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Experiences of **ICAR - ATARI Zone X KVKs in Agri Startups**



COMPENDIUM OF **SUCCESS STORIES**



**ICAR KRISHI VIGYAN KENDRA — MYRADA
ERODE DISTRICT**



This publication is a compilation of successful interventions made by Krishi Vigyan Kendra - MYRADA, Erode for the benefit of State Extension Functionaries, Farmers and NGOs to use as reference material.

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Compendium
of
Success Stories



ICAR KRISHI VIGYAN KENDRA - MYRADA
ERODE DISTRICT





Foreword

The idea of a zonal level compendium of innovative attempts at agri entrepreneurship has now become a reality with the publication of this document. It is to be hoped that this will find a wide audience of existing as well as future entrepreneurs who will assess these examples for their adaptability and relevance in their own particular situations and benefit from such an exercise.


Arvind G Risbud,
Executive Director
MYRADA, Bangalore.



Foreword

I am happy to introduce this publication on “Experiences of ICAR ATARI Zone X KVKs in Agri Startup - A compendium of Success Stories” compiled by ICAR-KVK MYRADA Erode. The publication features 100 agriculture startup success stories from various Krishi Vigyan Kendra (KVK) of ATARI Zone X. Over the years, KVKs have played a vital role in promoting sustainable agriculture practices and encouraging entrepreneurship in the field of agriculture and allied sectors. This compendium is the outcome of the national conference on "Agri Startups- KVK-A Technical backstop for innovations" conducted by KVK, MYRADA, Erode with the support of NABARD through virtual mode. I am happy to note that 27 KVKs participated in the conference and presented their case studies under three thematic areas, namely Agriculture & horticulture, Animal Husbandry & Fisheries, and Value addition of farm produce.

Entrepreneurship and innovation are essential for the growth of an agricultural economy, and this compendium highlights such successful start-ups in the Zone X. The success stories in this compendium serve as a testament to the entrepreneurial spirit of the people from diverse backgrounds, who have made a difference in the field of agriculture. I congratulate the authors and contributors for all their hard work and dedication to make this compendium possible. I hope that this publication will inspire many aspiring entrepreneurs and students to pursue careers in agriculture as it highlights the limitless potential of agriculture-based start-ups.

My appreciation to KVK MYRADA, Erode and NABARD for coming out with this publication, which I am sure, will play a significant role in promoting entrepreneurship in agriculture. I place on record the technical backstopping provided by TNAU, TANUVAS, ICAR research institutes ATARI, Hyderabad and MYRADA, Bangalore are duly acknowledged.

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Foreword

The Krishi Vigyan Kendras have been established by the Indian Council of Agricultural Research to bring research and extension closer to the farming community and to address their technical and developmental needs. KVKs have been playing a vital role in providing technology and knowledge to the farmers, which includes organizing training programs, farm advisory services, and on-farm testing of technologies. Besides that, KVK extension workers are putting in their tremendous effort in transforming innovative ideas into successful agri-startups.



It gives me immense pleasure to write this foreword note for the publication "*Experiences of ICAR ATARI Zone X KVKs in Agri Startup - A compendium of Success Stories*", that showcases 100 success stories of agriculture-based start-ups. These stories are a reflection of the fact that India is moving towards a new age of agricultural entrepreneurship...

The Directorate of Extension Education, Tamilnadu Agriculture University acknowledges ICAR KVK MYRADA, Erode and NABARD for organizing the national conference on "*Agri Startups- KVK-A Technical backstop for innovations*" which aimed to create a platform for budding entrepreneurs and farmers to showcase their innovative business plans. This compendium is the outcome of that conference, which unveils 100 successful agri-startups from the ATARI Zone X.

This publication will inspire many young agriculturists and budding entrepreneurs to take up agribusiness and contribute to the nation's agricultural development. The compendium will be an invaluable resource for extension professionals, researchers, policymakers, and the farming community.

I express my gratitude to all those who have contributed their stories to this compendium and hope that their success stories will motivate and inspire more start-ups, entrepreneurs, and farmers to come forward and revolutionize the agricultural sector in India.



Dr. P. P. Murugan



Preface

It gives me immense pleasure to present this compendium comprising 100 success stories from farmers/entrepreneur of ICAR ATARI zone X, hailing from different states like Tamilnadu, Andhra Pradesh, Telangana, and Puducherry. This compilation is a result of the collaborative efforts of ICAR KVK MYRADA, Erode, with financial support of NABARD.

The aim of this compendium is to showcase the remarkable achievements and innovations in the field of agriculture by the farmers within ICAR ATARI zone X. Each success story highlights the perseverance, dedication, and entrepreneurial spirit of these farmers, who have overcome numerous challenges to achieve astounding success in their respective agricultural endeavors.

The National conference on "Agri Startups- KVK-A Technical backstop for innovations" held on 26th May, 2023 have served as the platform for the conception and collection of these success stories. The conference provided a unique opportunity for farmers and extension professionals to come together, exchange ideas, and explore innovative approaches in agriculture. In today's rapidly evolving agricultural landscape, the need for knowledge sharing and dissemination becomes even more crucial. This compendium serves as a valuable resource for extension professionals, researchers, policymakers, and the farming community at large. It encapsulates best practices, innovative techniques, and proven strategies that can be replicated and adapted to benefit the wider agricultural community.

I extend my appreciation to all the farmers who have graciously shared their success stories, as it is their experiences and insights that make this compilation truly valuable. The financial assistance received from Research and Development Fund of National Bank for Agriculture and Rural Development (NABARD) towards publication of printing of proceedings of the conference is gratefully acknowledged.

A handwritten signature in green ink, appearing to read "P. Alagesan", is placed above the printed name and title.

Dr. P. ALAGESAN
Senior Scientist & Head
ICAR-KVK MYRADA, Erode

CONTENTS

KVK, Ariyalur	2	KVK, Namakkal	134
KVK, Coimbatore	6	KVK, Nandyal	142
KVK, Dharmapuri	16	KVK, Perambalur	146
KVK, Dindigul	24	KVK, Puducherry	150
KVK, Erode	30	KVK, Pudukkottai	154
KVK, Jammikunta	74	KVK, Ramagirikhilla	158
KVK, Krishna	82	KVK, Ramnad	162
KVK, Kadapa	84	KVK, Rastakuntubai	168
KVK, Kalyandurg	94	KVK, Reddipalli	172
KVK, Kancheepuram	102	KVK, Tirupathi	176
KVK, Kanyakumari	110	KVK, Thiruvanamalai	178
KVK, Karur	122	KVK, Trichy	184
KVK, Krishnagiri	126	KVK, Tirunelveli	186
KVK, Malyal	130	KVK, Vellore	194
KVK, Medak	132	KVK, Warangal	200

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Integrated Farming & Value Addition

E.Kavitha, age of 36, studied MBA, resides in Anuparpalayam village of Sathy Taluk. She cultivates sugarcane and banana in 3 acres of irrigated land. She obtained knowledge and practical skills on Integrated Farming System in KVK and developed IFS unit with different components. In addition, she involves in Post-harvest and Value addition of farm produces like turmeric and millets.

Financial Support: She received financial support from ARYA, RKVY, IVP, TANSEED 4.0, Department of Agri Business and Marketing

KVK intervention :

- Capacity building program on Organic Grower and Vermi Compost Producer under ASCI. Desi bird rearing under ARYA programme. She undergone DAESI 1 year diploma course conducted by KVK; Value addition in Millets under STRY training for the period of 1 week
- Product development, technical and marketing support from Agri-Entrepreneurs Service Center (AESC)

Outcome/impact :

- Reduction in cost of cultivation by adopting integrated farming system
- Developed innovative formula for Masala Powder preparation

- Started AARA Traders Co., and involving direct marketing of value added products with the brand name of “Aara” and exporting of the products
- KVK identified as model farm for Agri-preneurship
- More than 2475 famers and entrepreneurs have visited her farm with the support of KVK and Department of Agriculture and colleges
- 42 rural women entrepreneurs developed and 34 IFS farmer adopted her farm technology after visiting farm
- She developed parental stock breeding unit in Desi bird and supporting ARYA group to promote young budding entrepreneurs for start-ups in poultry rearing enterprises
- Developed Organic Seed Coating formulation for agri and horticulture crops.
- Patent availed for Organic Seed Coating formulation

Achievement/innovation/Awards

- Experiences published in “Women Leadership in Agriculture: Entrepreneurship, Equity & Empowerment” published by ICAR, New Delhi
- Received Ideathon Challenges Award from TBI, TNAU Coimbatore for organic seed coating formulation
- Experiences documented and telecasted by Doordharsan, Zee Tamil, Pasumai Vikadan and Podhigai TV
- Experiences published in the TNAU Compendium of Success Stories
- Received Best Women Entrepreneur Award received from Gobi Arts & Science College
- Received Best Women Farmer Award from KVK, Erode during the International Women’s Day
- Shared experiences in Facebook Krishi Jagran digital platform
- Government of Tamilnadu sanctioned Grant Rs.10 lakhs for her innovation on Organic Seed Coating Formulation under TANSEED 4.0

DEVELOPED INTEGRATED FARMING SYSTEM (IFS)



Mixed Fodder



Cow Rearing



Goat Rearing



Desi Bird Rearing



Earthworm Rearing



Vermi Compost



Honey Bee Rearing



Dog Breeding

This compendium consisting of 100 success stories is an outcome of the national conference on “Agri Startups – KVK – A Technical backstop for innovations” conducted by ICAR KVK, MYRADA, Erode with the support of NABARD through virtual mode. 27 KVKs of ICAR – ATARI, Zone X participated in the conference and presented their case studies under three thematic areas, namely Agriculture W Horticulture, Animal Husbandry W Fisheries, and Value Addition of Farm produce.



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