



சென்டெக்ட் வேளாண் அறிவியல் மையம், தேனி மாவட்டம்

ICAR Krishi Vigyan Kendra, CENDECT, Theni District



A Profile of KVK Promoted Women Entrepreneurs (Farm to Fork Strategy)

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ICAR Krishi Vigyan Kendra, CENDECT, Theni District

Kamatchipuram, Theni District, Tamil Nadu - 625 520



A Profile of KVK Promoted

Women Entrepreneurs

(Farm to Fork Strategy)

Compiled By

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ICAR Krishi Vigyan Kendra, CENDECT

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Preface

**To Awaken People, The women must be awakened.
Once She is on the move, the Family moves,
the Village moves and the Nation moves"**

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

Womens empowerment contributes to the establishment of a good family, a good society and eventually a good Nation. Entrepreneurship is considered as one of the most important factors contributing to the economic development of any nation.

ICAR Krishi Vigyan Kendras are playing a vital role to transfer the latest technologies through various activities from **"Farm to Fork Strategy"** intended for development in the agriculture and allied sectors for the welfare of farmers, farm women, rural youth, SHGs, entrepreneurs, and FPOs.

KVK Theni has been working on Entrepreneurship Development in rural areas of Theni District with an aim of Nurturing and Promoting Entrepreneurship – Farm to Fork. We promoted various enterprises with locally available resources like vermicompost, beekeeping, mushroom cultivation, traditional rice, post-harvest management practices for improving the shelf life of green leafy vegetables, value addition in millets, coconut, grapes, banana, amla, guava, jamun, betelvine, cow dung based products, herbal and cosmetics items, handicrafts from teak wood, coconut shell, banana fiber etc.,

Empowering the women to take a charge of their lives to improve their present for a better future. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the Rural Areas.

The present publication titled '**A Profile of KVK Promoted Women Entrepreneurs'- Farm to Fork Strategy** has been compiled by the team of ICAR Krishi Vigyan Kendra, CENDECT, Theni District, Tamil Nadu. This documentation of women entrepreneurs profile inspires millions of fellow farm women as well as motivates them to enhance their self-confidence leading to agripreneurship.

Dr. P. PATCHAIMAL

சென்னைக் கிஷி விக்யன் கெந்திரம்

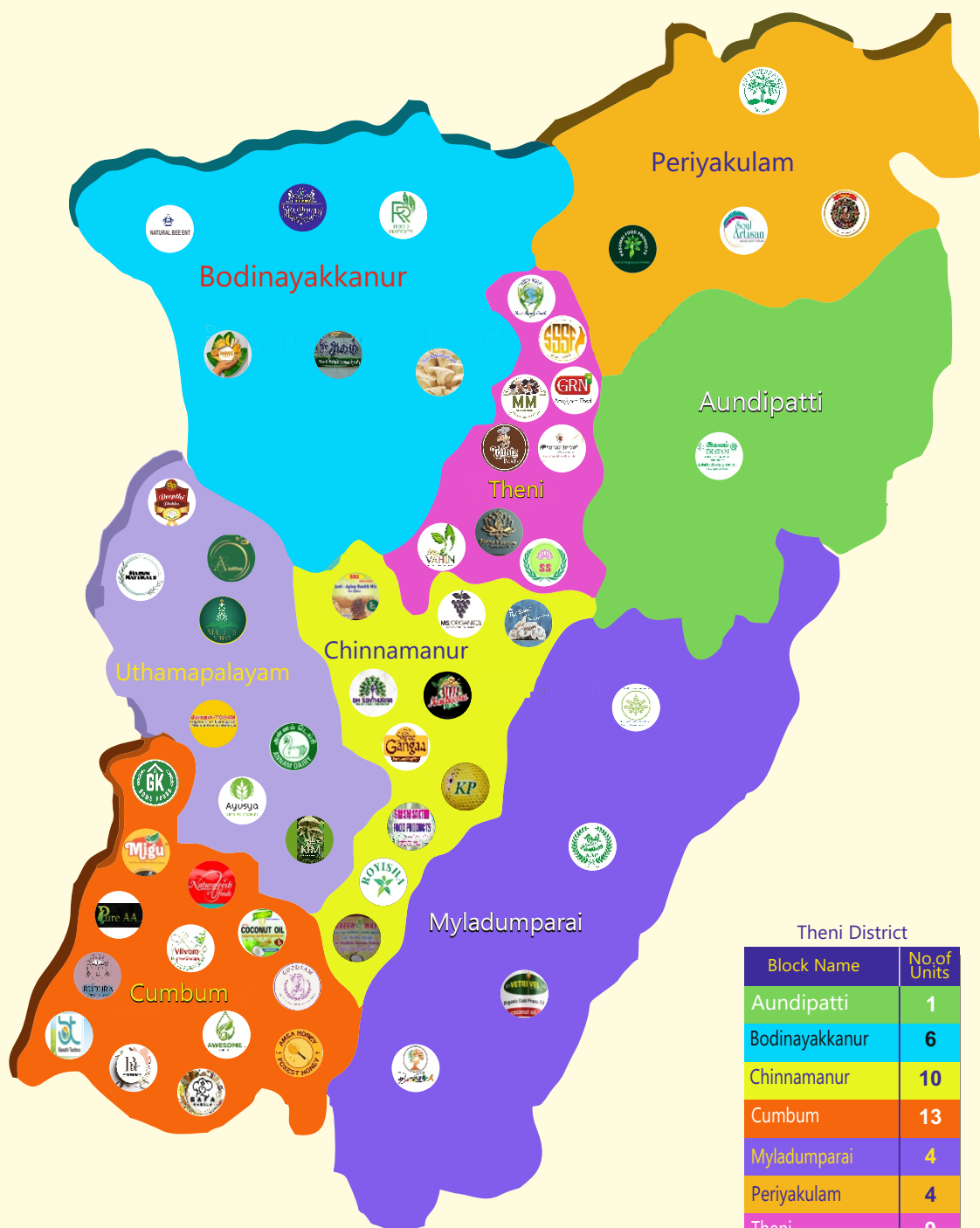
Dedicated to Women Entrepreneurs

2552

ICAR Krishi Vigyan Kendra, CENDECT

Kamatchipuram, Theni District - 625 520, Tamil Nadu

A Diagrammatic Profile of KVK Promoted Women Entrepreneurs



CONTENTS

S.No.	Name of the Entrepreneur (s)	Brand Name	Page No.
I Aundipatti Block			
i	Praveena Rajkumar	Imayam Enriched Vermicompost	1
II Bodinayakkanur Block			
i	Amala Deepa S	Natural Bee ENT	2
ii	Jeyasudha S P	Sri Bhairavi Food Products	3
iii	Irulayee R	MMS Foods	4
iv	Sri Devi R	Sridevi Mushroom	5
v	Umamaheswari R	RR Food Products	6
vi	Ushananthini Kannan	Agam Handicrafts	7
III Chinnamanur Block			
i	Aruna Rani N	Nadeena Popcorn	8
ii	Indumathi Vengadesh	Shree Gangaa	9
iii	Kanchana A	Om Senthuraa Home Care Products	10
iv	Porkodi A	Sri Home Foods	11
v	Priya Dharshini M	MS Organics	12
vi	Preethi K	KP Tamil Products	13
vii	Renuga S	Sri Sai Sakthi Food Products	14
viii	Uma Maheswari U	Royisha Natural Products	15
ix	Vidhya M	Greenway Herbals and Organics	16
x	Vishnu Priya G	Theni Saaral	17
IV Cumbum Block			
i	Dhana Chitra G	GK Home Foods	18
ii	Devilakshmi B	Migu	19
iii	Gayathri P	Pure AA Herbals	20
iv	Lakshmipriya N	Rudhra Farm Products	21
v	Kavitha Sugumar	Barath Techno	22
vi	Mahriz Banu	Pudhumai Enterprises	23
vii	Mydeen Fathima S	SAFA Masala	24
viii	Mothika S	Awesome Herbal Hair Oil	25
ix	Sandhiya Ambethraja	AMSA Honey	26
x	Saravana Priya M	Goodsam Value Added Products	27
xi	Sindhuja R	Vilvam Grow Shopeee	28
xii	Vidhya R	Yogam Food Products	29
xiii	Ushas Baby	Nature Fresh Food Products	30

CONTENTS

S.No.	Name of the Entrepreneur (s)	Brand Name	Page No.
V Myiladumparai Block			
i	Arunadevi R	Aadhi Herbal Products	31
ii	Kani M & Shanmugarathi	Thulir Handicrafts	32
iii	Rukmani B	Vetrivel Wood Press Oil	33
iv	Anitha M	MAG Food Products	34
VI Periyakulam Block			
i	Bindhu P	Pasumai Food Products	35
ii	Gnanasundari K	Soul Artisan	36
iii	Manjula Devi S	Manjari Food Products and Handicrafts	37
iv	Venkateswari J	AV Enterprises	38
VII Theni Block			
i	Hema P	Vahin Food Products	39
ii	Malini V	Theni Anicham Herbals	40
iii	Saleema S	Shiffa Honey	41
iv	Nagajothi S	Saravana Soap	42
v	Nishanthini S	Trithiz	43
vi	Rajani V	Amutha Surabi	44
vii	Rammiya M	Mahadevan Masala	45
viii	Renugapandi V	Gowri Renuga Natural Products	46
ix	Subashini S	Sri Sai Swashini Foods	47
VIII Uthamapalayam			
i	Antony Albigia Mary T	Deepthi Pickles	48
ii	Anees Fathima Z	Habun Naturals	49
iii	Anitha R	Anitha Food Products	50
iv	Bowsiya Begum N	Milletts Minar	51
v	Chitrapriya G	Yogam Panchakavya Lamp	52
vi	Manjula Devi	Annam Dairy	53
vii	Pandi Priya P	Ayusya	54
viii	Prema M	KPM Farm Products	55



01

**Mrs. PRAVEENA RAJKUMAR****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. R. Praveena Rajkumar
Address	: 247, West Sreet, Vandiyur, Aundipatti Taluk, Theni District, Tamil Nadu - 625 512.
Date of Birth & Age	: 16-06-1990 & 34
Educational Qualification	: M.Tech (CS),
Background	: Farm Women turned as an Entrepreneur
Land Holding	: 2 Acre
Farming Activities	: Dragon Fruit
KVK Interventions	: Participated in the Training on Organic Farming, IFS, Sustainable Soil Health Management & Practices, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2008
Income Earned	: Rs. 5,00,000/- per year
Employment Generated (Mandays)	: 96 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance & Marketing Support

Branding Details

Brand Name	: Imayam Enriched Vermicompost
Description of the Product	: Organic Fertilizers
Product Details	: Vermicompost, Organic Pesticides, Vermiwash
Certification/ Compliance	
MSME	: UDYAM-TN-23-0019479
Slogan/ Tagline	: Soil Spirit
Marketing Strategies	: D2C, B2B
Award & Recognition	: Participated in Kodaikanal FM 100.5, Amutha Malai in 2024



02

**Mrs. S. AMALA DEEPA****NATURAL BEE ENT****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. S. Amala Deepa
Address	: No. 8, Thendral Nagar, East Street, Bodinayakanur, Theni District, Tamil Nadu - 625 513
Date of Birth & Age	: 05-02-1986 & 38
Educational Qualification	: MCA.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in Training on Cosmetics & Toiletries, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2021
Income Earned Per Year	: Rs. 1,00,000/- per year
Employment Generated (Mandays)	: 48 per year
Financial Assistance	: Own Contribution
Future Thrust	: AYUSH License

Branding Details

Brand Name	: Natural Bee ENT
Description of the Product	: Bees Wax Cream, Herbal Instant Powder
Product Details	: Pain Balm & Digestion Mixes
Certification / Compliance	
FSSAI	: 30240203115662075
MSME	: UDYAM-TN-23-0009384
Slogan / Tagline	: Good Life
Marketing Strategies	: D2C
Sales Channel	: Offline, Online
Awards & Recognitions	: Best Stall Award from KVK in 2023 Participated in All India Radio, Madurai in 2024



03

**Mrs. R. IRULAYEE**

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. R. Irulayee
Address	: 272, Vinayagar Kovil Street, Bathrakalipuram, Dombucherry Post, Theni District, Tamil Nadu - 625 582
Date of Birth & Age	: 01-01-1979 & 45
Educational Qualification	: 8 th
Background	: Farm Women turned as an Entrepreneur
Land Holding	: 1 Acre
Farming Activities	: Brinjal
KVK Interventions	: Participated in the Training on Value Addition in Mango, Millets, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2022
Income Earned	: Rs. 60,000/- per year
Employment Generated (Mandays)	: 24 per year
Financial Assistance	: Own Contribution
Future Thrust	: Marketing and Financial Assistance



Branding Details

Brand Name	: Sri Bhairavi Food Products
Description of the Product	: Value added products from Vegetables & Fruits
Product Details	: Carrot Instant Mix, Beetroot Instant Mix, Amylase Rich Food, Amchur Powder, RTU Millet Mixes
Certification / Compliance	
FSSAI	: 22423226000338
MSME	: UDYAM-TN-23-0036723
Slogan / Tagline	: Nutritious & Healthy
Marketing Strategies	: D2C
Sales Channel	: Offline

04

**Mrs. S.P. JEYASUDHA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. S.P. Jeyasudha
Address	: 56/27, Nandhavanam 3rd Street, Bodinayakanur, Theni District, Tamil Nadu - 625 513
Date of Birth & Age	: 23-11-1983 & 40
Educational Qualification	: 12 th
Background	: Home Maker turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in Skill Training on Millet Production and Value Addition, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned Per Year	: Rs. 1,00,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: MMS Foods
Description of the Product	: Millet RTE Snacks
Product Details	: Millets Murukku (8 Varieties)
Certification / Compliance	
FSSAI	: 22423468000165
MSME	: UDYAM-TN-23-0046476
Slogan / Tagline	: Tradition & Tasty
Marketing Strategies	: D2C, B2B
Sales Channel	: Offline
Awards & Recognitions	: Master Trainer in TNSRLM, (Govt. of Tamil Nadu), Theni District



05

**Mrs. R. SRIDEVI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. R.Sridevi
Address	: 5A, Pankajam Illam, Thendral Nagar, Bodinayakanur, Theni District, Tamil Nadu - 625 513
Date of Birth & Age	: 23-11-1983 & 40
Educational Qualification	: 12 th
Background	: Home Maker turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Skill Training on Mushroom Cultivation and Value Addition, FLD Training on Value Addition in Milk, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2021
Income Earned	: Rs. 2,40,000/- per year
Employment Generated (Mandays)	: 140 per year
Financial Assistance	: Own Contribution
Future Thurst	: Financial Assistance

Branding Details

Brand Name	: Sri Mushroom
Description of the Product	: Mushroom
Product Details	: Oyster Mushroom, Paneer
Certification / Compliance	
FSSAI	: 22423468000052
Slogan / Tagline	: Natural & Healthy
Marketing Strategies	: D2C
Sales Channel	: Offline



06

**Mrs. R. UMAMAHESWARI****Entrepreneur Profile****Name of the Entrepreneur :** Mrs. R. Umamaheswari**Address :** No. 3, Bodayan Lane, Kamarajar bazaar, Bodinayakanur,
Theni District, Tamil Nadu - 625 513**Date of Birth & Age :** 23-03.1976 & 48**Educational Qualification :** 12th**Background :** Farm Women turned as an Entrepreneur**Land Holding :** 1.5 Acres**Farming Activities :** Coffee, Pepper, Lemon and Jack Fruit**KVK Interventions :** Participated in the Training on Value Added Food Products from Mango, Post Harvest Management and Value Addition in Spices under DAPSC, Licensing, Branding, Labelling Supports & Marketing Linkages**Year of Inception :** 2022**Income Earned :** Rs. 1,00,000/- per year**Employment Generated (Mandays) :** 120 per year**Financial Assistance :** Rs. 4,32,987 /- PMFME**Future Thrust :** E-Commerce**Branding Details****Brand Name :** RR Food Products**Description of the Product :** Value Added Products from Fruits**Product Details :** Amchur Powder, Mango Bar, Amla Mouth Freshner**Certification / Compliance****FSSAI :** 22423468000138**MSME :** UDYAM-TN-23-0035316**ZED (Bronze) :** 13102024_358682**Slogan / Tagline :** Waste to Wealth**Marketing Strategies :** D2C**Sales Channel :** Offline, Online - Meesho, Boom, Jiomart**Awards & Recognition :** Best Women Entrepreneur Award from KVK in 2023,
Singapen Award from Crest India Foundation in 2024
Participated in IISF 2023 at Haryana

07

**Mrs. USHANANTHINI KANNAN****Entrepreneur Profile****Name of the Entrepreneur :** Mrs. Ushananthini Kannan**Address :** 2nd Street, Kalimayyam Kovil Road, Thirumalapuram, Bodinayakanur, Theni District, Tamil Nadu - 625 513**Date of Birth & Age :** 28-06-1988 & 36**Educational Qualification :** 10th**Background :** Rural Youth turned as an Entrepreneur**Land Holding :** Nil**Farming Activities :** Nil**KVK Interventions :** Handholding Support for Licensing, Branding, Labelling & Marketing Linkages**Year of Inception :** 2017**Income Earned :** Rs. 1,20,000/- per year**Employment Generated****(Mandays) :** 240 per year**Financial Assistance :** Own Contribution**Future Thrust :** Financial Assistance & Marketing Support in E-Commerce**Branding Details****Brand Name :** Agam Handicrafts**Description of the Product :** Teak Wood & Coconut Shell Products**Product Details :** Handicrafts - Fancy Articles**Certification/ Compliance****MSME :** UDYAM-TN-23-0045784**Slogan/ Tagline :** Neengal Ninaipathai Nijamakkuvom**Marketing Strategies :** D2C**Sales Channel :** Offline**Awards & Recognitions :** Best Women Entrepreneur from KVK, Singaperumal Award from Crest India Foundation in 2024, Master Trainer in TNSRLM, NABARD

08

**Mrs. N. ARUNA RANI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. N. Aruna Rani
Address	: No. 97/B-3, Main Road, Kamatchipuram, Theni District, Tamil Nadu - 625 540
Date of Birth & Age	: 08-05-1986 & 38
Educational Qualification	: Montessori
Background	: Home Maker turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Training on Millet Value Addition, Women Entrepreneurship, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 36,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thrust	: Advance Technical Support

Branding Details

Brand Name	: Nadeena Popcorn
Description of the Product	: Value Added Products from Millets
Product Details	: Millets Popcorn
Certification / Compliance	
FSSAI	: 22424227000238
MSME	: UDYAM-TN-23-0000578
Slogan / Tagline	: Receive your Health with the Goodness of Millets
Marketing Strategies	: D2C
Sales Channel	: Offline - Own Outlet



**Mrs. INDUMATHI VENGADESH****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. Indumathi Vengadesh
Address	: 2-7-5, Kamaraja Bhavanam Street, Sukkangalpatti, Chinnamanur Block, Theni District, Tamil Nadu - 625 540
Date of Birth & Age	: 12-07-1989 & 35
Educational Qualification	: BE (C.Sc.)
Background	: Farm Women turned as an Entrepreneur
Land Holding	: 4.5 Acres
Farming Activities	: Banana, Coconut, Manila Tamarind
KVK Interventions	: Participated in the Skill Training on Millet Value Addition, Beekeeping, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2021
Income Earned	: Rs. 60,00,000/- per year
Employment Generated (Mandays)	: 3000 per year
Financial Assistance	: Rs. 10,00,000/- PMEGP - KVIC
Future Thrust	: E-Commerce, Export

Branding Details

Brand Name	: IVS Agro Enterprises
Description of the Product	: Value Added Products from Millets
Product Details	: Multigrain Millets Laddu, Multi Millet Malt, Black Gram Kali Mix, Ragi Malt, Black Gram Malt, Coconut Burfi, Premium Nuts Laddu

Certification / Compliance	
FSSAI	: 22421227000034
MSME	: UDYAM-TN-23-0000502
ZED (Bronze)	: 09102024_358241

Slogan / Tagline	: Purity & Tradition
Marketing Strategies	: B2B, D2C
Sales Channel	: Online and Offline
Awards	: Best Entrepreneur Award from KVK in 2022



10

**Mrs. A. KANCHANA****OM SENTHURAA**
HOME CARE PRODUCTS**Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. A. Kanchana
Address	: 32, Building Society, Appavupillai Compound, Chinnamanur, Theni District, Tamil Nadu - 625 533
Date of Birth & Age	: 10-05-1979 & 44
Educational Qualification	: MA., B.Ed., PGDCA.,
Background	: Home Maker turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Value addition in cow dung, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2018
Income Earned	: Rs. 4,00,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Private Bank
Future Thurst	: Financial Assistance from Govt.Dept., E-Commerce

Branding Details

Brand Name	: Om Senthuraa Home Care Products
Description of the Product	: Herbal Based Home Care and Beauty Products
Product Details	: Soap, Shampoo, Agarbatti & Dhoop
Certification / Compliance	
MSME	: UDYAM-TN-23-0009384
ZED (Bronze)	: 10102024_358573
Slogan / Tagline	: Hygiene & Safe
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline
Awards & Recognitions	: Best Entrepreneur Award from KVK in 2022, Master Trainer for Agarpathi & Perfumery, Participated in AIR, Doordarshan & News 18



11

**Mrs. S. PORKODI****SRI HOME FOODS****Entrepreneur Profile****Name of the Entrepreneur :** Mrs. S. Porkodi**Address :** 104, North Street, Appipatti, Chinnamanur,
Theni District, Tamil Nadu - 625 515**Date of Birth & Age :** 28-05-1980 & 44**Educational Qualification :** Diploma (ECE)**Background :** Home Maker turned as an Entrepreneur**Land Holding :** Nil**Farming Activities :** Nil**KVK Interventions :** Participated in the FLD Training on Value Addition in Millets and
Banana, Licensing, Branding, Labelling Supports & Marketing Linkages**Year of Inception :** 2023**Income Earned :** Rs. 75,000/- per year**Employment Generated (Mandays) :** 36 per year**Financial Assistance :** Own Contribution**Future Thrust :** E-Commerce**Branding Details****Brand Name :** Sri Home Foods**Description of the Product :** Value Added Products from Millets**Product Details :** RTE Millet Mixes for Weight gain
Weight loss & Immunity Boosting**Certification / Compliance****FSSAI :** 22423469000026**MSME :** UDYAM-TN-23-0036586**Slogan / Tagline :** Way of Nature**Marketing Strategies :** D2C**Sales Channel :** Offline

12

**Mrs. M PRIYA DHARSHINI**

MS ORGANICS
NATURE'S TOUCH DRY GRAPES

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. M. Priya Dharshini
Address	: 37/4, North Street, Appipatti, Chinnamanur Block, Theni District, Tamil Nadu - 625 515
Date of Birth & Age	: 05-06-1996 & 28
Educational Qualification	: Diploma (Nursing)
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Training on Value Added Products from Grapes, Exposure visit to ICAR NRCG, Pune, Distribution of Solar Dryer under Impactful Intervention (2023-24) to the FIG, Licensing, Branding, Labelling Supports & Marketing Linkages.
Year of Inception	: 2024
Income Earned	: Rs. 12,500/- per month
Employment Generated (Mandays)	: 60 per year
Financial Assistance	: Own Contribution
Future Thurst	: Marketing, Financial Assistance

Branding Details

Brand Name	: MS Organics
Description of the Product	: Value Added Products from Grapes
Product Details	: Dry Grapes
Certification/ Compliance	
FSSAI	: 22424227000124
MSME	: UDYAM-TN-23-0040080
ZED (Bronze)	: 09102024_358434
Slogan/ Tagline	: Natures Touch
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline



**Mrs. K. PREETHI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. K. Preethi
Address	: 14/2, Raja Street, Seepalakottai, Chinnamanur, Theni District, Tamil Nadu - 625 540
Date of Birth & Age	: 05-05-1998 & 26
Educational Qualification	: 12 th
Background	: Farm Women turned as an Entrepreneur
Land Holding	: 0.75 Acre
Farming Activities	: Banana, Tomato, Green Chilli, Livestock - Cow
KVK Interventions	: Participated in the FLD Training on Value Added Products from Banana, Vocational Training on Banana Fibre Extraction & Fancy Articles Making, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2021
Income Earned	: Rs. 75,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance & E-Commerce

Branding Details

Brand Name	: KP Tamil Products
Description of the Product	: Value Addition in Banana
Product Details	: Red Banana Powder, Banana Laddu, Banana Instant mix, Banana Flower Pickle
Certification / Compliance	
FSSAI	: 22422227000038
MSME	: UDYAM-TN-23-0025433
Slogan / Tagline	: Experience Banana Bliss
Marketing Strategies	: D2C
Sales Channel	: Offline
Award	: Best Entrepreneur Award from KVK in 2023 Best Entrepreneur Award from RSETI in 2024, Theni



**Mrs. S. RENUGA**12423022000426
TN-23-0006442GSTIN: 33LLPPS8256K1Z
ZED ID: 358344

SRI SAI SAKTHI FOOD PRODUCTS

Dainty Original Betel Leaf Juice

வெற்றிலையின் மகத்துவம்

இப்போது உங்கள் கையில்...



Entrepreneur Profile

Name of the Entrepreneur	: Mrs. S. Renuga
Address	: 164/2, Sivapuram, Seepalakottai Road, Chinnamanur, Theni District, Tamil Nadu - 625 540
Date of Birth & Age	: 20-04-1988 & 36
Educational Qualification	: 7 th
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the FLD Training on Multipurpose Food Processing Machine, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned Per Year	: Rs. 1,00,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Rs. 14,30,000/- PMFME
Future Thurst	: E-Commerce

Branding Details

Brand Name	: Sri Sai Sakthi Food Products
Description of the Product	: Value Addition in Betelvine
Product Details	: Betelvine RTS
Certification/ Compliance	
FSSAI	: 12423022000426
MSME	: UDYAM-TN-23A0004562
ZED (Bronze)	: 10102024_358344
Slogan/ Tagline	: Vetrilayin Mahathuvam Ippodhu Ungal Kaiyil
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline



15

**Mrs. U. UMA MAHESWARI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. U. Uma Maheswari
Address	: 8/21, Manthaiyamman Kovil Street, Chinnamanur, Theni District, Tamil Nadu - 625 515
Date of Birth & Age	: 28-05-1985 & 39
Educational Qualification	: 10 th
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the FLD Training on Value Added Products from Cow Dung, Soap Making Training, Licensing, Branding, Labelling Supports & Marketing, Linkages
Year of Inception	: 2024
Income Earned	: Rs. 3,500/- per month
Employment Generated (Mandays)	: 12 per month
Financial Assistance	: Own Contribution
Future Thrust	: Marketing Support

Branding Details

Brand Name	: Royisha Natural Products
Description of the Product	: Natural & Herbal Products
Product Details	: Cow dung Multipurpose Powder, Herbal Bathing Soap
Certification/ Compliance	
MSME	: UDYAM-TN-23-0036643
Slogan/ Tagline	: My Beauty My Confident
Marketing Strategies	: D2C
Sales Channel	: Offline



16

**Mrs. M. VIDHYA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. M. Vidhya
Address	: 146, Vidhya Bhavan, Seepalakottai Road, Samiyar Madam, Chinnamanur, Theni District, Tamil Nadu - 625 520
Date of Birth & Age	: 17-06-1986 & 40
Educational Qualification	: M.Sc., M.Ed., PGDCA.,
Background	: Home Maker turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Training on Value Addition in Millets, Grapes, Coconut, Banana, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 1,20,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thurst	: Innovative Product Developments in Millets & Grapes

Branding Details

Brand Name	: Greenway Herbals and Organics
Description of the Product	: Value Added Products from Millets
Product Details	: Millet Health Mix, Urad Kanji Mix, Sprouted Pearl Millet Flour, Raw Nendhran Powder
Certification/ Compliance	
FSSAI	: 22423227000021
MSME	: UDYAM-TN-23-022931
Slogan/ Tagline	: Prefer Healthy Lifestyle
Marketing Strategies	: D2C & B2B
Sales Channel	: Offline
Sales Channel	: Best Stall Award from KVK in 2023 Participated in News 18, Podhigai TV



**Mrs. G. VISHNU PRIYA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. G. Vishnu Priya
Address	: Pattalamman Kovil Street, Kamarajar Nagar, Kamatchipuram, Theni District, Tamil Nadu - 625 520
Date of Birth & Age	: 27.12.2001 & 23
Educational Qualification	: MBA (Finance), DCA.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: 2 Acres
Farming Activities	: Sericulture and Mushroom Cultivation
KVK Interventions	: Participated in the Training on Mushroom Cultivation, Terrace Garden, Branding, Licensing, Labelling, Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 30,000/- per month
Employment Generated (Mandays)	: 15 per month
Financial Assistance	: Own Contribution
Future Thurst	: Financial Assistance for Livestock

Branding Details

Brand Name	: Theni Saaral
Description of the Product	: Mushroom Production
Product Details	: Oyster Mushroom
Certification / Compliance	
FSSAI	: 22424227000211
MSME	: UDYAM-TN-23-0044396
Slogan / Tagline	: Nature's Superfood in Every Bite
Marketing Strategies	: D2C
Sales Channel	: Offline

18

**Mrs. G. DHANACHITRA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. G. Dhanachitra
Address	: 146, Odaikarai Street, GK Home Foods, Cumbum, Theni District, Tamil Nadu - 625 516.
Date of Birth & Age	: 20-07-1964 & 60
Educational Qualification	: 12 th

Background	: Farm Women turned as an Entrepreneur
Land Holding	: 6 Acres
Farming Activities	: Cardamom
KVK Interventions	: Participated in the Skill Training on Value Addition in Millets, Fruits & Vegetables, Cosmetics & Toiletries, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2021
Income Earned	: Rs. 5,00,000/- per year
Employment Generated (Mandays)	: 300 per year
Financial Assistance	: Rs. 15,50,000/- PMFME
Future Thrust	: E-Commerce

Branding Details

Brand Name	: GK Home Foods
Description of the Product	: Value Added Products from Millets
Product Details	: Sprouted RTU Mixes, Organic Turmeric Powder
Certification / Compliance	
FSSAI	: 12423022000128
MSME	: UDYAM-TN-23-0005509
ZED Bronze	: 10102024_359072
Slogan / Tagline	: Eat Healthy Stay Healthy
Marketing Strategies	: D2C & B2B
Sales Channel	: Offline
Award	: Participated in All India Radio in 2023



19

**Mrs. B. DEVILAKSHMI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. B. Devilakshmi
Address	: 1592/4A, Karupasamy Koil Street, Vari Nagar, Kamayagoundanpatti, Uthamapalayam Taluk, Theni District, Tamil Nadu - 625 52.
Date of Birth & Age	: 04-11-1994 & 30
Educational Qualification	: M.Sc., B.Ed.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Method Demonstration of Dry Grapes, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 25,000/- per month
Employment Generated (Mandays)	: 12 per month
Financial Assistance	: Rs. 21,60,000/- PMFME
Future Thrust	: E- Commerce

Branding Details

Brand Name	: Migu
Description of the Product	: Value Added Products from Grapes
Product Details	: Dry Grapes
Certification/ Compliance	
FSSAI	: 22424232000068
MSME	: UDYAM-TN-23-0002105
ZED Bronze	: 24102024_363327
Slogan/ Tagline	: Fuel Your Life with Healthier Choices
Marketing Strategies	: D2C & B2B
Sales Channel	: Online



**Mrs. P. GAYATHRI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. P. Gayathri
Address	: 2/17, Thathaoan Kovil Street, Cumbum, Uthamapalayam Taluk Theni District, Tamil Nadu - 625 516
Date of Birth & Age	: 07-06-1979 & 44
Educational Qualification	: M.Sc., B.Ed., M.Phil., (Ph.D)

Background : Farm Women turned as an Entrepreneur

Land Holding	: 20 Acres
Farming Activities	: Mango, Aloe vera
KVK Interventions	: Participated in the FLD Training on Multipurpose Food Processing Machine, Skill Training on Cosmetics & Toiletries, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 60,000/- per month
Employment Generated (Mandays)	: 60 per year
Financial Assistance	: Rs. 1,56,000/- PMFME
Future Thrust	: Digital Marketing & Export

Branding Details

Brand Name	: PURE AA
Description of the Product	: Herbal Products
Product Details	: Aloe Vera Shampoo, Skin Moisturizing Gel, Charcoal Soap
Certification / Compliance	
MSME	: UDYAM-TN-23-0001156
ZED Bronze	: 19102024_362821
Slogan / Tagline	: Passion of Beauty
Marketing Strategies	: D2C & B2B
Sales Channel	: Offline



21

**Mrs. N. LAKSHMIPRIYA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. N. Lakshmipriya
Address	: W-32, 2AB/A12, West Cross Lane, LF Road, Cumbum, Theni District, Tamil Nadu - 625 516.
Date of Birth & Age	: 25-04-1979 & 44
Educational Qualification	: BE (EEE)

Background : Farm Women turned as an Entrepreneur

Land Holding	: 12 Acres
Farming Activities	: Coconut, Paddy
KVK Interventions	: Participated in the Training on Organic Farming, IFS, Value Addition in Coconut, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2020
Income Earned	: Rs. 4,00,000/- per year
Employment Generated (Mandays)	: 180 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance & Export

Branding Details

Brand Name	: Rudhra Farm Products
Description of the Product	: Value Addition in Coconut, Milk
Product Details	: Traditional Rice, Ghee
Certification / Compliance	
FSSAI	: 22422470000051
MSME	: UDYAM-TN-23-0047801582
Slogan / Tagline	: Consume Healthy Food for Trusted Farmer
Marketing Strategies	: D2C & B2B
Sales Channel	: Online
Awards & Recognition	: Participated in All India Radio in 2023, Pasumai Tamizh Channel in 2024

**Mrs. KAVITHA SUGUMAR****Barath Techno****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. Kavitha Sugumar
Address	: 9/4/53, Ramugounder St, Kamagoundanpatty, Cumbum, Theni District, Tamil Nadu - 625 521.
Date of Birth & Age	: 06-10-1985 & 39
Educational Qualification	: B.Com.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: 1 Acre
Farming Activities	: Cow Pea, Tomato
KVK Interventions	: Participated in the FLD Training on ARKA High Humidity Storage Box for enhancing the shelf life of GLVs, Beekeeping, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2022
Income Earned	: Rs. 2,00,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Support

Branding Details

Brand Name	: Barath Techno
Description of the Product	: Post harvest Box
Product Details	: Akra High Humidity Storage Box, Solar Dryer
Certification / Compliance	
MSME	: UDYAM-TN-23-0026596
ZED (Bronze)	: 18102024_362983
Slogan / Tagline	: Green India
Marketing Strategies	: D2C
Sales Channel	: Offline
Awards & Recognition	: Best entrepreneur Award in 2022 from KVK Agri Sakthi Award for Best Innovation in 2024



23

**Mrs. M. MAHRIZ BANU****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. M. Mahriz Banu
Address	: 10A, Aangoor Rowther Street, Uthamapalayam Taluk, Cumbum, Theni District, Tamil Nadu - 625 516.
Date of Birth & Age	: 14-09-1985 & 39
Educational Qualification	: 10 th

Background : Home Maker turned as an Entrepreneur

Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Skill Training on Women Entrepreneurship, Value Added Products from Cow Dung, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2022
Income Earned	: Rs. 1,20,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: Pudhumai
Description of the Product	: Value Addition in Small Onion
Product Details	: Onion Vadagam
Certification / Compliance	
FSSAI	: 22423470000277
MSME	: UDYAM-TN-23-0038208
Slogan / Tagline	: Tasty & Tradition
Marketing Strategies	: D2C & B2B
Sales Channel	: Offline

**Mrs. S. MYDEEN FATHIMA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. S. Mydeen Fathima
Address	: W-7, 23/89, Nehruji Street, Cumbum, Theni District, Tamil Nadu - 625 516
Date of Birth & Age	: 07-01-1983 & 41
Educational Qualification	: Diploma (Acupuncture Science)

Background : **Home Maker turned as an Entrepreneur**

Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Training on Entrepreneurship Development, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2021
Income Earned	: Rs. 20,000/- per month
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance & E-Commerce

Branding Details

Brand Name	: SAFA MASALA
Description of the Product	: Masala Products
Product Details	: Briyani, Garam & Kulambu Masalas
Certification/ Compliance	
FSSAI	: 22423470000325
Slogan/ Tagline	: Real Taste for the Real People
Marketing Strategies	: D2C
Sales Channel	: Offline
Awards & Recognition	: Best Entrepreneur Award from KVK in 2023



25

**Mrs. S.MOTHIKA****AWESOME** ASM

HERBAL HAIR OIL

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. S. Mothika
Address	: 49A, Otta street, Gudalur, Cumbum block, Theni District, Tamil Nadu - 625 516
Date of Birth & Age	: 12-05-2000 & 24
Educational Qualification	: B.Com (CA),
Background	: Home Maker turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Technical Support for Herbal Oil Processing, Licensing, Branding, Labelling Supports
Year of Inception	: 2023
Income Earned	: Rs. 70,000/- per year
Employment Generated (Mandays)	: 24 per year
Financial Assistance	: Own Contribution
Future Thurst	: Financial Assistance

**Branding Details**

Brand Name	: AWESOME
Description of the Product	: Herbal Product
Product Details	: Herbal Hair Oil
Certification / Compliance	
MSME	: UDYAM-TN-23-0035968
Slogan / Tagline	: Pure & Natural
Marketing Strategies	: B2B & D2C
Sales Channel	: Online & Offline

26

**Mrs. SANDHIYA AMBETHRAJA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. Sandhiya Ambethraja
Address	: 27/7A, Parkroad, 7 th Lane, Cumbum, Theni District, Tamil Nadu - 625 516
Date of Birth & Age	: 26-09-1992 & 32
Educational Qualification	: MA (English)
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Livestock
KVK Interventions	: Participated in the RKVY-RPL Training Program on Beekeeping, Skill Training on Beekeeping and value addition, Distribution of Beekeeping Boxes and Accessories, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2020
Income Earned	: Rs. 2,40,000/- per year
Employment Generated (Mandays)	: 240 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Support

**Branding Details**

Brand Name	: AMSA HONEY
Description of the Product	: Beekeeping Accessories Honey by Products
Product Details	: Bee Box, Honey Extractor, Bee Veil, Smoker & Queen Gate
Certification/ Compliance	
FSSAI	: 2242270000031
MSME	: UDYAM-TN-23-0028967
Slogan/ Tagline	: Thenikalai Vazharpom Arokiyamana Vazhvai Vazhvom
Marketing Strategies	: D2C
Sales Channel	: Own Outlet
Awards & Recognition	: Best Entrepreneur Award from KVK in 2022, Best Beekeeper Award from KVIC in 2023 Participated in AIR in 2023

27

**Mrs. M. SARAVANA PRIYA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. M. Saravana Priya
Address	: 7G/4, Issac Pothagar Street, Uthampuram, Cumbum, Theni District, Tamil Nadu - 625 516
Date of Birth & Age	: 12-02-1994 & 30
Educational Qualification	: B.Sc (C.Sc.)
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the FLD Training on Value Added Products from Grapes, Women Entrepreneurship, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 5,000/- per month
Employment Generated (Mandays)	: 15 per month
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: Goodsam Value Added Products
Description of the Product	: Value Added Products from Fruits
Product Details	: Guava Jelly, Grape Jelly, Grape Jam, Sugarcane Jam
Certification / Compliance	
FSSAI	: 22424470000150
Slogan / Tagline	: Savor the Goodness in Every Fruit
Marketing Strategies	: D2C
Sales Channel	: Offline, (Own Outlet)



**Mrs. R. SINDHUJA**

Entrepreneur Profile

Name of the Entrepreneur : Mrs. R. Sindhuja

Address : 52AB1, Nandha Gopal Samy Street, Cumbum,
Theni District, Tamil Nadu - 625 516

Date of Birth & Age : 15-10-1988 & 36

Educational Qualification : DCA.,

Background : Rural Youth turned as an Entrepreneur

Land Holding : Nil

Farming Activities : Nil

KVK Interventions : Participated in the Training on Post Harvest Management and Value Addition in Mushroom, Licensing, Branding, Labelling Supports & Marketing Linkages

Year of Inception : 2017

Income Earned Per Year : Rs. 10,00,000/- per year

Employment Generated (Mandays) : 240 per year

Financial Assistance : Rs. 4,84,470 /- PMFME

Future Thurst : E-Commerce

Branding Details

Brand Name : Vilvam Grow Shoppe

Description of the Product : Mushroom and its Value Added Products
Product Details : Oyster Mushroom, Mushroom Energy Powder, Laddu, Idly Powder, Nuggets, Mushroom Powder

Certification / Compliance
FSSAI : 22423228000098
MSME : UDYAM-TN-23-0017995
ZED (Bronze) : 10102024_359132

Slogan / Tagline : Bringing the Earth's Goodness to your Plate

Marketing Strategies : B2B, D2C

Sales Channel : Offline

Awards & Recognition : Best Women Entrepreneur from KVK in 2022,
Mushroom Master Trainer in RSETI, TN
Participated in AIR & TV Programs



**Mrs. R. VIDHYA**

Refined

COCONUT OIL

கத்தமான தேங்காய் எண்ணெய்

ORGANIC**Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. R. Vidhya
Address	: 18/97, W-6, Kurangumayan Street, Cumbum, Theni District, Tamil Nadu - 625 516
Date of Birth & Age	: 02-06-1987 & 37
Educational Qualification	: D.T.Ed.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: 2 Acres
Farming Activities	: Coconut
KVK Interventions	: Technical & Handholding support for Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 1,00,000/- per year
Employment Generated (Mandays)	: 24 per year
Financial Assistance	: Own Contribution
Future Thrust	: Marketing Support

**Branding Details**

Brand Name	: Yogam Coconut Oil
Description of the Product	: Value Added Products from Coconut
Product Details	: Coconut Oil
Certification / Compliance	
FSSAI	: 22423470000261
Slogan / Tagline	: Pure & Healthy
Marketing Strategies	: D2C
Sales Channel	: Offline

30

**Mrs. USHAS BABY****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. Ushas Baby
Address	: 9W-284-8, Narayanathevanpatti, Middle Street, Surulipatti, Uthamapalayam Taluk, Theni District, Tamil Nadu - 625 516
Date of Birth & Age	: 30-05-1983 & 41
Educational Qualification	: M.Com.,

Background : **Home Maker turned as an Entrepreneur**

Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Scenists Visit to provide Technical Advisories, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 24,00,000/- per year
Employment Generated (Mandays)	: 960 per year
Financial Assistance	: Rs. 7,00,000/-
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: Nature Fresh Food Products
Description of the Product	: Frozen Fruit pulp
Product Details	: Tender Coconut, Chickoo, Guava & Jack Fruit
Certification/ Compliance	
FSSAI	: 12423022000116
MSME	: UDYAM-TN-23-0017654
ZED Bronze	: 19102025_362888
Slogan/ Tagline	: Enjoy the Taste and Quality
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline

31

**Mrs. R. ARUNADEVI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. R. Arunadevi
Address	: 1/75, North Street, Myladumparai, Theni District, Tamil Nadu - 625 521.
Date of Birth & Age	: 16-10-1991 & 34
Educational Qualification	: BA., B.Ed.,

Background : Rural Youth turned as an Entrepreneur

Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Handholding support for Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 7,500/- per month
Employment Generated (Mandays)	: 5 per month
Financial Assistance	: Own Contribution
Future Thrust	: Marketing Support & Financial Assistance

**Branding Details**

Brand Name	: Aadhi Herbal Powder
Description of the Product	: Herbal Product
Product Details	: Arappu Podi
Certification/ Compliance	
MSME	: UDYAM-TN-23-0044236
ZED Bronze	: 29102024_369576
Slogan/ Tagline	: Path to Nature
Marketing Strategies	: D2C
Sales Channel	: Offline

32

**Mrs. M. KANI****Mrs. B. SHANMUGARATHI**

Entrepreneur Profile

Name of the Entrepreneurs : Mrs. M. Kani & Mrs. B. Shanmugarathi
Address : 2/336A, New Colony, Gandamanur,
 Theni District, Tamil Nadu - 625 531.
Date of Birth & Age : 19-05-1982 & 42
Educational Qualification : 12th

Background : Farm Women turned as an Entrepreneur

Land Holding : 2 Acres
Farming Activities : Tomato
KVK Interventions : Handholding support for Machineries, Licensing, Branding, Labelling & Marketing Linkages
Year of Inception : 2024
Income Earned : Rs. 7,500/- per month
Employment Generated (Mandays) : 15 per month
Financial Assistance : Own Contribution
Future Thrust : Marketing Support

Branding Details

Brand Name : Thulir Handicrafts
Description of the Product : Handicrafts
Product Details : Handicrafts from Teakwood & Coconut shell
Certification / Compliance
MSME : UDYAM-TN-23-0047768
Marketing Strategies : D2C
Sales Channel : Offline



33

**Mrs. B. RUKMANI**

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. B. RUKMANI
Address	: 9/271, Vallalnadhi Nagar, Gandamunur, Kadamalaikundu Block, Theni District, Tamil Nadu - 625 517
Date of Birth & Age	: 27-07-1981 & 43
Educational Qualification	: MCA., M.Ed.,

Background : Farm Women turned as an Entrepreneur

Land Holding	: 10 Acres
Farming Activities	: Onion, Maize, Chilli & Tomato
KVK Interventions	: Participated in the Skill Training on Women Entrepreneurship, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 75,000/- per year
Employment Generated (Mandays)	: 48 per year
Financial Assistance	: Rs. 5,83,709/- PMFME
Future Thrust	: Export Linkages



Branding Details

Brand Name	: VetriVel
Description of the Product	: Edible Oil
Product Details	: Coconut, Groundnut, & Gingelly Oil
Certification / Compliance	
FSSAI	: 22423225000126
MSME	: UDYAM-TN-23-0025731
Slogan / Tagline	: Healthy Oil for Happy Living
Marketing Strategies	: B2B, D2C
Sales Channel	: Online & Offline

33

**Mrs. M. ANITHA**

MAG Food Products

Nature's Superfood for
Optimal Wellness**Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. M. Anitha
Address	: 147, Mettu Theru, Dharmaraja Puram, Varusanadu Post, Myladumparai Block, Theni District, Tamil Nadu - 625 517
Date of Birth & Age	: 02-12-1999 & 25
Educational Qualification	: B.Sc.,

Background : Rural Youth turned as an Entrepreneur

Land Holding	: 2.5 Acres
Farming Activities	: Coconut, Livestock - Poultry
KVK Interventions	: Participated in the FLD Training on Value Addition in Moringa, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 3,500/- per month
Employment Generated (Mandays)	: 5 per month
Financial Assistance	: Own Contribution
Future Thrust	: Export

**Branding Details**

Brand Name	: MAG Food Products
Description of the Product	: Value added Products from Moringa & Millets
Product Details	: Moringa Milk Products, Leaf Powder, Idly Powder, Millet Cake & Brownie
Certification / Compliance FSSAI	: 22424225000599
Slogan / Tagline	: Nature's Super Food for Optimal Wellness
Marketing Strategies	: D2C
Sales Channel	: Offline & Social Media

**Mrs. P. BINDHU**

Taste of Village at your Kitchen..

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. P. Bindhu
Address	: 142/3 W2B4, Pasumai Flour Mill, Bomminayakkanpatti, Periyakulam Taluk, Theni District, Tamil Nadu - 625 602
Date of Birth & Age	: 29-04-1981 & 43
Educational Qualification	: 10 th
Background	: Farm Women turned as an Entrepreneur
Land Holding	: 10 Acres
Farming Activities	: Banana
KVK Interventions	: Participated in the Training on Value Addition in Banana, Tomato, Post Harvest Management and Value Addition in Spices under DAPSC, Distribution of Mini Solar Dryer to the Farm Women FIG under DAPSC, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2022
Income Earned	: Rs. 20,000/- per month
Employment Generated (Mandays)	: 180 per year
Financial Assistance	: Rs. 4,75,000/- VKP (Matching Grant Program)
Future Thrust	: Marketing Support

Branding Details

Brand Name	: Pasumai Food Products
Description of the Product	: Value added products in Fruit and Vegetables and Masala powders
Product Details	: Banana stem powder, Banana Stem Pickle, Banana instant health mix, Masalas, Vadagam
Certification/ Compliance	
FSSAI	: 22424473001142
MSME	: UDYAM-TN-23-0013232
ZED Bronze	: 19102024_363721
Slogan/ Tagline	: Taste of Village at your Kitchen
Marketing Strategies	: D2C
Sales Channel	: Online
Award & Recognitions	: Best Women Entrepreneur Award from KVK in 2022



35

**Mrs. K. GNANASUNDARI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. K. Gnanasundari
Address	: Ajitha Rice Mill, Vengatachalapuram, T. Kallupatty Post, Periyakulam taluk, Theni District, Tamil Nadu - 625 531
Date of Birth & Age	: 21-06-1989 & 36
Educational Qualification	: M.Sc., M.Phil.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the FLD Training on Value Addition in Cow dung, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 18,000/- per month
Employment Generated (Mandays)	: 15 per month
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: Soul Artisan
Description of the Product	: FLD Skill Training on Value added products from Cow dung, Handmade bags
Product Details	: Panchakavya lamp, Jute bags
Certification/ Compliance	
MSME	: UDYAM-TN-06-0001983
Slogan/ Tagline	: Unique Craft Speaks
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline, Online - Amazon, Social media



**Mrs. S.MANJULADEVI**

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. S. Manjuladevi
Address	: 431, Soundarajapuram, Gullapuram, Periyakulam Taluk, Theni District, Tamil Nadu - 625 531
Date of Birth & Age	: 01-06-1981 & 43
Educational Qualification	: M.Sc., M.Ed., M.Phil.,
Background	: Farm Women turned as an Entrepreneur
Land Holding	: 10 Acres
Farming Activities	: Banana
KVK Interventions	: Participated in the FLD Training on Nutrient Dense Multigrain RTU Mixes, Masala Training, Banana Value Addition, Distribution of Solar Dryer, Vegetable Cutter and Pulvarizer under Impactful Intervention (2023-24), Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 12,00,000/- per year
Employment Generated (Mandays)	: 3000 per year
Financial Assistance	: Own Contribution
Future Thurst	: E-Commerce & Export

Branding Details



Brand Name	: Manjari Food Products and Handicrafts
Description of the Product	: Banana Value added products, Masala
Product Details	: Banana Instant Mixes, Handicrafts - Fancy Articles, Masala Powder
Certification / Compliance	: FSSAI : 22423230000452 MSME : UDYAM-TN-23-0036904 ZED (Bronze) : 28102024_363937
Slogan / Tagline	: Manathin Mahizhchi Manjari
Marketing Strategies	: D2C
Sales Channel	: Online
Award	: Best Farm Women FIG Award from the Hon'ble Governor of Tamil Nadu in 2024

**Mrs. J. VENKATESWARI****Entrepreneur Profile****Name of the Entrepreneur :** Mrs. J. Venkateswari**Address :** 24/7, Sourashtra Street, Melmangalam Post, Periyakulam Taluk, Theni District, Tamil Nadu - 625 603**Date of Birth & Age :** 05-12-1985 & 39**Educational Qualification :** M.Sc.,**Background :** Rural Youth turned as an Entrepreneur**Land Holding :** Nil**Farming Activities :** Nil**KVK Interventions :** Participated in the Skill Training on the Women Entrepreneurship, Value Addition in Moringa, Licensing, Branding, Labelling Supports & Marketing Linkages**Year of Inception :** 2017**Income Earned :** Rs. 8,00,000/- per year**Employment Generated****(Mandays) :** 180 per year**Financial Assistance :** Rs. 4,84,470/- PMFME**Future Thrust :** E-Commerce**Branding Details****Brand Name :** AV Enterprises**Description of the Product :** Leaf Plates**Product Details :** Areca leaf plates**Certification / Compliance****MSME :** UDYAM-TN-23-0006734**ZED (Bronze) :** 19102024_363645**Slogan / Tagline :** Dine with Nature**Marketing Strategies :** B2B, D2C**Sales Channel :** Offline

**Mrs. P. HEMA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. P. Hema
Address	: 334M, Vasantham Nagar, Aranmanai Pudur, Theni District, Tamil Nadu - 625 521.
Date of Birth & Age	: 07-06-1990 & 35
Educational Qualification	: B.Sc., DMLT.,

Background : Rural Youth turned as an Entrepreneur

Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Training on Value Addition in Millets, Fruits & Vegetables, Women Entrepreneurship, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2021
Income Earned	: Rs. 9,00,000/- per year
Employment Generated (Mandays)	: 600 per year
Financial Assistance	: Rs. 15,00,000/-
Future Thurst	: AGMARK Certification

Branding Details

Brand Name	: Vahin Food Products
Description of the Product	: Value Added from Millet, Fruits Vegetables
Product Details	: Pearl Millet Instant mix, Red Banana with Ragi Instant Drink Powder, Millet Biscuits
Certification / Compliance :	
FSSAI	: 22420231000348
MSME	: UDYAM-TN-23-0005493
ZED Bronze	: 22102024_363491
Slogan / Tagline	: Eat Millet Stay Healthy
Marketing Strategies	: D2C
Award & Recognition	: Best Entrepreneur Award from Hon'ble Governor of Tamil Nadu in 2024, Participated in IISF 2023, Participate in DD Tamil, News 18 in 2024



39

**Mrs. V. MALINI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. V. Malini
Address	: 197/2, Library Street, Seelayampatti, Theni District, Tamil Nadu - 625 515.
Date of Birth & Age	: 23-10-1987 & 37
Educational Qualification	: 10 th
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: 1.5 Acre
Farming Activities	: Cardamom, Coffee
KVK Interventions	: Handholding support for Licensing, Branding, Labelling & Marketing Linkages
Year of Inception	: 2022
Income Earned	: Rs. 2,50,000/- per year
Employment Generated (Mandays)	: 60 per year
Financial Assistance	: Own Contribution
Future Thrust	: Digital Marketing

Branding Details

Brand Name	: Theni Anicham
Description of the Product	: Herbal Product
Product Details	: Hair Oil
Certification / Compliance :	
MSME	: UDYAM-TN-23-0038739
Slogan / Tagline	: Breathe Herbal, Live Herbal
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline & Social Media

40

**Mrs. S. NAGA JOTHI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. S. Naga Jothi
Address	: No. 211C, Subban Street, Ragavan Colony, Theni District, Tamil Nadu - 625 531.
Date of Birth & Age	: 14-11-1976 & 48
Education Qualification	: B.Sc., B.Ed., PGDCA
Background	: Home Maker turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Women Entrepreneurship Training, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 5,000/- per month
Employment Generated (Mandays)	: 5 per month
Financial Assistance	: Own Contribution
Future Thrust	: E-Commerce

Branding Details

Brand Name	: Saravana Soap
Description of the Product	: Handmade Soap
Product Details	: Rose Soap, Lemon Soap & Sandal Soap
Certification / Compliance :	
MSME	: UDYAM-TN-23-0045405
Slogan / Tagline	: Look Fresh Feel Confident
Marketing Strategies	: D2C
Sales Channel	: Online, Social Media
Awards & Recognition	: SHL Award from Sruthi Herbal Laboratories in 2024

**Mrs. S. NISHANTHINI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. S. Nishanthini
Address	: 15/1, Muthu Nagar, PC Patti, Theni District, Tamil Nadu - 625 531
Date of Birth & Age	: 05.06.2001 & 23
Educational Qualification	: B.Sc.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Training on Value Addition in Millets, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 1,20,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thrust	: Marketing & Export

Branding Details

Brand Name	: Trithiz
Description of the Product	: Value Added Products from Millets
Product Details	: Millet Brownies, Cookies, Chocos & Cake
Certification / Compliance	
FSSAI	: 22424473001142
Slogan / Tagline	: Creating Memories, One Treat at a Time
Marketing Strategies	: D2C
Sales Channel	: Offline & Social Media
Award	: SHL Award from Sruthi Herbal Laboratories in 2024

**Mrs. V. RAJANI****Amutha Surabi***with authentic taste...***Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. V. Rajani
Address	: 3-9-16, Second Floor, Balaji Nagar, Boopathipuram Road, Palanichettipatti, Theni District, Tamil Nadu - 625 531.
Date of Birth & Age	: 26.01.1974 & 50
Education Qualification	: SSLC

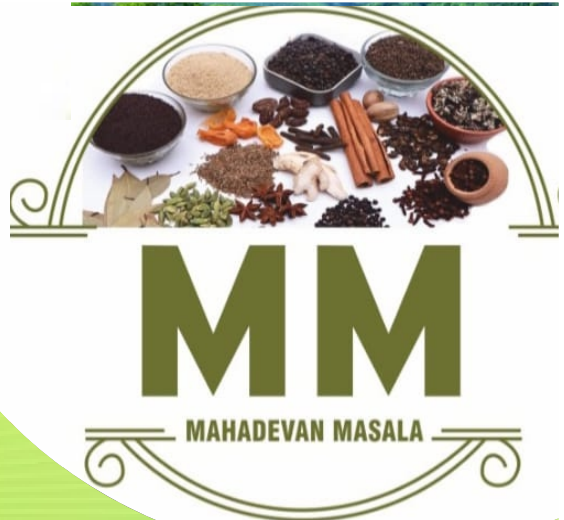
Background : Farm Women turned as an Entrepreneur

Land Holding	: 1.5 Acres
Farming Activities	: Grapes
KVK Interventions	: Participated in the Training on Value Addition in Grapes, Exposure Visit to ICAR NRCG-Pune under Impactful Intervention, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2020
Income Earned	: Rs. 8,00,000/- per year
Employment Generated (Mandays)	: 780 per year
Financial Assistance	: Own Contribution
Future Thrust	: E-Commerce

Branding Details

Brand Name	: Amutha Surabi
Description of the Product	: Value Added Products from Grapes & Millet
Product Details	: Dry Grapes, Health Booster, Urud Kali Mix, Multi Nuts Mix, ABC Instant Malt
Certification / Compliance :	
FSSAI	: 22420231000292
MSME	: UDYAM-TN-23-0000307
Slogan / Tagline	: Authentic Taste
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline



**Mrs. M. RAMMIYA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. M. Rammiya
Address	: H.No: W9/92/11, 9 th Cross Street, Rathinam Nagar, Theni District, Tamil Nadu - 625 531.
Date of Birth & Age	: 15.01.1991 & 33
Education Qualification	: B.Lit.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Skill Training on Women Entrepreneurship, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 3,500/- per month
Employment Generated (Mandays)	: 5 per month
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: Mahadevan Masala
Description of the Product	: Value Added from Spices
Product Details	: Fish Masala & Chicken Masala
Certification/ Compliance	:
FSSAI	: 2242430000148
MSME	: UDYAM-TN-23-0045114
Slogan/ Tagline	: Choose Pure, Choose Us
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline
Award	: SHL Award from Sruthi Herbal Laboratories in 2024

**Mrs. V. RENUGAPANDI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. V. Renugapandi
Address	: Plot - 1, Minarasu Nagar, Near Muthuthevanpatti, Cumbum Main Road, Theni District, Tamil Nadu - 625 534.
Date of Birth & Age	: 15.05.1997 & 27
Education Qualification	: B.Sc., B.Ed.,

Background : Rural Youth turned as an Entrepreneur

Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Method Demonstration of Instant Tea Powder from Rose, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 5,000/- per month
Employment Generated (Mandays)	: 5 per month
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance, E-Commerce

Branding Details

Brand Name	: Gowri Renuga Natural (GRN)
Description of the Product	: Value Added Product from Millets, Rose & Herbal
Product Details	: Minor Millet Pappad, Rose Petals Tea, Lemon Grass Tea, Herbal Hair Oil,
Certification/ Compliance	:
FSSAI	: 22424473000988
MSME	: UDYAM-TN-23-0047321
Slogan/ Tagline	: Arogyam Thedi
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline

**Mrs. S. SALEEMA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. S. Saleema
Address	: 364A, Pallapatti, Koduvilarpatti Post, Uthamapalayam Taluk, Theni District, Tamil Nadu - 625 534.
Date of Birth & Age	: 27/04/1976 & 48
Education Qualification	: B.Com., Diploma in Apiculture
Background	: Farm Women turned as an Entrepreneur
Land Holding	: 10 Acres
Farming Activities	: Coconut, Pepper, Beekeeping, High Tech Mushroom Cultivation
KVK Interventions	: Participated in the Training on Beekeeping, Value Added Products from Honey, Mushroom, Women Entrepreneurship, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2017
Income Earned	: Rs. 20,00,000/- per year
Employment Generated (Mandays)	: 600 per year
Financial Assistance	: Rs. 23,84,750/- NHM for Mushroom
Future Thurst	: AGMARK, E-Commerce Support

Branding Details

Brand Name	: SHIFFA Honey
Description of the Product	: Honey Based Products & Beekeeping Accessories, Mushroom
Product Details	: Honey, Beewax, Pollen, Royal Jelly, Honey Bees, Beekeeping Accessories Oyster & Milky Mushroom
Certification / Compliance	
	FSSAI : 12421022000322
	MSME : UDYAM-TN-23-0004414
Slogan / Tagline	: Sign of Purity
Marketing Strategies	: D2C
Awards & Recognition	: Singapenn Award - 2024 Semmai Mathar Award from EDII PHBIF in 2023, Millionaire Farmer of India in 2023 at New Delhi, Best Beekeeper Award from KVIC in 2023, Best Entrepreneur Award from KVK in 2022



**Mrs. S. SUBASHINI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. S. Subashini
Address	: 15-1-2, Muthunagar, PC Patti, Cumbum Road, Theni District, Tamil Nadu - 625 531.
Date of Birth & Age	: 19.07.1975 & 49
Education Qualification	: 10 th

Background : Farm Women turned as an Entrepreneur

Land Holding	: 1 Acre
Farming Activities	: Millets
KVK Interventions	: Participated in the Training on Value Addition in Millets, Women Entrepreneurship, Exposure visit to ICAR, NRCG-Pune, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2018
Income Earned	: Rs. 3,50,000/- per year
Employment Generated (Mandays)	: 600 per year
Financial Assistance	: Rs. 3,20,256/- PMFME
Future Thurst	: Export, E-Commerce

Branding Details

Brand Name	: Sri Sai Swashini Foods
Description of the Product	: Value Added from Grapes, Millets
Product Details	: Grape Pomace Pickle, Grape Seed Idly Powder, Grape Seed Tea Powder, Millet RTU Poori, Chapathi, Idiyappam, Puttu Mixes
Certification / Compliance	
FSSAI	: 22423231000051
MSME	: UDYAM-TN-23-0015691
ZED (Bronze)	: 19102024_363438
Slogan / Tagline	: Millet World
Marketing Strategies	: D2C
Awards & Recognition	: Singapen Award from Crest India Foundation in 2024, Asian Book of World Records in Millet in 2023



**Mrs. T. ANTONY ALBIGIA MARY****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. T. Antony Albigia Mary
Address	: 103/w-10, Nattanmaikarar Street, Hanumanthanpatti, Uthamapalayam, Theni District, Tamil Nadu - 625 533
Date of Birth & Age	: 06-06-1990 & 35
Educational Qualification	: Diploma (Visual Media)
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Technical Handholding Support for Product development, Licensing, Branding, Labelling & Marketing Linkages
Year of Inception	: 2024
Income Earned Per Year	: Rs. 3,500/- per month
Employment Generated (Mandays)	: 5 per month
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: Deepthi Pickles
Description of the Product	: Non Veg Pickles
Product Details	: Prawn Pickle, Shrimp Sambal, Fish Pickle, Anchovy Fish Powder
Certification / Compliance	
FSSAI	: 22424228000012
MSME	: UDYAM-TN-23-0036575
Slogan / Tagline	: Authentic Taste of Nanjil Nadu
Marketing Strategies	: D2C
Sales Channel	: Offline



**Mrs. Z. ANEES FATHIMA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. Z. Anees Fathima
Address	: 13-2-23, Big Mosque Street, 27/7A, Uthamapalayam, Theni District, Tamil Nadu - 625 517
Date of Birth & Age	: 12-01-1986 & 38
Educational Qualification	: 12 th
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Skill Training on Handmade Soap Making, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned Per Year	: Rs. 75,000/- per year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thurst	: Innovative Herbal Products & Marketing Support

Branding Details

Brand Name	: Habun Naturals
Description of the Product	: Herbal Products
Product Details	: Herbal Soap, Aloe Vera Gel, Saffron Gel
Certification/ Compliance	
MSME	: UDYAM-TN-23-0045566
Slogan/ Tagline	: Gather Nature's Gifts
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline
Awards & Recognition	: SHL Award from Sruthi Herbal Laboratories in 2024



**Mrs. R. ANITHA**

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. R. Anitha
Address	: 10/3/20A, Nattanmaikarar Stree, Hanumanthanpatti, Uthamapalayam Taluk, Theni District, Tamil Nadu - 625 533.
Date of Birth & Age	: 11-07-1996 & 28
Educational Qualification	: M.Sc.,

Background : Rural Youth turned as an Entrepreneur

Land Holding	: 10 Acres
Farming Activities	: Banana
KVK Interventions	: Off Campus Training on Value Addition in Banana, Licensing, Branding, Labelling, Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 60,000/- per year
Employment Generated (Mandays)	: 24 per year
Financial Assistance	: Own Contribution
Future Thurst	: E- Commerce

Branding Details



Brand Name	: Anitha Food Products
Description of the Product	: Banana Value Added Products
Product Details	: Red Banana Instant Mix, Banana Powder
Certification/ Compliance	
FSSAI	: 22423228000236
MSME	: UDYAM-TN-23-0034254
Slogan/ Tagline	: Embrace the Banana Revolution
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline

**Mrs. N. BOWSIYA BEGUM****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. N. Bowsiya Begum
Address	: 6-3-68/1, Govt. Girls Hostel Opp. ,Indira Nagar, Uthamapalayam, Theni District, Tamil Nadu - 625 533
Date of Birth & Age	: 05-09-1991 & 33
Educational Qualification	: M.A., M.Phil.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the Training on Millets Value Addition, Distribution of Pulvarizer under Impactful Intervention (2023-24), Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 60,000/- per year
Employment Generated (Mandays)	: 36 per year
Financial Assistance	: Own Contribution
Future Thurst	: E-Commerce

Branding Details

Brand Name	: Millets Minar
Description of the Product	: Millet Products
Product Details	: Amylase Rich Food, Navadhaniya Puttu & Kali Mix
Certification/ Compliance	
FSSAI	: 22423232000134
MSME	: UDYAM-TN-23-0027871
Slogan/ Tagline	: Diversify your Diet with Millets
Marketing Strategies	: D2C
Sales Channel	: Offline
Awards & Recognition	: Best Stall Award from KVK in 2023 Sharing on Success Story in News 18 Tv in 2024



**Mrs. G. CHITRAPRIYA**

யோகம்-YOGAM

பஞ்சகவ்ய விளக்குகள்

PANCHAKAVYA VILAKKUKAL

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. G. Chithrapriya
Address	: Govindhan Kovil Street, Hanumandhanpatti, Uthamapalayam Theni District, Tamil Nadu - 625 533
Date of Birth & Age	: 20-04-1992 & 32
Educational Qualification	: M.Sc.,
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the FLD Training on Cow Dung Value Addition, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned	: Rs. 36,000/- per year
Employment Generated (Mandays)	: 60 per year
Financial Assistance	: Own Contribution
Future Thurst	: E-Commerce

Branding Details

Brand Name	: YOGAM
Description of the Product	: Value added Products from Cow dung
Product Details	: Panchakavya Lamp
Certification / Compliance	
MSME	: UDYAM-TN-23-0036322
Slogan / Tagline	: Yogathai Varaverungal, Iyarkkaiyai Anubaviyungal
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline



**Mrs. S. MANJULADEVI****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. S. Manjuladevi
Address	: 21, Post Kal Street, Pannaipuram, Uthamapalayam Theni District, Tamil Nadu - 625 524
Date of Birth & Age	: 21.01.1997 & 27
Educational Qualification	: DNM (Nursing)
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: Nil
Farming Activities	: Nil
KVK Interventions	: Participated in the FLD Training on Value Addition in Milk, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2021
Income Earned	: Rs. 6,00,000/- year
Employment Generated (Mandays)	: 120 per year
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: Annam Dairy
Description of the Product	: Value Added Products from Milk
Product Details	: Paneer, Ghee, Palkova
Certification / Compliance	
FSSAI	: 22422232000273
MSME	: UDYAM-TN-23-0002113
Slogan / Tagline	: Feel the Taste of Traditional
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline

**Mrs. P. PANDI PRIYA****Ayusya**

Healthy Food For Long Life

Entrepreneur Profile

Name of the Entrepreneur	: Mrs. P. Pandi Priya
Address	: 9/8/32, Sivaram Pillai Street, Uthamapalayam, Theni District, Tamil Nadu - 625 533
Date of Birth & Age	: 04-01-1980 & 44
Educational Qualification	: M.Sc., B.Ed., MLISC.,
Background	: Farm Women turned as an Entrepreneur
Land Holding	: 5 Acres
Farming Activities	: Coconut, Banana
KVK Interventions	: Participated in the FLD Training on Value Addition in Grapes, RTU Instant Mix, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2024
Income Earned	: Rs. 3,500/- per month
Employment Generated (Mandays)	: 5 per month
Financial Assistance	: Own Contribution
Future Thrust	: Financial Assistance

Branding Details

Brand Name	: Ayusya
Description of the Product	: Value Added Products from Millets & Cereals
Product Details	: Amylase Rich Foods (ARF)
Certification / Compliance	
FSSAI	: 22424232000280
Slogan / Tagline	: Healthy Food for Long Life
Marketing Strategies	: D2C
Sales Channel	: Offline



**Mrs. M. PREMA****Entrepreneur Profile**

Name of the Entrepreneur	: Mrs. M. Prema
Address	: 10/3/4A, Nattanmaikkarak street, Hanumanthanpatti, Uthamapalayam, Theni District, Tamil Nadu - 625 533
Date of Birth & Age	: 28-10-1986 & 38
Educational Qualification	: B.Com
Background	: Rural Youth turned as an Entrepreneur
Land Holding	: 6 Acres
Farming Activities	: Coconut, Cashew and Mushroom
KVK Interventions	: Participated in the Skill Training on Mushroom Production, Beekeeping, Grapes Value addition, Exposure visit to ICAR NRCG - Pune under Impactful Intervention, Licensing, Branding, Labelling Supports & Marketing Linkages
Year of Inception	: 2023
Income Earned Per Year	: Rs. 2,50,000/- per year
Employment Generated (Mandays)	: 150 per year
Financial Assistance	: Rs. 50,000/- from The Department of Horticulture and Plantation Crops, Theni for Mushroom Production
Future Thrust	: Medicinal Mushroom Cultivation

Branding Details

Brand Name	: KPM Farm Products
Description of the Product	: Mushroom, Grapes by products
Product Details	: Oyster Mushroom, Grapes Jam, RTS & Dry Grapes
Certification / Compliance	
FSSAI	: 22423228000113
MSME	: UDYAM- TN-23-0029660
Slogan / Tagline	: Nature's Umbrella
Marketing Strategies	: B2B, D2C
Sales Channel	: Offline







ICAR Krishi Vigyan Kendra, CENDECT, Theni District, Tamil Nadu

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