. It is a government-supported skill development initiative coordinated by the National Institute of Agricultural Extension Management (MANAGE), Hyderabad under the Ministry of Agriculture & Farmers Welfare, Government of India. MANAGE provides technical and financial support. The training programme aims to impart agri-based vocational and entrepreneurial skills to rural youth (usually age 18+), enabling them to gain skills for employment or self-employment in agriculture and allied sectors.

The programmes mainly focused on:

- **Skill enhancement** : systematic improvement of participants' knowledge, practical abilities, competencies, and confidence required to perform specific tasks efficiently
- **Increased employability**: To educate them to start micro-enterprises, improvement in an individual's ability to secure and sustain gainful employment or self-employment after undergoing training or skill development programmes
- **Hands-on practical learning** through demonstrations and field exposure to the successful entrepreneurs unit / plot.
- **Certification** after completion which may help with future opportunities.

The ICAR – KVK, Bengaluru Rural District has carried out skill training in the area of value addition to millets. Totally, 175 rural women were undergone the training programmes and created their own entrepreneurial opportunities in their skilled area. The MANAGE provided budget with an outlay of Rs. 1.98 lakhs.

Attracting and Retaining Rural Youth in Agriculture (ARYA)

This is a flagship programme of the **Indian Council of Agricultural Research (ICAR)** launched in 2015–16. The scheme is implemented with the objective of motivating and empowering rural youth to take up agriculture and allied enterprises as profitable and sustainable livelihoods. The main Objectives of ARYA is as follows:

- To **attract rural youth (18–35 years)** towards agriculture and allied sectors.
- To reduce **distress migration** from rural to urban areas.
- To promote **entrepreneurship development** in agriculture.
- To build **capacity and skills** of rural youth for self-employment.
- To create a cadre of **agripreneurs** at village level.

The ICAR – Krishi Vigyan Kendra, Bengaluru Rural District has promoted the small scale enterprises such as Bee keeping, Coconut climbing, vermi composting and millets based value added products.

The women trainees of ARYA were mainly trained about processing and transforming raw millet grains into diversified, consumer-friendly, nutritious and marketable products to enhance their economic value, shelf life and acceptability. With growing awareness of millets as **nutri-cereals**, value addition plays a crucial role in improving farmer income and promoting millet consumption. Totally, 28 training programmes were carried out from KVK under ARYA programme including rural youths with the budget outlay of Rs. 20.00 lakhs. Out of which 160 women's were trained, 36 women became entrepreneurs.

Krishi Sakhi training programmes

Krishi Sakhis are trained **rural women** who act as **para-extension workers** in agriculture — providing grassroots support, technical advice, and facilitation of government agricultural schemes to farmers, especially women and smallholders. The training builds capacity in agro-ecological practices, natural farming, soil health management, communication skills and more so that these women can act as local resource persons in their communities. In collaboration with SANJEEVINI – Karnataka State Rural Livelihood Promotion Society: Department of Skill Development, Entrepreneurship and Livelihood, Zilla panchayath, Govt of Karnataka.

The ICAR – Krishi Vigyan Kendra, Bengaluru Rural in association with Zilla panchayath, Bengaluru Rural were trained

about 100 Krishi Sakhis in three modules with an budget outlay of Rs. 14.67 lakhs. Meanwhile one Krishi Sakhi batch were trained in 'Natural Farming' field sponsored by MANAGE, Hyderabad with an amount of Rs. 1.40 lakhs. During the programmes trainees were trained in Agro-ecological practices (land preparation to harvest), Organising Farmer Field Schools, Seed bank establishment and management, Soil health and moisture conservation,

Integrated farming systems, Basic livestock management, Preparation and use of bio-inputs (organic/biological inputs), Communication and interpersonal skills for extension work. After completing training,

participants may undergo a **proficiency test** to become certified **para-extension workers**, enabling them to support government agricultural schemes and earn resource fees for services.

Millet Recipe Contests:

Year 2023 is declared as 'International Year of Millets' with the aim to create awareness and to increase production and consumption of millets. As a part of this Dr. Ranjay K. Singh, Hon'ble ADG (Agril. Extn.), decided to conduct millet recipe contest all over India through Krishi Vigyan Kendra's using rural women in a participatory approach to demonstrate their culinary creativities in making traditional foods using the best possible options from millets. The main purpose of the recipe contest is to understand the diversities in food habits at village level, Women's creativity in food making and knowledge variability on cooking and processing to promote food based micro-enterprises. As instructed by the Hon'ble ADG (Agril. Extn.), ICAR – Krishi Vigyan Kendra, Bangalore Rural District is



organizing 'Millet Recipe Contest' in three taluks / blocks of the district.

Three blocks or taluks having highest, medium and lowest millet cultivated area of Bengaluru Rural District were identified and one village from each of the identified blocks were randomly selected for 'Millet Recipe Contest'. Melekote from Doddaballapur, Lakkondahalli from Hosakote and Thyamagondlu from Nelamangala taluk were selected and organized the contests. Total 150 women (SHG members, farm women) were participated and benefitted from the program.

Success stories

Name and address of the entrepreneur: Kadur Chandana

Doddaballapur, Mob: 9686921386

Background: Cultivating four acres of land and she is maintaining an IFS model with apiary and animal husbandry components along with other production



systems.

Training and motivational support: She started vermi compost production with her family members involvement and support after getting trained from KVK under ARYA.

Impact: In the last 6 months she produced 4000 kg of vermicompost and she is interested to produce vermicompost and earth worms on commercial scale. Annually she is earning Rs. 40,000 through

vermin compost production, in addition she is getting Rs. 1500 from selling earth worms.

Empowering Sustainable Food Entrepreneurship through Millets

Millets, known for their rapid growth, eco-friendliness, and minimal resource requirements, are key to a resilient and prosperous future. They can be well exploited as special purpose food in view of their better nutritional and functional qualities by using appropriate processing technologies. Scientific knowledge and technical competency of this area had turned our farmers and Self Help Group women into entrepreneurs and also improved their socio-economic status. Entrepreneurship is poised to further empower this sector, enhancing its overall impact and potential for growth.

Background

Smt. Navaneetha is a progressive woman agri entrepreneur from Kachahalli village of Doddaballapur taluk, Bangalore Rural District involved in all agriculture and allied activities and took training from recognized universities, KVK and other NGOs. As she was cultivating and marketing unprocessed cereal and pulse crops at low price, lead to financial stiff to run her family. This situation made her to think of processing, packing and branding to sell at better price.

Intervention process

KVK took initiative in giving technical guidance related to millet processing and value addition to farm women and SHG's under ARYA project in the year 2018-19 to create awareness on millets. With KVK intervention, she undertook skill and vocational training programme on 'Processing and value addition of millets' under ARYA project. After getting constant technical guidance from KVK, she started producing value added products in small scale. After getting good response and demand in the market for the millet based value added products she up-scaled the production, packing and branding to meet the demand.

Intervention Technology

Training programme on 'Processing and value addition of millets' under ARYA project where topics like improved cultivational aspects, newly released high yielding varieties, processing and value addition of millet based products, their packaging, labeling, marketing and FSSAI registration for the products were covered. Method demonstration of millet based malt, laddu, noodle, mixture and ready to cook products like upma mix, bisibelebath and pulav mix was conducted. Apart from technical guidance, small scale machineries related to processing and value addition like de-huller, pulverizer and sealing machine along with packing covers and labels were distributed to encourage her to take millet value addition as an entrepreneurship.

Impact Horizontal spread

She has been invited as resource person in KVK and Agriculture Department for training programmes to inspire the other farm women. Smt. Navaneetha is a source of inspiration for many women folks in her and nearby villages, women from her community have now started approaching KVK for the trainings and demonstration on millet value addition. With her help 5 members started producing millet based value added products individually and earning more than 1 lakh turnover per year.



Economic gains:

After attending ARYA training programme she joined as a member in Annapoorneshwari Nutri-Millet Growers and Processors Association and got FSSAI license for branding and marketing of the products. She started producing a range of products like malt, muruku, nippattu, noodles, mixture, laddu, papad from ragi and foxtail millet. Under the guidance and assistance of KVK, she is selling value added products in various agricultural and allied fairs / melas at different places. She is producing more than 500 kg of millet based value added products and her turnover is more than 3 lakh per year. She is very much happy



with her business and suggesting other SHG women to adopt the same for better economic status of the family.

Employment generation:

She has given a hand holding initially to two farm women and now, made them as her business partners to upscale the production and marketing and hence resulting in employment generation.

ICAR-KVK Bidar

“A REMARKABLE SUCCESS STORY OF INTEGRATED FARMING – SMT. SHOBHA MANIKRAO PATIL”

Contributors: Mrs. Jyothi S Kamthane, Dr. Barikar Umesh, Dr. Shivkumar, Dr. Chandrakanth, ICAR-KVK Bidar

Smt. Shobha, W/o Sri Manikrao Patil, from T. Mirzapur village in Mannalli Hobli of Bidar Taluk, Bidar District, has emerged as an inspiring example of dedication and innovation in agriculture. In recognition of her outstanding achievements, she was honoured with the **Best Woman Farmer of Bidar District Award** at the 2025 Raichur Agricultural Fair.

At 52 years of age, Smt. Shobha has demonstrated that determination, scientific planning, and hard work can transform agriculture into a highly profitable and sustainable enterprise. She practices integrated farming on her 10-acre landholding, dividing it strategically into 2 acres of rainfed land and 8 acres under irrigation.

Diversified Cropping for Sustainable Income

On her 2 acres of rainfed land, she cultivates soybean, red gram (pigeon pea), black gram, and green gram during the Kharif season. In the Rabi season, she grows sorghum, chickpea, and safflower, thereby ensuring crop diversity and reducing the risks associated with uncertain rainfall.

Her 8 acres of irrigated land are dedicated to horticulture. She grows vegetables such as tomato, cluster beans, brinjal, coriander, fenugreek, and spinach. In addition, she has established fruit crops including lemon, mango, coconut, and guava. Notably, she cultivates sugarcane on 3 acres, achieving an impressive



average yield of 65 to 75 tons per acre. Through her well-planned farming system, she earns an annual income of approximately ₹ 9 lakhs.

Livestock Integration and Organic Practices

Livestock rearing forms an integral part of her farming model. She maintains 2 cows, 2 buffaloes, 10 sheep, 10 goats, 20 poultry birds, 2 bullocks, and 1 he-buffalo, caring for them as family members. The livestock not only provide additional income but also supply farmyard manure.

She actively uses farmyard manure, green leaf manure, vermicompost, and self-prepared organic fertilizers to maintain soil fertility and nutrient balance. Her farm includes a drip irrigation system, vermicompost unit, and organic input preparation center.

Water and Soil Conservation Measures

Understanding the importance of natural resource management, Smt. Shobha has implemented soil and water conservation techniques such as land leveling, bund formation, drip irrigation, sprinkler irrigation, and field channels for efficient water management. She practices mixed cropping and intercropping to minimize agricultural risks and maximize productivity.



Agroforestry and Value Addition

Looking toward long-term sustainability, she has also planted agroforestry species such as Burma teak, mahogany, sandalwood, and teak. These plantations ensure future financial security.

Demonstrating entrepreneurial skills, she adds value to her produce by preparing and marketing lemon pickles

from the lemons grown on her farm, thereby generating additional income.

An Inspiration to Women Farmers

Smt. Shobha Manikrao Patil's journey proves that integrated farming, scientific management, and perseverance can lead to economic independence and recognition. Her achievement as the Best Woman Farmer of Bidar District stands as a beacon of inspiration for rural women across the region.

Her story is not just about farming success—it is a story of resilience, innovation, and empowerment.

ICAR-KVK Chamarajanagar

Smt. Kanayakumari- IFS Farm women

Name: Smt. Kanayakumari

Age: 30 years

Education: SSLC

Village: Mukanapalya village, Chamarajanagara taluk and district, Karnataka

Smt. Kanayakumari, aged about 30 years actively involved in farming. She is from Mukanapalya village of Chamarajanagara Tq., and Dist., She is having acres of land. Earlier she used to grow only cereals and pulses, sericulture which was not a remunerative for her. Once she accidentally came to know about the existence of KVK during the 2020. Then she had interaction with KVK scientists about the Integrated Farming System and soil and water testing.

Firstly, she tested her soil and water. Then based on the result she is applying fertilizers on STCR (Soil testing crop response) approach. Then she started cultivating vegetables, horticulture crops and diversification in mulberry cultivation and silkworm rearing. She is having the separate rearing house for silkworm rearing and improved varieties of mulberry and cultivation for 1.5 acres. Presently, she is cultivation 1.25 acres of chia seeds.

She is very innovative and tries experiments in her farmland. Now she is into organic farming. She is also



having dairy animals. She also has sprinkler irrigation for the crops. She attended the training programme on Income Generating Activities for livelihood of land less laborers at KVK, Chamarajanagara in the year 2020. She was very much fascinated by the information given during training. She already had some skills of stitching. Then she started approaching KVK for information and attended hands on trainings conducted on stitching, weaving of clothes and dress embroidery. Manufacturing non-edible products namely plastic basket, mat and hand-woven bags. Initially, she found it difficult for marketing the



products. Later, she was encouraged by making way to take part in district.

During 2021, she has received highest price for her bio-voltine cocoons. She actively participates in training programme both at KVK and line departments. She gives information to the farmers about Organic farming, market led Agriculture, Integrated Farming System and Water management.

Now, she is leading a happy and satisfied life because of her efforts and dedication to achieve this empowerment.

The Soil-to-Success Story

Name : R. Suma

Age : 41

Education : M. A. Economics

Address: Shivapur village, Hanga hobli, Gundlupete taluk, Chamarajanagara district, Karnataka

In the serene village of Shivapur in Gudlupet Taluk, Karnataka, lives R. Suma, a dedicated farming woman whose journey from traditional farming to a model of integrated and sustainable agriculture has inspired countless others. Starting with modest land holdings, Suma faced the common challenges of rainfed farming, including unpredictable weather, soil degradation and limited resources. Determined to transform her farm into a thriving, self-sustaining enterprise, she embarked on a path of innovation and learning that would change her life and her community.

Suma began by analyzing her field's soil and water quality, laying the foundation for an integrated farming system (IFS). This scientific approach allowed her to adopt a diverse range of practices tailored to her land's needs. She diversified her operations into agriculture crop production, focusing on staple grains and horticulture crop



production, incorporating fruits and vegetables for better market value. To support her livestock, she introduced fodder production and a silage-making system, ensuring year-round feed availability.

Recognizing the importance of animal husbandry in IFS, Suma integrated a dairy component, rearing high-yield cows and established efficient poultry farm management. These additions not only provided additional income streams but also created a closed-loop system where animal waste enriched the soil. Committed to sustainability, she embraced rainfed farming with robust soil and water conservation practices, such as contour bunding and mulching, to prevent erosion and retain moisture.

Efficiency was key in her water-scarce region, so Suma implemented modern irrigation systems, including drip and sprinkler methods, to optimize water use for crop production. She followed integrated nutrient management, blending organic and inorganic fertilizers, alongside integrated pest and disease management to minimize chemical inputs and promote healthier yields. Transitioning further, Suma adopted organic farming principles, emphasizing natural methods, proper storage of produce and value-addition activities like processing fruits into jams or drying herbs for sale, which boosted her profits and reduced post-harvest losses.

The results were remarkable. Suma's farm yields increased significantly, with reduced costs and environmental impact. Her holistic approach turned her once-struggling plot into a productive haven, generating stable income from crops, dairy, poultry, and value-added products. Word of her success spread, and soon, line departments recognized her expertise, inviting her as a resource person for training programs. She began sharing her knowledge on IFS, organic practices, and conservation techniques with fellow farmers.

Suma's thirst for improvement led her to regularly interact with agricultural scientists, seeking advice on the latest technologies and refining her methods. Today, she serves as a vital source of technology dissemination, mentoring other farmers in her region and beyond. Her farm has become a demonstration site, where visitors learn how integrated systems can lead to resilience and prosperity. R. Suma's story is a testament to the power of knowledge, innovation and perseverance. From a local farmer in Shivapur, she has risen to become a beacon of sustainable agriculture, proving that with the right practices, even rainfed lands can flourish and uplift entire communities.

ICAR-KVK Chikkaballapura

Dr. M. Papireddy¹, Dr. Manohar. K. N². and Dr. Soumya Hiregoudar³

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³ Scientist (Home Science), ICAR-KVK, Chikkaballapura

Women have always played a central role in Indian agriculture, yet their contributions often remained invisible and undervalued. Over the past five years, ICAR-Krishi Vigyan Kendra, Chikkaballapura has consciously worked to change this reality by placing farm women at the center of its extension and development efforts. Through capacity building, entrepreneurship promotion, nutrition-sensitive agriculture and leadership development, the KVK has helped rural women transition from agricultural labourers to decision-makers, innovators and entrepreneurs. As the world prepares to celebrate the International Year of the Woman Farmer in 2026, the experiences from Chikkaballapura offer a strong example of how localized, women-focused extension can transform rural livelihoods.

Mainstreaming Women in Agricultural Development

ICAR-KVK, Chikkaballapura adopted a holistic approach in which women were not treated as a separate category but as key partners in every major programme. Women empowerment was woven into activities related to nutrition, value addition, crop diversification, natural farming, and integrated farming systems.

The Home Science wing played a pivotal role by designing programmes that addressed both household welfare and income generation. Training programmes focused on practical, easily adoptable technologies so that women could implement them within their existing resources.

Strengthening Nutrition and Household Food Security

One of the most impactful areas of intervention has been nutrition security. Many rural families faced dietary imbalance and micronutrient deficiencies despite being engaged in farming. To address this, the KVK promoted kitchen gardens and nutrition gardens that ensured year-round access to fresh vegetables and fruits.

Women were trained in:

- Planning seasonal nutrition gardens
- Preparing low-cost, nutrient-rich diets
- Reducing nutrient loss during cooking and processing
- Improving child and maternal nutrition
- Household food management



These efforts led to visible improvements in dietary diversity and awareness about balanced nutrition. Women reported greater confidence in managing family nutrition and health. During the last five years, nutrition-oriented trainings formed a major component of women-centric programmes and 167 women beneficiaries were covered under diet design, nutrition gardening and household nutrition programmes. Kitchen and nutrition garden interventions enabled year-round access to vegetables and significantly improved dietary diversity among participating households.

Value Addition and Income Generation

Recognizing that small landholdings often limit income from crop production alone, KVK promoted value addition as a viable pathway for women's economic empowerment. Trainings covered processing, packaging, branding and marketing of farm products.

Key areas included:

- Millet-based value-added products





- Mushroom cultivation
- Apiculture
- Cocoon crafts
- Processing of traditional foods

- Cocoon crafts exhibition
- Small-scale food enterprises

KVK organized multiple value addition trainings exclusively benefiting farm women. Under the VDVK alone, 155 farm women received hands-on training in preparation and marketing of

Adoption of eco-friendly pest management and organic inputs also aligned with household health concerns, making these technologies particularly attractive to women farmers.

Entrepreneurship Development Programmes (EDPs)

Entrepreneurship promotion was a major thrust area. KVK organized Entrepreneurship Development Programmes that encouraged women to see agriculture as a business opportunity rather than a subsistence activity.

EDPs supported women in:

- Starting mushroom units
- Establishing millet processing enterprises
- Producing value-added food items
- Providing agri-services
- Value added products of tomato

Running SHG-based businesses

Entrepreneurship trainings resulted in tangible enterprise creation. Mushroom production trainings covered 50 participants, of whom four started mushroom enterprises. Value addition and millet enterprises created income opportunities for SHGs. These EDP efforts helped women shift from subsistence roles to income-generating enterprises

Leadership Through SHGs and Gender Mainstreaming

SHGs served as platforms for collective learning and enterprise. KVK conducted trainings on SHG management, leadership, record-keeping and group dynamics. Gender mainstreaming activities emphasized equal participation in decision-making and resource access.

Awareness on benefits of nutri garden

Drudgery-reducing tools and technologies were introduced to reduce physical strain on women, making agricultural work more efficient and less time-consuming.

Krishi Sakhis: Women as Extension Partners

A notable initiative was the training of Krishi Sakhis as para-extension workers. These women act as bridges between the KVK and village communities and 157 Krishi sakhis were trained in ICAR-KVK, Chikaballapura.

Krishi Sakhi trainings covered:

- Nutrition garden promotion
- Value addition
- Liquid bio fertilizers
- Poshan campaigns
- Basic crop advisories
- Krishi Sakhis: Training on value addition



value-added products. Additionally, 272 farmers and farm women were trained on millet value addition, entrepreneurship and marketing. As a result, five SHGs started millet-based enterprises, producing flour, malt, snacks and traditional foods, with reported monthly earnings of ¹ 15,000–18,000 per SHG

Crop Diversification and Allied Activities

Women actively participated in production demonstrations. 78 farm women were involved in new flower crop demonstrations, with 15 adopting new crops. Similarly, 85 farmers and farm women were trained in polyhouse crop diversification, resulting in 11 adopters. These activities expanded women's role beyond household-level activities into commercial crop production.

Exposure to improved practices helped women reduce production risks and input costs.





Demonstration support

By empowering local women as knowledge carriers, the KVK ensured that information spread more effectively and sustainably

Participation and Reach

Each year, several hundred women directly participated in trainings and demonstrations. Many more benefited indirectly through SHGs, community programmes and advisories. Women's presence in KVK programmes has steadily increased, reflecting growing trust and relevance.

Investment in Women Welfare

Although annual budgets are not separated by gender, a significant share of programme expenditure supported women-oriented activities such as nutrition gardens, trainings, value addition and SHG development. Based on activity distribution, it is estimated that about one-fourth of programme resources contributed to women welfare and empowerment.

Success Story: From Subsistence to Enterprise

Smt. Sampoorina from Chintamani taluk represents the transformation made possible through targeted extension. With only one acre of land and a large family to support, she earlier depended on daily wage labour despite cultivating ragi and tomato.

Success Story: From Subsistence to Enterprise
Smt. Sampoorina

After participating in KVK trainings, By processing surplus tomatoes into ketchup, crush and pickle, she effectively reduced post-harvest losses and insulated her household from price volatility during glut seasons, converting a distress-sale crop into a portfolio of shelf-stable products with consistent demand. Her enterprise shows strong unit economics, with net margins of ¹ 50–70 per kg and an overall B:C ratio of 2.5, indicating high economic viability. The monthly net return of about ¹ 27,150 (H¹ 3.2 lakh annually) reflects significant income diversification, cash-flow stability and improved return on raw produce compared to fresh tomato sales.

Collective SHG processing further lowers per-unit costs through shared labour, bulk procurement and local branding, improving economies of scale and market competitiveness. Overall, her model demonstrates how smallholders can enhance farm profitability, value addition ratio and household resilience by moving upward in the agri-food value chain while simultaneously generating rural employment and women-led enterprise

growth.

Visible Outcomes of women

Social

- Improved confidence and leadership
- Stronger women's groups
- Greater role in farm decisions

Economic

- Additional income sources
- Reduced dependence on wage labour
- Emergence of rural enterprises

Nutritional

- Healthier family diets
- Increased awareness on nutrition

Technological

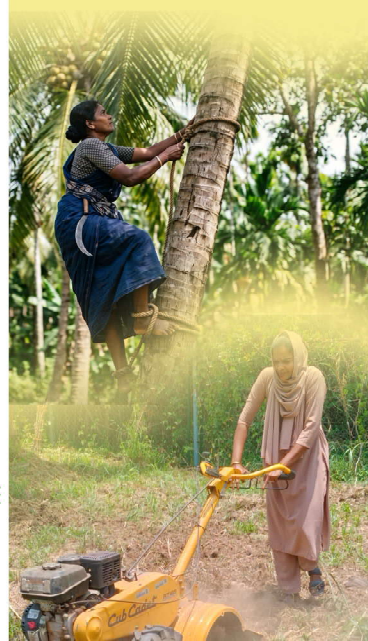
- Adoption of scientific and eco-friendly practices
- Better resource management

The Way Forward

KVK Chikkaballapura plans to deepen women's engagement by expanding entrepreneurship support, strengthening women-led producer groups and promoting digital literacy. Greater focus on market linkages and branding will further enhance income opportunities.

Conclusion

The experience of the past five years shows that when women receive knowledge, skills and institutional support, they become powerful agents of change. KVK Chikkaballapura's approach demonstrates that women empowerment in agriculture is not a welfare activity it is a development strategy that improves livelihoods, nutrition and community resilience. As we move toward the International Year of the Woman Farmer 2026, the story from Chikkaballapura reminds us that empowering women farmers is essential for sustainable agricultural growth and rural prosperity.





ICAR-KVK Chikkamagaluru

Name of farmer Smt. Indramamma

Smt. Indramamma, a dedicated woman farmer from Chikkamagaluru district in Karnataka, stands as an inspiring

Honored with the District-level Award for Soil, Water, and Environment Conservation at Chikkamagaluru Utsava-2023. Smt. Indramamma has emerged as a true role model, motivating neighbouring farmers—especially women—to embrace organic inputs, water conservation, and integrated farming for a more resilient and sustainable agricultural future in the region.

Mrs. Rachitha Jayaram

Mrs. Rachitha Jayaram, progressive woman farmer from Chikkamagaluru dist. of Karnataka, India, who transformed her 3-acre holding into a thriving Integrated Farming System (IFS) model. She shifted from conventional farming to a diversified, sustainable setup integrating crops like coffee, arecanut, pepper, lemon, and fodder with livestock enterprises including dairy, sheep and goat rearing, poultry—and even dog breeding as an additional venture. This approach ensures year-round income, employment generation, and greater resilience against climatic and market risks.

Recognized as the Vijaya Karnataka Super Star Farm Woman, she serves as a demonstration farm through ICAR-Krishi Vigyan Kendra (KVK) programs, acting as a mentor, resource person, and role model. By sharing her experiences, she empowers other farm women, promotes enterprise diversification, value addition, and the horizontal spread of scientific IFS technologies for sustainable agriculture in the region.

beacon of sustainable agriculture in rural India. For over 15 years, she has championed organic farming through diversified crop-livestock integrated systems, meticulously preparing on-farm inputs such as vermicompost, compost, and jeevamrutha while embracing intercropping, crop rotation, integrated pest and disease management, and water-saving techniques including farm ponds (Krishi Honda) and micro-irrigation via drip and sprinkler systems.

Her efforts have yielded healthier soils, significantly reduced input costs, stable incomes, and year-round employment opportunities on her farm. As Director of her local Farmers Producer Association, she actively mentors women farmers, fostering collective empowerment and community-wide adoption of eco-friendly practices.



KVK TIMES



ICAR-KVK Chitradurga

1. Economic Sustainability of Rural women Smt. Bharathi through

Mushroom Cultivation as an Entrepreneurial activity

Smt. Bharathi w/o Manjanna, Hiriur, Hiriur tq, Chitradurga district, who leading a business life by getting the scientific advice and techniques from Krishi Vigyan Kendra, Hiriur for Mushroom Cultivation. Smt. Bharathi is a house wife with two school going children and her Husband is running a provision store at Hiriur and the family total income per year is Rs.3,00,00/- .

The Training cum method demonstration on Mushroom cultivation and it's value added products such as wine, pickle and rasam powder preparation was organized by Krishi Vigyan Kendra, Babbur Farm, Hiriur with intention of creating awareness on Mushroom cultivation and preparation method of value added products of Mushroom. Since, Mushroom is having good quantity of protein and other nutrients which are essential to maintain good health.

Smt. Bharathi was one of the participants in training programme and got convinced with the activity to take up on entrepreneurial basis. After attending training programme, she decided to take up mushroom cultivation as a business. So, on searched a 10*10 sq.ft room at the cost of (Rs.2,000/-) month which is suitable for Mushroom Cultivation. The total cost of Mushroom production for 50 bags is Rs.9,000/- (including straw, polythene bags, spawn, room rent and labour charges). She is getting 1.5 kg to 2.0kg / bag yield from two to three harvest. So, total yield out of 50 fruit bags is up to 100 kg to 105 kg and she is selling at the cost of Rs.250/- kg and getting an income of Rs.25,000/month. She is selling the Mushroom for nearby hotels and neighbours freshly on demand basis. The net income earned per month is Rs. 20,000/- month which founds to be an economically feasible entrepreneurial activity and is a model for other women to adopted entrepreneurship with small amount of capital investment. Earlier the monthly income was Rs.12,000/- month. Now, she is getting additional income of Rs. 20,000/- month which enabled the family adopt better standard of living

2. Economic sustainability of Rural women Smt. Padma through Entrepreneurship

Smt. Padma w/o Govindareddy, Doddasiddavvonnahalli village, Chitradurga ta, Chitradurga district, who is living a business life by getting the scientific advice and techniques from Krishi Vigyan Kendra, Hiriur which are needed to produce value added products.

Self Help Group namely "Nisarga Sanjeevini" was

established in 2021-22 with the support of National Bank for Agriculture and Rural Development and NGO Pranati. The solar power manufacturing company has provided financial assistance to the said group to purchase the necessary equipment for self-employment. With this financial assistance they bought equipment for cutting tomatoes and drying the produce. Besides, Krishi Vigyan Kendra, Hiriur provided scientific advice, technology and information on



methods of manufacturing value added products of cereals on a large scale which enabled them to produce high quality products.

Ms. Padma, a successful entrepreneur, currently sells Sajje Roti (Rs. 6/- per kg), Peanut Chips (Rs. 500/- per kg), Chutney pudi (Rs. 300/- per kg), Ghee (Rs. 800 per kg). /-) Sambar powder (Rs.300/- per kg), Roasted Avalakki (Rs.280/- per kg), Happa (Rs.120/- per 100 Happa) and other food items (on advance demand of buyers). This not only provides employment throughout the year but also creates ten days of employ-



ment for ten self-help group members in a month.

The products made by Smt. Padma are not only sold at home but also at exhibition, fairs, Bangalore and other places. From this sale she is getting an income of Rs.15,000/- per month and Rs.9,000/- per month by sale of Bhajra roties. This business will not only generate labour round the year but also help in self-sustainable living. Apart from this, she will train unemployed women on how to make value added products on honoraria basis per training, thus increasing the family income. Thus Smt. Padma is a successful woman entrepreneur and a role model for other women.

3. Training Programme on "Post-Harvest management and Sustainable Utilization of Medicinal Plants"

An On-Campus training programme was conducted on 26/11/2025 at KVK, Babbur Farm, Hiriur about Cultivation, Post-Harvest management and Sustainable Utilization of Medicinal Plants in collaboration with IIHR-Bangalore. The Self Help Group members, farm women, Diploma students, college students and other interested women participated in the training programme. The main agenda of conducting training programme was to create awareness about the Medicinal Plants which can be used as remedy for health issues especially women problems and their cultivation practices. Hundred and twenty women attended the training programme and actively gathered the information from the resource persons.

Dr.Shivakumar, Ayush Department and Dr.Smitha, Principal Scientist from the IIHR, Bangalore explored in depth information about the above mentioned training topics. The Ayush Doctor explained the reasons for

health issues and how the medicinal plants will help to cure the diseases. The Principal Scientist provided the information on how the medicinal plants after harvest can be used for entrepreneurial activities and preparation of value added products along with methodology. At present health issues are rising enormously and home remedies are getting importance. So, this growth can be encashed from the interested women to start their own business with expected profit. The value added products already existed in the market were explained for the forum. The trainees expressed that, the information is very useful for daily life and to maintain good health at their family.

4. Millets Recipe Contest

Recipe contest on Millets was organized by ICAR-Krishi Vignan Kendra, Chitradurga in Collaboration with Department of Agriculture at Joint Director office, Chitradurga on 13/12/2023. Twenty seven self Help Group women participated in Recipe Contest. All the contestants prepared varieties of millet products such as Ragi Halva, Ragi Malt, Ragi Masala roties, Bajra roti, Jowar Roti, Navane colour rice, Millets Bath, Bajra Laddu, Arka Chakkuli, Millets Puliyograre, Bajra masala roti, Millets Nippattu, Millets Pulav, and other related dishes were kept.

A team of four members was constituted to evaluate the recipes kept for contest. Team members evaluated the recipes based on taste, nutrients, way of presentation, appearance, hygiene, method of preparation, proportion of millets usage and nutrient components. Based on these parameters, scores were allotted for individual contestant to make a list of top five scorers. Top five participants who scored highest were given certificates on behalf of Krishi Vigyan Kendra and from the Department of Agriculture along with cash prize was announced for top three scorers.

5. Entrepreneurship Development Programme on Millets

Entrepreneurship Development Programme (EDP) on Millets was conducted at Vanivilasapura, Hiriur Taluk



for “Srirama Atma Ahara Bhadratha Women Self Help Group (SHG)” during 2023-2024. This group was initiated during the year 2016-17 and the group comprised of sixteen members. This group has undergone several trainings of ICAR Krishi Vigyana Kendra, Chitradurga for entrepreneurial activities. The programme was inaugurated by Dr.Kumar.O., Senior Scientist & Head, KVK and delivered inaugural speech and explained about the importance of millets in health maintenance.

Dr.Saraswathi.J.M., Scientist, Home Science, KVK shared the information regarding role of millets in maintaining diabetes management and other metabolic errors. The importance of **International Year of Millets** and its agenda was explained to the forum. Scientist gave the tips for preparation of value added products of millets and invited the women to attend the trainings organised by KVK. Importance of Balanced Diet and recommended quantity of vegetable to be consumed in daily diet in order to maintain good health was also explained to the group. Dr.Preethi., Scientist, Agril. Extension awared the group regarding how empowerment can be achieved through Self Help Group

concept and marketing channels could be established. Dr.Mahantesh.P.S., Scientist, Horticulture created awareness among the group regarding importance of kitchen gardening and value added products of fruits.

After gaining the technology based trainings from KVK, the group members together started preparing millets products such as Millets chakkuli, mixture, laddu, malt, instant dosa powder, ragi malt, roties, papad etc. They are selling products at melas and also based on the pre-orders, the products will be prepared. This group achieved self-sustainability with respect to Entrepreneurial activities and marketing.

ICAR-KVK Dakshina Kannada

Capacity Development Programme for Krishisakhis (Contributors :Dr Harish Shenoy and Dr. T. J Ramesha)

ICAR Krishi Vigyan Kendra (KVK), Dakshina Kannada, organized a six-day modular capacity development programme (Module-2, Schedule-4) for Krishi Sakhis from 03-02-2026 to 09-02-2026. The programme was inaugurated by Dr. T. J. Ramesha, Senior Scientist and Head, KVK Mangaluru. Shri Nikhil, Block Manager of NRLM Moodabidri, graced the occasion as the Chief

Guest. Over the six-days period, participants were engaged in expert-led technical sessions, method demonstrations, field visits, and personality development workshops. The programme concluded on 09-02-2026, with a valedictory ceremony featuring Shri Jagath, Taluka Programme Manager of NRLM Kadaba, as the Chief Guest. The event comprised of presentation of the training report by the participants, feedback sessions, and the distribution of certificates. Dr. Harish Shenoy Assistant professor of Agronomy (Training Program Coordinator), Dr. Rashmi, Scientist-Horticulture (Training Program Co-coordinator), Dr. Mallikarjun Scientist (Soil Science) participated as resource persons. Shri. Sathish Naik (Technical officer) and 44 Krishi Sakhis from taluks of Kadaba, Moodabidri and Mangaluru participated in the training programme.





ICAR-KVK Davanagere

Trainings to Krishi Sakhi and their Impact

ICAR-Taralabalu Krishi Vigyan Kendra, Davanagere organized trainings to Krishi Sakhis of the district in collaboration with MANAGE, Hyderabad and UAS, Bengaluru. These Krishi Sakhi's are women farmers and they are para-extension workers at Gram Panchayath level disseminating agricultural technologies at village level. The details of trainings organized is as follows:

Table 1 : Details of Trainings.

n=141				
Sl. No.	Training Category	No. of Krishi Sakhi	Duration (Days)	Budget Utilized (Rs.)
1	Module-1	194	6	29,34,033/-
2	Module-2	194	6	
3	Module-3	194	6	
4	Natural Farming	194	5	8,32,726/-

The Ex-Trainees Sammelana for these Krishi Sakhis was organized on 2-8-2025 to analyse the impact of trainings and the results reveals following impact.

Sl. No.	Indicators	Parameters	No. of Krishi Sakhi	Percentage	
1	Education	10 th	67	47.51	
		PUC	51	36.17	
		Degree and Above	23	16.32	
2	Age (Years)	Less than 20	1	0.70	
		21 to 35	75	53.19	
		35 and above	65	46.11	
3	Experience in Agriculture (Years)	Less than 5	64	45.39	
		6 to 10	36	25.53	
		11 to 15	23	16.31	
		More than 16	18	12.91	
4	Formation of FPOs	Involved	64	45.39	
		Not Involved	77	54.61	



Sl. No.	Indicator	Parameters	No. of Farmers
1	Guidance in Seed Treatment	Paddy	780
		Finger Millet	1351
		Redgram	1238
		Cowpea	530
		Groundnut	157
2	No. of SHGs formed		2173
	No. of SHG Members		24759
	Income Generating Activities	Involved in Tailoring	30 SHGs
		Flour Mills	24 SHGs
		Dairy Farming	16 SHGs
		Poultry Farming	3 SHGs
		Mushroom Production Unit	1 SHGs
3	Guidance in Natural Farming Inputs	Jeevamrutha	2371
		Ghana Jeevamrutha	1091
		Neemastra	564
		Bhramhastra	287
4.	No. of Farmers given Suggestions on Recommended Dose of Fertilizers.		4982
5	No. of Kitchen Garden units established		9512 units
6	No. of FFS organized		571
7	No. of Soil Samples Tested		6280
8	No. of Water Samples Tested		893



Success Story of Millionaire Farm Woman

1. Personal Information :



Name	:	Shashikalamurthy M. G.
Name of Father/Husband	:	S.U Murthy
Date of Birth	:	10-05-1980
Gender	:	Female
Address		
Village	:	Nalkudre
Block	:	Channagiri
District	:	Davanagere
State	:	Karnataka
Pin Code	:	577544
Mobil No	:	9740207007
E-mail Id	:	shashikalamg10@gmail.com

2. Farming Related Information

Area of Agricultural Land (Acre)	:	06
Major Crops	:	Arecanut, Coconut, Mixed fruit orchard
Experience in Agriculture (In Years)	:	18 Years

a. Available Technology/Agricultural Innovation:

- Growing Arecanut plants with scientific methods of management practices.
- Soil Test Based fertilizer application to all field crops.
- Following Agri + Horti + Silviculture system in the farm.
- Established mixed fruit orchard for the domestic consumption to meet the nutritional requirement of family.
- Growing green manure crop like Dhaincha, Sun hemp and Velvet Beans to enrich the soil fertility status.
- Practicing drip irrigation system for all the crops for better water use efficiency.
- Growing Arecanut seedlings from own mother garden and sold to other farmers.
- Practicing live mulching in plantation crops.
- Minimum tillage in the garden.
- Construction of rain water harvesting structures in all along the garden.
- Application of Jeevamrutha / Ghana Jeevamrutha and Gokrupamrutha to the Arecanut plants.

b. Details of crop production during last 3 years

Sl No	Year	Crop	Production	Rate (Rs)	Income (Rs)
01	2020-2021	Arecanut	24.8 q	43,000/q	10,66,400
		Coconut	4.9 ton	15,500/ton	75,950
		Arecanut seedlings	5000 plants	25/plant	1,25,000
		Coconut seedlings	200 No	75/plant	15,000
					12,82,350
02	2021-2022	Arecanut	21.6 q	47,000 q	10,15,200
		Coconut	6.6 ton	16,800/ton	1,10,880
		Arecanut seedlings	6000 Nos	28/plant	1,68,000
		Coconut seedlings	150 No	75 /plant	11,250
					13,05,330
03	2022-2023	Arecanut	27.1 / q	48,650 /q	13,13,550
		Coconut	5.78 / ton	14300 /q	82654
		Arecanut seedlings	4500 No	35/ plant	1,57,500
		Coconut seedlings	200 No	75 /plant	18,72,454

c. Details of Technological interventions for the management of plantation crops

Sl No	Particulars	Adopted Technologies
01	Pest & Disease management	• Use of yellow and blue sticks traps. • Prophylactic sprays during summer months. • Use of neem based organic manures.
02	Nutrient management	• Use of Soil test based nutrient application. • Use of green manure crops • Use of Jeevamrutha regularly.
03	Adoption of local technologies	• Placement of sheep group in plantation crops. • Use of live mulching
04	Use of Bio fertilizers	• Use of waste decomposers in vermicomposting. • Trichoderma enriched organic manure.

d. Positions Held in Local Bodies / Institutions

1. Scientific Advisory Committee member in ICAR- Taralabalu Krishi Vigyan Kendra, Davanagere for Last two years.
2. Member, paramparagat Krishi Vikas Yojana Committe, Channagiri Taluk.
3. Member, District & Taluk ATMA Advisory committee.
4. Board of Director, Hirekogaluru Taralabalu Amrith Farmers Producers Company Limited.
5. Share holder, TUMCOS Ltd Channagiri.
6. General Secretary, State Akhila Bharath Veerashaiva Mahasabha, Bangalore
7. Secretary, Sree Veereshwara Punyashram for Disabled Children, Davanagere

3. Special Achievements of Smt. Shashikalamurthy.

- Practicing agriculture as main occupation and major income source for family income as single parent to my children.
- Better collaborative works with District Agriculture line department in transfer of farmer schemes.
- Having better knowledge in understanding the problems of the farmers and giving feedback to respective agriculture institutions.
- Practicing the integrated farming system approach in my own farm.
- Visiting near by farmers fields and advising them about adopting new technological innovations.
- Being the board of director of Hirekogaluru Taralabalu Amrith Farmers Producer Company, encouraging the Share holders in utilizing the input & output business.
- Better marketing skills of own produce through cooperative societies.
- Serving of rural people needs as a part of social service.

4. Achievements in Agriculture

Major Achievements/Awards achieved in the last 5 years:

- “Best women Farmer of the District” -2024, awarded by Keladi Shivappa Nayaka university of Agriculture and Horticultural Sciences, Shivamogga
- Best progressive Women Former award from Navajyothi Cultural Service Group, Davanagere.
- State award of “Jana Seva Ratna” from Karnataka Women & Child development Charitable Trust (R), Bangalore
- “Someshwara Siri” award from Someshwara Vidya samste, Davanagere.
- Millionaire Farm Women Award -2024 by ICAR and Krishi Jagarana, New Delhi.

Value Addition Empowering a Rural Woman Entrepreneur

Personal Profile of Women Farmer

- **Name:** Smt. Saroja N. Patil
- **Age:** 73 Years
- **Education:** PUC
- **Village/District/State:** Nittur Village, Harihara Taluk, Davangere District, Karnataka
- **Enterprise:** Farming, Agri-processing & Value Addition of Millets, Coconut and Banana.



Background / Situation Analysis

Smt. Saroja N. Patil is an active farm woman engaged in cultivation of paddy, arecanut, coconut, sugarcane, and millets in organic method. She used to participate in different programs organized by line departments and other institutions. Even though her family used to get good income from farming, she was not satisfied with the prices especially with coconut and millets. Despite reasonable farm production, she was dissatisfied with the low market prices, particularly for coconut and millets.

Catalysts of Change (Planning, Implementation & Institutional Support)

Smt. Saroja N Patil came in contact with KVK, Davanagere in 2011-12. Through KVK she came to know about CFTRI, Mysuru. She took training at CFTRI, Mysuru on value added products of millets. She also attended the training programs organized at ICAR- Taralabalu KVK on value added products of coconut and millet. KVK as a resource institute started FPO at Nittur village and she was the board member of the FPO. Exposure visits were organized from FPO to the CPCRI, Kasaragod and Siridhanya mela, Bangalore enhanced technical and entrepreneurial skills. She also received financial support under **PMFME scheme (₹ 18,00,000)** to establish a processing unit.

Pathway(s) to Progress (Innovations, Practices Adopted & Scaling)

Sarojamma adopted a **millet-based value addition** using organic production methods. She established a **processing unit** at Nittur village providing employment to **10 farm women**. Later she brought diversification in products preparation under the brand name **"TADHVANAM"**. She used to sell her products with agencies like Sahaja Samruddha and direct sales through KVK Bazar and consumer networks. With her Innovative ideas she used to prepare Seven days seven millets malt powder, Millet vermicelli, Millet energy powder mix, Foxtail millet bisibele bath ready mix, Raw banana powder, Soup powder, Coconut chips, Coconut pickle, Virgin coconut oil and many other products.

Productivity & Income Enhancement

Saroja's efforts led to significant improvements

- **Annual Turnover:** ¹ 15,00,000
- **Monthly Income:** ¹ 75,000 – ¹ 80,000
- **Employment Generated:** 10 rural farm women
- Improved household income, nutrition security, and reduced post-harvest losses.

Social/Personal Empowerment / Recognition/Awards and Recognition

Saroja emerged as a **successful rural woman entrepreneur and master trainer** in millet and banana value-added products. She plays a leadership role in **FPO and community-based activities**. She also recognized as a **role model** for rural women entrepreneurs in the region.

For her achievements in the year 2004-05 she got an award for "organic farming" through district agriculture department office Davangere – district. In the year 2006 got an award for "Best female farmer of the district" in university of agriculture science Bangalore. She is also a receipt of the "Environment Award for Organic farming 2011" presented by Karnataka state Chief minister. In the year 2008-09 got "Krishi Pandit" Award presented by agriculture Department, Karnataka State government. In the year 2010-11 got "krishi Jeevavaividya" award (cereals & pulses division); presented by state government. In the year 2012-13 got "krishi prerana Sanman 2013" award presented by minister of agriculture & food processing industries, government of india, organized by Mahindra & Mahindra.

Influence on Other Farmers



Her success inspired many farm women in and around Nittur village to adopt millet processing, form groups, and explore value-added agri-enterprises, leading to collective income enhancement and women-led entrepreneurship.

Highlights

- **Diversified Farming:** Cultivate multi crops (Paddy, Arecanut, Millets, Turmeric) and maintains hybrid Cows for extra income.
- **Value addition:** Runs a women led processing unit at Nittur, Preparing millet value added products, coconut value added products.
- **Market Linkages:** Sells prod-



ucts through Sahaja Samruddha and at KVK organic Bazar.

- **Women's empowerment:** Mentors other farm women, leads SHG/FPO and inspires women to become independent.

1. Title of the Success Story:

Increased farm income through Integrated Farming System Practices.

2. Thematic area:

Integrated Farming System.

3. Name and complete address with contact number and passport-size photograph:

Smt. Yashodhamma Malleshappa
Ramehswara, Yaraganalu Post, Nyamathi Tq.
Davanagere Dis., Karnataka, Pincode: 573111, Mobile: 9164377406

4. Introduction highlighting her family background, educational qualification and previous activities/profession:

Age : 50 Year
Education : B.A., Bed
Farming Experience : 28 Years
Category : General
Family Details : Male-4, Female-1, Total-5
Family Background : Agriculture
Organizational Participation : SHG Member, FPO Shareholder.

5. Resources possessed (Land, Irrigation source, Animals/Birds, Machinery, etc)/ Socio-Economic Profile:

Land Holding : 6.6 ha.
Irrigation Source : Borwell
Farming Situation : Rainfed
Crops Grown : Maize, Groundnut, Redgram, Onion, Sorghum, Bengalgram, Arecanut, Coconut, Banana, Kitchen garden.
Enterprises : Dairy (3 Cows) and Retail Shop

6. Sources of motivation to adopt present occupation and training received:

Attended trainings / seminars organized by ICAR-Taralabalu Krishi Vigyan Kendra, Davanagere, Department of Agriculture and Horticultural, KSNUAHS, Shivamogga.

Participated in the frontline demonstrations namely ICM in Groundnut, Redgram, Bengalgram, Onion, Arecanut and Kitchen garden and Management of Stored Pest Demonstrations.

7. Technology and Innovation adopted (Stepwise description of the Technology / Innovation / Technique adopted):

Through participation in the extension activities of various institutions, the farm women adopted intercropping of Redgram (BRG-5) in Maize, Changed Groundnut Variety from local to G252, Bengalgram from local to JAKI-9218, Onion local to Bheema Super, IPM, INM and intercropping of Velvet beans in Arecanut, Kitchen garden.

8. Achievement/ Results:

Production and Income Details:

Sl. No.	Crop/Enterprises	Ha.	Production Q/ha		Gross Income (Rs.)		Net Income (Rs.)	
			2023	2024	2023	2024	2023	2024
1	Maize + Redgram	3.2	225	231	4,95,000	5,08,200	198000	203280
2	Groundnut	0.4	11	13	63,800	75,400	19,140	22620
3	Onion	0.8	180	200	1,08,000	1,20,000	54,000	60000
4	Bengalgram	0.8	15.5	16	93,000	96,000	37,200	38400
5	Arecanut	2.2	50.40	55	20,20,000	22,00,000	15,15,000	1650000
6	Dairy	2 Nos	3.50	3060	97,600	97,920	29,280	29376
7	Retail Shop	-	-	-	6,00,600	6,08,000	60,060	60,800
	Total	-	-	-	34,78,000	37,05,520	19,12,680	20,64,476

Marketing of produce through APMC, Nyamathi.

1. Contributing factors for the success of the enterprise

The contributing factors for success of farm women mainly due to family support besides participation and adoption of institutional technologies. Technically Krishi Vigya Kendra guided farm women since 7 years.

2. Awards / Recognition received:

- Best women farmer award by KSNUAHS, Shivamogga, 2022.
- Best women farmer award by Maganuru Basappa Trust, Davanagere 2023

3. Importance for other farmers:

The farm women shared her experiences through Interviews in Akashvani, Chitradurga and Bhadravathi. DD, Chandana Kannada. Resource person/ Guest lecture delivered in the programmes organized by KVK, Departments and Agricultural Universities.



4. Brief highlights of the success:

Participation of farm women in trainings, exposure visit, SHG, FPO and other extension activities helped her to adopt new agricultural technologies on a integrated farming system mode and to realize higher farm income.





Terrace Gardening- A tool to improve the Family Health

In order to enhance the household food security for urban people in Davanagere, ICAR-

Taralabalu Krishi Vigyan Kendra, Davanagere conducted around 65 training programmes on Terrace Gardening during the past one decade. In these 65 training programmes around 7,000 women participated in the trainings. Dr. Basavanagowda M.G., SMS (Horticulture), Dr. Avinash T.G. and Dr. Supriya P. Patil, Programme Assistant (Home Science) trained women on importance of Terrace Gardening, Role of Vegetables in our diet, how to grow vegetables organically, how to make potting, irrigation methods and other concepts to trainees. Out of 7,000 trainees around 35 percent of them are practicing terrace garden. Many trainees have expressed that they are enjoying the vegetables free from pesticides. They also mentioned that maintaining terrace garden has increased the consumption of vegetables, which in turn improved the health of family members.



ICAR-KVK Dharwad

Vocational Training Programmes - "Capacity Building Programme on Millets: Processing, Value Addition and Healthy Bakery Products"

ICAR-KVK, Dharwad organized two six-days

14.02.2026. Each programme was of six days' duration and trained 12 Scheduled Caste (SC) farm women from different villages of Dharwad district, benefiting a total of 24 participants.

The inaugural session of the first programme was graced by Dr. C. P. Mallapur, Assistant Director of Extension, UAS, Dharwad and Dr. Nagaraj P., Nodal Officer (KVKs), UAS, Dharwad, who addressed the participants on the importance of millet-based enterprises. The second programme was inaugurated by Dr. K. P. Gundannavar, Senior Scientist and Head, ICAR-KVK, Dharwad, who emphasized the role of millets in ensuring nutritional security and sustainable livelihoods.

Mrs. Vidya V. Sangannavar, SMS (Home Science), ICAR-KVK, Dharwad, coordinated both programmes and delivered lectures on the role of millets in promoting a healthy lifestyle, along with guidance on appropriate packaging materials for various bakery products. The training programmes included extensive hands-on sessions on the preparation of millet-based bakery products such as foxtail millet biscuits, finger millet coconut biscuits, cakes, millet-based bread and cupcakes. The staff of the Food Processing Centre, UAS, Dharwad, provided practical exposure on different machinery used in bakery production, packaging techniques and marketing strategies to promote millet-based products.

The valedictory session of the first programme was addressed by Dr. M. V. Manjunath, Director of Extension, UAS, Dharwad. The session was attended by Dr. Lata Pujar, Dean, College of Community Science (CCSc), UAS, Dharwad; Dr. Nagaraj P., Nodal Officer (KVKs), UAS, Dharwad; Dr. Anuraj B., Professor and Head, Food Processing Centre, CCSc, UAS, Dharwad; and Dr. K. P.

vocational training programmes on "Millets: Processing, Value Addition and Healthy Bakery Products" in collaboration with Food Processing Centre, CCSc, UAS, Dharwad and Indian Institute of Millets Research, Hyderabad at Food Processing Centre, UAS, Dharwad. The first programme was conducted from 19.01.2026 to 24.01.2026 and the second from 09.02.2026 to



Gundannavar, Senior Scientist and Head, ICAR-KVK Dharwad, along with the staff of KVK Dharwad. Similarly, the valedictory session of the second programme was presided over by Dr. Lata Pujar, Dean, CCSc, UAS, Dharwad, in the presence of Dr. Nagaraj P., Nodal Officer (KVKs), UAS, Dharwad; Dr. Anuraj B., Professor and Head, Food Processing Centre; and Dr. K. P. Gundannavar, Senior Scientist and Head, ICAR-KVK Dharwad, along with KVK staff. On both occasions, certificates, books, training manuals and bakery kits were distributed to all trainees by the dignitaries, marking the successful completion of the programmes.



ICAR-KVK Ernakulam

From Training to Transformation: Jeeva Kudumbashree Women Farmers' Journey in Agri-Entrepreneurship

In celebration of the International Year of Women Farmers, the story of Jeeva Kudumbashree Microenterprise stands as a strong example of how institutional convergence and capacity building can transform rural women into successful agri-entrepreneurs. Jeeva Kudumbashree is an all-women Joint Liability Group (JLG) functioning under the Kudumbashree Mission in Ernakulam district. The group has been trained by ICAR-Krishi Vigyan Kendra Ernakulam in the production, quality assurance, packaging, and marketing of organic manures and biopesticides.

The enterprise is a direct outcome of the collaborative efforts between ICAR-KVK Ernakulam and the District Kudumbashree Mission, which provided both technical guidance and institutional support. With continuous technology backstopping from KVK, the group ensures quality standards for its products, which are certified by ICAR-KVK Ernakulam.

Jeeva Kudumbashree Microenterprise began operations in November 2015 by establishing its own organic manure production unit and showroom at Airapuram in Mazhuvannur Panchayat, Ernakulam.

Since then, the enterprise has been supplying a range of eco-friendly agricultural inputs to farmers, Kudumbashree units, and resident associations. Their product portfolio includes neem cake, castor cake, vermicompost, sprayable neem oil, dolomite, grow bags, and customized grow bag potting mixtures.

Beyond income generation, the initiative has contributed to women's economic empowerment, skill development, and local employment creation, demonstrating the impact of women-led agribusiness models in strengthening sustainable agriculture. The enterprise currently maintains an average monthly turnover of approximately 30,000, reflecting steady market acceptance and growth potential.

Jeeva Kudumbashree exemplifies how targeted training, institutional convergence, and women's collective action can create sustainable livelihood opportunities, aligning with the global vision of empowering women farmers in agriculture and rural development.

Breaking Barriers: A Young Scheduled Caste Woman's Journey into Agri-Food Entrepreneurship

In the International Year of Women Farmers, the entrepreneurial journey of Ms. Tishana



Thampi exemplifies how targeted institutional support, personal determination, and enterprise diversification can transform the livelihood trajectory of rural



women. At just 26 years of age, Ms. Tishana Thampi from Mula-vukad, Ernakulam district, Kerala, has successfully transitioned from salaried employment to a thriving agri-food enterprise, emerging as a role model for women entrepreneurs from socially disadvantaged communities.

A diploma holder in Automobile Technology and Hospitality Management, she was previously employed in customer supervision at a car showroom. However, limited income growth opportunities motivated her to explore self-employment as a pathway toward financial stability and long-term progress. Her entrepreneurial journey began in 2022 with financial assistance from the Society for Assistance to Fisherwomen (SAF), Government of Kerala, through which she established a provision store that provided her with a stable income base. Recognizing local market demand, she simultaneously initiated a fish vending enterprise.

In 2024, ICAR-Krishi Vigyan Kendra Ernakulam extended support under the Scheduled Caste Sub Plan (SCSP), offering structured technical guidance, enterprise mentoring, and

financial assistance. With a combination of SCSP support and her own investment, Ms. Tishana constructed a commercial building on newly purchased land, integrating a modern provision store along with a cool bar and juice counter. Due to space and hygiene considerations, fish vending could not be accommodated within the building; however, recognizing its profitability, she innovatively launched a mobile fish vending unit in 2025, significantly expanding her market outreach.

The intervention also focused on scientific enterprise management, including hygienic infrastructure development, assured water supply systems, and proper waste management practices to ensure food safety compliance. Customer-oriented services such as home delivery further enhanced consumer confidence and strengthened market presence.

Through strategic diversification, improved marketing, and scientific support, the enterprise now records a monthly turnover of approximately ₹ 1.85 lakh, generating a net income of around ₹ 75,000 per month—representing a substantial improvement over her earlier earnings. The enterprise has also created direct employment opportunities for two individuals, contributing to local livelihood generation and rural economic development.

Beyond financial success, Ms. Tishana's journey signifies social empowerment and leadership advancement. She actively participates in household decision-making, enjoys enhanced social recognition, and has motivated more than ten women in her community to explore entrepreneurship. Her future vision of establishing additional franchise outlets reflects strong growth orientation and entrepreneurial confidence.

Ms. Tishana Thampi's story demonstrates how the convergence of welfare-based financial assistance with scientific extension support can unlock the entrepreneurial potential of women farmers and agri-food entrepreneurs, making her achievement a meaningful contribution to the spirit of the International Year of Women Farmers.

Strengthening Livelihoods and Nutrition: Women Farmers Venture into Backyard Poultry Enterprise

In the International Year of Women Farmers, the experience of Kathir Joint Liability Group (JLG) from Cheranelloor, Ernakulam district, highlights how women's collective action supported by scientific interventions can create sustainable livelihood opportunities while improving household nutrition. Kathir JLG, a Kudumbashree Mission group of Scheduled Caste women farmers, was primarily engaged in homestead vegetable cultivation. Although one member had experience in backyard poultry rearing, other members were interested in adopting poultry farming but faced constraints such as inadequate technical knowledge, limited homestead space, and lack of organized

marketing avenues and food safety compliance mechanisms.

To address these challenges, ICAR-Krishi Vigyan Kendra Ernakulam intervened by promoting backyard poultry as a viable enterprise for income generation and nutritional security. The support included capacity-building programmes on scientific backyard poultry management, continuous technical guidance throughout the production cycle, facilitation of FSSAI registration for safe and formal marketing, and assistance for branding and packaging of homestead eggs. Under the Scheduled Caste Sub Plan (SCSP) 2024–25, the poultry unit was strengthened through the supply of 45 BV-380 backyard poultry birds along with individual cages for each member, enabling efficient rearing even within limited backyard spaces.

With sustained technical support, each member successfully reared about 10 birds over one year, significantly improving their skills and confidence in poultry management. Egg production increased from about 10–15 eggs per day (from 25 birds) to nearly 50 eggs per day, enabling the group to meet growing local demand for quality homestead eggs through local marketing channels.

The intervention resulted in a substantial increase in income, with monthly earnings from egg sales rising from approximately ₹ 4,000 to ₹ 15,000. In addition to income enhancement, the initiative contributed to improved household nutritional security, strengthened women's confidence, and enhanced their role in family decision-making. It also demonstrated an effective model for utilizing limited backyard resources for profitable enterprise development.

The success of Kathir JLG illustrates the transformative potential of women-led backyard poultry farming when supported by scientific extension, institutional convergence, and targeted livelihood programmes, making it a replicable model for empowering women farmers under resource-constrained conditions.

From Homestead to High-Value Enterprise: The Inspiring Journey of a Woman Farmer Innovator

In the International Year of Women Farmers, the achievements of Smt. Sulfath Moideen from Edavanakkad village in Ernakulam district demonstrate how innovation, perseverance, and scientific support can transform small-scale farming into a successful agri-enterprise. An enthusiastic and progressive farmer, she actively adopts new technologies and motivates fellow farmers to follow improved agricultural practices, emerging as a strong role model for women in agriculture.

Her excellence in farming has been widely recognized through 39 awards at various levels, including two state-level, 17 district-level, nine block-level, and nine Panchayat-level recognitions, along with

appreciations from several agricultural organizations. Notably, she secured first prize in the Kerala State Award for Best Rooftop Farmer (2020–21) and second place in the Best Vegetable Farmer category under the 'Onathinu Oru Muram Pachakkari' programme (2019–20).

Smt. Sulfath Moideen has developed an integrated homestead farming system combining crop production and livestock. Despite severe space lim-



itations, she successfully cultivates vegetables, banana, and fruit crops on her rooftop while maintaining a diverse fruit orchard comprising dragon fruit, guava, gooseberry, lemon, jackfruit, and papaya. Her farm represents an efficient model of intensive production under constrained land conditions.

She has been a partner farmer of ICAR-Krishi Vigyan Kendra Ernakulam since 2014 and has actively participated in several On-Farm Testing (OFT) and Frontline Demonstration (FLD) programmes. Key interventions adopted on her farm include protected vegetable cultivation under rain shelter, fish silage-based foliar nutrition, Chabro poultry and Nandanam quail farming, Black Soldier Fly larvae production for poultry feed, and Kadaknath poultry farming under KVK guidance.

She has also maintained parent stock of Kadaknath



poultry, supplying eggs and meat through the KVK Farm Shoppe, and has contributed to the nursery rearing of desi poultry chicks for distribution through the KVK sales counter. In addition, she has adopted innovative practices



such as Azolla cultivation as a protein-rich poultry feed supplement.

Her entrepreneurial activities extend to the cultivation and marketing of rare and specialty crops, including Vadarmanjal turmeric, black ginger, and Ponnankanni amaranthus, creating niche market opportunities. Continuous technology backstopping from KVK has enabled her to expand both production and agribusiness ventures.

Over the years, her monthly income has increased remarkably from about ₹ 5,000 to nearly ₹ 1.5 lakh through diversified farming and value addition. She actively markets her products through social media platforms and has produced more than 110 educational YouTube videos on farming technologies. Her channel has attracted over 17,000 subscribers, with individual videos receiving 1,500–5,000 views, thereby contributing to farmer-to-farmer knowledge dissemination.

Smt. Sulfath Moideen exemplifies how dedication, innovation, and scientific support can empower women farmers to achieve economic independence and social recognition. Her journey stands as a powerful inspiration for aspiring women agro-entrepreneurs, reflecting the transformative potential of

women-led agriculture in building resilient and sustainable farming systems.

From Skill Training to Sustainable Enterprise: The Inspiring Journey of a Woman Nursery Entrepreneur

In the International Year of Women Farmers, the entrepreneurial journey of Smt. Lakshmipriya K. M. (Lakshmipriya Mohandas), proprietor of Miracle Garden Nursery at Cherai in Ernakulam district, reflects how skill development combined with scientific support can empower women to establish successful agri-based enterprises. Operating from Kanakkathussery House, Cherai, her nursery has evolved into a homestead-level small-scale production unit supplying quality planting materials to farmers across the region.

Her journey began in 2019 when she enrolled in the “Nursery Worker” certification course conducted by ICAR–Krishi Vigyan Kendra Ernakulam under the Agricultural Skill Council of India (ASCI) and the Ministry of Skill Development and Entrepreneurship, Government of India. The structured training provided her with scientific knowledge on plant propagation techniques, pest and disease management, nursery hygiene, and preparation of standard potting mixtures, enabling her to convert her interest in gardening into a professional enterprise.

Immediately after completing the training, she established Miracle Garden Nursery in 2019, strictly following the technical standards recommended by KVK. Her commitment to quality production and adherence to scientific protocols soon earned institutional recognition. The nursery was subsequently designated as a “Satellite Production Centre” of ICAR–KVK Ernakulam, indicating that the unit operates under technical supervision to ensure the supply of true-to-type, healthy, and disease-free planting materials.

Over the past few years, Miracle Garden has emerged as an important local input support centre. Smt. Lakshmipriya has successfully supplied high-quality planting materials of vegetables, fruits, medicinal plants, and ornamentals to homestead farmers, particularly in the Vypeen–Cherai coastal region. She has also served as a reliable vendor to KVK by supplying planting materials for various development programmes and institutional projects. Participation in exhibitions and farmer outreach events has further strengthened her market visibility and customer network.

Beyond economic benefits, her enterprise demonstrates how trained women farmers can contribute to local agricultural development by ensuring the availability of quality planting materials at the grassroots level. Her success highlights the effectiveness of skill-based capacity building programmes in promoting women-led agribusiness ventures.

Smt. Lakshmipriya K. M.’s achievement stands as a strong example of how technical empowerment, institutional mentoring, and entrepreneurial commitment can create sustainable livelihoods for women farmers, making Miracle Garden a model enterprise in the spirit of the International Year of Women Farmers.

ICAR-KVK Gadag

IMPACT OF INTERVENTIONS – SUCCESS STORIES OF WOMEN ENTREPRENEURS

Enhancing livelihood through food business

Profile:

Name : Smt. Shyamala Yallaraddi Karur
Age : 45
Education : SSLC
Postal address & Contact details : At & Post: Binkadakatti Taluk & Dist. : Gadag Karnataka State
Mobile No.: 7795562984
Enterprise : Chilli powder, Turmeric powder and Millet crisp roties



Initial situation

Smt. Shyamala Yallaraddy Karuru aged 43 is resident of Binkadakatti village in Gadag block which is 8 kms away from K.H.Patil Krishi Vigyan Kendra, Hulkoti. She is SSLC passed and looking after SHGs organized by KSRLPS under NRLM for the last 7 years. The income of the family got from both works was not sufficient to meet the livelihood needs of the family as her son is a handicapped. Meanwhile, during her free time she used to prepare ethnic sweets and marketing through exhibitions and local consumers. She visited KVK for attending training organized by ICAR- K.H.Patil Krishi Vigyan Kendra, Hulkoti under National Rural Livelihood Mission.

The quest

Smt. Shyamala in her 2 acres land used to cultivate red chilli. She showed interest in marketing of chilli products rather than selling dried red chillies. By seeing the interest, KVK selected her as entrepreneur for the Entrepreneurship Development Programme for the year 2021-22. Accordingly she attended 3 days training at KVK during January, 2022 on preparation of chilli value added products, packing, labeling, licensing and marketing. KVK facilitated her in FSSAI Registration, packaging materials, designing of labels and marketing. The products were neatly packed in standup pouches with attractive labels.

Enterprise unit

She started marketing the chilli products through KVK sales outlet, local shops, off shoot marketing, exhibition etc., Apart from chilli products, she purchased small flour mill and pre-



pares turmeric powder and other products. Thus she could add additional income of Rs.40,000 to Rs.50,000 per month to her family to meet the livelihood needs of the family. Her daughter and her husband also support in production, packing and marketing of chilli products. She gives credit to KVK for the technical support and hand holding by KVK Scientist in her entrepreneurship journey

*Production/year : 4 to 6 qtls
 Turnover/year: Rs. 8-10 lakhs*



The inspirational journey of farm woman

Name : Smt. Sudha Mallappa Bevinmarad
Age : 45
Education : Pre-university level
Postal address & Contact details: At & Post: Asundi Taluk & Dist.: Gadag Karnataka State Mobile No.: 9743405695
Enterprise : Integrated Farming System and Natural Farming
Awards : Received various awards from UAS, Dharwad, KSDA, Gadag, MGRDPR University, Gadag and ICAR-KVK, Hulkoti.



Background/Situation Analysis:

Smt. Sudha Mallappa Bevinmarad's story is a powerful example of determination, innovation, and the impact of knowledge in overcoming adversity. Belonging to the Scheduled Tribe (ST) community, she began her journey in agriculture and allied activities while facing multiple challenges, including managing her farm and supporting the education of her three children, who are currently pursuing B.Tech, ITI, and Nursing courses. Initially, she cultivated maize, groundnut, and cotton on her five acres of dryland using traditional practices inherited over generations. Heavy dependence on erratic rainfall, low soil moisture, and lack of assured irrigation led to low productivity and unstable yields, resulting in insufficient income to sustain her family. Along with these constraints, she faced limited access to modern technologies, institutional credit, quality inputs, and reliable markets, while social and gender-related barriers restricted her exposure to advanced agricultural knowledge and decision-making, making farming a continuous struggle.

Catalysts of Change:

Smt. Sudha's farming transformation was driven by systematic planning, institutional support, and timely training. Her association with KVK in 2020-21,

including a three-day program on Integrated Farming Systems, enhanced her skills in horticultural crop production, drip irrigation, and seed technologies. Continuous technical guidance, along with government support through the Ganga Kalyana Yojana for borewell irrigation, enabled her to adopt scientific practices, diversify into high-value crops, and strengthen the sustainability and profitability of her farm.

Pathway to Progress

Probing with smile – Onion Seed Production
 Nutritional security by growing vegetables

Sudha's agricultural journey highlights innovation, diversification, and sustainability with strong support from KVK. She transformed her farm by planting fruit trees like coconut, guava, and tamarind, and by establishing a Nutri garden that provides chemical-free vegetables and reduces household expenses. By adopting organic practices, she improved soil health and reduced dependence on external inputs. With KVK training in dairy farming and access to green fodder slips, she developed a sustainable livestock unit with two HF cows, two Desi cows, and bullocks, supplying 10-12 litres of milk daily to KMF. She further increased income by cultivating high-value crops including G-9 banana, onion for bulb and seed, Guntur green chilli, ridge gourd, and chrysanthemum, creating an integrated and profitable farming system. Her diversified enterprises together generate a net annual income of Rs. 10-12 lakhs, substantially improving her household's economic security.



Women's participation in various activities over the past five years

(Figures in numbers)

Sl. No.	Name of the activity/ training	2021-22		2022-23		2023-24		2024-25		2025-26		Total	
		programmes	participants	programmes	participants	programmes	participants	programmes	participants	programmes	participants	programmes	participants
1	Awareness programmes	2	149	9	266	29	570	24	347	35	482	99	1814
2	Drudgery Reduction	2	75	4	113	11	282	10	50	2	42	29	562
3	Enterprises	1	5	4	123	4	52	4	53	3	120	16	353
4	Farming system	0	0	0	0	2	62	13	294	13	245	28	601
5	Health and nutrition	2	46	8	221	27	781	8	135	8	335	53	1518
6	Nutri garden	8	218	24	842	13	295	5	68	14	245	64	1668
7	Storage Technique	1	20	4	61	2	72	4	35	3	37	14	225
8	Value addition	5	249	3	173	3	108	8	206	5	112	24	848
9	Women Empowerment	3	72	9	464	8	272	5	165	7	178	32	1151
10	Extension Activities (Melas, Exhibitions, Competitions, Field days etc.)	596	2045	484	13104	425	15062	398	10383	391	9050	2294	49644
Total												2653	58384

ICAR-KVK Hassan

"Turning Challenges into Opportunities: The Inspiring Journey of Smt. Kavitha"

Profile (in brief):

Name: Kavitha

Age: 46 years

Education: SSLC

Address: Bantarathalalu Village, Holenarsipura taluk, Hassan district, Karnataka.

Mobile: +91-9900896251

Enterprises: Farming and Value addition

shifting from conventional farming to a value-added enterprise, she overcame challenges through continuous learning and persistence.

Catalysts of Change:

During the COVID-19 period (2019-20), she joined training programs on value addition through a WhatsApp group. With support from KVK, she gained skills in processing cereals, millets, pulses, and vegetables, combining scientific and traditional knowledge.

Pathway to Progress:

She launched her brand "Akshaya Siri Homemade Products" after obtaining an FSSAI license. Her products include millet-based snacks, powders, pickles, and traditional foods, which gained popularity in food exhibitions due to quality and branding.

Productivity & Income:

- Monthly income: 38,900
- Annual turnover: 4,66,800
- Annual production: 1.6 tons
- Provided employment to 3 women

Awards & Recognition:

She received multiple awards, including State and District Best Farm Woman Awards, SBI Successful Woman Farmer Award, and ATMA Best Farmer Awards.

Impact:

Kavitha has inspired many women farmers and empowered them through employment, skill development, and financial independence, creating a strong community impact.

Background / Situation Analysis:

Smt. Kavitha, from a rural background, had a strong interest in farming but lacked resources and technical knowledge. By

ICAR-KVK Haveri

Bhoomika Chawki Silkworm Rearing Centre: A Dynamic Women Entrepreneur from Northern Karnataka

Sericulture is an ancient and essential agro-based industry focused on the cultivation of silkworms. This traditional practice is a complex multidisciplinary process that includes the cultivation of mulberry, the rearing of silkworms and the processing of cocoons into valuable fiber. Smt. Sujatha Nagaraj Minajage, a woman entrepreneur, holds a BA degree and hails from Ranebennur in the Haveri district of Kar-

nataka. Her husband, a textile engineer with a stable job in Bangalore, chose to leave his position to engage in social service, educating farmers about sericulture. In 2012, he established a Bhoomika Chawki Rearing Center (CRC) in Ranebennur with the support of his wife. Their venture was successful, leading them to supply chawki silkworms on a commercial scale. However, during the COVID-19 pandemic, Sujatha faced significant challenges after losing her husband. Despite the difficulties, she was determined to fulfill her husband's dream. Sujatha took charge of the Bhoomika CRC and drawing on her five years of experience has successfully managed Bhoomika CRC. She provides all necessary inputs for sericulture farming and is only one women in northern Karnataka to operate a CRC. On average she conducts two batches monthly, totaling 24 batches per year, with each

batch raising 10,000 DFLs (Disease free Layings). She cultivates mulberry on 11 acres of land utilizing high-quality, high-yielding mulberry variety V-1. She has installed CRC unit with latest equipment's such as humidifiers, heaters, leaf chapping machines and egg incubation chamber advanced rearing technologies for rearing young silkworms. Additionally, she offers two essential sericulture inputs under her brand, Bhoomika, which are lime and Kraft paper. Her average annual turnover is Rs. 50,00,000/- with a monthly income ranging from 3.5 to 4 lakh. She became a successful entrepreneur by embracing innovative concepts and modern techniques. Additionally, she provides support and guidance to sericulture farmers. As a result, the income and living stan-



dards of the farmers in the Northern Karnataka have been significantly improved.

ICAR-KVK Idukki

Empowering Woman Farmers: Women-Centric Interventions of ICAR-KVK Idukki (2021-2025)

Women constitute a significant and dynamic workforce in agriculture and allied sectors in the high-range ecosystem of Idukki district. Recognizing the critical role of women in ensuring farm productivity, household nutrition and livelihood security, ICAR-Krishi Vigyan Kendra (KVK), Idukki has accorded high priority to women-centric extension, training and demonstration programmes during the last five years (2021-2025). Through a systematic approach involving capacity building, technology assessment and refinement, frontline demonstrations, livelihood interventions and nutrition-oriented programmes, KVK Idukki has empowered farm women, tribal women and women belonging to SC/ST categories, thereby contributing to inclusive and sustainable agricultural development in the district.

Women Strength of ICAR-KVK Idukki

ICAR-Krishi Vigyan Kendra (KVK), Idukki showcases a strong example of gender inclusiveness in its organizational structure, with women forming a significant majority of the workforce. Out of a total of 14 staff members, 8 are women, accounting for nearly 57% of the total staff strength. This strong representation highlights the critical role played by women professionals in planning, execution and monitoring of KVK activities.

The women professionals of KVK Idukki contribute across diverse technical, extension, administrative and support functions. The women staff members include Ms. Manju Jincy Varghese, Subject Matter Specialist (Soil Science); Ms. Ashiba A., Subject Matter Specialist (Agronomy); Ms. Preethu K. Paul, Subject Matter Specialist (Agricultural Extension); Dr. Geethu M., Subject Matter Specialist (Horticulture); Ms. Rachel Skariakutty, Programme Assistant (Lab Technician); Ms. Priya Philip, Programme Assistant (Farm Manager); Ms. Daisy Daniel, Clerk; and Ms. Dhanya George, Skilled Supporting Staff.

The strong presence of women staff has significantly strengthened the ability of KVK Idukki to design and implement women-centric extension programmes, particularly in areas such as nutrition security, mushroom cultivation, homestead farming, value addition, Tribal Sub Plan (TSP) and Scheduled Caste Sub Plan (SCSP) interventions. Their technical expertise, leadership and field-level engagement have enabled effective outreach to farm women, tribal women and women Self Help Groups, fostering higher participation, trust and technology adoption. The women strength of ICAR-KVK Idukki stands as a testimony to the institution's commitment to inclusive agricultural development, where women function not only as beneficiaries but also as key professionals and drivers of extension, innovation and rural transformation in the high ranges of Idukki district.

Major Women-Oriented Interventions Implemented by KVK Idukki

During the reporting period, KVK Idukki implemented a wide spectrum of extension and technology dissemination programmes, either exclusively for women farmers or with substantial women participation,





covering agriculture, horticulture, fisheries, nutrition and allied sectors.

1. Capacity Building and Skill Development Programmes

During the last 5 years from



2021 to 2025, KVK Idukki organized more than 524 women-focused training programmes through on-campus and off-campus modes. These programmes were designed to enhance technical competence, entrepreneurship and self-employment opportunities among farm women.

Key thematic areas included:

- Mushroom cultivation (oyster, milky and button mushrooms)
- Value addition and processing of millets, fruits and vegetables
- Nutri-garden establishment and homestead farming systems
- Backyard poultry, duckery and small livestock management
- Vermicomposting and organic input production
- Post-harvest management and food processing

Coverage:

- Over 6165 women farmers trained during the five-year period
- Special focus on tribal women and women SHGs

- Hands-on practical sessions, demonstrations and exposure visits were integral components to enhance technology adoption.

2. Front Line Demonstrations (FLD) and On-Farm Trials (OFT)

KVK Idukki ensured active and meaningful participation of women farmers in FLD and OFT programmes aimed at validating and demonstrating improved technologies under field conditions. During the last 5 years from 2021 to 2025, KVK Idukki organized more than 11 OFT programmes with 36 Farmer beneficiaries and 51 FLD Programmes with 168 farmer beneficiaries of different Villages in Idukki District.

Major focus areas:

- Millets and traditional crops
- Mushroom production technologies
- Vegetable cultivation under open and protected conditions
- Nutri-smart and climate-resilient cropping systems

Key Achievements:

- Women constituted 35–40% of total FLD beneficiaries
- Women Self Help Groups (SHGs) were encouraged to participate as collective units, strengthening group-based learning and adoption.
- Demonstrations served as learning hubs for neighbouring women farmers.



3. Nutri-Garden and Nutrition Security Interventions

To address household nutrition and dietary diversity, KVK Idukki implemented special Nutri-Garden programmes targeting farm women and tribal women.

Activities included:

- Distribution of nutri-garden kits (vegetable seeds, planting materials)
- Technical guidance on year-round vegetable planning





- Awareness on nutrition-sensitive agriculture

Outcome:

- About 59 women beneficiaries established diversified nutri-gardens
- Improved availability of fresh vegetables at household level
- Reduction in household expenditure on vegetables and enhanced nutritional security of women and children.

4. Mushroom Cultivation as a Livelihood Option for Women

KVK Idukki promoted mushroom cultivation as a low-cost, space-efficient and climate-resilient enterprise suitable for women.

Interventions included:

- Skill-oriented training programmes
- Supply of quality spawn
- Continuous follow-up and advisory support

Impact:

- Several women farmers initiated small-scale commercial mushroom units
- Supplementary income generation ranging from 10,000 to 12,000 per month
- Particularly beneficial for housewives, landless women and tribal women, enabling home-based employment.

ICAR-Krishi Vigyan Kendra (KVK), Idukki implemented a women-centric extension intervention at Udumbanchola Village in Idukki district with the objective of strengthening livelihood security and nutritional well-being of farm women. The programme focused on mushroom cultivation and nutri-garden establishment, which are low-cost, sustainable and women-friendly agricultural enterprises well suited to the high-range agro-climatic conditions of the region.

A farm women group comprising 12 women farmers from Udumbanchola Village was identified and supported by Smt. Rachel Skariakutty, Programme Assis-

tant (Lab Technician), ICAR-KVK Idukki. The women were provided with systematic training, hands-on demonstrations and continuous technical guidance on scientific mushroom cultivation practices and the establishment of diversified nutri-gardens at the household level. The training on mushroom cultivation covered selection of suitable varieties, substrate preparation, spawning, crop management, hygiene practices, harvesting and basic post-harvest handling, with emphasis on low-cost production techniques using locally available materials.

In addition, the women farmers were trained in nutri-garden planning and management, including the selection of nutrient-rich vegetables, seasonal cropping patterns, inte-



grated nutrient management and plant protection practices. Nutri-garden kits containing vegetable seeds and planting materials were distributed, and the participants were guided on year-round vegetable production to meet household nutritional requirements.

As a result of the intervention, all 12 women farmers successfully established household-level mushroom units and nutri-gardens. The programme significantly enhanced their technical knowledge, practical skills and confidence to independently manage the enterprises.



The nutri-gardens ensured regular availability of fresh vegetables, leading to improved household nutrition and reduced expenditure on vegetables, while mushroom cultivation provided opportunities for supplementary income generation through local marketing of fresh produce.

The intervention contributed to improved livelihood security, increased awareness on nutrition, enhanced decision-making ability among women farmers and strengthened group cohesion. The visible success of the programme generated interest among neighbouring women farmers in Udumbanchola Village, indicating the potential for horizontal spread of the technologies promoted by KVK Idukki. Overall, the initiative highlights the effectiveness of integrated women-centric extension approaches of ICAR-KVK Idukki in promoting sustainable livelihoods and nutritional security among farm women in the high ranges of Idukki district.

5. Millet Promotion and Women-Centric Recipe Contests

In connection with the International Year of Millets, KVK Idukki undertook targeted interventions to popularize millets among farm women.

Key activities:

- Millet processing and value-addition trainings
- Millet recipe contests exclusively for women farmers
- Nutrition awareness sessions highlighting health benefits of millets

Outcome:

- Enhanced awareness and acceptance of millets in daily diets
- Winning recipes were documented, standardized and disseminated through extension literature and newsletters.



6. Women-Focused Interventions under TSP and SCSP Schemes

Under Tribal Sub Plan (TSP) and Scheduled Caste Sub Plan (SCSP), KVK Idukki implemented inclusive, women-oriented programmes.

Major interventions:

- Livelihood support through mushroom units, backyard poultry and nutri-gardens
- Distribution of critical agricultural inputs, kits and tools
- Capacity building in remote tribal hamlets

Coverage:

- Nearly 40% of TSP and SCSP beneficiaries were women
- Priority accorded to tribal women from geographically isolated areas, ensuring equitable access to technologies.

KVK Idukki Supports ST Women Farmers in Establishing Paper Bag Making Unit

A Scheduled Tribe (ST) women farmers' group consisting of 10 members was supported by Smt. Rachel Skariakutty, Programme Assistant (Lab Technician), ICAR-KVK Idukki, through capacity building and handholding in paper bag making. With technical guidance and continuous support from KVK Idukki, the women farmers successfully established a paper bag making unit, creating a sustainable and eco-friendly income-generating enterprise. The initiative contributed to women entrepreneurship development, self-employment generation and promotion of environmentally sustainable alternatives, while strengthening livelihood security among SC women farmers.

7. International Women's Day Celebrations/ Mahila Kisan Diwas Celebrations

KVK Idukki celebrated International Women's Day and Mahila Kisan Diwas annually to recognize the role of women in agriculture.

Programme components:

- Technical sessions by subject matter specialists
- Experience sharing by successful women farmers
- Felicitation of progressive women achievers

These celebrations enhanced motivation, confidence and leadership qualities among women farmers and strengthened their association with KVK activities.

8. Extension, Advisory and Outreach Activities

During the last 5 years from 2021 to 2025, KVK Idukki organized more than 12729 women-focused different Extension, Advisory and Outreach Activities through on-campus and off-campus modes with a participants of more than 30070. Women farmers actively participated in various extension initiatives organized by KVK Idukki, including:

- Farmer-Scientist Interactions
- Field days, exhibitions and Kisan Melas
- Awareness programmes on climate-resilient agriculture, nutrition and sustainable practices
- Use of ICT tools, group approaches and SHG networks to ensure wider outreach among women.

9. Participation in KAU Women Conclave and Product Exhibition

Under the leadership of Smt. Rachel Skariakutty, Programme Assistant (Lab Technician), ICAR-KVK Idukki, a team of seven women farmers was mobilized to participate in the Women Conclave organized at Kerala Agricultural University (KAU), Thrissur, during 2024. The exposure visit was facilitated by KVK Idukki as part of its women empowerment and capacity building initiatives.

The women farmers actively participated in the conclave and showcased their value-added agricultural products through an exhibition stall, highlighting the outcomes of various trainings and interventions carried out by KVK Idukki. The participation provided the women farmers with valuable exposure to emerging technologies, market trends and networking opportunities with scientists, entrepreneurs and fellow women achievers.

This initiative strengthened the confidence and entrepreneurial skills of the participating women farmers and reinforced the role of KVK Idukki in promoting women-led agripreneurship and value addition through institutional linkages and experiential learning.

Successful Women Farmers and Role Models

Several women farmers supported by KVK Idukki emerged as role models in:

- Mushroom-based enterprises
- Millet value addition and processing
- Integrated homestead farming systems

Their success stories were systematically documented and disseminated through trainings, field days and newsletters to inspire wider adoption.

Women Farmers from Idukki Honored with Best Women Farmer Award at ICAR-IIHR, Bengaluru

As significant achievements during the reporting pe-

riod, ICAR-KVK Idukki facilitated the recognition of progressive women farmers who demonstrated excellence in adopting scientific technologies and developing successful farm-based enterprises.

Smt. Manju Valiyathovala, a progressive woman farmer from Idukki district, was awarded the "Best Woman Farmer" by ICAR-Indian Institute of Horticultural Research (IIHR), Bengaluru, in recognition of her out-



standing contributions to horticultural farming, adoption of scientific practices and successful on-farm innovations. She has been an active participant in various capacity building programmes, Front Line Demonstrations and extension activities organized by ICAR-KVK Idukki. Continuous technical backstopping and scientific interventions facilitated by KVK Idukki enabled her to enhance productivity, optimize resource utilization and adopt value addition, resulting in improved farm income. Her farm presently serves as a model learning site for women farmers and Self Help Groups (SHGs) in the district.

Also Smt Manju, due to of severe Giant African snail infestation in her organic farm and nursery under the humid agroecosystems of Idukki, causing significant crop losses she became an innovator of **SnailX**, an effective organic snail killer has become a role model for farm-



ers in Idukki and across Kerala. Her innovation has inspired farmers to experiment with indigenous knowledge and organic solutions, reducing reliance on chemical molluscicides, minimizing crop losses, and improving productivity.

In addition, Mrs. Sujatha Vijayan of Rajakkad Village, Idukki district, a successful woman entrepreneur cultivating ICAR-IIHR recommended mushroom varieties, was felicitated as the "Best Woman Farmer" for her exemplary achievements in mushroom cultivation and enterprise development. Through systematic training, quality spawn support and continuous advisory services provided by ICAR-KVK Idukki, she successfully adopted improved mushroom production technologies and established a sustainable income-generating enterprise. Her initiative stands as a model for women-led agri-preneurship in the high ranges of Idukki.

The recognition of these women achievers highlights the effectiveness of KVK Idukki's women-centric extension and entrepreneurship development strategies and underscores the immense potential of farm women to emerge as leaders and innovators in agriculture when provided with timely technical support, institutional guidance and market-oriented interventions.

Output and Outcomes

- Enhanced technical knowledge and skill levels among women farmers
- Increased participation of women in scientific and sustainable farming practices
- Wider adoption of income-generating enterprises such as mushroom cultivation and value addition
- Improved household nutrition through nutri-gardens and millet consumption
- Supplementary income gen-



eration and improved livelihood security

- Strengthened role of women in farm-level decision making and resource management
- Women beneficiaries reported additional annual income of ₹ 20,000–₹ 60,000 through allied and value-added activities promoted by KVK Idukki.
- Improved self-confidence and leadership among women farmers
- Strengthened cohesion and collective action among women SHGs

Horizontal Spread

- Technologies disseminated by trained women farmers spread to neighbouring households and villages, enhancing community-level adoption.
- KVK interventions facilitated self-employment and home-based livelihood opportunities for rural and tribal women.

Budget Utilization

Funds received under KVK extension activities, FLD/OFT, TSP and SCSP programmes were utilized judiciously with a focus on maximizing outreach and impact among women beneficiaries. Overall on an average 55 % of the total funds were utilized for the benefit of women farmers.

Major expenditure components included:

- Organization of trainings and capacity building programmes
- Distribution of critical inputs, kits and planting materials
- Establishment of demonstrations and trials
- Preparation of extension literature and awareness materials
- Efficient utilization of funds ensured optimal coverage, quality implementation and measurable outcomes.

Over the last five years, ICAR-KVK Idukki has made sustained and systematic efforts to empower women farmers through technology transfer, skill development, livelihood enhancement and nutrition-sensitive interventions. These initiatives have significantly contributed to the economic upliftment, nutritional security and social empowerment of women in Idukki district. KVK Idukki remains firmly committed to strengthening women-led agricultural development in the years ahead.

ICAR-KVK Kalaburagi-I

PROGRESSIVE FARM WOMEN SUCCESS STORIES

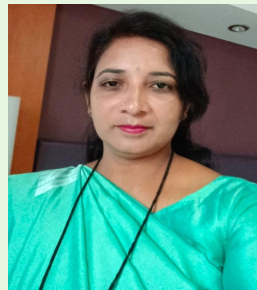
1. **Title of the success story :**

A Successful Farm Woman Entrepreneur through pickle production

2. **Thematic area:** Entrepreneur

3. **Name and complete address with number and passport-size photograph :**

Smt. Sangeetha w/o Sri. Basavaraj Hiregoudar, Nandur (K), Tq. & Dist. Kalaburagi. Cell number: 6361188024.



4. **Introduction highlighting her family background educational qualification, and previous activities/ professions:**

Smt. Sangeetha, wife of Sri, Basavaraj Hiregoudar, completed matriculation, is an innovative farmwoman lives in Nandur (K) village in Kalaburagi District, Karnataka state. She was motivated for scientific methods followed in food processing and value addition with her husband. She has 06 acres of irrigated land and mainly grows redgram, banana, watermelon, vegetables, and flowers during *kharif* and sorghum, chickpea in *rabi* season.

5. **Resources possessed (land, irrigation source, animals/birds, machinery, etc) / socio-economic profile :).**

She has 06 acres of fertile land with irrigation by open well and bore well and venturi & tractor, rotovator and pickle, jam, jelly making machines.

6. **Sources of motivation to adopt present occupation and training received:**

Her capacity was built through skill training, demonstration, exposure visit, literature support, etc. by ICAR-Krishi Vigyan Kendra, Kalaburagi-I in the field of Entrepreneur especially value added lime and mango products and closely linked with Post harvest technology Engineering department, UAS, Raichur and Department of Agriculture, 3 days Diploma in food processing and value addition, Drone Pilot Driving Training (Drone Deedi), DAESI training by MANAGE.

7. **Technology and innovation adopted (stepwise description of the technology/innovation/ technique adopted):**

Adopting modern agricultural practices, value addition, post harvest technologies, food processing and value addition technologies etc.,

8. **Achievement/Results (Products and quantity produced/sold, tabular presentation of income and Expenditure for 2-3 years, marketing avenues, etc.):**

She was taken training on various aspects related

to agriculture and allied activities especially post harvest value addition of mango, lime, spicy products etc.

Shree Adarsh: Shree Adarsh Homemade products include pickles, jams, jellies, hindi and spices made and sold at home. A vegetable grown in his own farm. They are making pickles using lemons and mangoes and are getting high income at low cost. With her inspiration, other women have also taken up a side job during their free time and are financially self-sufficient as well as providing employment opportunities to others. They are expanding their business by getting flour mill, savory machine, machinery for making jam, jelly, dapati, kodabale, spices etc. with the help of agriculture department.

9. **Contributing factors for the success of the enterprise (family support, support, govt, support, support from technical experts, marketing avenues, etc.):**

He participates as a resource person in agriculture related programs and provides necessary information to many farmers who visit his farm, especially women farmers and attracts them to the agricultural industry. Every year about



400-500 farmers, especially women farmers, visit his field and get information. They are earning a net

Central Government's important 'Women Entrepreneurs-2023' in Kerala as a representative of Kalaburagi district and inspired the women of the entire district to do significant work in the agricultural industry.

10. Award/Recognitions received:

- 'Vijaya Karnataka Super Star farm Women' Award-2020-21 from Karnataka State Department of Agriculture, Kalaburagi dist.
- 'Krishi Ratna Award-2022-23' from District. Krishik Samaj, Kalaburagi.
- Recently participated in Central Government's flagship 'Women Entrepreneur-2023' programme in Kerala as representative of Kalaburagi district.

11. Importance for the farmers (Influence /Impact on the farming

Community/consumers/customers, names of villages covered by the enterprise): With the help of her husband's unrelenting efforts and the constant guidance of the ICAR-Krishi Vigyan Kendra, Kalaburagi-I, Smt. San-geetha is making her own mark by engaging in agriculture and pickling business to earn more income and has inspired other women to start small businesses in this area.

income of around 8-10 lakh rupees annually from their agriculture and industry. As a result of all this, she recently participated in the

ICAR-KVK Kalaburagi-II

Kumari Amulya: A Young Woman Farmer and Role Model for Emerging Women Entrepreneurs

Kumari Amulya, daughter of Shri Ashok Patil, is a 29-year-old young woman who has emerged as a powerful role model for women and youth in agriculture. A foreign-retained graduate, she resides in Kurkunda village Kukkunda of Sedam taluka, Kalaburagi district, and has successfully transformed herself into a progressive farmer and entrepreneur.

She completed her PUC at Jain College and earned her graduation degree in Biotechnology from Dayanand Sagar Engineering College, Bengaluru. With a strong academic foundation, she pursued a Master's degree in Food Business and Innovation from the University College of Cork, Ireland. After returning from abroad, instead of

choosing a conventional corporate career, she turned towards agriculture on her ancestral land, driven by a passion to contribute to sustainable farming. Her family owns a total of 17 acres of land, of which 8-10 acres were highly infertile. To restore soil health, she scientifically adopted green manure crops such as Subabul, Dhaincha, and Sesbania, along with the preparation and use of vermicompost and farmyard manure (FYM). She also maintains two indigenous (desi) cows, from which she prepares organic formulations like Gokruparamruta, Jeevamruta, Panchagavya, Beejamruta, Agni Astra, and Brahmastra. These inputs are effectively used for seed treatment, nutrient management, and pest and disease control across various crops.

To enhance sustainability, she planted agro forestry species such as Mahogany, Silver Oak, and Teak along field bunds, which helped in soil fertility improvement and erosion control. In addition to crop farming, she is actively involved in the dairy business, maintaining 17



buffaloes and 2 desi cows. She produces 80–100 liters of milk per day, which is supplied to KMF, while dung and urine are efficiently recycled on the farm through slurry and improved FYM.

Her cropping pattern includes Tur, Green gram, and Black gram during Kharif, and Wheat, Rabi Jowar, and Chickpea during Rabi, along with 6 acres of Sugarcane. She follows scientific guidance and modern technologies provided by ICAR–KVK Raddewadgi (Kalaburagi-II) at every stage of cultivation. By adopting recent technologies, integrated crop management practices and organic farming, Kumari Amulya earns an impressive 12–14 lakhs per annum. Her journey stands as a shining example of how education, innovation, and dedication can empower young women to succeed in agriculture and inspire future generations.



KVK TIMES

ICAR-KVK Kannur

Promoting Women Farmer Empowerment and Livelihood Security through KVK Kannur

The Krishi Vigyan Kendra (KVK) Kannur acts as a vital bridge between education, research, and the extension system, effectively transferring scientific knowledge and innovative technologies to the farming community. The institution plays a significant role in empowering women farmers through a holistic approach that integrates improved farming practices, natural farming methods, value addition, and direct marketing strategies.

With a special focus on women empowerment, KVK Kannur provides need-based training, skill development programmes, and on-field demonstrations that enable women farmers to adopt sustainable and eco-friendly agricultural practices. Many women farmers in Kannur district have dynamically embraced natural farming techniques after undergoing training at KVK.

One inspiring example is Ms. Bindu P from Kuthuparamba block, who has successfully adopted natural farming practices. After receiving training from KVK Kannur, she began preparing her own bio-inputs such as Jeevamruth, Beejamruth, and Agniasthra, reducing dependency on chemical inputs. By producing shelf-made bio-input products and implementing sustainable cultivation practices, she has improved soil health while reducing cultivation costs.

Similarly, Ms. Sujatha from Kutiatattor block has taken up vegetable cultivation, including amaranthus, through natural farming methods. She directly markets her produce to consumers, eliminating middlemen and securing better prices. Compared to conventional inorganic farming, she now earns higher income due to reduced input costs and premium pricing for naturally grown produce. To minimize expenses, she prepares bio-inputs like Jeevamruth, Beejamruth, and Agniasthra for

pest and disease management. Additionally, she generates extra income through organic value-added products, further strengthening her livelihood security.

Through such interventions, KVK Kannur not only promotes sustainable agriculture but also enhances the socio-economic status of women farmers. By integrating scientific knowledge with grassroots-level application, it ensures that women farmers become self-reliant entrepreneurs, contributing significantly to sustainable agricultural development and rural



ICAR-KVK Kasargod

Empowering Women in Agriculture and Allied activities through technology transfer by ICAR-KVK ,Kasargod

KVK Kasargod has been instrumental in conducting various programmes in Agriculture and allied sectors especially value addition to empower women

awareness on the role of its use and its significance to health and also to achieve economic as well as Nutritional security.

Entrepreneur Development Programme on Millets

In context to the declaration of International Year of Millets during 2023 several training programmes, FLD's, EDP's, Demonstrations was conducted to promote use of millets amongst all vulnerable groups and upscale the nutritional status of the community. Technologies on millets from UAS, Dharwad, UAS, Bengaluru, NIN, Hyderabad, CMRI, Hyderabad were popularized among women's group. Around 40 trainings have been conducted under value addition of millets. As a successful outcome around 10 women Entrepreneurs are successfully marketing as many as more than 20 millet value added products through the intervention of KVK with brand names "ZOORA s Foods", RaMo Food Products, Pulary Food Products, SAAS Millet Unit, AVK's Products, Jack Tales, Hitahara Food Products, BJJA Products etc. The entrepreneurs are successfully marketing their products through online sources as well as participation in various events within the district and



KVK TIMES

and encourage women participation in the programmes conducted. The areas include vermicomposting, Nutri gardening activities, apiary, jasmine cultivation, mushroom cultivation, natural farming, value addition of local produces and millets etc. During the period 2020-25 a total of 2880 No. of women have participated in trainings conducted and 3665 No. under various extension activities.

Nutri Garden

To promote safe food production and upscale Nutrition status of the community @ 25 Households per year around 125 Households have been reached (2020-25) benefitting around 75 SC households in particular. Inputs such as quality seeds from research institutes, biostimulants, Neem, Lime and garden tools have been provided to encourage production of organic fruits and vegetables free from pesticide residues for creating

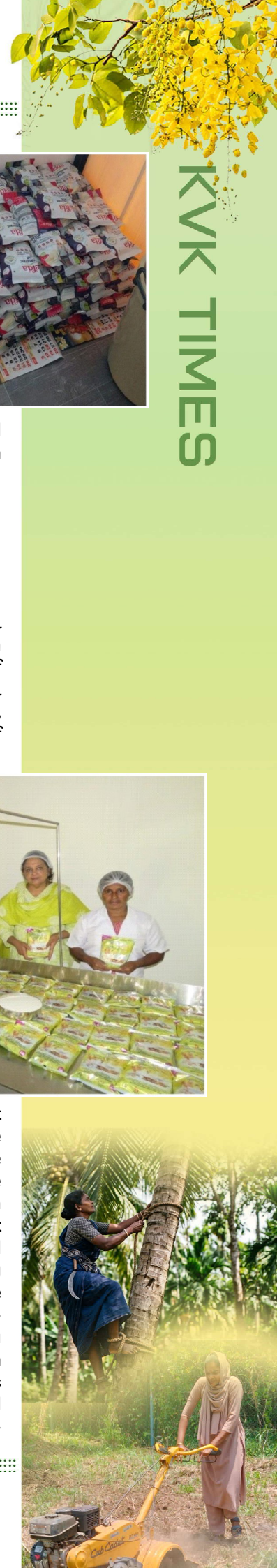


outside conducted in co ordination with line departments.

Women's Role in improving soil health

Under the activities of Swachatha Pakawada women have ventured into vermicomposting with technology of CPCRI. Also under the SCSP programmes conducted recycling of Kitchen and farm waste to compost using microbial consortium have been demonstrated. Inputs like bio bins and biodecomposer is distributed under SCSP activity and awareness regarding recycling of waste to improve soil health is propagated through training and demonstration. Also more than 30 programmes on Natural farming is conducted and use of Biostimulants like Jeevamrutha,





Beejamruth, fish amino acid, panchagavya and biopesticides like Agniastam is demonstrated to minimize the use of chemical fertilizers and pesticides especially in Nutri Gardening.

Elda Project: An Integrated approach to Elderly Nutrition and Women's Livelihoods

India's elderly population faces increasing challenges due to age related physiological changes, shifting socio economic conditions. In this context KVK Kasaragod developed elderly friendly food related technologies that are nutritious, affordable and convenient, tailored to the reduced energy and specific nutritional requirements of the old aged. The Elda project operationalized these technologies through two pre cooked, easy to digest products i.e Concentrated Elda powder and the traditional Elda Kanjikkoottu formulated using locally available millets, cereals, pulses, oilseeds, dehydrated vegetables, fruits and herbs. The project was implemented by the Kudumbashree Mission, Kasaragod which served as the central engine of the project by establishing and overseeing five dedicated woman run production units across various CDS's transforming local workers into skilled producers and strengthening women's economic autonomy. The technologies were transferred through structured training and demonstrations and the products were packed and distributed free of cost to senior citizens. This closed loop model integrated scientific expertise, strong local governance and women led grassroots production, ensuring improved nutritional security for the elderly while providing stable, risk free livelihoods for women



and offers a scalable and sustainable model for nutrition -sensitive social enterprises.

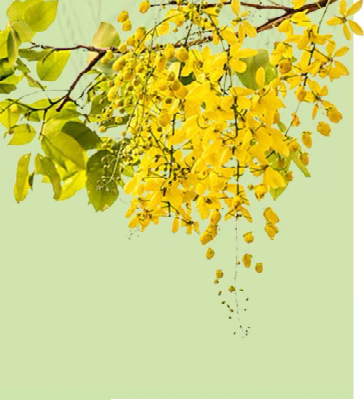
Creating Self Employment for women through Production of Amrutham Nutrimix (Supplementary Food)

To address the dual challenge of malnutrition among children and lack of livelihood opportunities for rural women ICAR- KVK, CPCRI, Kasaragod initiated a series of



strategic interventions that eventually evolved into the successful enterprise Amrutham Nutrimix. The process began with ON Farm testing of different supplementary food formulations among Anganwadi children under the ICDS project. A refined pre-cooked blend of wheat, soya chunks, groundnut, bengalgram and jaggery was identified as nutritious, palatable and convenient ingredients for pre-





school children. Based on this success Front line Demonstrations were conducted in selected Panchayath to showcase optimal methods pre



processing and post processing methods. This was supported further by training programmes, group meetings, field days and

nutrition awareness campaigns and exhibitions to popularize the product and empower women with production and marketing skills .SHG's were further trained to diversify Nutrimix into value added products such as laddo and burfi ,steam cakes and upma creating additional avenues of income. The technology gained momentum when Kudumbashree the state wide womens SHG network partnered with KVK to upscale the initiative designating the Keerthi Nutrimix Unit at Bedadka as a Master training Centre to impart production and quality assurance skills to women from across Kerala. The collaborative approach ensured that Nutrimix reached even the remotest anganwadis while simultaneously transforming rural women into entrepreneurs enabling them to earn a stable income and achieve greater participation in household decisions thereby contributing to gender equality and social upliftment within families and communities.

The Amrutham Nutri mix initiative has got a significant impact on nutritional status of children and the technology has also upscaled the lives of women.Around 241 Nutri mix units now employ 1584 women . With an annual production of 18,000 MT benefitting over 5.5 lakh children, the programme has not only addressed malnutrition but also strengthened womens economic independence and family status.

ICAR-KVK Kodagu

KVK-Led Technology Transfer Empowering a Women Agri-Entrepreneur

Women-led agri-entrepreneurship supported by institutional handholding plays a vital role in strengthening sustainable agri-food systems and rural livelihoods. Mrs. Rashmi Bhanuprakash, a graduate and homemaker with an agricultural background who aspired to establish a unique agri-based enterprise promoting self-reliance employment generation and sustainable income enhancement for farmers. Inspired by the national vision of Atmanirbhar Bharat her journey reflects a strong commitment to inclusive rural development enabled through continuous technical and entrepreneurial support from Krishi Vigyan Kendra (KVK) Kodagu.



Her interaction with KVK in 2018 and participation in skill training programmes on mushroom cultivation and horticulture nursery production motivated her to take up enterprise-based agriculture to address the growing needs of the farming community. Through systematic capacity building technical guidance and incubation support she was provided an opportunity to work at KVK as an incubatee under the Business Planning and Development (BPD) programme of ICAR-Indian Institute of Horticultural Research (IIHR) for oyster mushroom spawn production. Subsequently she





diversified into oyster mushroom cultivation ready-to-fruit mushroom bags value addition and marketing. She also ventured into licensed nursery production of improved avocado varieties Arka Supreme and Arka Coorg Ravi developed by ICAR-IIHR and established an agri-input retail outlet to serve the farming community.

She began mushroom cultivation with just 10 bags at an initial investment of ₹ 300 and gradually scaled up production to 900 bags per month. Currently she markets 5–10 kg of fresh oyster mushrooms per day sells 40–50 ready-to-fruit bags and produces value-added products including mushroom rasam powder pickles dry mushrooms kashaya powder and chutney powder. The enterprise has generated employment for three rural

programmes training around 1150 farm women and was selected for the RKVY-RAFTAAR Startup Agri-Business Incubation Programme (SAIP) in 2023. In 2024 she established an agri-input retail shop and in 2025 expanded licensed planting material production. She now owns a registered enterprise “Spice & Beans” marketing



women and provides an annual income of approximately ₹ 4.38 lakh from mushroom-based activities. She has served as a resource person in more than 25 KVK training

mushroom and spice products under the brand “Coorg Mushroom” with FSSAI registration. The enterprise achieved a turnover of ₹ 13.5 lakh during the financial year 2025–26.



ICAR-KVK Kolar

Name of Farmer

Beejamate Smt. Papamma

Six Decades of Seed Conservation, Biodiversity Stewardship, and Women-Led Agricultural Resilience

*By Dr. Shivanand Hongal
Senior Scientist & Head*



ICAR-Krishi Vigyan Kendra, Kolar

In Kuruburahalli village of Mulabagalu taluk, Kolar district, lives a woman whose quiet dedication has safeguarded the genetic wealth of agriculture for over sixty years. Revered as Beejamate — the Mother of Seeds — Smt. Papamma has devoted her life to conserving indigenous crop varieties and sustaining traditional knowledge systems that are increasingly rare in modern agriculture.

Her journey is not defined by awards alone, but by decades of consistent, patient, and field-based conservation.

A Living Repository of Indigenous Seeds

For nearly six decades, Papamma has conserved and regenerated desi seeds of more than 50 traditional crops. Her farm functions as a living seed bank — where conservation is not confined to storage, but practiced through continuous cultivation and careful regeneration.

The diversity she maintains includes:

- Indigenous paddy varieties
- Nutri-rich millets
- Traditional pulses and oil-seeds
- Native vegetable varieties
- Green manure crops

Each season, seeds are selected from healthy plants, dried scientifically using traditional wisdom, and stored for the next

cycle. Through this dynamic process, varietal purity and adaptability are maintained.

60 Years of Conservation

- Ø 50+ traditional crops conserved
 - Ø Indigenous seed selection & regeneration
 - Ø Chemical-free storage practices
 - Ø Continuous on-farm biodiversity maintenance
- Indigenous Storage: Science Rooted in Tradition

Papamma's expertise extends beyond cultivation. She has perfected traditional seed preservation techniques using locally available materials. Seeds are cleaned, sun-dried to optimal moisture levels, and stored in structures designed to prevent pest infestation and moisture damage—without reliance on chemical protectants.

During a recent visit, the ICAR-KVK Kolar team documented:

- The list of conserved varieties
- Morphological and agronomic traits
- Traditional seed selection criteria
- Indigenous storage techniques

These practices demonstrate how low-cost, climate-resilient storage systems can ensure long-term seed viability.

"Every seed preserved is a promise to the next generation."

Women as Custodians of Genetic Heritage

Across generations, women have been central to seed selection and preservation within farming households. Yet their contributions often remain undocumented.

Papamma's work reinforces that women farmers are not only cultivators but custodians of genetic heritage. Her efforts contribute to:

- On-farm biodiversity conservation
- Nutritional security through crop diversity
- Climate resilience via locally adapted varieties
- Farmer autonomy in seed access

Her model shows how seed sovereignty begins at the household level and expands into community networks.

Location: Kuruburahalli, Mulabagalu Taluk, Kolar

Experience: 60 Years

Crops Conserved: 50+ Traditional Varieties

Recognition: Rajya Prashasthi Award

Focus Areas: Indigenous Seeds, Biodiversity, Sustainable Farming

KVK Kolar's Association and Outreach

ICAR-KVK Kolar has been closely associated with Beejamate Smt. Papamma in recognising and promoting her invaluable contribution to indigenous seed conservation.

The KVK regularly invites her to:

- District and State-level Melas
- Seed Festivals
- Agricultural Exhibitions

Awareness and Training Programmes

In these forums, Papamma showcases her conserved seed diversity and shares indigenous knowledge with farmers, students, researchers, and extension professionals.

Her participation has inspired many women farmers to initiate seed conservation efforts and strengthened farmer-to-farmer knowledge exchange across the district.

"Seed conservation is not a practice; it is a responsibility."

Towards Genome Saviour Recognition

Recognising the national importance of farmer-led conservation, ICAR-KVK Kolar is currently in the process of identifying and documenting unique cultivars conserved by Papamma for consideration under the Genome Saviour Award framework.

The documentation process includes:

- Recording distinct varietal traits
- Assessing adaptation characteristics
- Validating indigenous knowledge
- Strengthening conservation records

This initiative reflects KVK Kolar's commitment to integrating grassroots conservation with scientific validation and institutional recognition.

Lessons for Sustainable Agriculture

Papamma's life and work offer critical insights for extension systems and policy frameworks:

- Conservation must be continuous and field-based
- Indigenous seeds enhance climate resilience
- Women farmers are central to seed sovereignty
- Institutional support strengthens community conservation

- Biodiversity is the foundation of sustainable agriculture

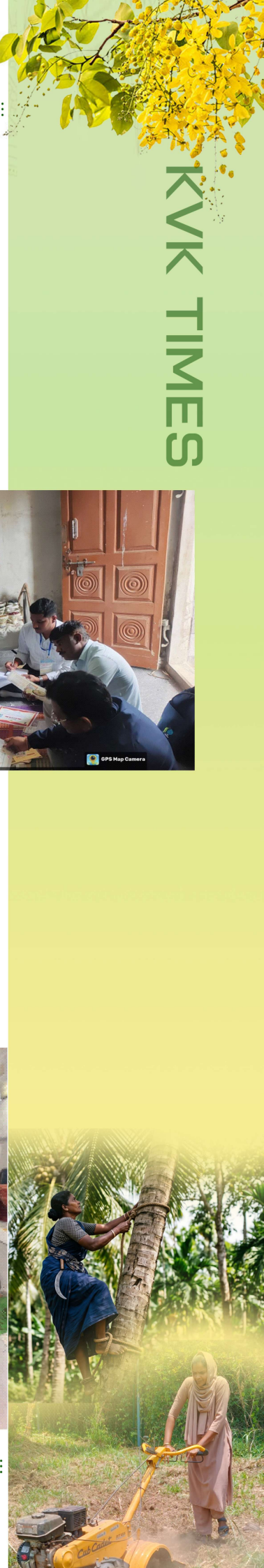
"True agricultural progress lies not in uniformity, but in diversity."

A Beacon for Women Farmers

In this Women Farmers Special Issue of KVK Times, ICAR-KVK Kolar proudly honours Beejamate Smt. Papamma for her lifelong dedication to conserving traditional seeds.



Her journey stands as a powerful reminder that every conserved seed carries history, adaptation, nourishment, and future potential. Through patience, perseverance, and unwavering belief in indigenous agriculture, she continues to sow resilience and hope for generations to come.



Success Story of Smt. Ratnamma A.V.

From Knowledge to Enterprise – A Journey of Women-Led Agri-Entrepreneurship

By Dr. Shivanand Hongal

Senior Scientist & Head

ICAR–Krishi Vigyan Kendra, Kolar

Smt. Ratnamma A.V. of Gundamanatta village, Kolar district, represents a remarkable example of how systematic capacity building, institutional support, and personal determina-

Income from agriculture remained seasonal and uncertain, offering little economic security. The absence of structured training in food processing, branding, labelling, and marketing further restricted the scope for enterprise development.

Intervention by ICAR–KVK Kolar

A significant turning point in her life came when she was identified by ICAR–Krishi Vigyan Kendra (KVK), Kolar, under women empowerment and agri-entrepreneurship development initiatives. Through a series of structured training programmes and continuous technical handholding, she received comprehensive guidance in:

- Value addition of locally available agricultural produce
- Scientific food processing techniques
- Quality control and food safety standards
- Hygiene, packaging, branding, and labelling
- Cost economics, pricing strategies, and market-oriented production

The systematic capacity-building efforts not only enhanced her technical competence but also strengthened her entrepreneurial confidence.

Establishment and Growth of Enterprise

With sustained guidance from ICAR–KVK Kolar, Smt. Ratnamma established a value-added food processing enterprise focusing on traditional, nutritious, and culturally accepted products, particularly pickles and other processed items.

She adopted standardized processing protocols to ensure consistent quality and improved shelf life. Hygienic and attractive packaging was introduced to meet consumer expectations and regulatory requirements. Branding and labelling were refined to strengthen market identity and visibility.

Market linkages were progressively strengthened through her participation in district- and state-level exhibitions, agricultural fairs, university programmes, KVK-organised events, and local marketing outlets. These platforms expanded her customer base and improved product demand.

International Exposure and Expansion of Vision

A major milestone in her entrepreneurial journey was her selection for participation in “The Voices of India – Brazil Study Tour on Agriculture and Allied Sectors (December 2024),” facilitated by ICAR–ATARI Bengaluru and ICAR–KVK Kolar.

tion can transform a rural farm woman into a successful agri-entrepreneur. Her journey reflects the power of knowledge-based interventions in promoting women empowerment and sustainable rural livelihoods.

Background and Initial Challenges

Belonging to a farming family, Smt. Ratnamma was primarily engaged in household responsibilities and supportive agricultural activities. Although agricultural produce was abundantly available in her locality, opportunities for income enhancement through value addition were limited. Like many rural women, she faced challenges such as limited exposure to entrepreneurship, lack of technical knowledge in processing and packaging, inadequate access to markets, and low levels of confidence in handling business activities.



The international exposure broadened her outlook, introduced her to global best practices in agriculture and agri-business management, and motivated her to professionalize and scale up her enterprise. The experience enhanced her leadership qualities and strengthened her vision for sustainable enterprise growth.

Economic Impact and Livelihood Improvement

The intervention resulted in substantial improvements in her livelihood and economic stability. Her enterprise evolved into a stable and reliable income-generating activity, demonstrating the immense potential of women-led agri-entrepreneurship.

The key outcomes include:

- Significant increase in household income
- Annual turnover exceeding ₹ 1 crore
- Regular and sustained earnings from value-added food products
- Reduction in post-harvest losses through processing and preservation
- Improved financial independence and economic security
- Enhanced self-confidence and decision-making ability

Her success clearly demonstrates that skill development, institutional support, and exposure can transform traditional farm-based activities into viable commercial enterprises.

Social Recognition and Community Leadership

Smt. Ratnamma has emerged as a role model for women entrepreneurs in Kolar district. Her entrepreneurial success and international exposure have earned recognition at district, state, and national levels.

Beyond her individual achievements, she actively contributes to community development by:

- Motivating and mentoring farm women and SHG members

- Sharing her experiences during KVK training and extension programmes
- Encouraging women to adopt value addition and enterprise-based livelihood options

Her journey reflects a transition from economic dependence to leadership, inspiring rural women to move beyond subsistence agriculture and embrace entrepreneurship.

Role of ICAR-KVK Kolar

The success of Smt. Ratnamma A.V. stands as a testimony to the role of ICAR-KVK Kolar in empowering rural women through knowledge-based interventions, systematic capacity building, and continuous handholding support. By integrating technical training with market orientation and exposure opportunities, KVK Kolar has facilitated the emergence of sustainable women-led enterprises in the district.



Conclusion

The journey of Smt. Ratnamma A.V. illustrates how knowledge, confidence, institutional support, and global exposure can transform a rural woman into a successful agri-entrepreneur and community leader. Her story serves as an inspiration for women farmers across the region and underscores the importance of promoting value addition and enterprise development as pathways to rural prosperity.





ICAR-KVK Kollam

Transforming Passion into Enterprise: A Blossoming story

The journey of Ajmi Sulthana S. from Sasthamcotta, Kollam began in 2013, soon after completing her graduation. Though academically qualified

her to adopt scientific practices and improve the quality of her operations.

To further strengthen her expertise, she also underwent specialized training at the Regional Agricultural Technology Training Centre (RATTC) in Indoor and Outdoor Gardening, Landscaping, and Nursery Management. The combined institutional support and structured training built her confidence and laid a strong foundation for the growth of her enterprise.

Learning Beyond Borders

Gradually, she began sharing gardening tips and plant collections through YouTube, and enquiries began pouring in. Visitors frequently came to her home to purchase plants. Thus, growing demand laid the foundation for a structured business venture "Suluz Orchids". To further strengthen her expertise in orchid cultivation, she visited Thailand twice, where orchid farming is highly advanced. Through direct interaction with experienced farmers, she learned modern cultivation techniques and successfully adapted them to local conditions. This exposure significantly enhanced the quality and diversity of orchids grown by her.

Growth and Expansion

The enterprise began on just 35 cents of land. Today, it has expanded to nearly one acre, with further development in progress. Although she has been associated with the field for 12 years, Suluz Orchids has been operating as a structured commercial nursery as an entrepreneurship for the past 8 years. Her brother, who shares her passion for orchids, joined her in developing the venture. Together, they now manage orchid importing, cultivation, and nationwide distribution.

Core Activities

Suluz Orchids specializes in:

- Importing rare and exotic orchid varieties from countries such as Thailand and Taiwan
- Growing and acclimatizing orchids under Indian conditions
- Supplying orchids across India
- Leveraging digital platforms including websites and social media for marketing and customer engagement

The enterprise has built a strong online presence through Instagram, Facebook, and YouTube, effectively integrating modern digital marketing strategies with horticultural entrepreneurship.

Overcoming Challenges

Coming from an orthodox family background,

in a different discipline, her true interest always lay in gardening and plant collection. Determined to follow her passion, she began modestly with a few organic plants sourced from a local nursery, carefully nurturing them alongside her family responsibilities. As her interest deepened, she realized that commercial nursery management required far more scientific knowledge and technical skill than home gardening. With a clear vision to transform her passion into a sustainable enterprise, she actively sought professional training and expert guidance.

The Krishi Vigyan Kendra, Kollam played a crucial role in this transition. Through continuous technical support, expert consultations, and timely advisory services, KVK Kollam helped her to address challenges in plant propagation and nursery management. Their consistent mentoring enabled



entering the business sector posed social and financial challenges. Initial family support was limited. However, government schemes and the consistent support of KVK provided the necessary confidence and financial backing to establish and expand the enterprise.

The role of KVK in offering technical advice, expert linkage, and moral support has been instrumental in the steady growth of Suluz Orchids.

Present Status and Future Vision

Today, Suluz Orchids proudly records an annual

turnover of ¹ 1 Crore with 50 plus orchid categories including indoor plants, air plants and hoyo plants (total of 250 varieties).

The enterprise is now planning the expansion into corporate outlets and the launch of a comprehensive e-commerce platform to supply live plants and related agricultural materials across India.

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 value-added products. ICAR KVK Koppal organised various entrepreneurship development programme on millet, horticulture crops, mushroom 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.

Sl No	Details of intervention by ICAR KVK Koppal	Name of the SHG/FPO/farm women	Details of the product with brand name	Income generated
1	*Training programme *Front line demonstration on value addition	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. Brand Name: Kayaka FPO food products	500000
2	*Training programme *Front line demonstration on value addition	Dharani Farmers Producers Company Limited	Foxtail millet rice, browntop millet rice, Kodo millet rice, little millet rice, Brand Name Dharani FPO food products	300000
3	*Training programme	Anu millet	Foxtail millet rice,	150000

	*Front line demonstration on value addition		browntop millet rice, Kodo millet rice, little millet rice, Brand Name Dharani FPO food products	
4	EDP programme during 2023-24	Smt Geetashree	Multi millet malt Brand name:- Sri nidhi millet products	200000
5	EDP programme during 2023-24	Smt Radha Rambabu	Millet laddu, millet roti and mango pickle Brand name:- Shivani food products	200000
6	EDP programme during 2023-24	Smt Neelamma	Fresh mushroom, mushrrom soup and mushroom products Brand Name:- Sanjeevani Mushrooms	150000
7	EDP programme during 2023-24	Smt Akshata Purnaprasad t	Fresh mushroom, mushrrom soup and mushroom products Brand Name:- Akshara	200000

			Milky white mushroom	
8	EDP programme during 2023-24	Smt shankar Kumari	Banana powder Shri Durga Sugandi Balekai pudi	150000
9	EDP programme during 2024-24	Smt Jayashree	Sharanu millet products	300000

KVK-Led Technology Transfer Empowering a Women Agri-Entrepreneur

Women-led agri-entrepreneurship supported by institutional handholding plays a vital role in strengthening sustainable agri-food systems and rural livelihoods. Mrs. Rashmi Bhanuprakash, a graduate and homemaker with an agricultural background who aspired to establish a unique agri-based enterprise promoting self-reliance employment generation and sustainable income enhancement for farmers. Inspired by the national vision of Atmanirbhar Bharat her journey reflects a strong commitment to inclusive rural development enabled through continuous technical and entrepreneurial support from Krishi Vigyan Kendra (KVK) Kodagu.

Her interaction with KVK in 2018 and participation in skill training programmes on mushroom cultivation and horticulture nursery production motivated her to take up enterprise-based agriculture to address the growing needs of the farming community. Through systematic capacity building technical guidance and incubation support she was provided an opportunity to work at KVK as an incubatee under the Business Planning and Development (BPD) programme of ICAR-Indian Institute of Horticultural Research (IIHR) for oyster mushroom spawn production. Subsequently she diversified into oyster mushroom cultivation ready-to-fruit mushroom bags value addition and marketing. She also ventured into licensed nursery production of improved avocado varieties Arka Supreme and Arka Coorg Ravi developed by ICAR-IIHR and established an agri-input retail outlet to serve the farming community.

She began mushroom cultivation with just 10 bags at an initial investment of ₹ 300 and gradually scaled up production to 900 bags per month. Currently she markets 5-10 kg of fresh oyster mushrooms per day sells 40-50 ready-to-fruit bags and produces value-added products including mushroom rasam powder pickles dry mushrooms kashaya powder and chutney powder. The



enterprise has generated employment for three rural women and provides an annual income of approximately ₹ 4.38 lakh from mushroom-based activities. She has served as a resource person in more than 25 KVK training programmes training around 1150 farm women and was selected for the RKVY-RAFTAAR Startup Agri-Business Incubation Programme (SAIP) in 2023. In 2024 she established an agri-input retail shop and in 2025 expanded licensed planting material production. She now owns a registered enterprise "Spice & Beans" marketing mushroom and spice products under the brand "Coorg Mushroom" with FSSAI registration. The enterprise achieved a turnover of ₹ 13.5 lakh during the financial year 2025-26.



ICAR-KVK Kottayam

KRISHI VIGYAN KENDRA KOTTAYAM: A KNOWLEDGE HUB FOR SUSTAINABLE AGRICULTURAL DEVELOPMENT

In Kottayam district, agriculture is deeply intertwined with the region's unique ecological landscape of wetlands, backwaters, and reclaimed garden lands, presenting both distinctive opportunities and location-specific challenges for farming communities. Recognising the need for science-backed, locally relevant agricultural interventions, ICAR-Krishi Vigyan Kendra, Kottayam, established in 2004 under Kerala Agricultural University and funded by the Indian Council of Agricultural Research, New Delhi, has consistently worked towards empowering farmers, rural youth, and entrepreneurs over the past five years (2021–2025). Through a structured, multidisciplinary approach encompassing on-farm trials, frontline demonstrations, capacity building, technology dissemination, value addition, and agro-tourism promotion, the KVK has strengthened agricultural productivity, diversified livelihood opportunities, and fostered sustainable farming practices, thereby contributing to the inclusive agricultural development of Kottayam district.

Women empowerment activities at KVK Kottayam

1. Empowered Women, Enriched Farms: Success of Women in SHGs Trained under KVK

Women empowerment mainly focuses on enhancing livelihood opportunities and self-reliance among rural women through skill development. One such successful intervention is



the training and support provided to the SHG group for the mass production of KAU micronutrient mixtures (Ayar and Sampoorana), bio fertilisers and biocontrol agents. A dedicated group of five women are actively involved in the formulation and packaging of these products. This not only generates sustainable income for the women but also ensures the timely availability of quality micronutrient mixtures to farmers for improving crop health and productivity. By engaging women in this activity, KVK fosters economic independence, strengthens their role in agricultural development, and promotes community-level adoption of scientific nutrient manage-

Name of the product	Quantity produced from 2021 to 2025 in quintals				
	2021	2022	2023	2024	2025
Pseudomonas	49.5	131.8	76.9	82.4	213
Phosphobacteria	0	14.5	1.63	0.165	0.09
Trichoderma	23.4	75.3	33.3	60.2	99.1
Ayar	13.6	99.4	119.5	213.7	430.6
Sampoorana (Vegetable)	5.40	14.1	15.7	44.6	34.5
Sampoorana (Rice)	3.70	8.68	27.7	30.5	39.5
Sampoorana (Banana)	4.40	6.50	7.00	9.19	5.66
Vermicompost	0	0	21.0	11.0	4.12
Coir Pith Compost	0	0	42.5	19.9	13.0
Trichoderma Enriched Cow Dung	0	0	46.3	35.2	31.3
Trichoderma Enriched Goat manure	0	0	0	49.9	14.4

2. Horticulture Nursery Management

The horticulture nursery of KVK Kottayam plays a vital role in strengthening and enhancing

the horticultural development of the district. Nursery supplies a wide range of planting materials, including vegetable seeds, ornamental plants and fruit crop seedlings produced through budding, layering, and grafting, along with hybrid coconut seedlings and medicinal plants. Vegetable seedlings are also raised in pro-trays, polybags, and grow bags. In addition, need-



based training programmes on nursery management, plant propagation, and related aspects are regularly organized for farmers. A well-established nursery unit is successfully operating at KVK Kottayam, managed by four trained women members. Through their collective efforts and entrepreneurial initiative, the group earns an impressive annual income of nearly eight lakhs, reflecting the potential of women-led agri-enterprises in enhancing livelihood and economic empowerment.

3. Empowering Women in post harvest technologies and value addition

Krishi Vigyan Kendra, Kottayam has been playing a major role in empowering rural women by transforming them from homemakers into confident entrepreneurs and self-reliant breadwinners of their families. Recognizing the untapped potential of farm women in the district, the division has been systematically organizing hands-on training programmes on processing and value addition of fruits, vegetables, mushroom, fish, and spices, equipping women with marketable skills that generate sustainable income from their own kitchens. The establishment of a FSSAI-registered food processing lab has given these women access to a professional processing facility where they can produce quality food products. The Common Facilitation Centre established

multifaceted interventions, KVK Kottayam has been steadily nurturing a generation of empowered farm women who are not only contributing to household food and nutritional security but also emerging as key drivers of rural economic growth in Kottayam district.

Success stories

1. Vaikom Fish Farm & Aqua Tourism: A Women-Led Model of Integrated Aquaculture and Rural Enterprise

Mrs. Anila Vipin, a nationally recognized aquaculture entrepreneur with over 25 years of professional experience, has emerged as a pioneering force in the fisheries sector through her enterprise, Vaikom Fish Farm & Aqua Tourism Pvt. Ltd., located in the Kottayam district, Kerala. A major strength of the enter-



prise lies in its well-established ornamental fish breeding unit, which focuses on the mass multiplication and quality seed production of high-value ornamental species. The unit specializes in breeding Koi carps, Goldfish, Guppies, Mollies, Platies, Swordtails, Angelfish, and other exotic ornamental fishes, following scientific breeding and biosecurity protocols. Advanced broodstock management, controlled breeding systems, larval rearing tanks, and nursery units ensure high survival, uniform growth, and



at KVK has further provided women with shared infrastructure for value addition and post-harvest processing, reducing individual investment burdens and encouraging collective entrepreneurship. Through these



disease-free seed production. Ornamental fishes produced at the farm are supplied across Kerala and other states, contributing significantly to the ornamental fish value chain.

The unit also serves as a training and demonstration centre for women, students, and farmers interested in ornamental fish entrepreneurship. The enterprise has also achieved notable success in food fish culture, particularly Pearl Spot (Karimeen), the state fish of Kerala. Scientific breeding and grow-out practices, including improved broodstock management, salinity regulation, feed optimization, and health monitoring, have enabled the production of quality seed and table-size Karimeen, catering to local markets and restaurants. This initiative has helped address seed scarcity and enhanced income opportunities for small-scale fish farmers. The enterprise has created employment opportunities for local women, particularly in or-

her venture in 2021 in her old house. KVK Kottayam has given scientific intervention through EDP in value addition of tubers. She attended several training programmes at KVK and also participated in exhibitions and melas within the district and outside. Beenamma purchased the technology of cassava value added products from Central Tuber Crops Research Institute and received financial support from Small Farmers Agribusiness Consortium. Her hard-working nature keeps her enterprise growing within a short span of time. Presently she is selling more than 40 products including tapioca incorporated snacks, tapioca dried, jack value added products, rice powder, chips and sweets. In 2023 after getting training from KVK Kottayam she expanded to value added products from millets also. A new outlet was established in Kuravilangadu for the sale of her products.

Production/year: 40,000 kg

Turnover/year: 35 lakhs



3. Beena's Kitchen and Apiary

Smt. Beena Tom started her venture in apiculture as a hobby in 2018 with few boxes of honeybee in her own farm. Later she started producing value added products from honey and slowly enter into value addition of other fruit crops. She prepared variety of products without any preservatives, artificial colour or flavor and fetched good demand in market. The passion for innovations in cooking and hard work keeps her enterprise growing. KVK Kottayam has given technology support by training and State Horticulture Mission (SHM) has given financial support for the establishment of unit. Beena Tom is procure raw materials from her own farm, local farmers and from the nearby market. She is producing more than 100 value added products especially from nutmeg rind, honey, banana, papaya, pineapple, jack fruit, lovi lovi, mulberry, milk, fish, meat, clitoria (butter fly pea) etc. Presently, she serves as resource person for handling classes on value addition for the Dept. of Agriculture and other agencies.

Production/year: 3000 Kg

Turnover/year: 6.00 lakhs



namental fish rearing, grading, packing, and marketing.

Mrs. Anila Vipin's achievements have earned her national-level recognition, establishing her as a role model for women entrepreneurs in aquaculture.

2. Granys grand success

Smt. Beenamma Peter worked as a nurse in Saudi Arabia until 2017 and started





4. Asha's Real Food Products

Smt. Asha is a farm woman entrepreneur from Thalazham village of Vaikom taluk, Kottayam District. In 2023, She established contact with KVK Kottayam and participated in a training programme on value addition and processing of agricultural produce. The training motivated her to explore processing-based entrepreneurship. With continuous technical guidance and motivation from KVK, she gained confidence to start her own value addition unit. After the training, she established a value addition unit named "Real Food Products." The unit focuses on processing and value addition of locally available produce such as nutmeg and banana. She prepares a variety of products including nutmeg-based products, banana products, coconut-based products, pickles and other traditional food items.

The enterprise has created employment opportunities for three other housewives, providing them with regular income. At present, each member earns around ¹ 10,000 per month, contributing significantly to their household income. With KVK's guidance, she is steadily expanding production and marketing, and her enterprise now stands as a successful example of women-led agri-based entrepreneurship.

The annual production is approximately 1,600 kg (equivalent to 8,000 bottles of 200 g each), with an an-

nual turnover of around ¹ 4,80,000.

Empowerment of women under National Innovations in Climate Resilient Agriculture (NICRA)

NICRA project implemented by Krishi Vigyan Kendra, Kottayam from 2022 onwards has been playing a pivotal role in women empowerment by significantly enhancing livelihood security and climate resilience. A total of 72 women beneficiaries has received inputs and support under the project, enabling them to actively participate in climate-resilient agricultural and allied activities. The interventions, including drone seed broadcasting, have reduced labour burden and improved efficiency in paddy cultivation, while the distribution of fodder slips has supported small-scale livestock rearing. Clam harvesting equipment has strengthened women's involvement in inland fisheries, and raised poultry cages have promoted hygienic and flood-resilient backyard poultry farming suited to the ecosystem of Kumarakom. In addition, fish nets have enhanced income opportunities through capture fisheries, and rubber pots along with other inputs have supported crop diversification in flood-prone areas. These initiatives have not only improved women's access to technologies and resources but have also enhanced their skills, income generation, and decision-making capacity, thereby fostering greater economic independence and reinforcing the inclusive and participatory approach of the NICRA project.

Women-led natural farming for sustainable livelihood

The National Mission on Natural Farming, a flagship programme of the Government





of India, is being implemented by KVK Kottayam. As part of the initiative, training programmes



were conducted for farmers across the Erattupetta, Kanjirappally, Vazhoor, and Pala blocks with a strong emphasis on promoting sustainable and chemical-free agricultural practices. In Vazhoor block, 84 women farmers were benefitted. Similarly, in Erattupetta and Pala blocks, 61 and 55 women farmers were trained. A total of 65 women farmers were trained in Kanjirappally block. The trainings included practical sessions on preparation and application of natural inputs, soil health management, pest and disease control using



indigenous techniques and crop diversification. As a result of these capacity-building efforts, many of the trained women farmers have initiated natural farming practices in their homesteads and fields, contributing to improved soil fertility, reduced



input costs and safer food production. The initiative also strengthened the role of women as key agents of change in promoting environmentally sustainable farming systems within their communities.

Strengthening resilience, empowering women: A climate-smart village initiative

The NABARD-supported project on "Climate Smart Village for Strengthening Resilience in Flood-Prone Areas of Kottayam District," implemented in Thiruvarpur Gram Panchayat, stands as a compelling example of how targeted agricultural interventions can drive meaningful women empowerment. Through the active involvement of women-led Joint Liability Groups (JLGs), climate-resilient practices such as the cultivation of short-duration tuber crop varieties were successfully demonstrated. With continuous technical guidance from Krishi Vigyan Kendra Kottayam, the women farmers not only enhanced crop productivity and reduced input costs but also built confidence in adopting scientific and sustainable farming methods. Their collective engagement fostered stronger decision-making abilities,



improved financial stability, and encouraged leadership at the grassroots level. This initiative highlights that when women are equipped with knowledge, institutional support, and access to innovative technologies, they become key agents of resilience and transformation in.



ICAR-KVK Kozhikode

From Waste to Wealth: Transforming Banana Residue into Sustainable Livelihood for women

ICAR-KVK IISR, Kozhikode has spearheaded a transformative initiative by turning banana plant waste into high-value textile products. This “wealth from waste” endeavor operates on a sustainable, eco-friendly model that provides significant economic gain and employment opportunities for rural women.

One of the biggest challenges faced by banana farmers is the difficulty in disposing banana pseudostems and leaves after harvest, KVK tried to find a solution to this problem by procuring a banana fiber extractor and a weaving machine in 2023. These equipments have been used for training rural women who convert agricultural residue into a valuable resource. The fiber extractor is used for producing high-quality fibers used for yarn and textile production. The remnants from the extraction process are converted into vermicompost and fermented liquid fertilizers, both naturally rich in potash.

The KVK has provided specialized training to 68 rural women in past 3 years of which 5 of them have formed a women Self-Help Group (SHG) named “Lakshya” who are engaged in mechanical fiber extraction, fabric weaving, and organic fertilizer production. This SHG is linked to buyers to ensure them a steady market. Currently, the group is producing 1 kg of fiber daily and 300 kg of vermi-compost on a monthly basis, based on the availability of pseudostem of banana.

Empowering women through Garment Making

Over the past five years, the Krishi Vigyan Kendra (KVK) Kozhikode has successfully conducted a series of month-long vocational training programs in embroidery and garment making, specifically designed to empower rural women. A total of 48 women have been trained in this specialized skill involving hand embroidery, Ari Work (decorative needle work) and garment making (Table 1). On completion of this intensive one-month course, the success-



ful trainees are fully equipped to design and sew a wide variety of garments for ladies' and kids. Most of these women have purchased their own sewing machines to stitch clothes for their family and neighbors.

The program's impact is best exemplified by the transformation of women like Smt. Sreeja K.K. Muthukkad, Kozhikode. Originally a rural homemaker seeking to improve her family's financial stability; she utilized the KVK training on garment making to start her own business. She now earns a steady income of 5,000–8,000 per month by doing garment making from her home. She has transformed herself from a student to a teacher by becoming a master trainer for garment making training of KVK Kozhikode. She has now 3 sewing machines and is providing training and employment for



Table 1: Details of number of participants trained in garment making

Year	No .of programmes	No of participants
2022-23	2	20
2024-25	2	21
2025-26	1	7
TOTAL	5	48

ICAR-KVK Lakshadweep

Nutri-garden Revolution – A Progressive Woman Farmer from Lakshadweep Inspires Change

Lakshadweep faces unique challenges in nutritional security due to limited land, saline soils, and reliance on mainland vegetable supplies. Mrs. Safifa, a small farmer from Kavaratti Island,

Her family's diet lacked diversity in fresh vegetables and fruits. With technical guidance of KVK and support from the Department of Agriculture, she established a Nutri-Garden on her rooftop and backyard. She was trained on advanced practices like use of different grow bags, soilless media, quality seeds, organic nutrient management, and pest control, allowing her to maximize limited space. At present Mrs. Safifa grows vegetables such as tomatoes, chillies, brinjals, okra, leafy greens, cucurbits, beans, curry leaves, and drumstick, along with fruits like papaya, banana, and guava. KVK-recommended organic inputs including vermicompost, microbial consortia, yellow sticky traps, and bio-pesticides improved plant health, yields, and other plant protection measures. Regular KVK training and demonstrations enhanced her skills in seasonal crop planning, seed selection, and water management. Today, her family is self-sufficient in vegetables, with daily fresh produce improving dietary diversity and nutrition.

Her success has inspired local women and youth to adopt similar rooftop and backyard gardens, boosting community self-reliance and nutritional security. KVK recognizes her as a model of sustainable island agriculture and women-led innovation. During 2025, Mrs. Safifa was awarded as the Best Vegetable Grower by the Department of Agriculture during the National Farmer's Day, Kisan Diwas. During 2026-27, the KVK plans her to be as the Master Trainer in Vegetable cultivation for the farmer trainings.

once depended entirely on these shipments, which were often scarce and expensive because of irregular ship schedules and high transport costs.

ICAR-KVK Malappuram

STRENGTHENING FARM WOMEN CAPACITIES THROUGH TARGETED INTERVENTIONS OF KVK MALAPPURAM

Malappuram district of Kerala has a strong demographic presence of women, forming a slightly higher proportion of the total population. As per Census of India, the district recorded a total population of 41.13 lakh, of which 21.53 lakh were females, with a favourable sex ratio of 1,098 females per 1,000 males. The female literacy rate stands at 91.62 per cent, reflecting high educational attainment, though marginally lower than male literacy (95.76%). Despite this educational advancement, female workforce participation remains

comparatively low, particularly in organized and remunerative sectors, highlighting the need for structured livelihood support. A majority of women reside in rural areas where agriculture and allied activities serve as primary livelihood sources. Therefore, need-based interventions focusing on skill development, value addition, entrepreneurship, and income generation through KVK initiatives are critical for enhancing economic empowerment and sustainable livelihood security among farm women in the district. In this context, Krishi Vigyan Kendra Malappuram has been actively implementing targeted interventions, capacity-building programmes, and enterprise-oriented activities for the past five years to strengthen the socio-economic status of farm women in the district.

Driving Agricultural Excellence: Women Power at ICAR-KVK Malappuram

At ICAR Krishi Vigyan Kendra Malappuram, women constitute a strong and leading component of the institutional workforce. Out of the total 14 staff members, 9

are women (64%), reflecting substantial gender representation across scientific, technical, and administrative cadres.

The women professionals serving in the KVK include Dr. Priya G. Nair, (Programme Coordinator); Dr. Lilia Baby, Subject Matter Specialist (Community Science); Dr. Jasna V. K., Subject Matter Specialist (Agricultural Extension); Dr. Sreena K. S., Subject Matter Specialist (Agronomy); and Ms. Shanila, Subject Matter Specialist (Horticulture). In addition, Mrs. Shamniya K. serves as Farm Officer, Mrs. Archana Lal A. M. as Assistant Section Officer, Mrs. Sasna P. as Computer Assistant, and Smt. Seena A. and Smt. Anithamol C. serve as Class IV staff.

Notably, women occupy key leadership and core technical positions, including the Head of the KVK and majority representation among Subject Matter Specialists. This strong women workforce enhances the KVK's capacity to effectively implement women-focused extension programmes, capacity-building initiatives, and entrepreneurship development interventions in the district.

Innovative Extension and Skill Development Initiatives by KVK Malappuram

Vocational training on gender-friendly farm mechanization technologies

During 2023, Krishi Vigyan Kendra Malappuram organized a series of vocational training programmes on farm mechanization for Kudumbashree Joint Liability Group (JLG) members. A total of 60 women beneficiaries were trained in four batches. The programme focused on the operation, maintenance, and safe handling of small-scale and gender-friendly farm implements suitable for horticultural and field crops. Practical demonstrations and hands-on exposure enhanced technical skills, reduced labour drudgery, and strengthened the capacity of women to undertake mechanized agricultural operations, thereby improving productivity and income generation opportunities.

Promotion of small-scale mechanization of horticultural crops in Malappuram district through empowerment of rural women

Under the State Planning Board project Krishi Vigyan Kendra Malappuram conducted a 10-day vocational training programme in 2023 on "Operation of Farm Ma-

chinery and Precision Farming Systems" for women of Malappuram district. The programme aimed to promote women entrepreneurship in farm mechanization and create awareness on emerging opportunities in the sector. Both theory and practical sessions were organized covering design, layout and installation of micro-irrigation (MI) systems in open fields and protected structures, entrepreneurial opportunities in farm mechanization, and the working



principles, operation and maintenance of machinery used for rice mechanization in Kerala. Extensive hands-on training was provided on the operation of tractor, power tiller, mini tiller, reaper, various types of sprayers, lawn mowers, brush cutters, motorized earth augers, power-operated pole pruners, coconut climbers and arecanut harvesters, along with practical exposure on layout and installation of MI systems. The intervention strengthened technical competency, enhanced confidence in handling farm machinery, reduced labour drudgery, and facilitated greater participation of rural women in mechanized and precision farming activities.

Capacity-building programme on fruit and vegetable value addition for SCSP women farmers

A two-day capacity-building programme on fruit and vegetable value addition was conducted at Krishi Vigyan Ken-





dra Malappuram in 2025 under the SCSP scheme for women farmers. The programme included both theoretical and hands-on sessions focusing on scientific processing methods, hygienic preparation, preservation techniques, packaging practices, and scope for entrepreneurship in value-added products. Practical training was provided on the preparation of pickles, squashes, dehydrated products, and other processed items using locally available fruits and vegetables. The active participation of wom-



reliance, promoting dietary diversification, and strengthening sustainable livelihood opportunities among the women inmates of *Mahila Mandiram*.

Empowerment of SC women farmers through jackfruit processing and value addition

A training programme on “Jackfruit Processing and Value Addition” under the SCP–SC scheme was organized in 2022 for Scheduled Caste women farmers of Malappuram Block in collaboration with Agricultural Technology Management Agency (ATMA), Department of Agriculture. The programme comprised technical sessions and hands-on training on scientific processing methods, preparation of diversified value-added jackfruit products, hygiene and sanitation practices, packaging,



and opportunities for micro-enterprise development. A total of 46 Scheduled Caste women farmers benefited from the programme, strengthening their competencies in value addition and enhancing prospects for sustainable income generation.

Strengthening child and maternal nutrition through anganwadi-based interventions

As part of Poshan Maah (2020), Krishi Vigyan Kendra Malappuram organized nutrition education programmes for Anganwadi teachers with emphasis on balanced diet planning, dietary diversification, and promotion of kitchen gardens to improve child and maternal nutrition. The programme included technical sessions on locally available nutrient-rich foods and practical guidance on establishing and maintaining nutrition gardens. In addition, quality vegetable seeds and seedlings



en farmers enhanced their technical competence and promoted small-scale food processing ventures, thereby supporting income generation and livelihood improvement.

Integrated training programme on mushroom production and nutri-garden promotion

In 2023, Krishi Vigyan Kendra Malappuram organized a capacity-building programme on mushroom cultivation and nutri-garden establishment for women inmates of *Mahila Mandiram* with the objective of enhancing nutritional security and generating supplementary income. The programme included hands-on training on scientific mushroom production techniques, value addition, and establishment of low-cost nutri-garden models for homestead vegetable cultivation. Practical demonstrations and continuous technical guidance enabled the participants to initiate small-scale production activities, thereby enhancing self-



were supplied to selected Anganwadis to facilitate the establishment of model nutrition gardens, thereby strengthening community-level nutrition awareness and improving access to fresh, safe vegetables for children and mothers.

Empowering Women Farmers: Success Story from KVK Malappuram

Krishi Vigyan Kendra (KVK), Malappuram has been instrumental in empowering women farmers and entrepreneurs, as demonstrated by the success of Sushama, a resilient farm woman from Tanalur



Panchayat. With the technical guidance, training, and capacity-building support provided by KVK, Sushama successfully established and expanded her agri-business. Her journey exemplifies the positive impact of need-based interventions in enhancing skills, promoting entrepreneurship, and ensuring sustainable growth in agriculture. In recognition of her outstanding achievements, she has received the *Karshakathilakam* Award for the best farmer of Malappuram District (2020), Best Farmer of Tanalur Panchayat (2016), Kisan Samruddhi Award (2022) by ATARI Bengaluru for the best woman entrepreneur, and the *Kerakesari* Award of Kerala State (2024). This success story highlights KVK Malappuram's commitment to strengthening women farmers and fostering inclusive agricultural development.

Empowering women farmers through ICAR-ARYA: Value addition and nursery enterprises

Over the past few years, women in rural areas have been at the forefront of transformation through the ICAR-ARYA programme. Since 2019, 186 women have been trained in nursery management and 315 in value addition enterprises, receiving hands-on training, classroom instruction, exposure visits, and ICT-based follow-up support. Women actively adopted technologies related to vegetative propagation, protected cultivation, dehydration, processing of banana and jackfruit, preparation of jams, pickles, beverages, and the development of branded food products.

This initiative has led to the establishment of more than 32 women-led agri-enterprises, generating sub-

stantial livelihoods. Nursery units reported annual net incomes ranging from Rs. 75,000 to Rs. 2.35 lakh, while value addition enterprises earned Rs. 43,200 to Rs. 2.0 lakh per unit, with employment opportunities extending up to 220 days per year. Beyond financial gains, women experienced enhanced self-confidence, leadership skills, social recognition, and greater decision-making roles in households and community enterprises.



The experience highlights that targeted access to technologies, market-oriented training, and institutional support can transform women from labor contributors to entrepreneurs in agri-food systems. The ICAR-ARYA model demonstrates scalable pathways for gender-responsive agripreneurship, strengthening rural value chains, reducing post-harvest losses, and promoting inclusive growth. These outcomes underscore the critical role of women in sustainable agriculture and their importance in global discussions on women's empowerment in agri-food systems.



ICAR-KVK Mandya

Transformation of women Farmer- Hurdles to Happiness in life

ICAR-Krishi Vigyan Kendra, V.C.Farm, Mandya is striving for the upliftment of rural women to attain confidence and sustainability in their life. The corroboration for the same is during the span of five years 2021-2025, the interventions made viz., capacity building programmes

(85 nos) and 116 method demonstrations including the themes on value addition in millets, coconut, mushroom production and value addition, banana, value addition in maize, techniques for sustainability in agriculture – vermi composting, cocoon crafts production, integrated farming system and use of drudgery reducing farm implements by rural women. The beneficiary accounts to 3121 members out of which 374 women farmer came forward to adopt the value addition and integrated farming approach as an entrepreneur. The women farmers have adopted the improved integrated practices, value addition and have unfurled with flying colours and could earn upto Rs.45000 to 50000 per month which is a stop back to the sustainability in life. To quote two examples are Mrs.Sakamma w/o Doddalingaiah, Holalu village, Mandya taluk and Mrs.Hemalatha w/o Shivanna, Mikkere village, Malavalli taluk who have emerged as successful entrepreneurs.

The details are as follows:

I. Value addition to millet – Smt. Sakamma's success

Smt. Sakamma w/o Doddalingaiah is a farm woman from Holalu village of Mandya district, Karnataka state. She moved to Holalu village after marrying sri-

Doddalingaiah and her family owned 15 acres of farm land but eventually the family members separated and her husband became an owner of 3 acre land. They engaged in cultivating crops like paddy, Sugarcane and Millets. The income from farming was not sufficient to meet the needs

of the family. She had a loan to complete her children's education. It was difficult to repay the loan and She was interested to work outside but her family members did not allow and rather they suggested to work at home. Once she came in contact with KVK Mandya and attended the training programme entitled "Processing and value addition to agriculture produce" for 6 days. During the programme she had been exposed to hands on training, packing, labelling, licensing, cost analysis and marketing. She started her business under the brand "CHIT-TALAMMA" after getting FSSAI license from Department of Health and Family Welfare and offered a range of products like papads, malt, Kharasev from foxtail millet and finger millet. Laddu, chakkuli, kodubale and nipattu from little millet and foxtail millet.

Today Smt. Sakamma earns a month business of Rs 45,000/- and is content with her achievement **"I have employed four women working partners as per their convenience and I aim to promote organic foods. Many products available in the market are adulterated and I want to encourage people to choose healthier food"** She says". She is the first women entrepreneur from her village to become a pioneer in millet value added products and supporting other farm woman to earn their livelihood. Thus she is the inspiration to home makers in Mandya district. The output includes production of value added products to an account of 2000 kgs per year with an outcome of **Rs. 8,00,000 turnover per year.**

II. Converting waste into value : The rise of a women farmer leader Hemalatha

Smt. M. C. Hemalatha of Mikkere village W/o Shri Shivanna M.E., is an educated farm woman who chose agriculture as her primary occupation. Managing 1.30 acres of irrigated land, she initially depended on conventional crop



cultivation and dairy farming for income. However, limited landholding, fluctuating market prices and rising input costs posed challenges to improving profitability and ensuring long-term sustainability. This situation necessitated diversification and adoption of value-added agricultural enterprises. Exposure to training programmes on Integrated Farming Systems conducted by Krishi Vigyan Kendra acted as key catalysts for transformation. Technical guidance, capacity building, and awareness about organic waste management encouraged her to adopt vermicomposting and allied activities. She diversified her farming system by integrating crop production, dairy, vermicompost, vermiwash, earthworm multiplication and value-added organic inputs such as Ghanamrutha. By utilizing locally available material like sugarcane trash and crop residues, she converted farm waste into wealth. Establishing market linkages with nurseries, urban households, and government departments under the brand name “KANAKA SHREE” strengthened her marketing network and ensured consistent demand.

Efficiently utilizing crop residues such as sugarcane trash and other agricultural wastes, she converted low-value by-products into high-value organic inputs, thereby improving resource use efficiency and reducing dependency on external fertilizers. The production from



unit includes 150 tons of vermicompost, 650 kg of earthworms and 450 kg of Ghanamrutha as output accounting to net annual income of **Rs.8,97,250**. She has inspired many farm women to take up agricultural activities as income generating enterprise by sharing her knowledge and experience; empowering women to become self reliant entrepreneurs in agriculture.

ICAR-KVK Mysuru

Information for KVK Times - Woman Farmer

ICAR JSS Krishi Vigyan Kendra, Mysuru, technically supported Sri Chandramouleshwar Women Farmer Producer Organisation (FPO) HD Kote has participated in the International Trade Fair–Organics & Millets 2026 held at Tripuravasini Palace Grounds in Bengaluru from 5th to 7th February 2026. The event was organised by the Department of Agriculture, Government of Karnataka.

The participation was facilitated with the following

objectives:

- To provide market exposure to women-led agri enterprises
- To promote millet-based and organic value-added products
- To strengthen business linkages and institutional networking
- To enhance entrepreneurial skills and market intelligence
- To showcase technologies disseminated by KVK

ICAR JSS KVK Suttur extended technical and institutional support to the FPO through:

- Skill training in processing and value addition
- Guidance on packaging, branding, and labeling

- Quality standard orientation
- Business communication training
- Logistics coordination for exhibition participation

4. Exhibition Highlights

The Women FPO displayed a diverse range of products, including:

- Millet-based ready-to-cook and ready-to-eat items
- Traditional nutritious foods
- Organic produce and processed products
- Region-specific value-added specialties.
- Women FPO stall attracted visitors such as buyers, agri-entrepreneurs, exporters, and institutional representatives.

5. Outcome

Participation resulted in





measurable and qualitative achievements:

- Enhanced confidence and exposure of rural women entrepreneurs
- Increased Buyer enquiries

sumer preferences and pricing strategies

- Learning on branding, display techniques, and product positioning
- Strengthened visibility of KVK-promoted enterprises

6. Impact on Livelihoods

The exposure helped participating members understand market-driven production, value chain integration, and consumer-oriented product development. Such initiatives contribute to income diversification, employment generation, and empowerment of rural women.

7. Institutional Significance

The participation demonstrated the effectiveness of ICAR JSS KVK Suttur extension interventions in translating training into enterprise development. It highlighted the role of ICAR JSS KVK SUTTUR in strengthening FPOs and promoting women-led agribusiness ventures aligned with national priorities of nutritional security and sustainable development of women entrepreneurs.

Conclusion

The Women FPO's participation in the trade fair was a significant milestone reflecting successful capacity building, entrepreneurship promotion, and institutional convergence. Continued facilitation of such platforms will further enhance market access, business sustainability, and socio-economic empowerment of rural communities.



and prospective market linkages

- Increased awareness of con-

ICAR-KVK Palakkad

WOMEN-CENTRIC AGRICULTURAL DEVELOPMENT INITIATIVES OF KRISHI VIGYAN KENDRA PALAKKAD

In Palakkad district, agriculture remains the backbone of the rural economy, with about 70 % of the geographical area under cultivation and a high dependence of the rural population on farming and allied activities such as dairy, goat rearing, and horticulture. The district – often referred to as the “rice bowl of Kerala” – is a leading producer of paddy, coconut, banana, vegetables and other food and cash crops, with a gross cropped area of over 2.7 lakh hectares and a cropping intensity of around 130



%–137 %. Sighted in a predominantly agrarian economy, women form a substantial proportion of the workforce in the district's agricultural and allied sectors, actively engaging in crop cultivation, livestock management, post-harvest operations, value addition and household food security. According to demographic and labour statistics, a significant share of women – including those from Scheduled Caste and Scheduled Tribe communi-



ties – participate as main and marginal workers in agriculture, with female operational holdings substantial among social groups in the district. Recognising the central role and multifaceted contributions of farm women, Krishi Vigyan Kendra Palakkad has accorded sustained priority to women-centric interventions during the last five years (2021–2025). Through a structured and inclusive approach encompassing need-based trainings, capacity development programmes, awareness initiatives on health and nutrition, livestock-related activities, farm mechanisation training, and financial and digital literacy programmes, the KVK has engaged women as major participants and beneficiaries. These efforts have strengthened their technical skills, confidence, income opportunities and decision-making capacities, thereby fostering inclusive, equitable and sustainable agricultural development across the district.

Women Strength of ICAR–KVK Palakkad

Krishi Vigyan Kendra Palakkad presents a balanced and gender-inclusive institutional profile, with women constituting exactly 50 per cent of the total workforce. Of the 14 staff members currently serving the KVK, seven are women (including supporting staff) and seven are men, reflecting a gender-equitable organisational structure and progressive human resource composition. This balanced representation has strengthened the Centre's approach towards inclusive and participatory agricultural extension in the district. Women professionals at KVK Palakkad are strategically positioned across key technical, extension, laboratory and administrative domains. The women staff include Dr. Lakshmy P.S., Subject Matter Specialist (Home Science); Dr. Smijisha A.S., Subject Matter Specialist (Animal Husbandry); Ms. Anju K. Baby, Subject Matter Specialist (Agronomy); Ms. Jisha S.V., Programme Assistant (Lab Technician); Ms. Maneesha K.P., Junior Stenographer; Ms. Sulekha M., Office Attendant; and Ms. Meenu K.R., Technical Assistant. Their roles collectively span programme planning, technology assessment and refinement, frontline demonstrations, training coordination, laboratory support, documentation, administration and field-level execution of KVK activities. The 50 per cent representation of women staff has significantly enhanced the Centre's

capacity to design and implement women-focused and community-responsive interventions, particularly in areas such as nutrition security, home-stead-based enterprises, live-stock-based livelihoods, value addition, farm mechanisation for drudgery reduction, and promotion of climate-resilient practices. The sustained involvement of women professionals has strengthened outreach among farm women, women from Scheduled Caste and Scheduled Tribe communities, and women Self Help Groups, resulting in improved participation, confidence building and technology adoption. In addition to institutional staffing, KVK Palakkad also promotes women-led collective initiatives. A women Self Help Group comprising four members is actively engaged in the production of bio-inputs, contributing to sustainable and eco-friendly farming practices in the district. Further, a Haritha Karmasena group with four women members is involved in farm-based activities, supporting agricultural operations and promoting environmental stewardship. The gender-balanced workforce and women-led field initiatives of KVK Palakkad stand as a strong institutional example of inclusive agricultural extension, where women contribute not only as beneficiaries but as core professionals and grassroots leaders driving innovation, sustainability and rural development in the district.

Women-Centric Extension Approach of ICAR–KVK Palakkad

Krishi Vigyan Kendra Palakkad implements focused women-oriented programmes aimed at strengthening the skills, livelihoods and decision-making capacity of farm women in the district. Need-based trainings are conducted in scien-



tific crop production, integrated farming, livestock management, value addition, mushroom cultivation and nutrition-sensitive homestead farming. Special emphasis is given to drudgery reduction through women-friendly farm mechanisation and skill development in allied enterprises. Awareness programmes on health, hygiene and nutrition are organised in collaboration with ICDS and line departments. Financial and digital literacy programmes are also conducted to enhance women's access to credit, government schemes and market opportunities. Through convergence with the Department of Agriculture, Animal Husbandry, ATMA, SCSP, TSP, Kudumbashree and FPOs, the KVK ensures inclusive participation of women, particularly from Scheduled Caste and Scheduled Tribe communities. These initiatives collectively promote economic empowerment, confidence building and sustainable livelihood development among farm women. technologies.

Major Women-Oriented Interventions Implemented

Women-Focused Capacity Building and Training Programmes

Capacity building has been the primary strategy for empowering farm women through the initiatives of Krishi Vigyan Kendra Palakkad. The KVK organises a wide range of on-campus and off-campus training programmes in scientific crop production, integrated farming systems, livestock management, value addition, natural farming, farm mechanisation and entrepreneurship development. These programmes are designed specifically for women farmers, emphasising hands-on practical learning, flexible schedules, low-cost technologies, and approaches suitable for homestead and smallholder farming. In addition, exclusive health and nutrition awareness

classes are conducted for women, covering topics such as balanced diet, anaemia prevention, hygiene, food safety, and household nutritional security. These sessions strengthen women's role in family health while linking agriculture to improved nutrition outcomes. Over the last five years (2021–2025), women constituted nearly 63.4 per cent of total participants in training programmes, highlighting strong engagement, active participation and acceptance of KVK initiatives. Through these women-focused interventions, KVK Palakkad has enhanced technical knowledge, entrepreneurial skills, health awareness and confidence among farm women, contributing to improved livelihoods and inclusive agricultural development in the district.

Frontline Demonstrations with Women Participation

Frontline demonstrations (FLDs) have been a key platform for enabling women farmers to observe, learn and adopt improved technologies under real farm conditions through the initiatives of Krishi Vigyan Kendra



Palakkad. Women actively participated in demonstrations on vegetable cultivation, integrated farming systems, backyard poultry, mushroom cultivation, natural farming practices and other allied farm activities promoted by the KVK. During the last five years (2021–2025), women accounted for approximately 33.9 per cent of the total FLD beneficiaries, reflecting strong engagement and active involvement in field-level technology adoption. With a total budget utilisation of 13.49 lakh for FLDs during this period, the investment dedicated to women participants amounts to roughly 4.58, highlighting sustained institutional focus on empowering women through practical, on-farm demonstrations. These FLDs not only enhanced technology adoption among direct participants but also served as visible learning sites for neighbouring women farmers, facilitating wider dissemination of improved practices and strengthening women's capacity to implement scientific farming techniques in their own farms.

On-Farm Trials Involving Women Farmers

On-farm trials (OFTs) have provided women farmers with opportunities to engage directly in testing and

refining new agricultural technologies under local conditions through the initiatives of Krishi Vigyan Kendra Palakkad. These trials enable women to gain hands-on experiential learning, provide field-level feedback, and develop a better understanding of scientific experimentation in real farm settings. During the last five years (2021–2025), women constituted approximately 15.2 per cent of total OFT beneficiaries. With a total OFT budget of ₹ 2.62 lakh, about ₹ 0.40 lakh was effectively invested in women participants, reflecting targeted efforts to include women in adaptive research and innovation processes. Although participation in OFTs was lower compared to trainings and FLDs, women's involvement has contributed to improved adoption of tested technologies, strengthened their technical knowledge, and encouraged their active role in decision-making and innovation at the farm level.

Women-Focused Livelihood and Skill Development under SCSP

Under the Scheduled Caste Sub Plan (SCSP), Krishi Vigyan Kendra Palakkad implemented targeted livelihood and capacity-building interventions with a

facilitated a sales outlet under BHOOMIKA FPO at Kottayi, Palakkad for Scheduled Caste women Self Help Groups, enabling direct marketing of their produce and supporting income generation. With a total SCSP fund utilisation of ₹ 21,50,750, a significant share directly benefited women participants, promoting livelihood enhancement, income generation, food security, and social empowerment in the district.

Women-Focused Programmes under Tribal Sub Plan (TSP)

The Tribal Sub Plan (TSP) initiatives of Krishi Vigyan Kendra Palakkad have accorded high priority to tribal women, particularly those residing in remote and geographically isolated areas of the district. Women participation under TSP remained significant, with 48–67 per cent of beneficiaries being women across various programmes, reflecting the KVK's focus on gender-inclusive development in tribal communities. KVK Palakkad provided targeted support to the Tribal FPO ATFAM, where around 80 per cent of the beneficiaries were women. Machinery for millet value addition was supplied to ATFAM to promote women-led processing enterprises. Under the PEFR cooperative system and through poultry distribution at Anganwadis in Attapady, women and children were the major beneficiaries. Honeybee colonies and goats were also distributed to tribal women in Attapady, with women constituting 67 per cent of beneficiaries. Exclusive awareness and capacity-building programmes were organised for tribal women, including health and nutrition classes and millet recipe contests. The KVK also conducted the



strong focus on women beneficiaries. Over the last five years (2021–2025), women constituted approximately 75 per cent of total SCSP beneficiaries, reflecting the KVK's emphasis on empowering women from Scheduled Caste households through agriculture and allied activities. The interventions focused on women-friendly livelihood options including backyard poultry farming, homestead vegetable production, mushroom cultivation, honeybee colony distribution, and other allied enterprises. Structured capacity-building and skill development programmes were conducted alongside these interventions to enhance technical knowledge and entrepreneurial abilities of women farmers. Two seedling production units were established under SCSP, one each at Vallapuzha and Kongad Panchayats, exclusively managed by women farmer groups. In addition, the KVK





ATCETI (Awareness cum Training Campaign for Enhancing Tribal Income) programme, where 50 per cent of participants were women. Under TSP, inputs including 1,000 tissue culture banana saplings, 800 chicks, and 10 wild boar repelling machines were distributed to support livelihood enhancement and income generation among tribal households. With a total TSP budget utilisation of ₹ 8.08 lakh, these women-focused interventions have strengthened livelihood security, nutrition, entrepreneurship, and decision-making capacity of tribal women farmers in the district, promoting inclusive and sustainable agricultural development..

Natural Farming and Women Participation

Natural farming interventions promoted by Krishi Vigyan Kendra Palakkad witnessed growing participation of women farmers, particularly due to the compatibility of these practices with homestead and smallholder farming systems. Over the last five years, 20 natural farming clusters were established, and training was provided to 40 Krishi Sakhis and 8 of them were women, who acted as facilitators and change agents at the community level. Overall, women constituted approximately 28.4 per cent of total participants in natural farming training programmes and demonstrations. The trainings focused on preparation and application of bio-inputs,

botanical plant protection measures, soil health management, and safe food production. With a total budget of ₹ 11.5 lakh, a significant portion was utilised for women-centric activities, enabling farm women to reduce input costs, improve household food security, and strengthen their role in sustainable farm management. These interventions have effectively brought women farmers into natural farming practices, promoting adoption and scaling of eco-friendly agricultural technologies at the grassroots.

Women Beneficiary Coverage and Budget Utilisation (2021–2025)

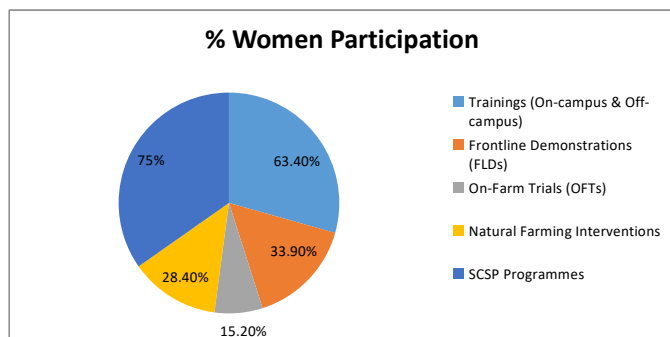
Review of beneficiary participation and financial allocation data of Krishi Vigyan Kendra Palakkad over the period 2021–2025 reflects a sustained institutional focus on women-oriented and socially inclusive extension programming. Across core activities—including trainings, frontline demonstrations (FLDs) and on-farm trials (OFTs)—women have emerged as a major beneficiary group, particularly under Scheduled Caste Sub Plan (SCSP), Tribal Sub Plan (TSP), NICRA and other livelihood and entrepreneurship initiatives. During the reference period, women constituted nearly 63.4 per cent of total training participants, with substantial engagement in capacity-building, skill development, natural farming, health and nutrition awareness, and enterprise promotion programmes. In frontline demonstrations, women accounted for 33.9 per cent of beneficiaries, actively participating in technology validation and enterprise-oriented demonstrations such as vegetable cultivation, poultry, integrated farming, and natural farming clusters. Participation in on-farm trials stood at 15.2 per cent, reflecting the growing involvement of women in adaptive research and innovation at the farm level. Financial deployment patterns further underscore this commitment to women's empowerment. Of the total funds utilised, ₹ 13.49 lakh was spent on FLDs, ₹ 2.62 lakh on OFTs, and ₹ 11.5 lakh on natural farming interventions involving women beneficiaries. Overall, women accounted for approximately 53 per cent of participants across various extension programmes, demonstrating a planned and sustained investment in gender-responsive interventions. These trends reinforce the role of women—including those from Scheduled Caste, Scheduled Tribe, and rural youth households—as active participants in agricultural innovation, enterprise development, and livelihood enhancement in Palakkad, highlighting the KVK's continued commitment to inclusive and equitable agricultural development.

Women Farm Workers: Inner Core Strength in KVK's farm activities

Women form a critical pillar of Krishi Vigyan Kendra Palakkad, both in professional and operational roles. The KVK maintains a gender-balanced professional workforce, with 50% of its staff being women, actively



contributing across technical advisory services, extension, research, and administrative functions. At the operational level, women overwhelmingly dominate the farm workforce, accounting for over 95% of all farm workers engaged in KVK production units. These women



play a pivotal role in crop production, nursery management, input preparation, livestock activities, and post-harvest operations, generating critical employment and ensuring smooth functioning of the revolving fund enterprises. Their sustained involvement guarantees continuity of farm activities, consistent output, and overall financial viability of KVK's production units. By combining skilled professional inputs with the labour and expertise of women farm workers, KVK Palakkad not only strengthens its institutional capacity but also demonstrates a strong commitment to women-centred employment generation, inclusive agricultural development, and empowerment of rural women farmers.

Impact and Outcomes

The women-centric interventions implemented by Krishi Vigyan Kendra Palakkad during 2021–2025 significantly enhanced technical knowledge, adoption of scientific practices, and participation of women in income-generating activities. Across programmes such as trainings, frontline demonstrations (FLDs), on-farm trials (OFTs), natural farming clusters, SCSP and TSP interventions, NICRA projects, and enterprise development initiatives, women actively engaged in crop production, livestock management, homestead vegetable cultivation, mushroom farming, backyard poultry, honeybee colonies, goat rearing, and millet value addition. Under the Scheduled Caste Sub Plan (SCSP), women farmers benefited from targeted capacity-building, skill development, poultry and seedling distribution, and market linkages through SHGs and FPOs such as BHOOMIKA, resulting in increased income, enhanced livelihood security, and greater participation in cooperative and community-level enterprises. Household nutrition improved through homestead production and health awareness programmes, while women gained confidence in farm-level decision-making. Several women emerged as local role models and resource persons, promoting horizon-

tal spread of technologies and contributing to sustainable and inclusive agricultural development in Palakkad.

Empowering Women Farmers: The Road Ahead

Building on the successes of women-focused programmes over 2021–2025, Krishi Vigyan Kendra Palakkad aims to further strengthen the empowerment of farm women through targeted, need-based interventions. Key priorities include expanding skill development and capacity-building initiatives in emerging areas such as value addition, agri-entrepreneurship, digital agriculture, and climate-resilient farming practices. Efforts will be made to enhance participation of women from Scheduled Caste, Scheduled Tribe, and other marginalised communities, ensuring equitable access to resources, training, and market linkages. The KVK will promote women-led collectives, SHGs, and FPOs to increase income generation, facilitate technology adoption, and enable better market access for produce from homestead and allied enterprises. Special focus will be given to nutrition-sensitive agriculture, natural farming, and sustainable livestock management, integrating health and nutrition awareness with livelihood interventions. Strengthening mentorship, resource-person networks, and horizontal dissemination of technologies will further consolidate the role of women as community leaders and change agents. Through these measures, KVK Palakkad envisions a future where women farmers are not only beneficiaries but active drivers of inclusive, resilient, and sustainable agricultural development, contributing to improved livelihoods, food security, and socio-economic empowerment across the district.

ICAR-KVK Pathanamthitta

EMPOWERMENT OF FARM WOMEN THROUGH NEED-BASED INTERVENTIONS OF KVK PATHANAMTHITTA

In Pathanamthitta district, farm women play a crucial role in sustaining agricultural and allied

livelihood systems, actively participating in production, post-harvest operations, value addition and household-level food security. Recognising their multifaceted contributions and growing responsibilities in agriculture, ICAR-

Kendra (CARD), Pathanamthitta has accorded sustained priority to targeted agricultural interventions for farm women during the last five years (2021-2025). Through a structured and inclusive approach encompassing capacity building, technology dissemination, frontline demonstrations, on-farm trials, entrepreneurship promotion and convergence-based initiatives, the KVK has supported farm women in strengthening their skills, income opportunities and decision-making capacities, thereby contributing to inclusive and sustainable agricultural development in the district.

Women Strength of ICAR-KVK Pathanamthitta

ICAR-Krishi Vigyan Kendra (CARD), Pathanamthitta presents a balanced and inclusive institutional profile, with women constituting exactly 50 per cent of the total workforce. Of the 14 staff members currently serving the

KVK, seven are women, reflecting a strong gender-equitable organisational structure and progressive human resource composition.

Women professionals at KVK Pathanamthitta are actively positioned across key functional domains encompassing technical advisory services, extension education, farm management, laboratory support and administrative operations. The women staff comprise Dr. Shana Harshan, Subject Matter Specialist (Home Science), Dr. Sency Mathew, Subject Matter Specialist (Animal Science), Dr. Sindhu Sadanandan, Subject Matter Specialist (Agricultural Extension), Ms. Ambily Varughese, Farm Manager, Ms. Gayathri S., Programme Assistant (Lab), Ms. Anu John (Jr. Steno) and Ms. Lakshmi M.L.(Skilled Supporting Staff). Their roles collectively span planning, implementation, capacity building, monitoring and field-level execution of KVK programmes. The 50 per cent women representation has significantly enhanced the Centre's capability to conceptualise and deliver women-focused and community-responsive extension interventions, particularly in areas such as nutrition security, homestead-based enterprises, mushroom cultivation, value addition, and inclusive programmes under the Tribal Sub Plan (TSP), Scheduled Caste Sub Plan (SCSP) and ARYA. The sustained involvement of women professionals has strengthened engagement with farm women, tribal women and women Self Help Groups, leading to improved participation, confidence building and technology adoption.

The gender-balanced workforce of ICAR-KVK Pathanamthitta stands as a strong institutional example of inclusive agricultural extension, where women contribute not only as stakeholders but as core professionals driving innovation, outreach and rural development in the district.

Women-Centric Extension Approach of ICAR-KVK Pathanamthitta

The women-focused initiatives of ICAR-KVK Pathanamthitta are grounded in the principle that empower-



ment begins with access to knowledge, technology and institutional support. Extension programmes have been consciously designed to address the specific needs, time constraints and resource base of women farmers, while promoting homestead-based, low-cost and enterprise-oriented interventions. Special emphasis has been placed on reaching women belonging to Scheduled Caste and marginal farming households through convergence with SCSP, TSP, ATMA and other development programmes. This approach has ensured that women function not merely as beneficiaries, but as active participants and adopters of scientific agricultural technologies.

Major Women-Oriented Interventions Implemented

Women-Focused Capacity Building and Training Programmes

Capacity building has been the primary entry point for empowering women farmers in Pathanamthitta district. ICAR-KVK Pathanamthitta organised a wide range of on-campus and off-campus training



programmes addressing crop production, allied sectors, value addition, natural farming, food processing, nutrition security and entrepreneurship development. These programmes were designed to suit the needs of women farmers by emphasising practical learning, flexible schedules and locally relevant technologies. Over the last five years, women constituted nearly 47.4 per cent of the total participants in training programmes, indicating strong engagement and acceptance. The cumulative budget utilisation of approximately ₹ 94.46 lakh for training activities benefitting women reflects the sustained institutional focus on enhancing women's technical knowledge, skills and confidence.

Frontline Demonstrations with Women Participation

Frontline demonstrations served as an important platform for enabling women farmers to observe and adopt improved technologies under real farm conditions. Women actively participated in demonstrations related to vegetable cultivation, backyard poultry, integrated farming systems, natural farming practices and other allied activities promoted by ICAR-KVK Pathanamthitta. During the last five years, women accounted for about



39.4 per cent of total FLD beneficiaries. These demonstrations not only enhanced technology adoption among direct participants but also acted as learning sites for neighbouring women farmers. The total budget utilisation for FLDs involving women beneficiaries amounted to approximately ₹ 10.12 lakh, underscoring continued investment in field-level technology dissemination among women.

On-Farm Trials Involving Women Farmers

On-farm trials provided women farmers with opportunities to participate in the testing and refinement of new technologies under local conditions. Although participation was

comparatively lower than in trainings and demonstrations, women constituted about 21.8 per cent of the total OFT beneficiaries during the last five years.



Through their involvement, women farmers gained experiential learning, contributed field-level feedback and enhanced their understanding of scientific experimentation. The budget utilisation for OFTs involving women beneficiaries was approximately ₹ 2.78 lakh, reflecting focused efforts to include women in adaptive research and innovation process-



es.

Women-Centric Interventions under Scheduled Caste Sub Plan (SCSP)

Under the Scheduled Caste



Sub Plan (SCSP), ICAR-KVK Pathanamthitta implemented targeted livelihood and capacity-building interventions with a strong focus on women beneficiaries. During the last five years, women constituted a substantial proportion of SCSP beneficiaries, accounting for around 60–65 per cent of the total participants in SCSP-supported activities. The interventions primarily focused on women-friendly livelihood options such as backyard poultry farming, mushroom cultivation, homestead vegetable production and allied enterprises, supported through structured training programmes and continuous technical guidance. Financial analysis indicates that more than ¹ 30 lakh was utilised under SCSP during this period for programmes in which women formed the majority of beneficiaries. These interventions significantly contributed to income generation, food security and social empowerment of Scheduled Caste women households.

Women-Focused Programmes under Tribal Sub Plan (TSP)

The Tribal Sub Plan (TSP) interventions of ICAR-KVK Pathanamthitta accorded high priority to tribal women residing in remote and geographically isolated hamlets of the district. Women participation under TSP re-



mained consistently high, with approximately 65–70 per cent of the total beneficiaries being women during the reporting period. The programmes focused on livelihood-oriented activities such as backyard poultry, mushroom cultivation, natural farming practices and homestead-based crop production adapted to local agro-ecological conditions. The budget utilisation under TSP for women-centric activities exceeded ¹ 9 lakh during the last five years, reflecting focused investment in improving livelihood security, nutrition and decision-making capacity of tribal women farmers.

Promotion of Women Agri-Entrepreneurship under ARYA Programme



Through the ARYA programme, ICAR-KVK Pathanamthitta actively promoted the involvement of young women in agri-entrepreneurship and enterprise development. Women constituted 45 % of the ARYA beneficiaries, with strong representation in enterprises such as poultry farming, mushroom cultivation, value addition and allied agri-based ventures. The programme emphasised skill development, enterprise planning, cost economics and market-oriented production. Over the last five years, approximately ¹ 5–6 lakh was utilised under ARYA for supporting women-led enterprises and capacity-building activities. These interventions enabled young women to transition from subsistence farming to entrepreneurial roles, enhancing their income levels, confidence and leadership potential.

Natural Farming and Women Participation

Natural farming interventions promoted by ICAR-KVK Pathanamthitta witnessed strong participation of women farmers, particularly due to the compatibility of

the practices with homestead-based farming systems. Women constituted 37 per cent of the total participants in natural farming training programmes and demonstrations conducted during the last five years. Trainings focused on preparation of bio-inputs, botanical plant protection measures, soil health management and safe food production. A significant share of training and demonstration budgets, estimated at ₹ 8 lakh, was utilised for activities where women were the primary beneficiaries. These interventions helped women reduce input costs, improve household food safety and strengthen their role in sustainable farm management.

Women Beneficiary Coverage and Budget Utilisation (2021–2025)

A review of beneficiary participation and financial allocation data of ICAR–Krishi Vigyan Kendra (CARD), Pathanamthitta over the period 2021–2025 reflects a consistent institutional emphasis on women-oriented

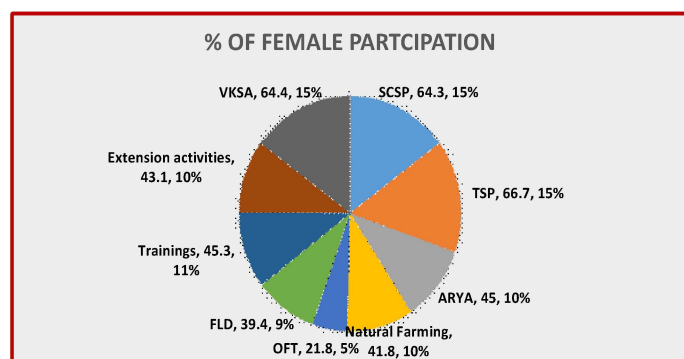
building programmes conducted under SCSP, TSP and ARYA components. In frontline demonstrations, women constituted 39.4 per cent of beneficiaries, reflecting their active involvement in technology validation and enterprise-oriented demonstrations. Participation in on-farm trials stood at 21.8 per cent, with women farmers and women youth increasingly engaged in adaptive research activities under socially targeted schemes.

Financial deployment patterns further underscore this commitment. An amount of ₹ 94.46 lakh was utilised for training programmes with direct benefits to women beneficiaries, including SCSP, TSP and ARYA-supported initiatives. Expenditure on frontline demonstrations benefitting women amounted to ₹ 10.12 lakh, while ₹ 2.78 lakh was invested in on-farm trials involving women farmers and rural women youth. These allocations highlight a structured approach to directing extension resources towards marginalised and priority groups. Overall, the beneficiary composition and budget utilisation trends (51 % of total budget on women beneficiaries i.e. ₹. 57 Lakh) demonstrate a planned and sustained investment in gender-responsive extension, reinforcing the role of women particularly those from Scheduled Caste, Scheduled Tribe and rural youth households as active participants in agricultural innovation, enterprise development and livelihood enhancement.



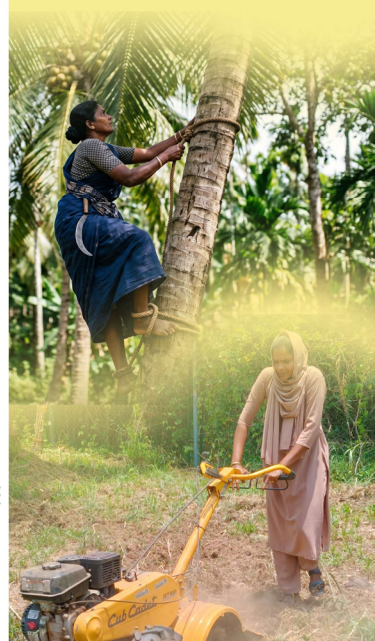
and socially inclusive extension programming. Across core extension activities trainings, frontline demonstrations (FLDs) and on-farm trials (OFTs) women have emerged as a major beneficiary group, particularly under Scheduled Caste Sub Plan (SCSP), Tribal Sub Plan (TSP) and ARYA (Attracting and Retaining Youth in Agriculture) interventions.

During the reference period, women accounted for 47.4 per cent of total training participants, with substantial representation in skill development and capacity-



Women Farm Workers: Inner Core Strength in KVK's farm activities

Women farm workers constitute the operational backbone of ICAR–Krishi Vigyan Kendra (CARD), Pathanamthitta, playing a pivotal role in the ef-



fective functioning and growth of the KVK's revolving fund activities. Out of the total farm work-

generation processes of KVK farm units. Their sustained involvement ensures continuity of operations, timely execution of farm activities and consistent output, which are critical for the financial viability and expansion of revolving fund components. Through their skilled and semi-skilled engagement across crop production, input preparation, nursery management, livestock-related activities and post-harvest operations, women farm workers form the inner core strength driving revenue generation and institutional sustainability of the KVK. Their contribution not only enhances the economic performance of revolving fund enterprises but also reinforces the Centre's commitment to women-centred employment generation and inclusive agricultural development.

Impact and Outcomes

The women-centric interventions implemented by ICAR-KVK Pathanamthitta during the reporting period resulted in enhanced technical knowledge, improved adoption of scientific practices and increased participation of women in income-generating activities. Women beneficiaries reported supplementary income from allied enterprises, improved household nutrition through homestead production and greater confidence in farm-level decision making. Several women emerged as local role models and resource persons, facilitating horizontal spread of technologies within their communities.

Way Forward

ICAR-KVK Pathanamthitta remains committed to further strengthening women's empowerment through scaling up successful women-led enterprises, enhancing market linkages, promoting digital literacy and encouraging women's leadership in farmer groups and collective institutions. By placing women at the centre of agricultural extension and development, the KVK continues to contribute meaningfully to inclusive growth, livelihood security and rural transformation in Pathanamthitta district.



force engaged in KVK production units, 14 are women, underscoring the strong reliance on women's labour and managerial efficiency in day-to-day farm operations. These women farm workers collectively generate approximately 3,000 mandays of employment per year, contributing substantially to the maintenance, production and value-

ICAR-KVK Raichur

"Women in Agriculture: Sudha's Rise as a Progressive Farmer"

Mrs. Sudha's journey is a remarkable example of how determination, scientific knowledge, and the right technical guidance can transform farming into a sustainable and profitable venture. At 54 years of age, she has established herself as a progressive farmer by successfully man-

aging 7.2 acres of land at Sirwar through diversified and systematic agricultural practices. Instead of depending on a single crop, Mrs. Sudha adopted a multi-cropping system that includes mango, coconut, banana, lemon, papaya, ginger, vegetables, and other seasonal crops. This diversification ensures continuous production throughout the year and reduces the risks associated with market price fluctuations and crop failures.

A key factor behind her success has been the technical support and guidance provided by ICAR-Krish Vigyan Kendra Raichur. With their expert advice, Mrs. Sudha implemented improved cultivation techniques,





proper crop spacing, scientific irrigation management, soil health practices, and timely plant protection measures. The training and field guidance from ICAR-KVK Raichur helped her understand integrated nutrient management, pest and disease control, and efficient orchard maintenance practices such as pruning and canopy management. By adopting these scientific recommendations, she significantly improved crop productivity while maintaining soil fertility and environmental sustainability.

Mrs. Sudha personally supervises all farm activities with dedication and confidence. By combining traditional farming experience with modern agricultural technologies introduced through ICAR-KVK Raichur, she has created a well-planned and self-sustaining farming model. Her efforts have resulted in a stable and commendable annual income, proving that even small and medium landholdings can become economically viable with proper planning and technical backing.

Today, Mrs. Sudha stands as an inspiring role model for other farmers, especially women, demonstrating that access to scientific knowledge, continuous learning, and institutional support can lead to remarkable success in



agriculture. Her journey reflects how collaboration between farmers and agricultural institutions can bring sustainable growth and long-term prosperity.

ICAR-KVK Ramanagara

Women Empowerment & Skill Development Programme

Dr. Sowjanya, S., Dr. Swetha, B.S. and Dr. Anitha, S.

Krishi Vigyan Kendras (KVKs) Ramanagara actively empowering women through training in agriculture, allied sectors, and micro-enterprises, focusing on skill development for self-employment. Key activities include training in value addition (food processing, handicrafts), mushroom cultivation, and nutrition gardening. KVKs also organize trainings and guides Self-Help Groups (SHGs) for financial independence, offer drudgery-reduction tools, and promote technology to increase women's income and decision-making roles.

Key Women-Related Activities in KVKs:

a) Skill Development & Vocational Training:

Value Addition & Processing: Training in making pickles, jams, jellies, bakery products, and cleaning/grading agricultural produce.

Crafts & Tailoring : Workshops on silk cocoon handicrafts, coconut shell crafts etc.

Allied Agriculture: Training in



mushroom cultivation, poultry, and fisheries.

b) Technological Empowerment & Drudgery Reduction:

- Introduction of improved, lightweight farm tools to reduce women's workload in planting, weeding, and harvesting. (Cycle weeder, Mango harvester etc.)
- Training on post-harvest management, where women often constitute over 80% of the workforce.

c) Capacity Building & Health:

- Formation and training of women's Self-Help Groups (SHGs) for income generation and entrepreneurship.
- Promotion of nutrition gardens (kitchen gardening) to improve family nutrition and health.

ü Organizing awareness campaigns, lectures, and exhibitions on health, nutrition, and safety.

d) Extension Services:

- Conducting field days, demonstrations, and exposure visits specifically for farm women.
- Empowering women to transition from subsistence farming to commercial agri-entrepreneurship.

These interventions are designed to boost the economic status of rural women, ensuring they are recognized as key actors in the agricultural economy.

ROOTS OF RESILIENCE:

VALUE ADDITION AS A PATHWAY TO WOMEN'S EMPOWERMENT

*Dr. Sowjanya, S.,
Dr. Swetha, B.S. and
Dr. Anitha, S.*

Name : Mrs. Poornima

Age : 35 years

Education : Diploma

Village: Vitalenahalli, Virupakshipura Hobli, Channapatna taluk, Bangalore South (Ramangara).

Enterprise: Farming, Value Addition and Women-led Manufacturing Unit



Background/ Situation Analysis:

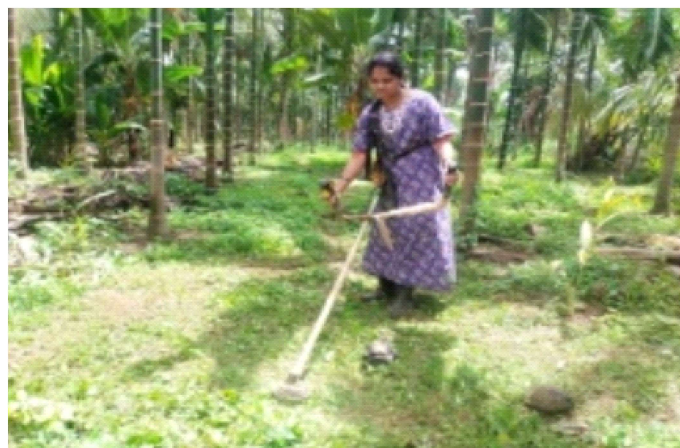
Poornima, a farm woman from Vitalenahalli, Virupakshipura Hobli of Channapatana Taluk faced multiple obstacles in her agricultural journey. Initially she followed traditional farming methods and on her 4 acres of land, cultivating a wide range of field crops such as paddy, Ragi, pulses, oilseeds, Horse gram, and sesame, along with horticultural crops including coconut, mango, arecanut, sapota, lemon, drumstick, guava, pomegranate, banana along with animal husbandry. Despite her hard work, low productivity, limited access to quality inputs, lack of processing infrastructure, and poor market connectivity significantly reduced her farm income.

Catalysts of Change:

Poornima's life took a significant turn when she connected as DAESI student with the Krishi Vigyan Kendra (KVK) and got to know about Bakery Training Institute at GKVK, Bengaluru. Through these institutions, she received hands-on training in improved farming practices, value addition, food processing, and entrepreneurship development. The exposure enhanced her technical knowledge and built her confidence to move beyond primary production.

Pathway(s) to Progress

She gained skills in millet-based product preparation, quality control, and packaging. This marked the beginning of her journey as an agri-entrepreneur. She established a women-led processing unit, producing millet-based products such as millet laddu, millet flour,



snacks, masala powders, cold pressed oils, homemade soaps etc. The unit “**Krishika Food Products**” now supplies products to local markets and retail outlets, generating additional and sustainable income while creating livelihood opportunities for other women in her community.

Productivity & income enhancement:

Poornima’s efforts resulted in remarkable economic, social, and personal transformations:

- ‘ Her annual income increased from ₹ 5,00,000 to ₹ 10,00,000 with a net profit of ₹ 5,00,000 per annum by value addition, cultivation and direct sale of dragon fruits.

- ‘ Adoption of improved practices led to higher productivity and better crop yields across enterprises. (With guidance from KVK scientists, she follows soil test-based nutrient management and applies balanced doses of nutrients. She practices mixed cropping, intercropping, and agri-horti-forest-based IFS model

- ‘ She gained greater confidence, decision-making power, and social recognition within her family and community.

- ‘ Poornima emerged as a role model and local leader, inspiring other women to pursue sustainable farming and entrepreneurship.

Empowerment/Awards & Recognition:

Poornima’s dedication and entrepreneurial spirit earned her widespread recognition. She was a **Gold Medallist** at DAESI and acknowledging her outstanding contributions to agriculture, value addition, and women’s empowerment she was also honoured with the **Best Farmwomen Award** in 2025 by GKVK, Bengaluru. She actively mentors other women farmers, leading SHG, FPO, and community initiatives, and serves as a role model for aspiring women entrepreneurs in her region.

Influence to other farmers:

Poornima’s success has inspired farm women from nearby villages such as Virupakshipura, Madapura, Kallur, and Chikkahalli in Channapattana to adopt innovative farming practices, resulting in higher crop yields and improved productivity. She has emerged as a pathfinder empowering women to become self-reliant and confident entrepreneurs, and demonstrating the transformative potential of women-led initiatives in agriculture.

Highlights – Sowing Strength, Reaping Empowerment: Poornima’s Value Addition Journey

- **Diversified Farming:** Cultivates paddy, Ragi, pulses, oilseeds, horse gram, sesame, coconut, mango, arecanut, sapota, lemon, drumstick, guava, pomegranate, banana, and practices animal husbandry on 4 acres.

- **Value Addition & Entrepreneurship:** Runs Krishika Food Products, a women-led unit producing millet-based



products, masala powders, cold-pressed oils, homemade soaps, and snacks, creating sustainable income and employment for other women.

- **Income Growth:** Annual income increased from ₹ 5,00,000 to ₹ 10,00,000, with a net profit of ₹ 5,00,000 per year, driven by dragon fruit cultivation and value addition.

- **Technical Advancements:** Adopts soil test-based nutrient management, balanced fertilization, mixed cropping, intercropping, and integrated agri-horti-forestry practices, guided by KVK experts.

- **Women’s Empowerment:** Mentors other women farmers, leads SHG, FPO, and community initiatives, and inspires women to become self-reliant and confident entrepreneurs.

- **Recognition & Awards:** Gold Medallist at DAESI and Best Farmwoman Award 2025 by GKVK, Bengaluru, in acknowledgment of her contributions to agriculture, value addition, and women’s empowerment.

- **Community Impact:** Inspired women in Virupakshipura, Madapura, Kallur, and Chikkahalli to adopt innovative farming, improve productivity, and pursue entrepreneurship.

“Add value, repeat success” marketing activities through “Krishika Food Products”



SOWING STRENGTH, REAPING EMPOWERMENT: A WOMEN'S VALUE ADDITION JOURNEY

Dr. Sowjanya, S., Dr. Swetha, B.S. and Dr. Anitha, S.

Name: Mrs. Prasheela

Age: 43 years

Education: 9th Standard

Village: Keremegaladoddi village, Kanakapura taluk, Ramanagara Bangalore South (Ramanagara).

Enterprise: Farming, Value Addition and Women-led Manufacturing Unit



Background/ Situation Analysis:

Prasheela, a farm woman from Keremegaladoddi village of Kanakapura taluk, was facing several difficulties in her agricultural journey. On her 2 acres of land, along with her husband engaged in cultivating crops like ragi, groundnut, sericulture and coconut etc. From past 15 years she is also engaged in activities of Karthavya foundation extension activities. Despite her hard work, low productivity, limited access to quality inputs, inadequate processing facilities, and poor market connections made it challenging for her to earn a sustainable income.

Catalysts of Change:

Being an enthusiastic and determined woman, Prasheela came into contact with KVK, Ramanagara in 2018-19 as a Front-line Demonstration (FLD) contact farmer for the project "Demonstration of Ragi var. KMR-340 & its Value Addition." During this period, she attended several training programs where she learned the techniques of value addition for white ragi. She successfully prepared a variety of products such as millet mixture, ragi pappad, malt powder, chakli, nippatu, hurihittu, and ragi laddoo.

Pathway(s) to Progress

Her journey took a further positive turn when she received guidance from KVK and participated in NABARD-

supported value addition trainings. These programs equipped her with practical knowledge on improved farming methods, processing and value addition of crops, and entrepreneurship development. The exposure not only enhanced her technical skills but also boosted her confidence to move beyond traditional farming, diversify her activities, and explore income-generating opportunities. Building on this knowledge and experience; Prasheela established her own enterprise "Swadishta Enterprises" focusing on value-added millet and crop-based products. Through this venture, she began producing and marketing innovative products, creating sustainable income for herself and serving as a role model for women farmers and entrepreneurs in her community.

Productivity & income enhancement:

- ü Prasheela has achieved remarkable economic, social, and personal growth through her efforts. By adopting value addition techniques and cultivating coconut, millets, and mulberry on a larger scale, she was able to substantially increase her annual income from 3, 50,000 TO 6, 00,000/-.
- ü Through the adoption of improved farming practices, she has seen considerable improvements in crop yields and productivity. Under the guidance of KVK experts, Prasheela implements soil test-based nutrient management applies balanced fertilizers, and follows mixed cropping, intercropping, and integrated farming practices combining agriculture, horticulture, and sericulture.
- ü These achievements have also enhanced her confidence and strengthened her role in household decision-making, earning her respect and recognition within her family and community.
- ü Today, Prasheela serves as a role model and leader, motivating other women farmers to embrace sustainable agriculture, value addition, and entrepreneurship, and showing that innovative farming can create meaningful livelihoods.

Empowerment/Awards & Recognition:

Prasheela's commitment and entrepreneurial drive have brought her well-deserved recognition. In 2021, she

received the Best Farmwoman Award from NABARD in acknowledgment of her remarkable achievements in agriculture, value addition, and women's empowerment. Beyond her own success, she guides and supports other women farmers, taking a lead in SHG, FPO, and community-based initiatives, and has become an inspiring role model for women aspiring to enter agriculture and entrepreneurship.

Influence to Other Farmers:

Prasheela's achievements have motivated women farmers in nearby villages, including Keremegaladoddi, Allimaranahalli and in Kanakapura taluk surrounding communities, to embrace modern and innovative farming methods. Her efforts have helped increase crop productivity and improve overall farm outcomes. She has become a leading figure, inspiring women to gain self-reliance, confidence, and entrepreneurial skills, while showcasing the power of women-led initiatives in transforming rural agriculture.

Highlights

Diversified Farming: Cultivates coconut, millets, and mulberry, practices sericulture, and follows mixed and intercropping methods to enhance productivity and income.

Value Addition: Runs Swadishta Enterprises, women-led unit producing millet and crop-based products like ragi pappad, malt powder, chakli, nippatu, hurihittu, and ragi ladoo, improving income and nutrition.

Income Enhancement: Annual income increased from 3, 50,000 to 6, 00,000, with substantial profits through value addition and improved practices.

Technical Advancement: Implements soil test-based nu-



trient management, balanced fertilization, and integrated farming under KVK guidance.

Women's Empowerment: Mentors other women farmers, leads SHG, FPO, and community initiatives, and inspires women to adopt entrepreneurship and self-reliance.

Recognition & Awards: Honoured with Best Farmwoman Award 2021 by NABARD for her contributions to agriculture, value addition, and women's empowerment.

Community Impact: Influenced women farmers in Keremegaladoddi, Allimaranahalli, and surrounding villages to adopt innovative practices, improving crop yields, productivity, and livelihoods.

ICAR-KVK Shivamogga

The Dairy Dynamo: Celebrating Woman's Livestock Legacy"

Name: Smt. Arunadevi M. S.

Age: 47 Years

Education: B.Sc. (Agriculture), L.L.B.

Location: Dodderi Village, Balekatte Road (Parnadhama Farm), Bhadravati Taluk, Shivamogga District, Karnataka

Enterprise: Dairy and Sheep farming, IFSD, waste recycling and value addition.



Background / Situation Analysis

Smt. Arunadevi M. S., a 47-year-old progressive woman farmer from Dodderi village of Bhadravati Taluk in Shivamogga District, is an agriculture graduate with a strong passion for farming she is fully engaged in agriculture and manages farming operations on 20 acres of with her scientific knowledge and practical experience, she has established herself as a committed and successful woman farmer.

Catalysts of Change

Scientific guidance from scientists from the ICAR-KVK, Shivamogga and Agril. Department officials have played a vital role in shaping her farming practices. Continuous interaction with experts encouraged her to adopt modern technolo-





gies and scientific methods in farming. Key interventions and practices adopted include, waste recycling techniques, Rainwater harvesting system on the farm, Drip irrigation system for efficient water use, Utilization of water from two bore wells operated using solar energy and Arecanut processing machine installed within the arecanut garden.

Pathway(s) to Progress:

Arunadevi adopted a **diversified and integrated farming system**, cultivating arecanut and coconut with pepper, cardamom, and cocoa, along with allied activities such as dairy, sheep rearing, fish farming, and beekeeping. With scientific guidance, she implemented **rainwater harvesting, drip irrigation, solar-powered borewells, and arecanut processing**, and she actively guides fellow farmers, emerging as a **model woman farmer** in her area with the institutional support and technical guidance by KVK Shivamogga.

Productivity & income enhancement:

Smt. Arunadevi has effectively integrated livestock and crop enterprises for better resource utilization:

- Daily milk production of **650–700 litres from 170 from HF cows**
- Napier fodder cultivated on about **2 acres**

- **Sheep Rearing:** About **100 sheep** reared
- Adopted **Eru (Kudu) system** of sheep rearing
- Produces quality **arecanut seedlings** and carries out **arecanut processing using a machine** installed in her arecanut garden, adding value to her produce and improving returns.
- Enhanced food security and nutrition for her family
- Increased income from **5,00,000/- to 4,00,00,000/-** per annum
- Profit of **2,00,00,000/-** per annum

Social/Personal Empowerment/Awards & Recognition:

She is a member of the **Dodderi Milk Producers Association** and uses **KHIOAS** and **MPP** platforms for market information. She has also received the **Highest Milk Producer Award from SHIMUL**. In recognition of her outstanding contribution to agriculture, she was awarded the **District Level Farmer Woman Award – 2023** from KSNUAHS, Shivamogga and ATMA, Agril. Dept. Her family has played a vital role in her success, and she attributes her achievements to continuous guidance from agricultural department officials and scientists.

Influence to Other Farmers:

Smt. Arunadevi actively shares scientific farming practices and provides guidance to farmers visiting her farm. Through her integrated farming model and practical experience, she has emerged as a **model woman farmer**, inspiring farmers in and around her village to adopt diversified, scientific, and sustainable agricultural practices.

Highlights

- **Farm Area:** 20 acres
- **Major Crops:** Integrated Farming System Approach
- **Milk Production:** 650–700 litres/day from 170 HF cows
- **Sustainable Practices:** Rainwater harvesting, drip irrigation, solar energy
- **Allied Enterprises:** Dairy, sheep rearing, fish farming, beekeeping, vermicomposting and other integrated farming system approach.
- **Award:** District Level Farmer Woman Award – 2023
- **Community Role:** Guides and motivates fellow farmers and farm women



Savoring Success Story: Women Redefining Food Entrepreneurship

Name of Entrepreneur: Smt. Prathibha Trayambaka Rao

Age: 38 Years

Educational Qualification: Batchelor of arts, Kuvempu University, Shivamogga

Village: Sagara, Taluk, Shivamogga District, Karnataka

Enterprise: Value Addition and Women-led Manufacturing Unit (Traditional authentic Malnad foragotton foods)



Background / Situation Analysis:

Smt. Prathibha Trayambaka Rao, a 38-year-old enterprising woman from Sagara Taluk of Shivamogga District, Karnataka possessed both educational grounding and a strong connection to her cultural roots of the Malnad region. Despite her education and culinary expertise, opportunities for stable income generation in her rural setting were limited. Like many women, her skills in preparing traditional and authentic Malnad foods—once an integral part of local food culture—remained confined to household use. Such as colocasi, coleus, bird eye chilli, kashaya etc. and absence of formal entrepreneurship support posed significant challenges.

Catalysts of Change:

A major breakthrough came during 2021–22 due to COVID-19 pandemic brought an unexpected shift in Prathibha's professional life, where she established contact with Krishi Vigyan Kendra (KVK), Shivamogga, through several programmes. Through these programmes, she gained practical exposure to scientific processing techniques, quality control, packaging, branding, and food safety standards. She was also made aware of available financial support and subsidies under the PMFME (Pradhan Mantri Formalisation of Micro Food Processing Enterprises) scheme.

Pathway(s) to Progress:

In 2022, she formally launched her venture “**SLN Swadishta – Taste of Authentic Malnad.**” With technical support from KVK Shivamogga, she diversified her product range to include traditional extruded snacks, ready-to-cook mixes, RTE curry pastes. Her innovation and perseverance led to the successful launch of **Dip Kashaya sachets**, which received high market acceptance. The product gained strong demand from software companies in and around Bengaluru, supported by a strategic marketing tie-up with **Sodexo Food Catering Services**, significantly enhancing market reach and business growth.

Productivity & Income Enhancement:

Pratibha's transition from a home-based activity to a formal food processing enterprise resulted in remarkable improvements in productivity and income. The major outcomes include:

- Annual income increased from **10,000 to 60,00,000 per annum**
- Profit of **20,00,000 per annum**
- Substantial rise in net profits through large-scale production and market expansion
- Diversification into value-added and ready-to-eat / ready-to-cook traditional food products
- Expansion of market reach to urban consumers and institutional buyers
- Enhanced financial independence and entrepreneurial confidence

Social & Personal Empowerment, Awards and Recognition

Smt. Prathibha Trayambaka Rao's entrepreneurial success has positioned her as a role model in women-led food processing and rural entrepreneurship. Her journey from a home-based initiative to a large-scale manufacturing enterprise has earned her recognition from various development and agricultural institutions. She received an award of best Food Entrepreneur from APEDA and Best entrepreneur award by KSNUHS, Shivamogga. Through her enterprise **SLN Swadishta**, Prathibha actively mentors women entrepreneurs and SHG members, guiding them in food processing, quality control, branding, and market linkage.



Influence on Other Entrepreneurs

Pratibha's success has inspired women from Sagara Taluk and nearby villages to take up food processing and value-added enterprises using local resources. Her experience demonstrates the viability of traditional food-based



businesses when supported by skill development, institutional convergence, and market access. By sharing her knowledge and entrepreneurial journey, she continues to motivate women to be-

come **self-reliant** (*Atmanirbhar*) and emerge as successful entrepreneurs in the rural food processing sector.

Highlights

- **Traditional Food Entrepreneurship:** Produces traditional and forgotten Malnad food products.
- **Product Diversification:** Manufactures chutney powders, pickles, lehyas, millets ladoos, kashaya powder, extruded snacks u), and RTC mixes (puliogare gojju, pongal mix, pulav mix, ennegi mix, millets magic powder) and authentic Colocasia, Coleus, Bird eye Chilli, Citron and Spine guard ready- to eat- curry paste.
- **Institutional Support:** Trained by KVK Shivamogga under ODOP (pineapple processing), ARYA programme, and supported through PMFME scheme.
- **Market Linkages:** Products marketed to urban consumers with institutional tie-ups, including **Sodexo Food Catering Services** and IT/software companies around Shivamogga & Bengaluru.
- **Income Growth:** Annual income increased from **10,000 to 60,00,000** through value addition and enterprise expansion with Rs. 20,00,000 profit per annum.
- **Women's Empowerment:** By Best Food Entrepreneur from APEDA and Best entrepreneur award by KSNUHS, Shivamogga.
- **Community Impact:** Inspires rural women in Sagara Taluk and nearby areas to adopt food processing enterprises and become self-reliant (*Atmanirbhar*).

ICAR-KVK Thrissur

Empowering Farm Women through Demand-Driven Interventions: ICAR-KVK Thrissur

Farm women in Thrissur district form an indispensable workforce in agriculture and allied sectors, contributing substantially to crop production, livestock management, post-harvest handling, value addition, and household nutrition. Recognising the central role of women in strengthening farm livelihoods and ensuring food security, ICAR-Krishi Vigyan Kendra, Thrissur (Kerala Agricultural University) has consistently prioritised women-responsive extension interventions during the last five years (2021–2025).

Through a planned and inclusive strategy combining ca-

capacity building, technology assessment and refinement, frontline demonstrations, on-farm trials, enterprise promotion, and convergence-based programmes, the KVK has supported farm women in improving technical competence, enhancing income opportunities, and strengthening their participation in farm-level decision-making, contributing to inclusive and sustainable agricultural development in the district.

1. Women-Led Institutional Strength and Gender-Responsive Extension

ICAR-KVK Thrissur presents a strong women-led institutional profile. Women constitute 75 per cent of the KVK workforce, and notably, all Subject Matter Specialists (SMS) at the Kendra are women. This gender-inclusive staffing pattern has strengthened the KVK's capacity to design and deliver programmes that respond effectively to the priorities, constraints, and opportunities of farm women across Thrissur district. Women professionals currently serving in ICAR-KVK Thrissur include: Dr. Mary Regina F., Programme Coordinator (Agricultural Engineering), Dr. Krishnaja U., Subject Matter Specialist (Home Science), Dr. Smitha K.P., Subject



Matter Specialist (Agricultural Extension), Dr. Shimi G. J., Subject Matter Specialist (Agronomy), Dr. Anju C., Subject Matter Specialist (Plant Protection), Dr. Ambili John, Subject Matter Specialist (Animal Husbandry), Dr. Aparna G. S., Subject Matter Specialist (Horticulture), Ms. Arya P. R., Programme Assistant, Ms. Divya

S. Nair, Programme Assistant, Mrs. Rasmy Menon, Assistant Section Officer and Mrs. Ajitha K.K., Office Attendant. The active involvement of women professionals across all major disciplines has enabled stronger engagement with farm women, women Self Help Groups, and socially disadvantaged households under Scheduled Caste Sub Plan (SCSP) and Tribal Sub Plan (TSP). The KVK's women-led team has also been instrumental in promoting women-friendly technologies in home science, value addition, natural farming, homestead-based enterprises, and climate-resilient farm practices.

Women-focused interventions of ICAR-KVK Thrissur are grounded in the understanding that empowerment is strengthened through timely access to knowledge, skills, technologies, and institutional support. Extension programmes are purposefully designed to be practical, locally relevant, and compatible with women's time availability and resource base. Special attention has been given to homestead-based enterprises, low-cost interventions, and sustainable

production systems that enhance household food and nutrition security. The KVK has also ensured improved outreach to women from Scheduled Caste, Scheduled Tribe, and marginal farming households through convergence with SCSP, TSP, ATMA, and other line departments. This approach has helped women participate not merely as programme beneficiaries, but as active

adopters, innovators, and resource persons (master farmers) within their communities.

2. Women-Centric Extension Interventions

2.1 Women-Focused Capacity Building and Training Programmes

Capacity building has served as the primary pathway for strengthening women's technical skills and confidence in Thrissur district. ICAR-KVK Thrissur has con-

ducted extensive on-campus and off-campus training programmes covering crop production, allied enterprises, value addition, natural farming, food processing, nutrition security, and entrepreneurship development. Trainings were organised with emphasis on hands-on learning, flexible scheduling, and locally suitable technologies. Over the last five years, women constituted 64 per cent of the total participants (23546)



who attended the training programmes, indicating strong participation and acceptance of KVK interventions among women farmers. KVK has utilized approximately ¹ 22.6 lakh over the past five years for conducting training programmes specifically benefitting women farmers, over and above the expenditure incurred for other programmes such as FLDs, OJTs, SCSP, TSP, EDP, etc.

2.2 Frontline Demonstrations with Women Participation

Frontline demonstrations (FLDs) have been an effective platform for enabling women farmers to observe, evaluate, and adopt improved technologies in real farm conditions. Women (28%) actively participated in demonstrations related to crop production technologies, integrated farming systems, natural farming practices, backyard livestock and poultry, and allied income-generation





activities promoted by ICAR-KVK Thrissur. The budget utilization for FLDs involving women beneficiaries also for the last five years was ¹ 12.83 lakhs.

2.3 On-Farm Trials Involving Women Farmers

On-farm trials (OFTs) provided opportunities for women farmers (23%) in Thrissur district to participate in the testing and refinement of new technologies under local conditions. They were engaged in OFTs related to crop management, plant protection strategies, horticulture technologies, and animal husbandry innovations in the last five years. Through participation, women



gained experiential learning and contributed feedback on technology suitability. The budget utilisation for OFTs for the last five years was around ¹ 4.76 lakhs.

2.4 Women-Centric Interventions under Scheduled Caste Sub Plan (SCSP)

Under the Scheduled Caste Sub Plan (SCSP), ICAR-KVK Thrissur implemented targeted capacity building and livelihood interventions with a strong emphasis on women beneficiaries. During the reporting period, women constituted 58 per cent of SCSP participants. Interventions focused on women-friendly livelihood options such as homestead vegetable cultivation, value addition, backyard poultry, entrepreneurship development and other allied enterprises, supported through training, input distribution and continuous technical guidance. During the period from 2023-25,

around ¹ 19.93 lakhs was utilized for development activities of Scheduled Caste communities, in which women formed a major beneficiary group.

2.5 Women-Focused Programmes under Tribal Sub Plan (TSP)

The Tribal Sub Plan (TSP) interventions of ICAR-KVK Thrissur accorded priority to tribal women in vulnerable and resource-constrained regions. Women participation under TSP remained substantial, with 51 per cent of TSP beneficiaries being women during the reporting period. Programmes emphasised livelihood-oriented and locally appropriate activities such as homestead-based crop production, backyard livestock and poultry, natural farming practices, and sustainable farm management options.

During 2023-25, around ¹ 8.73 lakhs was utilized for development activities of Scheduled Tribe population in the district, in which women formed a major beneficiary group.

2.6 Promotion of Women Agri-Entrepreneurship under EDP Programme

Under the EDP programme of KVK Thrissur, women agri-entrepreneurs were successfully developed in diverse agri-food value chains, focusing on value addition, nutrition-sensitive products, and local market opportunities. These enterprises included fruit and vegetable processing, nutraceutical products from moringa and millets, jackfruit-based foods, herbal wellness products, and traditional rice-based items, showcasing strong scope for rural income generation. Women participation under EDP remained substantial,



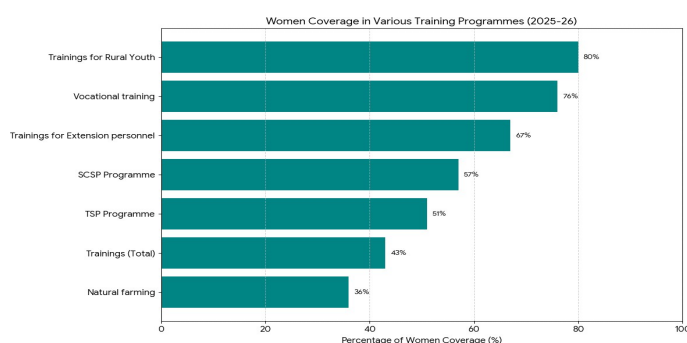
with 90 per cent of beneficiaries being women during the last five years. The KVK provided integrated support beyond training, including technical guidance, product development, and assistance in branding, certification & market linkages. The enterprises also demonstrate how women entrepreneurs can act as technology multipliers, inspiring and guiding other farm women towards sustainable agribusiness models. Overall, the initiative highlights the effectiveness of a women-centred entrepreneurship ecosystem in strengthening livelihoods, nutrition, and resilience.

2.7 Natural Farming and Women Participation

Natural farming interventions promoted by ICAR-KVK Thrissur witnessed encouraging participation of women, particularly due to the suitability of the practices for homestead-based systems and safe food production.



Women constituted 38 per cent of the participants in natural farming trainings and related programmes. Trainings focused on preparation of bio-inputs, botanical plant protection measures, soil health management, and low-cost sustainable production practices. These interventions supported women in reducing input costs, strengthening household nutrition security, and improving farm sustainability.



ICAR-KVK Trivandrum

Women led Mushroom farming for Sustainable Livelihoods

ICAR-Krishi Vigyan Kendra, Mitraniketan, Trivandrum has been at the forefront of promoting mushroom cultivation in Kerala. Recognizing its potential as a low-investment, high-return enterprise, particularly women farmers, the KVK has actively advanced this sector through a holistic approach. This includes capacity building, input support, and practical field-level interventions. By regularly producing and supplying quality mushroom spawn, establishing demonstration units, and offering vocational training, the KVK has enabled farm women to adopt mushroom cultivation as a sustainable and viable source of income.

Intervention of KVK to Address the Problem:

To address the multifaceted challenges faced by mushroom cultivators, the KVK adopted a strategic and holistic approach through a range of targeted interventions. Recognizing the need for skill development and hands-on experience, KVK organized regular training programs, each engaging an average of 30 farmers per batch. These sessions not only built technical know-how

5. Impact and Outcomes

Women-centric interventions implemented by ICAR-KVK Thrissur during the reporting period contributed to improved technical knowledge, enhanced adoption of scientific practices, and increased engagement of women in income-generating activities. KVK, Thrissur has played a key role in nurturing many women agripreneurs through its Entrepreneurship Development Programmes (EDPs).

Women beneficiaries reported improved confidence in farm-level decisions, greater awareness of sustainable technologies, and enhanced skills in value addition and enterprise management. The presence of a women-led professional team further strengthened trust, participation, and the horizontal spread of technologies through women groups and community networks.

but also instilled confidence among participants. To bridge the gap between theory and practice, low-cost mushroom cultivation demonstration units were established, allowing farmers to gain practical exposure. A significant boost came from the establishment of an in-house spawn production unit, capable of producing over 1,000 spawns per month, ensuring timely and accessible input supply for local entrepreneurs. Further, vocational training programs were tailored specifically for spawn production, equipping rural youth and women with valuable entrepreneurial skills. Continuous support was provided through field visits and personalized consul-



tations, offering farmers free advisory services and technical assistance. Additionally, method demonstrations and entrepreneurship development programs were conducted to nurture women agripreneurs and enhance business

readiness. To reinforce learning and extend outreach, extension literature was distributed widely, complemented by the telecast of success stories of progressive entrepreneurs, serving as a powerful motivational tool for the farming community. Through this integrated and farmer-centric approach, KVK effectively empowered woman farmers to adopt mushroom cultivation as a vi-

Spread of Technology:

Year	Spawn Supplied(Q)	Mushroom produced(Q)	Income generated(L)	Farmers benefitted
2020-21	6.8	33	13.5	121
2021-22	8.3	41.5	16.6	297
2022-23	4.72	23.6	9.4	91
2023-24	3.74	18.71	7.4	171
2024-25	5.4	27.48	10.99	201
Total	28.96	144.29	57.89	881



able and sustainable livelihood option.

- Over time, 32 small-scale mushroom production units were established.
- Mushroom-based enterprises gained traction as alternative income streams in both rural and peri-urban areas. Awareness and skill-building efforts significantly improved the uptake among youth and women.



Over 5 years, 57.89 Lakhs was generated in additional income for 881 women farmers. The initiative not only improved household income but also provided sustainable employment, especially for women farmers.

Horizontal Spread of Technology

- Trained woman entrepreneurs have become resource persons, extending support and mentoring to new growers.
- KVK-facilitated linkages with other institutions and markets helped expand the practice.

Summary

KVK's focused approach in promoting mushroom cultivation has significantly contributed to rural livelihood development in Trivandrum district. With a complete package of training, technical support, spawn supply, and entrepreneurship development, over 881 women farmers have gained economically, generating an additional income of ₹ 57.89 Lakhs over four years. This

model of low-cost, nutrition-rich, and space-efficient agriculture stands as a replicable success story in addressing rural unemployment and malnutrition, particularly in regions with marginal or no land holdings.

ICAR-KVK Tumakuru I

"ICAR-KVK, Tiptur, Tumakuru-1 farm women"

ICAR-KVK, Tiptur, Tumakuru-1 farm women. Mrs. Ashwini wife of Sudhakar., R C Pura post, M S Palya village, Tiptur. She has total land holding of 16 ac and along with Animal Husbandry Component. She has two cows each cow gives around 14-18 lt milk per day.

She has raised "Horticulture Based Cropping System" in that they follow "Organic Method of Cultivation" practices. In that they raised Horticulture crops such as Coconut, Arecanut, Banana, Mango, Guava, Sapota, and Jack fruit.

Spices crops such as ginger and pepper cultivated. In addition to that planned to planting the butter fruit crops for 2 ac land. She has raised Honey bee rearing unit in is farm for home purpose. They follow value addition practices for additional income and direct sell of the produce to consumer.



ICAR-KVK Tumakuru II

Empowerment of Farm Women through Need-Based Interventions

In the region served by ICAR-Krishi Vigyan Kendra, Hirehalli, Tumakuru II farm women play a pivotal role in sustaining agricultural and allied livelihood systems through their active involvement in crop production, post-harvest operations, value addition, and household nutritional security. Recognizing their expanding responsibilities and the growing feminization of agriculture, the KVK has accorded sustained priority to gender-responsive and need-based interventions during 2021-2025, adopting a structured and participatory approach encompassing capacity building, skill-oriented training, technology dissemination, frontline demonstrations, entrepreneurship promotion, and convergence with self-help groups and line departments. By introducing drudgery-reducing tools, climate-resilient technologies, and income-generating enterprises such as value addition, mushroom cultivation, KVK has strengthened the technical competence, income opportunities, leadership abil-

ities, and decision-making capacity of farm women, thereby contributing to inclusive growth, livelihood diversification, and sustainable agricultural development in the Tumakuru region.

Women Strength of ICAR-KVK, Hirehalli, Tumakuru II

In ICAR-KVK, Tumakuru II, women professionals are actively involved in technical advisory services, administration work, extension education and laboratory management. The women staff are collectively involved in planning, implementation, monitoring and field level execution of KVK activities.



In addition to professional roles, women constitute more than 60 percent of the workforce in various KVK production units and revenue-generating enterprises. They are actively involved



in the production and processing activities of AMC, preparation of neem and pongamia soaps, micronutrient mixture production, quality seed production, and laboratory services such as soil testing and mushroom spawn production. Women workers also undertake critical field operations including sowing, transplanting, weeding, nursery raising, crop maintenance, harvesting, grading, and post-harvest handling in the KVK farm. Through their technical skills, commitment, and operational efficiency, they significantly contribute to the smooth functioning of KVK units and to the generation of institutional revenue, while simultaneously promoting women's participation and leadership within the agricultural extension system.

Major Women-Oriented Interventions

Women-Focused Capacity Building and Training Programme

In Tumakuru district, strengthening the capacities of women farmers has been a key strategy for their empowerment. ICAR-KVK, Tumakuru, has implemented numerous on-campus and field-based training initiatives across areas such as crop cultivation, allied agricultural ac-

tivities, mushroom cultivation, drudgery reduction, value addition, natural farming, food processing, nutrition, and entrepreneurship. These programmes were carefully structured to address the specific requirements of women, focusing on hands-on learning, convenient scheduling, and technologies suited to local conditions.

During the last five years, women accounted for nearly half of all training participants, demonstrating their active involvement and growing interest. This substantial representation underscores the centre's consistent commitment to improving women's technical competencies, practical skills, and self-confidence, ultimately enabling them to take a more active and informed role in agricultural development

Frontline Demonstrations with Women Participation

Frontline demonstrations served as an important platform for enabling women farmers to observe and adopt improved technologies under real farm conditions. Women actively participated in demonstrations related to vegetable cultivation, millet cultivation with seed to plate concept, mushroom cultivation, natural farming practices, nutria-garden and other allied activities promoted by ICAR-KVK, Tumakuru II. During the last five years, women accounted for about 41 per cent of total FLD beneficiaries. These demonstrations not only



enhanced technology adoption among direct participants but also acted as learning sites for neighboring women farmers. The total budget utilization for FLDs involving women beneficiaries amounted to approximately 5 lakhs, investment in the field-level technology dissemination among women.

EDP (Entrepreneurship Development Programme) with Women Participation

Under the Entrepreneurship Development Programme (EDP), ICAR-Krishi Vigyan Kendra Tumakuru II, has taken focused efforts to promote women's participation in agri-entrepreneurship and enterprise development. The programme encouraged women to establish and manage enterprises such as mushroom cultivation, value addition to millets, amla processing, jackfruit processing, moringa leaf products, floral agarbatti making and other allied agri-based ventures. Special emphasis was placed on systematic skill development, preparation of viable enterprise plans, understanding cost economics, quality improvement, and adopting market-oriented production practices to



ensure profitability and sustainability.

During the last five years, approximately ¹ 2.5–3.0 lakh was utilized under the EDP to support women-led enterprises and related capacity-building initiatives. This financial and technical support enabled women to move beyond subsistence farming towards income-generating entrepreneurial activities. As a result, many women enhanced their earnings, improved their decision-making abilities, gained self-confidence, and emerged as local leaders and role models within their communities.

Empowering Krishi sakhis for Scaling Natural Farming: NMNF Training Initiative

Natural Farming is a chemical-free production system that integrates livestock—preferably indigenous cow breeds—diversified cropping, and location-specific practices derived from Indian traditional knowledge, with the core objectives of improving soil health, restoring ecological balance, reducing the cost of cultivation, and enhancing climate resilience of farmers. In this context, ICAR-KVK, Tumakuru II, conducted a series of capacity-development programmes under the National Mission on Natural Farming (NMNF) for 140 Krishi Sakhis from Tumakuru district, organizing the trainings in five batches, each representing two taluks. The first batch comprised 30 Krishi Sakhis from Tumakuru and Gubbi taluks, followed by 24 from Madhugiri and Koratagere, 28 from Kunigal and Tiptur taluks and 30 from Turuvekere and Chikkanayakanahalli taluks, while the fifth batch, consisting of 28 Krishi Sakhis from Sira and Pavagada taluks. The training curriculum was comprehensive and practice-oriented, covering soil health and nutrient management, preparation and application of bio-inputs such as Jeevamruta, Ghanajeevamruta, Agniashtra, Dashaparani, Brahmastra, Neemastra, Gonandanajala, Hulimajjige and Gokrupamruta, organic certification procedures, multi-storeyed cropping systems, use of local seeds, water management, and eco-friendly pest and disease

management under natural farming. In addition, sessions on women's health and nutrition, extension methodologies, and farmers' experiential learning were included, complemented by exposure visits to successful natural farming fields and the bio-resource centers to provide hands-on learning and field-level confidence for effective dissemination.

Impact and Outcomes

The interventions of KVK, Tumakuru II, have empowered women farmers by enhancing their technical skills, adoption of improved farming practices, and participation in income-generating enterprises. Nearly 50% of training participants and 41% of frontline demonstration beneficiaries were women, reflecting strong engagement. Through Entrepreneurship Development Programmes and agri-enterprises, women shifted from subsistence farming to entrepreneurial roles, increasing income, confidence, leadership, and decision-making capacity. Overall, these efforts have strengthened women's role in agriculture, promoted livelihood diversification, and contributed to sustainable and inclusive rural development.

Way Forward

To further strengthen women's empowerment in agriculture, KVK, Tumakuru II, will focus on scaling up skill development programmes, promoting market-linked agri-enterprises, and expanding adoption of climate-resilient and natural farming technologies. Greater convergence with Self-Help Groups, line departments, and digital platforms will enhance outreach and impact. Strengthening mentorship, leadership training, and access to financial and technological resources will enable women farmers to become more resilient, economically independent, and influential stakeholders in sustainable agricultural development.



ICAR-KVK Udupi

Mrs. Sujatha Shetty: An entrepreneurial spirit

Name : Mrs. Sujatha Shetty

Age : 35 years

Education : B.A. in English

Village : Mandarthi village of Udupi District, Karnataka

Enterprise : Horticulture nursery, Udupi Jasmine cultivation, market aggregation and value addition



Background:

Mrs. Sujatha Shetty living in a tiny village of Mandarthi, near Udupi of Karnataka after graduation was looking for employment. With unsuccessful at-

tempt to secure a job for her livelihood, she realized its better to go for self-employment than work for others. He had limited resources for investments. Coming from a middle-class family she could not afford to buy land for any agriculture or horticulture crops. But she had ancestral property of two acres of land available for development which she had no clue how to develop.

Entrepreneurship spirit

Tasting success as a nursery operator, she further ventured into growing Udupi Jasmine in her land encouraging all the neighbor unemployed women to take up Udupi Jasmine as an economical activity. She understood that marketing of Udupi jasmine needs and organized mechanisms to fetch higher market price. Hence she created a self help group for Udupi mallige growers and aggregated all the jasmine cultivated in the region and then marketed from single window for a fixed rate with steady supply to the local buyers. This ensured better price for growers and steady supply for flowers dealers. With over 10-15 labors, Mrs. Sujatha is now able to make a revenue of over five lakhs per month becoming an example for woman empowerment and entrepreneurial spirit. Mrs. Sujatha Shetty is recipient of several of awards for her entrepreneurial journey.

tempts to secure a job for her livelihood, she realized its better to go for self-employment than work for others. He had limited resources for investments. Coming from a middle-class family she could not afford to buy land for any agriculture or horticulture crops. But she had ancestral property of two acres of land available for development which she had no clue how to develop.

Catalyst of change

Upon suggestions of her friends and neighbors she visited Krishi Vigyana Kendra, Udupi, Brahmavaraseeking expert and scientific advises to develop her 2 acres of land. Realizing her inter-



ICAR-KVK Uttara Kannada

ICAR-Krishi Vigyan Kendra (KVK), Uttara Kannada- Training programme

ICAR-Krishi Vigyan Kendra (KVK), Uttara Kannada, Sirsi, organized A Six-day training programme on "Millet Processing, Value Addition and Millet-Based Healthy Bakery Products" at the Bakery Training Unit, University of Agricultural Sciences (UAS), Dharwad, under the SCSP project. The training programme was sponsored by IIMR-Hydrabad. The programme was inaugurated by Dr. M. V. Manjunath, Director of Extension, UAS, Dharwad. The event was presided over by Dr. Lata Pujar, Dean, College of Community Science, UAS, Dharwad. Dr. Hemalatha S., Professor and Head, and Dr. Ramya, Assistant Professor, Food Processing Unit, UAS, Dharwad, were also present during the inauguration programme and shared their valuable guidance with the participants.



10 Farm women from Uttara Kannada district are actively participating in the training programme. The participants received hands-on training in the preparation of bread, biscuits, egg puffs, buns, and various types of cakes. They actively participated in the practical sessions and gained valuable skills in bakery product preparation. During the valedictory programme, the participants expressed great happiness and satisfaction with the training. Many of them also showed keen interest in starting their own enterprise in the bakery sector.



ICAR-KVK Vijayapura I

Savoring Success Story: Women Redefining Food Entrepreneurship

Name of Entrepreneur: Smt. Prathibha Trayambaka Rao

Age: 38 Years

Educational Qualification: Batchelor of arts, Kuvempu University, Shivamogga

Village: Sagara, Taluk, Shivamogga District, Karnataka

Enterprise: Value Addition and Women-led Manufacturing Unit (Traditional authentic Malnad forgotton foods)



Background / Situation Analysis:

Smt. Prathibha Trayambaka Rao, a 38-year-old enterprising woman from Sagara Taluk of Shivamogga District, Karnataka possessed both educational grounding and a strong connection to her cultural roots of the

Malnad region. Despite her education and culinary expertise, opportunities for stable income generation in her rural setting were limited. Like many women, her skills in preparing traditional



and authentic Malnad foods—once an integral part of local food culture—remained confined to household use. Such as colocasi, coleus, bird eye chilli, kashaya etc. and absence of formal entrepreneurship support posed significant challenges.

Catalysts of Change:

A major breakthrough came during 2021–22 due to COVID-19 pandemic brought an unexpected shift in Prathibha's profes-

sional life, where she established contact with Krishi Vigyan Kendra (KVK), Shivamogga, through several programmes. Through these programmes, she gained practical exposure to scientific processing techniques, quality control, packaging, branding, and food safety standards. She was also made aware of available financial support and subsidies under the PMFME (Pradhan Mantri Formalisation of Micro Food Processing Enterprises) scheme.

Pathway(s) to Progress:

In 2022, she formally launched her venture “**SLN Swadishta – Taste of Authentic Malnad.**” With technical support from KVK Shivamogga, she diversified her product range to include traditional extruded snacks, ready-to-cook mixes, RTE curry pastes. Her innovation and perseverance led to the successful launch of **Dip Kashaya sachets**, which received high market acceptance. The product gained strong demand from software companies in and around Bengaluru, supported by a strategic marketing tie-up with **Sodexo Food Catering Services**, significantly enhancing market reach and business growth.

Productivity & Income Enhancement:

Pratibha's transition from a home-based activity to a formal food processing enterprise resulted in remarkable improvements in productivity and income. The major outcomes include:

- Annual income increased from **10,000 to 60,00,000 per annum**
- Profit of 20,00,000 per annum
- Substantial rise in net profits through large-scale production and market expansion
- Diversification into value-added and ready-to-eat / ready-to-cook traditional food products
- Expansion of market reach to urban consumers and institutional buyers
- Enhanced financial independence and entrepreneurial confidence

Social & Personal Empowerment, Awards and Recognition

Smt. Pratibha Trayambaka Rao's entrepreneurial success has positioned her as a role model in women-led food processing and rural entrepreneurship. Her journey from a home-based initiative to a large-scale manufacturing enterprise has earned her recognition from various development and agricultural institutions. She received an award of best Food Entrepreneur from APEDA and Best entrepreneur award by KSNUHS, Shivamogga. Through her enterprise **SLN Swadishta**, Pratibha actively mentors women entrepreneurs and SHG members, guiding them in food processing, quality control, branding, and market linkage.

Influence on Other Entrepreneurs

Pratibha's success has inspired women from Sagara Taluk and nearby villages to take up food processing and value-added enterprises using local resources. Her experience demonstrates the viability of traditional food-based businesses when supported by skill development, institutional convergence, and market access. By sharing her knowledge and entrepreneurial journey, she continues to motivate women to become **self-reliant (Atmanirbhar)** and emerge as successful entrepreneurs in the rural food processing sector.



Highlights

- **Traditional Food Entrepreneurship:** Produces traditional and forgotten Malnad food products.
- **Product Diversification:** Manufactures chutney powders, pickles, lehyas, millets ladoos, kashaya powder, extruded snacks u), and RTC mixes (puliogare gojju, pongal mix, pulav mix, ennagi mix, millets magic powder) and authentic Colocasia, Coleus, Bird eye Chilli, Citron and Spine guard ready- to eat- curry paste.
- **Institutional Support:** Trained by KVK Shivamogga under ODOP (pineapple processing), ARYA programme, and supported through PMFME scheme.
- **Market Linkages:** Products marketed to urban consumers with institutional tie-ups, including **Sodexo Food Catering Services** and IT/software companies around Shivamogga & Bengaluru.
- **Income Growth:** Annual income increased from **10,000 to 60,00,000** through value addition and enterprise expansion with Rs. 20,00,000 profit per annum.
- **Women's Empowerment:** By Best Food Entrepreneur from APEDA and Best entrepreneur award by KSNUHS, Shivamogga.
- **Community Impact:** Inspires rural women in Sagara Taluk and nearby areas to adopt food processing enterprises and become self-reliant (*Atmanirbhar*).

ICAR-KVK Vijayapura II

Contributors: Dr Veena Chandavari SMS (Home Science) and

Dr. Shivashenkaramurthy M Sr. Scientist and Head, ICAR KVK Indi

Turning the tide on migration to empowerment

Profile (in brief): Bhuvaneshwari Kamble, 33, is a PhD holder (completed 2021, focused on migration's impact on women) from a humble, poverty-stricken family in Vijayapura. She founded Odaladhwani Mahila Okkuta—a federation of 15 Self-Help Groups (SHGs)—empowering around 400 women and their families with sustainable local livelihoods. This has curbed distress seasonal migration, promoted organic practices, value-added products, and direct market access, enabling weekly earnings of 4,000–6,000 per entrepreneur.

Background/ Situation Analysis : From a family of 7 facing extreme poverty—father earned 2,000/month as a forest contract worker (recently deceased), mother was a migrant labourer in grape fields, family survived on seasonal cultivation of 3.5 acres of government land, often with just one meal a day. Early life marked by distress migration, harsh labour conditions (especially for women), parents' resistance to debt for basic needs, and limited resources. Migration severely affected women's health, family stability, education, and led to cycles of poverty and gender inequality in rural Vijayapura.

Catalysts of Change:

- Personal lived experience of poverty and migration distress.
- Academic background: PhD research on migration's gendered impacts, providing deep insights.



- **Mentorship and collaboration:** Guidance from research supervisor Hemalatha and institutions like ICAR, Krishi Vigyan Kendra (KVK) Vijayapura, University of Agricultural Sciences Dharwad.
- **Empathy-driven vision** to translate research into grassroots action for women-led solutions.

Pathway(s) to Progress:

- Formed Odaladhwani Mahila Okkuta as a federated structure of 15 SHGs for collective strength and scale.
- Focused on local, dignified livelihoods to retain families in villages.



- Bridged academia and practice: Introduced improved organic techniques, seeds, and knowledge-sharing.
- Built market linkages for direct sales, reducing dependency on exploitative migration labour.

Productivity & income enhancement:

- Organic farming: Millets, groundnuts, tur (pigeon pea), etc., with better yields, soil health, lower costs (vs. chemical farming), and higher returns via direct buyers.
- Livestock rearing and dairy farming through networking and support.
 - Value addition: Home-made products like jowar roti (joland roti), sajje roti (pearl millet roti), shenga holige (groundnut sweet flatbread), groundnut chutney powder (shenga hindi), flax seed chutney (agasi hindi), niger seed chutney (gurellu hindi), bitter gourd/lemon pickles.
 - Weekly sales at Bengaluru farmers' markets (primarily Ragi Kana, also Mele/Nera Santhe, Raith Santhe, Yuva Santhe, Savayav Santhe, Raith Vakkuta).
 - Economic gains: Weekly earnings ¹ 4,000–¹ 6,000 per entrepreneur; combined BCR (Benefit-Cost Ratio) around 4.19; individual products show strong profitability (e.g., Bajra/Jowar roti BCR 6.67, Shenga Holige 4.00).

Social/Personal Empowerment/Awards & Recognition:

- Women gain financial independence, invest in children's education, prevent school dropouts, and improve family quality of life.
- Enhanced dignity through home-based entrepreneurship, leadership roles in SHGs, and collective bargaining power.
- Reduced health risks from migration labour and promoted sustainability via organic methods.
- Recognition: Featured in Deccan Herald's DH Changemakers series (articles: "Turning the tide on migration" and "This Woman Is Rewriting Rural Futures").

Influence to Other Farmers: Her model inspires replication by demonstrating research-to-practice translation, federation-building for scale, and sustainable organic-local market linkages. Women from surrounding villages join or emulate SHGs, expanding organic cultivation and value-added production. The approach influences broader rural communities in Vijayapura by proving viable alternatives to migration, encouraging more women to lead similar initiatives.

Highlights Diversified Farming: Organic crop cultivation (millets, groundnuts, pigeon pea) with expert guidance for improved techniques, soil regeneration, cost reduction, and higher productivity.

Value Addition: Transformation of raw produce into high-demand homemade items (traditional rotis, chutney powders, pickles, sweets) that command premium prices and sell briskly.

Market Linkages: Strong direct connections to urban consumers via weekly Bengaluru markets like Ragi Kana (primary venue for most products), ensuring steady income without middlemen.

Women's Empowerment From vulnerable migrant labourers to confident entrepreneurs and leaders; federated SHGs foster collective decision-making, skill-building, and economic autonomy.

Awards & Recognition Featured as a changemaker in Deccan Herald (DH Changemakers 2025–2026 series) for reversing migration and rewriting rural futures through grassroots leadership.



ICAR-KVK Wayanad

Success Story: A Journey towards Integrated Farming and Entrepreneurship

Mrs. Jisha has emerged as a successful agri-entrepreneur through her dedication and effective utilization of training and support received from Krishi Vigyan Kendra (KVK) Wayanad and Agriculture Department. With the technical guidance provided by



these institutions, she acquired valuable knowledge in apiculture, gardening and integrated farming systems.

Motivated by this support, she diversified into multiple agricultural enterprises including beekeeping, intercropping, gardening, rearing of ornamental birds, mushroom cultivation and dry flower arrangement. Over the past three years, she has steadily developed her skills and expanded her activities into a sustainable livelihood model.

In apiculture, she maintains 15 bee boxes with species such as *Apis dorsata* and *Trigona iridipennis*, within

a 10-cent area, generating an annual net income of 41,000. She is also practising mushroom cultivation, earning an additional 7,000 annually.

Mrs. Jisha has successfully ventured into ornamental plant cultivation and marketing, earning around 20,000 per year. Her expertise in dry flower making and arrangement provides her with a steady monthly income of 2,500.

In addition, she is practising intercropping of coffee and arecanut over an area of 2 acres, yielding an approximate annual income of 1,00,000. She is also engaged in rearing and selling lovebirds for the past three years, earning an average of 2,500 per month.

Today, Mrs. Jisha is not only a successful farmer but also a resource person who provides training to aspiring farmers in collaboration with various organizations. Her journey reflects the impact of institutional support and integrated farming in creating sustainable livelihoods and empowering rural entrepreneurs.

ICAR-KVK Yadgir

Mrs. Bhagya Shree G. Vinod Kumar, a woman farmer from Devaragonal village of Shorapur taluk in Yadgir district, has completed her B.A. degree and, out of her own interest, engaged in agriculture. On her 3 acres of land, she cultivates improved varieties of red gram, bajra, jowar and groundnut along with horticultural crops such as mango (Arun-250, Kesar, Mallika and Totapuri varieties), lemon, mosambi, tomato (Arka Abhed), brinjal and marigold flowers (Arka Abhi). Along with crop cultivation, she is also engaged in dairy farming, goat rearing and poultry activities.

In her 3 acres, she practices multi-cropping, mixed cropping and intercropping methods. Her major crops include red gram, bajra, jowar, groundnut, mango, mari-





gold flowers and forest trees like mahogany and Neem, through which she earns good profits.

Mrs. Bhagya Shree serves as



a role model for many women farmers and has started an initiative with the thought, "Our Path towards Agriculture." She supports and guides women farmers in solving their agricultural problems.

She has become an inspiration in vegetable and flower cultivation. Many farmers and women farmers visit her farm to learn and adopt her farming practices. Progressive farmers and students also visit her fields for guidance.

Additionally, she has established a farm pond and is engaged in dairy farming with 10 goats, 2 buffaloes, 2 cows and 20 poultry birds. To maintain soil

fertility, she practices organic farming methods by using farmyard manure, vermin compost, bio-digester inputs and incorporating crop residues into the soil. She uses bio-fertilizers and bio-pesticides such as Trichoderma and Pseudomonas. KVK Yadgir made a scientific intervention like spraying of vegetable special, Use of AMC, Bio agents, Neem cake and yellow sticky traps for organic production of vegetables. She was also advised to staggered sowing for continuous supply of fresh vegetables and flowers to local market. She also gives priority to soil and water conservation practices like contour bunding and other conservation measures.

She started preparation of garland from the Maigold which was cultivated as an intercrop in vegetable cultivation to reduce the incidence of pests and diseases. She started grading, packing, and selling of fresh vegetables with door steps under the name of Farm Fresh. Latter on the demands for fresh vegetables was increased and she started collecting from neighbouring farmers and started marketing of vegetable and flowers in distant markets. She expanded marketing from local to distant markets with turnover of Rs.10.00 to 12.00 lakhs per annum with a net profit of 7.00 to 8.00 lakhs per annum monthly.

In Yadgir district, she actively participates in training programs and front-line demonstrations organized by the University of Agricultural Sciences, Raichur, KrishiVigyan Kendra and the Agriculture Department, serving as a model farmer for others.

Mrs. Bhagya Shree effectively uses modern agricultural machinery such as mini tractor, rotavator and seed-cum-fertilizer drill. She gains modern agricultural knowledge from agricultural universities, extension education centers, Krishi Vigyan Kendra, the Agriculture Department and progressive farmers, and shares this knowledge to inspire other women farmers.

KVK TIMES



FARM TOURISM AT KUMARAKOM

A UNIQUE BACKWATER EXPERIENCE

Kumarakom is one among the established international tourist destinations that comes under the Kuttanad region with an area of 56,000 hectares spread over the districts of Alappuzha, Kottayam and Pathanamthitta. Kumarakom enjoys a humid tropical climate. The normal annual rainfall is 2469 mm, the bulk of which (55.4%) is received over the 3 months from June to August. A dry spell prevails from December to April. The mean maximum and minimum temperatures are 30.80°C and 25.30°C, respectively. The mean relative humidity is 86.7 per cent.

With the development of several resorts catering to the domestic and international tourists, there is an abundant opportunity to develop tourism combining commercial tourism with the agricultural activity to the benefit of the farming community in a way that does not damage the natural socio-cultural environment and should meet the needs of the present without compromising the natural resources of future generations.

Tourists visit Kumarakom under package tours owing to the panoramic scenic beauty imparted by the lake expanse. A larger number of homestay units and resorts have sprung up for the tourists in the region. A tourist will be happy to spend time in the farm holdings, observing and even participating in farm activities in the unique situations such as polder farming, and this will help to find an easy market for the fresh farm made produces. Such an approach would help the tourist to acquaint themselves with the unique farming operations, which will be mutually rewarding.



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