



Tamil Nadu Veterinary and Animal Sciences University Krishi Vigyan Kendra Sivaganga



Seeds of Success

Farmers' Stories from Sivaganga

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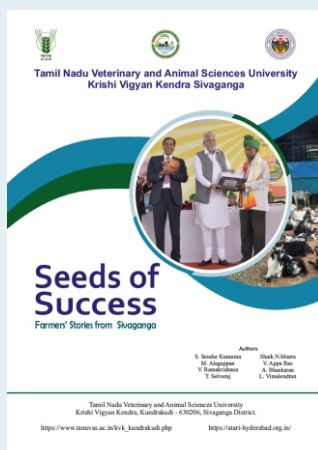
**Tamil Nadu Veterinary and Animal Sciences University
Krishi Vigyan Kendra Sivaganga**

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Seeds of Success: Farmers' Stories from Sivaganga

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About this book

This book entail success stories of farmers in Sivaganga District through participatory technology assessment, on farm trials, front line demonstrations, and advisory services provided by KVK, Kundrkudi, Sivaganga District. This compelling collection brings to light the real-life success stories of farmers, showcasing their innovative practices and unwavering resilience across diverse fields— Animal Science, Agriculture, Horticulture, Fisheries and Home Science. Through personal journeys, the book highlights how grassroots innovation, scientific interventions, and traditional wisdom have transformed livelihoods and empowered rural communities. A valuable resource for anyone passionate about sustainable rural development, this book celebrates the spirit of self-reliance and the power of knowledge in shaping a prosperous farming future.

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ANIMAL SCIENCE





PIGGERY FARMING

Situation analysis/Problem statement

Mr. R. Muthiah, Kallal block of Sivagangai district is an engineering post graduate and served in BHEL(Bharat Heavy Electricals Ltd) for 35 years. After his retirement, he was planned to utilise his leisure time effectively, to start an integrated farming activity and to create self employment opportunities for his family members too.

Plan, Implement and Support

He approached KVK, Sivagangai and undergone in a vocational training on livestock rearing. He has been fed information on the agriculture situation in this area and cropping pattern and scope of rearing livestock. Having received all the information, his option was placed towards rearing pigs by establishing piggery units. Nevertheless, people are not interested in pig farming; he has offered his concern on piggery farming as received incremental knowledge from KVK Sivaganga. The knowledge fed him perhaps resulted in following proper scientific management of pigs viz., construction on shed, cleanliness of shed, feed formulas and feed conversion efficiency.

Output

Mr. R. Muthiah realised the nutritive value of pork and to develop pork production locally, he has started pig farming in kallal block of Sivagangai district. He started pig farming activity with 20 sows and two boars initially, now reached to 300 fattening pigs and maintaining 20 numbers of breeders. He sells grown-up pigs to nearby states of kerala and Karnataka. With a consistent touch and consultation with KVK, Sivagangai, he has implemented innovative ideas in his farm to increase the productivity and profitability.

Outcome

Innovation in management practices: He has maintained a separate pen for sows, boars and farrowing pen with covered floor area and open yard area in a scientific manner. After weaning (3 months) the piglets are reared on free range method up to marketing age. The free range method is an innovative approach. The major advantage of free range method is encouraging the rooting behaviour, reduces nutrient deficiencies and to improves the welfare of animals. Nevertheless 8-10 % reduction in growth rate was observed, they are attaining market weight of 100-120 kgs in 12 months period. Major benefit of free range rearing system is no need of conventional sheds during this period the way by which capital investment got reduced. Major advantage is that fat deposition is evenly distributed and reduction in back fat thickness and sold as lean meat at premium price .



Innovation in low cost feeding practices: He collects swill feeds from hotels and colleges by his own truck daily. Fattening pigs are feeding with swill feed and crop residues. Rather mere supplementing with concentrate feed. Breeder pigs are supplemented with swill feeds followed by concentrate feed prepared from cereals wastes, crop residues, and bran with addition of 2 % mineral mixture as prescribed by KVK, Sivaganga. The cost of production reduced to 50 % and increases the profit by two fold.



Innovation in waste management: Pig's manure is collected through proper drainage method, stored and utilised for preparing organic compost. He sells 5.0 tons of organic manure annually @ price of 15 rupees per kg and earns Rs. 75,000 in addition with regular income.

Innovation in market linkage: He has succeeded in wet market by adopting localised hygienic slaughtering techniques as an innovative model and too following TANUVAS prescribed frozen meat marketing. He has started his own retail markets for wet meat, value added pork



products and ready to eat products. He encourages pork consumers locally, reduces the dependency on Kerala market and thereby getting premium price.

Impact

He is maintaining his farm in a sustainable income generating model unit in this area. More than 270 farmers were visited and exposed in scientific pig farming technologies. He is selling 200 pigs for every 2 months and earns 6.0 lacs per annum with benefit cost ratio of 6.50. He is the inspiration behind many new pig farmers in this district.

Awards

ICAR-IARI Innovative Farmer Award 2017
ICAR-ATARI Farm Innovator Award 2018





SLATTED FLOOR GOAT FARMING

Situation analysis/Problem statement

Agriculture in Sivaganga district depends on monsoon rains; hence probability of success is limited. The average rainfall of the District is below 800 mm. Therefore, successful crop production depends heavily on the success / failure of monsoon thus making agricultural production riskier in many parts of the district.

Animal husbandry practices particularly goat rearing can be successfully reared in this areas where fodder resources are limited. Feeding, milking and care of goats does not require much equipment and investment. Returns on capital of up to 50% and recovery of 70% of retail price are possible in goat farming. Four goats can be maintained as cheaply as one indigenous cow.

Plan, Implement and Support

In Sivaganga district, goat population is 3.45 lakh particularly more than 50 percent of goat population in Ilayankudi block. In this area, goat rearing farmers were maintaining free range method of farming without proper nutrient supplements and kids management practices. Adult goats were marketed at the age of 8-9 months with average weight of 12-15 kgs. To give a fillip to increase the productivity, KVK introduced scientific management practices of goat rearing in the District .

The farmers were also trained on various aspects of balanced feeding methods, cultivation of fodder crops and low cost concentrated feed preparation. They were also provided with books, booklets, farm visits, scientific field visits, farm advisory services on various modes of operations of goat farming and marketing and were taken to promising goat farming units across Tamil Nadu and other districts as exposure visit.

Output

Mr. J. Don Bosco was trained under skill development course on goat farming for the duration of one month through Directorate of Distance Education, TANUVAS at KVK, Kundrakudi. On receiving the technology and techniques on “Slatted floor goat farming” he had set out an unit with capacity of 400 goats to produce meat, breeding purpose and for supplying the same not only to the needy farmers of the Sivagangai district but also to the nearby districts. Through KVK intervention he gained maximum popularity among farmers through timely and quality goats supply.



Mr. J. Don Bosco is earning a sum of Rs. 2.50 lakh per annum through selling of goats. He is selling live goats around 2 tons once in two months for meat purpose. He has been acting as resource person for the nearby goat producing clusters in Sivagangai district (CIG) consisting of 100 farmers and motivating the farmers to go for scientific method of goat farming with the help of KVK.

Outcome

In 2010-11, KVK introduced scientific management practices in Ilayankudi block of Sivagangai district. On seeing the results obtained under goat farming, this practices / technologies has seen a wide horizontal spread. Goats are sold on live weight basis after weighing through weighing machine only. The weighment practices are now well adopted and accepted in this area instead of conventional method of trading practices.

Mr. J. Don Bosco farm is one of the model farms in this area. He has received the appreciation from District administration for his model farm. Tamil Nadu Veterinary and Animal Sciences University, Chennai also prized his hard work and efforts by awarding best goat farmer in the year of 2016.



Impact

Mr. J. Don Bosco acts as resource person in this area. More than 212 farmers visited and acquired hands on training and realized the significance of scientific management practices in goat farming. They have adopted the scientific management practices in goat farming, balanced feeding methods, cultivation of mixed green fodders, usage of mineral mixture and mineralized salt licks and also adopted regular deworming and vaccination programmes.

As linkage with marketing, goat producers have started direct marketing on live weight basis (Rs. 300 / kg) in nearby sandy. Two cluster groups were started for own retail outlet in this area, for marketing of chavon and able to sell around 300 kgs of meat per week at price of 450 / kg.



Awards

TANUVAS Best Farmer Award 2016





INTEGRATED LIVESTOCK FARMING

Situation analysis/Problem statement

In Sivaganga district, where majority of the farmers are either small or marginal, the income from agriculture sector in their farm is not at all sufficient to run their families. Due to fragmentation of land holdings, even after adoption of improved agricultural technology and practices, their economy condition has not improved. Integration of different agricultural allied enterprises with crop activity as base would provide ways to reuse and recycle produce/waste material of one component as input in the other linked component and to reduce the cost of production of the economic produce of the component two and finally to enhance the net-income of the farm as a whole.

Plan, Implement and Support

Mrs. S. Alagu, W/o Mr. P. Subramaniyan, No.4/1, Keela Katcheri Street, Nerkuppai Village, Thirupathur block, Sivaganga Dt, Tamil Nadu 630405. She had farm size of 4.04 ha in her village absolutely earned by adopting Natural Integrated Farming System with the continuous guidance and information support of Krishi Vigyan Kendra - Kundrakudi. Subsequently, she had attended various trainings on mushroom cultivation, piggery, vermi-composting etc organized by Krishi Vigyan Kendra-Kundrakudi. In Natural Integrated Farming System, she is rearing desi poultry bird (Aseel), duck, goat, sheep, dairy cows and also generating income from vermicompost, bee-keeping, cereal and oilseed crop cultivation, as well as fruit and vegetable cultivation in the same piece of land with all possible lowest inputs in traditional ways.

Output

Mrs. S. Alagu, who was trained under skill development course on “Small Poultry Farmers” sponsored by GOI, MSDE, ASCI. She was participated in the on farm trial on “Assessment on suitable preventive measures for mastitis in dairy cattle” also. She adopted new improved agriculture technology of Rice, cereals and Vegetables Cultivation as well as poultry and livestock farming as per suggestion given by KVK Scientists. she Participated in Agricultural news in All India Radio, Madurai and also Participated in Pon Vilaiyum bhoom in Pothigai TV. She received MAHILA KISAN AWARD 2018 for the contribution in



Integrated farming system from ASST. Director General, DD Kisan, New Delhi. She also got Appreciation from Honourable Member of Parliament for Good farming practices.

On receiving the technology and techniques on “integrated farming” she had set out an unit with capacity of 12 dairy cows, 60 sheep and 200 native chickens. Sheep, goats and poultry were reared for meat purpose, breeding purpose and for supplying the same not only to the needy farmers of the Sivaganga district but also to the nearby districts. Through KVK intervention she gained maximum popularity among farmers through timely and quality supply.

Outcome

Mrs. S. Alagu, Integrated natural farming is one of the model farms in this area. She adopted organic vegetable cultivation (Bendi, Brinjal etc.) and selling in premium price in the local market. Produces vermi-compost (4500 Kgs / annum) from cattle, sheep manure from her own farm. Headed the milk co-operative society in my village milk collection centre named Tholampalm pal pannai.

She is Actively motivating other farmers to form a self help groups (Sriragavendra mahalir kulu, KVK, Sivaganga farmers agricultural producers



federation) and their SHGs women are involving direct marketing of farm produce.

Impact

Mrs. S. Alagu, gets net income of Rs.4.08 lakhs with an average of Rs.34,000/- per month. The net income increased 57.6% by adopting improved agricultural practices and Integrated Farming system.

Integrated Farming System provide opportunities as crop insurance cover as money round the year are obtained from different farm produces. The integrated farming system not only increase the farm income but it also increase the sustainability.



Awards

Mahila Kisan Award (IFS) - 2018 by Doordarshan

Best Farmer Award (IFS) - 2019 by District Collector, Sivaganga





ARTIFICIAL INSEMINATION IN DAIRY COWS

Situation analysis/Problem statement

Mrs Mallika, a women farmer W/o Palanivel, is residing in Veezhaneri village, Nagarampatti, Sivagangta District of Tamil Nadu. Her educational qualification is 10 years of school education. Mrs Mallika, after her marriage migrated from small village Vennandhur of Namakkal district to Veezhaneri village of Sivagangai district in the year 2000. She is from an agrarian family. From her native village, she brought cross bred milch animal Jersey and reared in the settled village. Her animal was the first milch animal in the village. The village had predominantly non-descript with low productivity of 400-500 lts per annum. This activity was more of subsistence in nature. Added to above, she was cultivating traditional varieties of field and horticulture crops. There was limited productivity and integration of crop and livestock components.

Plan, Implement and Support

Initially in their village, there was limited market opportunity for milk due to absence of dairy co-operatives and their services, lack of awareness on cross bred dairy animals and lack of high yielding crop varieties. After she approached, KVK-Kundrakudi, she was trained for artificial insemination in dairy cow and advanced dairy farming technologies. Frontline demonstrations and on-farm trails of dairy farming technologies were undertaken. New high yielding varieties in the field crops and horticultural varieties were introduced and linkages was created with dairy co-operative system.

Output

At Mrs Mallika farm, the cross bred cows produced on average of 7 lts of milk. Produced milk were sold at village. Later on she got in touch in dairy co-operative and established all women dairy co-operatives and facilitated purchase of 20 cross bred animals for members. Added to above, under the support of dairy union and KVK, Kundrakudi Sivagangai district she undergone a training programme on lay inseminator programme at Krishi Vigyan Kendra and become lay inseminator for the village in the year 2001. She provided artificial insemination services to five adjoining villages of Veezhaneri.



Outcome

Currently she carries out around 100-150 artificial insemination services to animals per month. As on date, in her village more than 300 cross bred animals are there in 90 to 100 households and producing around 900 to 1000 lts of milk per day. Thus the farmer Mrs Mallika, was instrumental in horizontal spread of cross bred milch animal Jersey among the farming community and establishment of commercial dairy. Added to above works she cultivates field crops, horticultural crops and maintain livestock and earns an annual net income of Rs. 2.70 lakh.

Impact

Initially she cultivated various crops and reared livestock in 2.5 hectares of tenancy land. After the intervention of KVK on its own, through linkages with other department and her sustained efforts in agriculture helped her purchase her own land. Currently she owns 3.2



hectares of land with 2.5 hectare under well and bore well irrigation. She owns four dairy animals, 50 backyard poultry and 5 goats. Last year cultivated the crops such as Paddy (Co51) in 2 acres, Maize (CoHM-6) in 2 acres, Tapioca-2.5 acres, Brinjal-0.5 acres (PLR 2), Bitter guard 0.4 acres (Co-1) and Water melon in 1.5 acres.

The integrated farming approach

and adoption of improved farming technologies in crop and dairy activities made her to generate annual net income of Rs. 2,66,000.00. From the income earned she was able to purchase of 2.5 acres of land at her residing village.

She is a trained Artificial Inseminator for dairy cows. Her efforts have seen about 1000 dairy cows successfully inseminated in all the surrounding villages. Due her efforts, Th. Velmurugan of nearby village, Kooturavupatti to earn an amount of Rs. 25000/- per month through

Artificial Insemination. She is of strong opinion that any technology specific intervention would see a wide adoption among the farming community.

She is motivating other women for agricultural and livestock rearing in her village. She has developed self help groups for local, direct marketing of farm produce, vegetables and milk. She has been a role model for the farmers to adopt Integrated Farming System in place of monocrop farming

system.





AGRICULTURE



PADDY CULTIVATION UNDER ORGANIC FARMING

Situation analysis/Problem statement

The Sivagangai district is most suitable for dryland crops due to hot and dry climatic conditions. Agriculture in the district depends on monsoon rains; hence probability of success is limited. The successful crop production depends heavily on the success / failure of monsoon thus making agricultural production riskier in many parts of the district. There are opportunities to develop Organic cultivation of Paddy cultivation mainly seed production of traditional varieties.

Mr. KR. Kumar with the rural background, who has doing the farming for past 20 years with the use of chemical fertilizers and pesticides, Due to improper use of chemical fertilizers and pesticide he noticed the yield reduction in Paddy. He noticed that due to chemical farming the soil health affected and finally the crop growth and yield also affected.

Plan, Implement and Support

KVK organized training programme on Organic paddy seed production and organic foliar nutrient preparations like Panchagavya, Dasagavya, Vermiwash, Pest repellents. During the training programme the scientific way of organic farming and organic preparations, demonstrations, success story were discussed among the farmers. KVK also instructed the farmers to grow the traditional paddy varieties like mapillai samba, karppu



gowni, kulla kar and thanga samba. Now he is cultivating of traditional paddy varieties like Kichili Samba, Nattu kowni, Mapila samba and Kulla kar . SRI Planting with spacing is 25 x 25 cm as square planting using marker. For weed management Cono weeding at 15 and 45 DAP.

Output

Besides, he has been taught a rich knowledge on breeds of Pigs and iWith the help of KVK, farmers developed a innovative technology Seed Germination Enhancer: For seed germination by seed soaking for 4 hrs in ordinary water + Soak in four days old buffalo butter milk. He also developed organic pest repellent: Prososis leaf 1 kg + Prososis Pod 1 kg equal proportion of cow urine for 7 days soaking. Filter the solution and spray 10 ml for a litre of water. This is acts as excellent pest repellent in paddy cultivation.



Outcome

After technological intervention by KVK, the farmer has been motivated and now he is following Scientific crop management of Paddy, vegetables and fodder crops. Resource recycling done in the farm itself by reducing the input cost. Quality and residue free produce milk, meat and rice produced from his farm. By adopting the organic farming he fetches high value for their produce and he is earning about 2.15 lakh/annum. He also developed the direct marketing of traditional paddy varieties like Seeraga samba, Kechadi Samba, Earthworms, Vermicompost and Vermiwash to the consumers also. He is promoting other farmers in the Vermicompost production and organic farming.



Impact

Th. Kumar gets a net income of 2.15 lakh and supplies seeds of the traditional varieties to the farmers of sivagangai district. He is selling the paddy as seeds which fetches Rs. 150 per kg of seeds.



Awards

- Best Organic Farmer Award by District Collector, Sivaganga during Republic Day celebrations 2019
- ICAR-ATARI Farm Innovator Award 2018





Situation analysis/Problem statement

There is an increasing awareness about sustainable agricultural practices in view of energy shortage, food safety and environmental concerns arising out of chemical farming. Sustainable agriculture is one which the goal is permanence, achieved through the utilization of renewable resources. This leads through development of organic natural farming. Among the various components of organic/ natural farming, vermiculture is a key component for making compost through earthworms. There is a huge demand for vermicompost among the farmers in Sivaganga District.

Plan, Implement and Support

KVK initiated promoting organic farming practices in Sivaganga District. The farmers in the district were encouraged to form the first organic farmers society in the State. This society is effectively functioning in and around 15 kilometers radius of Kalayarkoil block of Sivaganga District. Sivaganga district is one of the leading districts adopting organic farming practices. As a result, the need for organic inputs has increased among the farmers.

The Farmers were trained on various aspect of organic input production with special emphasis on Vermicomposting. Farmers were assisted through scientific field visits, farm advisory services on various modes of operations of vermicomposting.

Output

On receiving the technology and techniques on Vermicomposting Tmt. Seethalakshmi, Aralikottai village has set out vermicompost units in her field. She built vermicompost bed of 10x3 feet width with 1 feet height using moisture absorbing bricks in a sheded area which is open from all sides and released *Eisenia foetida* species of earthworm. About one kg of earthworms were applied for the size of one square meter of vermicompost bed. The beds were maintained at about 50% moisture content and a temperature of 20-30° C by sprinkling the water over the beds. Farmers got their first vermicompost in 85 days. In addition, she also sprayed Vermiwash for all agricultural and horticultural crops in the farm.



Outcome

Vermicompost is the basic ingredient for successful organic farming. More than 80 per cent of organic crop cultivation depends on it.



There is a huge demand for vermicompost among organic Farmers. The vermicompost produced by KVK promoted farmers is used in their field and the excess compost is sold to other farmers at the rate of Rs. 10/ kg and vermiwash is sold at the rate of Rs.150/kg. The average vermicompost production capacity of these farmers is 8-10 t/ year.

Impact

More than 250 farmers and rural youths have visited these vermicompost units and acquired hands on training and realized the

significance of vermicompost in organic agriculture. This has led to wide spread adoption of organic farming among the farmers in Sivagangai District. Further, many farmers are motivated in establishing more numbers of vermicompost units in the district.



Awards

Best Organic Farmer Award 2018





PADDY CULTIVATION IN SALINE WATER

Situation analysis/Problem statement

Water salinity has been becoming a serious phenomenon in modern agricultural, resulting in declining of crop yield and soil fertility. Salinity hinder crop growth not only by toxicity but also by reducing water availability through reverse osmosis. Nutrient uptake also become unbalanced and alters the hormonal imbalance in plant system. Blocks like Ilayangudi, Devakottai and some parts of Kannagudi, Kallal are affected by saline water and salinity in soil.

Water of such quality is usually not available in sufficient quantities to satisfy the water requirements of all the crops grown. Under these conditions the farmers are obliged to use irrigation water with high quantities of dissolved salts, invariably accompanied by yield reductions of most crops particularly in paddy crops. Yield of crop decrease linearly with increase in salinity. Salinity in the sub-surface was found to be associated in Thirupattur, Thirupuvanam and Thirukoshtiyur soil series. This was observed in 34907 hectares of Soils of Sivaganga district. Some of the areas in Ilayangudi, Devakottai and Sivaganga, have been affected with water salinity and alkalinity. In Ilayangudi and kallal block the water salinity was observed between 2 dSm-1 to 9 dSm-1. Paddy yield losses due to water salinity is very common in Sivaganga district particularly in Kallal block. Hence, salinity tolerant paddy varieties like CSR.43 was demonstrated in farmer field of Ilayankudi and kallal block of Sivaganga district.

Plan, Implement and Support

KVK, Kundrakudi conducted the FLD on Demonstration of salinity tolerant paddy variety CSR.43 in 5 farmers field of Ilayankudi and kallal block to overcome the water salinity problem. During the FLD program

initial soil and water sample were taken and analyzed for interpretation. Seeds of new improved paddy var.CSR.43 were distributed to farmers who have the problem of water salinity. Seed treatment, Green manuring, Bio fertilizer application, LCC based N application and integrated pest and disease management techniques were demonstrated to farmers. Frequent field visit, training and demonstration were carried out to solve the problems on spot. Based on the result of demonstration, suitable practices were recommended to the farmers.



Output

Based on the demonstration, farmers are realized the potential of salinity tolerant paddy variety. Paddy var.CSR.43 tolerant to saline water condition up to 7 dsm-1 when compare to other varieties (BPT.5204, NLR 34449) .This new improved salinity tolerant variety produced grain yield of 55 q/ha compared to local variety (46 q/ha). Pest and disease incidence also very less in CSR.43 variety whereas existing varieties (BPT.5204, NLR 34449) are susceptible to blast and sheath blight disease.Demonstrated paddy variety CSR.43 with ICM practices given more net income of Rs.53000/ha and B: C ratio of 2.19 when compared to existing cultivated variety (Rs.38500 and 1.86,respectively).



Outcome

Due to salinity tolerant and short duration (110 days) in nature, CSR.43 Paddy variety is preferred by many farmers. Area under cultivation of CSR.43 paddy increased in salt affected blocks like Ilayankudi, Kallal and Devakottai. Department of Agriculture plans to conduct more demonstration in next season with technical support of KVK and farmers are advised to produced seed for further multiplication of the new variety.

Impact

Based on the demonstration result and outcome, farmers are realized the potential of salinity tolerant paddy variety CSR.43. Area under cultivation of Paddy var.CSR.43 has been increased in kallal and Ilayankudi blocks due to special character of tolerant to saline water condition up to 7 dsm-1. This new improved salinity tolerant variety produced grain yield of 55 q/ha compared to local variety (46 q/ha). Pest and disease incidence also very less in CSR.43 variety whereas existing varieties (BPT.5204, NLR 34449) are susceptible to blast and sheath blight disease. Demonstrated paddy variety CSR.43 with ICM practices given more net income of Rs.53000/ha and B: C ratio of 2.19 when compared to existing cultivated variety.



DROUGHT RESISTANT GROUNDNUT

Situation analysis/Problem statement

In Sivaganga district, oilseed crops are grown in 3100 ha with a total production of only 34000 quintals, and a very poor yield of 850 kg/ha. The main reasons of such a very poor yield/ ha in Sivaganga district is sudden occurrence of drought condition, Poor yield, repeated cultivating of existing local variety, Lack of knowledge on promising drought resistant varieties, Indiscriminate use of fertilizers, Lack of knowledge on Integrated pest and diseases management.

Avanipatty village farmers are fond of Cultivating during Rabi season of every year, but the farmers regularly facing problem of drought, pest incidence and lack of availability of drought tolerant elite variety. In order to assess the suitable drought tolerant variety three farmers were selected in avanipatty village for groundnut cultivation. One among the farmer Th. Palaniappan farmer residing at avanipatty village of thirupattur block cultivating the crop as Groundnut based cropping system. He is having 5.0 ac of land which crops as grown in rainfed condition also. He successfully completed the evaluation of three varieties.

Plan, Implement and Support

Keeping the above constraints KVK, Sivaganga formulated the onfarm testing project for assessing the drought tolerance variety by providing two improved varieties Dharani, VRI 8 comparing with the farmers practicing the TMV 7 variety.

In this programme we survey the problematic area and initial soil sample were analysed based on soil test based recommendation. Seed treatment was done by using bio agents and bio control agents. Line sowing was done to maintain proper spacing between the plants and thinning were done. All integrated crop management practices were followed based on the TNAU crop production guide 2012. In this assessment seeds were provided and all other inputs were done by the farmer contribution. Frequent field visit were carried out. Based on the assessment suitable practices were recommended to the farmers.



Output

By this assessment the training and field day were conducted based on this results this variety spread across the villages of thirupattur block. Integrated pest and diseases management were followed to reduce the pesticide usage and



diseases management. On-farm trials on assessment of drought resistant variety results revealed that groundnut variety dharani recorded higher pod yield (18.5 q/ha), higher number of pods/plant (17.5), test weight 40.3 g, relative water content 85.5 percent and highest water use efficiency of 4.72 kg ha⁻¹mm⁻¹ as compared to VRI 8 and TMV 7.

Outcome

On seeing the results obtained the varietal assessment and its success made by the avanipatty farmers, this variety has its horizontal spread to the tune of 20 hec. as on date in this district.

Impact

Based on the assessment of variety Dharani variety performed better than two varieties Area under groundnut cultivation increased in S.Pudur and kallal blocks. This variety Dharani recorded the highest pod yield of 18.5 q/ha, net returns 0.41 lakhs per hectare and benefit cost ratio of 2.55. This variety is spread across the district levels.





BLAST RESISTANT RAINFED FINGERMILLET

Situation analysis/Problem statement

Fingermillet is an important millet crop occupying an area of 225 ha in sivagangai district. The yield of the crop largely depends on rainfall, control over disease and weed control. In rainfed areas the farmers do cultivation of old variety devakottai local which is disease prone and low yielding too. This variety gives the poor yield and highly susceptible to the blast diseases. In order overcome these situations, Krishi Vigyan Kendra, Sivagangai decided to introduce blast resistant rainfed finger millet and high yielding variety ML 365 which was released by UAS, Dharwad during 2009. This variety is suitable for rainfed situations.

Plan, Implement and Support

Based on the situation KVK Sivagangai proposed a onfarm testing with the TNAU variety Co 15, UAS Dharwad variety ML 365 and check with devakottai local variety. The results of experiment concluded that ML 365 performed well in growth, yield and yield attributes. On the next year base on the results OFT converted into FLD as Demonstration of blast resistant rainfed ragi variety ML 365. Off campus and oncampus training were given along with the critical inputs to the rainfed farmers. Further the farmers were imparted training on the salient features of the variety and production techniques including seed treatment with *Pseudomonas fluorescence*, *Trichoderma viride* and Bio-fertilizers like *Azospirillum*, *Phosphobacteria* and PSB.

Output

Based on the demonstration, farmers are believed the performance of ML 365 variety which withstand the drought and blast

diseases. This variety recorded the higher yield of 21.34 q/ha, net income Rs. 26304, 1000 grain weight 15.6 gram, low plant diseases index of 0.1 and highest Benefit cost ratio of 2.2 compared to the local variety.



Outcome

Due to drought tolerant and blast resistant variety ML 365 is readily accepted by the sivagangai district farmers. Area under cultivation of this variety spreads to devakottai, kallal and thrirupattur blocks. Regular off campus training on millet cultivation is conducted in the other blocks of sivagangai district.

Impact



With growing conformity of the performance of this variety among farmers, more farmers decided to put more area under this variety. Recognizing the special features of the variety one farmer, Th. Muthiah of Sevenipatti village supplied the seed produced in his farm to 10 of interested farmers and he also maintained stock of seeds sufficient for 1.5 acres for the subsequent year.





HORTICULTURE





PRECISION FARMING

Situation analysis/Problem statement

The hot and dry climate of the district is highly suitable for dryland crops. Agriculture in the district depends on monsoon rains; hence probability of success is limited. The average rainfall of the District is below 800 mm. Therefore, successful crop production depends heavily on the success / failure of monsoon thus making agricultural production riskier in many parts of the district. In Sivagangai district, Horticulture crops are not occupying large areas. Predominant fruit crops in the district are mango and banana, brinjal and bhendi in vegetables, coconut under plantation crops and chillies under the spices. To give a fillip to increase the area and productivity of horticulture crops, KVK introduced Precision Farming as a new intervention in the District during the year 2009-10.

Plan, Implement and Support

Precision Farming technology was introduced in the North Salaigrammam village in Ilayangudi Block of Sivagangai district. The farmers were encouraged to form Farmers cluster namely “SALAIGRAMMAM KVK FARMERS SOCIETY” registered under Tamil Nadu Government Societies Act 1971. This society has been headed by Th.P.Raman and effectively functioning in and around five kilometers radius of the North Salaigrammam. Seven gatherings were made with the farmers group and 50 interested farmers were made to form cluster.

The Farmers were trained on various aspect of vegetable crop cultivation under precision mode of cultivation. They were also provided with books, booklets, farm visits, scientific field visits, farm advisory

services on various modes of operations of precision farming and fertigation patterns to vegetables and were taken to promising precision farming fields across Tamil Nadu as exposure visit.

Output

On receiving the technology and techniques on “Precision farming systems” Th.P.Raman had set out an unit to produce 10,00,00 protray seedlings of chilli and brinjal for supplying the same not only to the needy farmers of the Sivagangai district but also to the nearby districts. Through KVK intervention he gained maximum popularity among farmers through timely and quality seedlings supply. Th.P.Raman is earning a sum of Rs.40,000 through supply of seedlings. He produced 15 lakh of protray vegetable seedling under precision farming to cover an area of 52 hec. He has been acting as Leader for the 5 Precision farming societies (FIG) consisting of 100 farmers and motivating the farmers to go for hybrid vegetable culture with the help of KVK. He has received 30 % premium price for the produces in the market. He has saved electricity by operating Precision farming systems by saving up to 33 % and Water saving up to 40 %.



Details of Electricity savings made by Th.Raman

Crop Duration : 90 days (12 weeks)
Area : one hectare
Less labour dependence.
Extended crop harvest during off seasons.

Outcome

The Farmer made total investment of Rs. 1,50,000/- for precision farming and could generate income to the tune of Rs. 2.50 lakhs / annum with assured net return of minimum of Rs.1.00 lakhs per ha per season. Three cluster level registered associations collectively



undertake market linked production which gave better price for the produces.

Impact

In 2008-09, KVK introduced Precision Farming technology in Sivagangai District. On seeing the results obtained under precision farming, this technology has seen a wide horizontal spread. In 2013-14, the area under precision farming had raised to 1220 ha. As on date, the area under Precision Farming in Sivagangai District has been tuned upto 2865 ha.



Awards

- National Water Mission Award 2019 by Govt. of India for increasing water use efficiency.
- Best Farmer Award -2015 by District Collector, Sivaganga District.



COCONUT NURSERY GARDEN

Situation analysis/Problem statement

Th. R.Rajasekar a 36 year old rural youth has 4 acres of land in Kundrakudi, Kallal block in Sivagangai district which was not suitable for cultivation due to ground water deficiency. Investing money for agriculture practices has given him dissatisfaction. In that juncture he approached KVK, Kundrakudi for a self employment to sustain his livelihood.

Plan, Implement and Support

Th.R.Rajasekar was provided training on establishment of “Coconut Nursery Garden”. He was also provided with books, booklets, farm visits, scientific field visits, farm advisory services on coconut nursery garden. He was also attached with the exposure visit under ATMA scheme to plantation and orchards in and around Sivagangai District. KVK also extended support for preparation of project report for getting financial support from nationalised banks.

Output

The information gathered from the KVK had fully been utilized by the farmer to start a new coconut nursery garden at Kundrakudi. All the technical guidance for establishing a coconut nursery have been given as and when he needs. Proper mother palm selection, seeds establishment, primary and secondary nursery care, shadenut care were



advocated to Th.Rajasekar.

Outcome

The farmer has so far invested Rs. 50,000. His income generation was to the tune of Rs.2.5 lakh / annum. Through this activity he is providing employment for 3-5 labourers.



Impact



He has established a poly house cum shade net house for production of huge number of seed plants. He has produced more than 25 seedlings and distributed to the needy farmers. He has become an inspiring role model for other rural youth in and around Kallal block.





PHEROMONE BASED IPM TECHNOLOGY IN BRINJAL

Situation analysis/Problem statement

Brinjal crop is direct bearing on socio-economic status of the vegetable farmers. After introduction of the high yielding vegetables seeds, based on climate change, farmers' suffer heavily from insect-pests and diseases which affect the crop from seedling to harvesting viz., leaf folder, fruit borer, grub, mealy bug white fly, leaf hopper and root rot etc., which resulted in more consumption of pesticides for to control the insects. The economic loss was recorded up to 10-20%. So ultimately the yield was reduced.

IPM strategies have become imperative to sustain productivity module with much reliance on conservation and promotion of naturally occurring bioagents, biopesticides and botanicals as tools for increase the production and save the pesticide cost.

Plan, Implement and Support

KVK decided to adopt the IPM technology under training programme to address the major problem of insect pests and diseases. During the first phase, we have created awareness among cucurbits farmers about the menace of sucking pest, disease and its management. In second phase we have promoted IPM module and other agronomic practices to the farmers. At last, we have given enough information through cell phone messages, IPM village information board, flagging method, newspaper coverage, field visit, diagnostic visit and other mass media for easy availability of IPM technologies at their door steps.

The successful IPM module comprises of need based use of bioagents and biopesticides based on scouting and constant monitoring of pests and their economic threshold (ETL) levels with introduction of suitable crop management practices and management practices adopted in the IPM modules were as follows:

- Mass motivation of farmers for large scale field sanitation
- The agronomic practices; Proper spacing; Synchronized sowing
- Use of bioagents for seed treatment ; Planting of maize as border crop.
- Constantly monitor crop health and pests ETLs
- Spraying of NSKE(5%) based on ETL
- Setting up of fruit fly trap; Setting up of yellow sticky trap
- Setting up of bird purchases
- Conservation of natural enemies

Output

Th.P.Narayanan S/o periyasamy, Kampanur, Thiruppathur taluk, was cultivating brinjal by using hybrid seeds and got only marginal yield due to problem of insect pests and diseases. KVK provided suitable advisory in terms of making their aware of cucurbits and its suitable solution to address their problems and convinced to adopt IPM technology With the support of



KVK, he adopted the cucurbits sowing, biofertilizers application, micronutrients application, mechanical weeding, foliar application of micronutrients, NAA, spraying of NSKE 5%, setting up of yellow sticky trap and fruit fly trap. As a result of the intervention, he obtained an average yield of 12.5 tonnes of brinjal from demo plot as compared to the local check. The demonstration plot fetched an additional income of Rs, 2.30 lakh compared to local check plot of Rs. 1.25 lakh.

Outcome



Initially the technology was demonstrated in one village of Thirupathur block. Further it was extended to 450 ha in three blocks of Sivagangai district viz., Sakottai, Devakottai and Sivagangai. Farmers have realized the better performance of IPM module in brinjal crop in terms of both yield and reduction in pesticide spray.

Impact

The farmer realized an yield range of 13 to 20 tonnes per ha and income of Rs.2.30,000 against expenditure of Rs.98,000 and hence the net profit was Rs.1,32,000/ ha All the vegetable farmers got the similar benefits in terms of yield and return. Such benefit binding their relationship and took collective decision/ actions in selling their product to particular outside market.



ROOT FEEDING TECHNOLOGY IN COCONUT

Situation analysis/Problem statement

Sivagangai district is having considerable area under coconut cultivation; especially in singampunari and S.Pudur blocks. The farmers in these areas are not following scientific nutrient management practices. As a result of that they incur heavy loss in profit due very low average productivity and fluctuation of coconut market. Further the climatic aberration and pest problems aggravate the problems further.

Plan, Implement and Support

Integrated Nutrient Management, Soil Reclamation and Root feeding techniques was introduced in the S.Pudur village in Sivagangai district. The Farmers were also provided hands on training on root feeding methods. They were also provided with books, booklets, farm visits, scientific field visits, farm advisory services on methods of coconut farming and marketing of products and composting of waste materials.

Output

About 120 numbers of coconut trees of ten year old coconut trees from Mr.K.Ayyasamy's field had been fed with each 200 ml of coconut tonic before the onset of monsoon. The productivity of all the coconut trees are less than 70 nuts/yr. The farmers were trained in root feeding application methods through the on-campus training



and field demonstration. The technology covers the complete application of essential nutrients through root feeding during the appropriate stages of crop growth.



Outcome



The technology results in 25% yield improvement during all the three harvests and farmer realized a net profit of Rs. 5000 per acre. The Farmers realized a economic gain of Rs. 5000 per acre by following the technology and BCR is 1.6.

Impact

The importance of the technology is realized and followed by the other farmers of the locality. This is a seasonal work. Regular employment is seldom obtained.





FISHERIES



GIFT TILAPIA CULTURE

Situation analysis/Problem statement

Sivaganga district gets major rainfall during the North East monsoon period. The average annual rainfall of the district is about 800 mm. Farm ponds have been found to be ideal in these conditions and also well accepted by the farmers. Farm Ponds are relatively small in size, which allows them to be filled by even small amounts of rain, and to fit well in the small plots of land owned by marginal farmers.

Farm ponds act as secondary source of income by supporting aquaculture activity. Generally, fish farmers carry out composite culture of carps by stocking only 3 or 6 species without following proper stocking density, improper management of feed and water quality parameters. Farmers received lower price and could not generate sufficient income.

Plan, Implement and Support

KVK conducted demonstration on GIFT Tilapia culture in farm ponds. The farmers were trained on various aspects of GIFT tilapia culture in farm ponds. Farm visits, scientific field visits, Farm advisory services, exposure visits etc., on various modes of operations of GIFT Tilapia culture practices were carried out.



Output

Th. Pidaran, Tirupattur adopted GIFT Tilapia culture in his farm based on the technical guidance of KVK. Regular field visit and farm advisory was provided through KVK. Special attention was given on quality seed selection, stocking density, feed and feed management and

water quality management. The demonstration results revealed that GIFT Tilapia had better survival rate (82%), higher weight gain (470.25g) with higher yield (385.4 kg/0.1 ha) than carps under polyculture system.

Outcome



By adopting GIFT Tilapia culture, he could generate gross income of Rs.28,980/ 0.1ha with BCR of 2.0. The result of demonstration gave full satisfaction and inspiration for further development. After technological interventions, he has been motivated and has constructed three more ponds to culture GIFT Tilapia.



Impact

Th. Pidaran is maintaining his farm in a integrate model unit in this area. He is using the water in the farm pond for agriculture crops. He has been an inspiring role model for more than 100 fellow farmers in Sivagangai District to undertake GIFT Tilapia culture as a profitable farming enterprise in farm ponds.



COMPOSITE FISH CULTURE

Situation analysis/Problem statement

Kandramanickam is a panchayat village in Kallal block. Fish farmers in the area carry out carp culture without following proper stocking density, improper management of feed and water quality. Farmers received lower price and could not generate sufficient income. Adoption of composite fish culture in a proper scientific way, increased fish production and economic status of farmers can be expected.

Plan, Implement and Support

KVK organized training programmes on scientific composite carp culture technology. Scientific information was provided through booklets, farm visits, scientific field visits, farm advisory services and method demonstration showcasing all the package of practices. KVK also conducted frontline demonstration in farmers' pond.

Output

After technological intervention by KVK, **Th. Tamilarasan** one of the trainees has adopted scientific composite fish culture in his farm based on the technical guidance of KVK. Special attention was given on quality seed selection, stocking density, feed and feed management and water quality management. Integration of pond with livestock was done for manuring of the pond and with agriculture for usage of pond water. The output motivated the farmer as this practice integrates the agriculture and animal husbandry component and helps the farmers in income substantially.



Outcome

The farmer stocked 1000 nos. of carp seed in his 0.1 ha farm pond. By adopting scientific composite fish culture practices, he is able to harvest carps of about 700 kg and could generate gross income of Rs.65,000/0.1ha/ annum. The farmer realized an economic gain of more than Rs.30,000 per annum from fish pond of 0.1ha.



Impact



The income from fish pond gave full satisfaction and inspiration for further development for the farmer. The success of his fish farming venture drew the attention of the District Collector, who personally visited his farm to appreciate his innovative efforts and achievements. He has been an inspiring role model for other farmers in Sivaganga District to undertake aquaculture as a profitable farming enterprise in farm ponds.



POLYCULTURE OF CARP WITH SCAMPI

Situation analysis/Problem statement

Kalappur is a panchayat village situated at about 4 Kms away from Singampunari town. It has good water source through borewell, and the fish farmers in the area followed composite carp culture. Farmers received less market price for carp. Thiru. Sekar one of the progressive farmer in the area approached KVK and requested for technical advice for increasing his farm income. Assessing his need and potentiality, KVK imparted training on poly culture of carps and freshwater prawn (Scampi) so that farmers could get higher market price and increase their income.

Plan, Implement and Support

KVK imparted training on poly culture of carps and scampi, stocking rate, feeding and water quality management. KVK also conducted frontline demonstration in farmers' pond. Further, scientific information were provided through booklets, farm visits, scientific field visits, farm advisory services and method demonstration showcasing all the package of practices.



Output

The Frontline demonstration of polyculture of carps and Scampi in farmers pond gave full satisfaction and inspiration for further

development. After technological interventions, he has adopted another one farm pond to culture polyculture of carp and scampi.

Outcome

By adopting polyculture of carp and scampi, the farmer could generate net



income of Rs.35,000 / 0.1ha with BCR of 1.9. Now he is able to culture carp and scampi under polyculture and generate more income as the market value of scampi is very high when compared to carps. This has increased his income considerably and has given confidence to rear fish in farm ponds.



Impact

Now he is a successful farmer and became a role model to other farmers in the village and as well as the surrounding villages. The farmers of his village and nearby villages have adopted the polyculture of carp and scampi in their farmponds.



PANGASSIUS CULTURE

Situation analysis/Problem statement

Th. C. Ganesan from Thiruvudaiyarpatti village in Thiruppathur block of Sivaganga district, usually cultured carps in his farm ponds. Carps took 7-8 months of culture period and he could earn moderate profit from carp culture. He wanted to increase his income and approached KVK for advise.

Plan, Implement and Support

KVK conducted demonstration on Pangassius fish culture in farm ponds. The farmer was trained on various aspects of Pangassius culture in farm ponds. Farm visits, scientific field visits, Farm advisory services, exposure visits etc., on various modes of operations of Pangassius fish culture practices were carried out.

Output

Th. Ganesan adopted Pangasium fish culture in his farm pond. He stocked 3000 numbers of fish fingerlings in his farm pond of 1000 sq.m. In a culture period of about 6-7 months he could obtain fish growth of 750 g to 900 g.

Outcome

Thiruvudaiyarpatti and nearby villages are occupied by minimum 5 -10 farm ponds in a village which are constructed through different conservation ground water schemes. The



farmers in the near by villages have wondered with the yield of pangasius in the farm ponds and its profit. Farmers have accepted Pangassius culture over the carps as they also realized better survival rate and better feed management in Pangasius fish culture. The farmer could generate a gross income of 1,41,200 with net income of Rs. 51,200 at BCR of 1.56



Impact



The horizontal spread of this technology provided employment opportunities to educated and unemployed youths. Also this technology is suitable for women, because of ease in handling and management thereby providing employment opportunities to the women to secure their livelihood.





ORNAMENTAL FISH CULTURE

Situation analysis/Problem statement

Th. Ayyamperumal, resident of Thirupattur in Sivaganga District is a diploma holder in electronics. After serving in a small firm in Chennai, he wished to return to native place and start a business of his own. He approached KVK, Sivaganga for assistance. On assessing his interest and needs, KVK provided farm advisory to start a business of his own.

Plan, Implement and Support

After technical guidance and motivation he had decided to adopt ornamental fish breeding for livelihood generation. He gained skills through continuous capacity building programmes for successful adoption of the technology on his own. Field demonstrations of breeding techniques were also conducted in order to enhance his knowledge, confidence as well as skill through practice.

Output

Th. Ayyamperumal had constructed 10 glass aquarium tanks in the backyard of his house. He started rearing live bearing fishes like mollies and guppies. Further he also reared Flower horn and gained expertise in its breeding. The achieved success in breeding and rearing the young ones of flowerhorn.



Outcome

With the laudable effort, Th. Ayyamperumal achieved success in breeding of flower horn. He sells the young flowerhorn fishes all over Tamilnadu. He would pack the young fishes in aerated polybags and send it through travels across the state. For marketing, he has created a whatsapp group and would send message for sale of fish.



Impact



Th. Ayyamperumal is a successful entrepreneur and is a role model for rural youth in the area. He has motivated many rural youths and woman self help groups to start ornamental fish culture as an entrepreneurial option.





HOME SCIENCE



VALUE ADDITION IN MILK

Situation analysis/Problem statement

Livestock are valuable assets of the rural poor and are critical in supporting their livelihoods particularly during unfavourable times. Thiru Manjunathan of Aavinipatti village of Thiruappattur block in Sivaganga district, Tamilnadu is a small and traditional dairy farmer. He was selling the milk to cooperative society. He could get very low price during surplus milk production days. However he could not receive adequate income and was struggling to fulfil the needs of her family members. He approached KVK, Sivaganga to seek assistance to increase his farm income.

Plan, Implement and Support

He was advised to attend a training program on dairy farming and value addition on milk. He subsequently attended a five-day training program in KVK on value addition on milk and he is having regular contact with KVK. Scientist from KVK visited his unit regularly. She has been provided with all the need based knowledge & skill, which included scientific rearing of cattle for more milk production and skill training on value addition on milk like flavoured milk and Paneer.

Output

After getting training from KVK, he made initial investment entirely from his family members and his own savings. He started to prepare flavoured milk and Panner from the milk. He sells about 20litres of milk in local market at the rate of Rs40/lt. With





about 40 litres of milk for value addition, he produces about 3-4 kg paneer per day and flavoured milk of about 2-3 lt per day.



Outcome

With a gross income of about Rs. 50000-60000 per month he earns a net income of Rs.25000-30000 per month. He has also motivated other farmers in village and neighboring village also.

Impact

His unit has been a point of attraction for exposure visits by new entrepreneurs. Farmers of adjoining areas of Tirupattur have been inspired by his success and have been motivated to take up value addition in milk as entrepreneurship. He has become an example and role model for a number of unemployed rural youth and women of the district.



VALUE ADDITION IN FRUITS & VEGETABLES

Situation analysis/Problem statement

Mrs. Usha Karupaiah aged 35 years is a house wife residing in Karaikudi. She is a graduate in Home Science. Her husband is running a small business. The income from the business was not sufficient enough to run the family. Mrs. Ushakarupaia wanted to start Home scale enterprise so as to earn income for the family. She contacted KVK to know about various Home scale Enterprises. Among the various options she decided to start millet snacks production unit.

Plan, Implement and Support

On and off campus training programme were organized to her. During the training on value addition in millets organized by KVK she learned preparation of value added products, packaging, branding and marketing Training for value added products and Advanced production technologies. Front line and on farm trial of food processing technologies Introduction of new varieties of value added products and linkage with marketing societies.

Output

She invested Rs.25,000/- initially and prepared the products. As she was actually doing tailoring activity, it does not make her very difficult to do the enterprise.. As her product was tasty and quality, she earns Rs.18000 to 25000/- month. Through this income she support her husband in family maintenance. She is happy and proud as an entrepreneur. She is able to make her enterprise a successful one.



Outcome

Currently the “Abirami organic Products” started by them is running successfully and earning Rs15,000/- per month. She has increased her production from 10-20 kg to 200-250kg per month.

**Impact****Impact Horizontal Spread:**

Successfully running the business since two years. Expansion of enterprise from single product to multi range of products. Exclusive shop for millet snacks was opened for easy accessibility to consumers.

**Impact Economic gains:**

Income increased from Rs3000 per month to Rs5000 to Rs7000 per month. The profit earned was invested in construction of building to run the enterprise. Provided employment to 5-7 SHG women.

Impact on employment generation:

Continuous employment to 10SHG women.



VALUE ADDITION IN MILLETS

Situation analysis/Problem statement

Milletts are recognized as an important substitute for major cereal crops to scope up with worldwide food storage and to meet the demands of increasing population of both the developing and developed countries. 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-economical status.

Plan, Implement and Support

Keeping these factors in view, Krishi Vigyan Kendra, Kundrakudi, Sivagangai is keen in training the farmers, farm women, rural youth and Self Help Group women in the area of processing and value addition of millets. This success story is about one group of women who is successfully running a millet processing and value addition unit in Vasanthini village at Devakottai block of Sivganga.

Output

With the technical support from the Krishi Vigyan Kendra, Kundrakudi, Sivagangai they have started to prepare and market many millet based products such as all millet grain, Millet health mix,. in retail market.. Initially they marketed their products within the group members only. After the acceptance of the products by the group members they seek the market outlets. Around 20 kgs of each product were prepared daily and sold at retail shops at near Karaikudi block and Uzhavar Santhai with FSSAI Certification.



Outcome

The group exhibits their products in all the exhibitions and meetings through Krishi Vigyan Kendra, Kundrakudi Sivaganga which gives an advertisement to their products freely.

Impact

Technically empowered to prepare the products and to explain the same to their peer groups meetings, mass media etc. By the technical support of this team nearly 20 Farm women have been trained and sold the millet based products in local shops. They are earning Rs. 20,000 to 25,000 per month and have been upgraded from secondary to primary level of social status and respected by all in the society and even outside of the society.



VALUE ADDITION IN PULSES

Situation analysis/Problem statement

Mr. Johnmurugesan resident of Kandaramanickam, Kallal Block of Sivaganga District was interested in food products preparation. She approached KVK for technical guidance in pulse products preparation. He was interested to attend training programme on value added cereals and pulse products. He underwent training on value added fruit products on 14.06.18 and 21.9.18 such as instant dhal mix, masala powders etc.

Plan, Implement and Support

After obtaining training immediately she tried all the products at Home and brought to KVK for technical assistance. Guidance were given to her to improve the quality of the products and instructed to use food grade containers, standing pouches with proper lid and labels. He sold his products in the name of JK organic products. He is preparing variety of dhal mix and masala powders.

Output

He invested Rs.65000/- initially and prepared the products. As he was actually doing Agricultural activity, it does not make his very difficult to do the enterprise. He prepared and packed powders in 200gm pouches and mixed masala powders in 250g pouches.



Outcome

On an average he prepares 100 kg of instant dhal mix, masala powders etc. He sells his products to nearby houses, shops, schools, weekly chandies and departmental stores at Karaikudi.

**Impact**

As his product was tasty and quality, customers preferred his products. He earns Rs.18000 to 25000/- month. Through this income he could sustain his family maintenance. He is happy and proud as an entrepreneur. He is able to make her enterprise a successful one.





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