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EXTENSION EDUCATION INSTITUTE

(Southern Region)

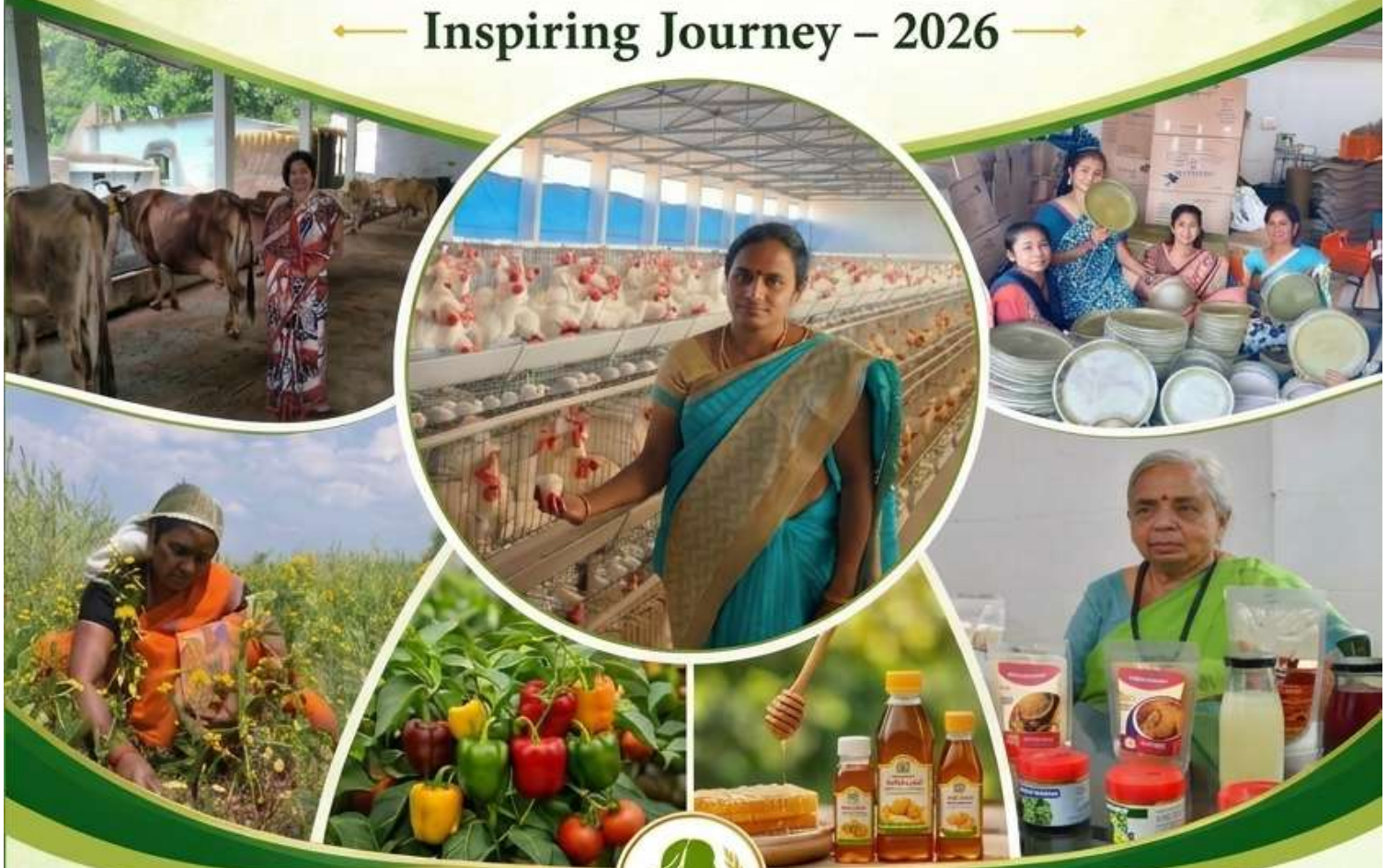
Directorate of Extension, Dept. of Agriculture & Farmers Welfare
Ministry of Agriculture & Farmers Welfare, Govt. of India



Professor Jayashankar Telangana Agricultural University
Rajendranagar, Hyderabad-500 030

Women Farmers *Success Stories*

← Inspiring Journey – 2026 →



Submitted by
EEI, Hyderabad

→ Compiled and Edited by ←

Dr. P. Shiva Kumar, Asst. Professor, EEI | Dr. D. Srinivasa Reddy, Assoc. Professor, EEI & Dr. N. Praveen, Professor, EEI

Dr. B. Savitha, Director, EEI



Women Farmers Success Stories

Inspiring Journey – 2026



EEL, News Letter

Website
www.eeihyd.org



Contact Us : The Director, Extension Education Institute, Rajendrangar, Hyderabad - 500030.



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EEL Hyderabad



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PROFESSOR JAYASHANKAR TELANGANA AGRICULTURAL UNIVERSITY

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FOREWORD

Agriculture continues to play a vital role in sustaining livelihoods, ensuring food security, and supporting rural development. Women have been an integral part of agriculture and allied sectors and have contributed significantly to farming, livestock management, value addition, and various livelihood activities.

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Women have been an integral part of agriculture and allied sectors and have contributed significantly to farming, livestock management, value addition, and various livelihood activities.

The success stories presented in "*Women Farmers Success Stories Inspiring Journey 2026*" reflect the hard work, dedication, innovation, and perseverance of women farmers from the southern region. These stories highlight how women farmers have adopted improved practices, diversified their activities, developed value-added products, and created sustainable livelihood opportunities.

The journeys of these women farmers demonstrate that with knowledge, appropriate technologies, determination, and timely support, farming and allied activities can be transformed into sustainable and profitable enterprises. Their experiences provide useful insights and inspiration to other farmers and stakeholders in the agriculture and allied sectors.

The Extension Education Institute (EEI), Rajendranagar, Hyderabad, has compiled these success stories with the objective of documenting and sharing the experiences and achievements of women farmers and inspiring others to learn from their innovative practices. I appreciate the efforts of the team of EEI, Hyderabad, in bringing out this publication viz., "*Women Farmers Success Stories Inspiring Journey 2026*" The publication is a valuable compilation of the innovations, achievements, and inspiring experiences of women farmers.

I hope that these success stories will motivate more farmers, particularly women, to adopt innovative practices, explore new opportunities, and contribute to the sustainable development of agriculture and allied sectors and to promote rural livelihoods.

I congratulate the EEI team for this commendable initiative and wish the publication a great success in inspiring and benefiting the farming community.

Aldas Janaiah

Vice-Chancellor

PJTAU, Rajendranagar

भारत सरकार
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FOREWORD

Agriculture is the backbone of many economies and sustaining livelihoods, nourishing communities, and contributing to economic growth. In an era marked by rapid technological advancements, climate change, and growing populations, the agricultural sector presents both significant challenges and immense opportunities.

This collection of success stories of women farmers symbolizes their resilience, innovation, hard work, and dedication towards transforming agriculture and allied sectors. Each story not only represents just a successful farming activity but also a testament to the power of determination, knowledge, and perseverance.

From adopting innovative farming practices to developing value-added products and diversified livelihood activities, these stories highlight how women farmers are contributing to the growth and development of agriculture. Their journeys reflect the potential for positive change and demonstrate that with the right knowledge, support, and determination, agriculture can provide sustainable and profitable livelihoods.

Within these pages, you will discover how women farmers have overcome challenges, improved productivity and income. Their success not only inspires others but also offers valuable insights and practical lessons for farmers and other stakeholders in the agriculture and allied sectors.

The Extension Education Institute, Rajendranagar, Hyderabad, has compiled these success stories of women farmers from the southern region with the aim of inspiring others to believe in themselves and to enable them to enhance their abilities. These stories showcase their efforts, innovations, and achievements and provide motivation for others to explore new opportunities in agriculture and allied activities.

I compliment and congratulate the team of EEI, Hyderabad, for bringing out the publication "*Woman Farmers Success Stories Inspiring Journey 2026*," which captures the inspiring experiences, innovations, and achievements of women farmers.


(Dr. Sanjay Kumar)



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Dr. M. YAKADRI

Ph.D (IARI-New Delhi)
DIRECTOR OF EXTENSION



FOREWORD

The present publication entitled *“Women Farmers Success Stories Inspiring Journey 2026”* represents a dedicated effort by the faculty of the **Extension Education Institute (EEI), Hyderabad**, to document and share the inspiring experiences and achievements of women farmers from the southern region.

The women farmers have demonstrated remarkable commitment, innovation, and perseverance in agriculture and allied activities

Their success stories reflect diverse approaches to farming, livestock, value addition, natural farming, integrated farming, and other livelihood activities. These experiences demonstrate how appropriate knowledge, innovative practices, and effective extension support can contribute to improved livelihoods.

This compilation showcases selected stories of women farmers who have transformed their farming activities into sustainable livelihood and enterprise opportunities. Their journeys provide valuable lessons and encourage peer-to-peer learning among farmers.

The publication is intended to inspire more women farmers and aspiring entrepreneurs to explore new opportunities in agriculture and allied sectors. Wherever possible, the details of the farmers and their enterprises have been provided to facilitate interaction and learning from their experiences.

I appreciate the efforts of the EEI faculty in identifying, documenting, and compiling these inspiring success stories. I also place on record my appreciation for the officials of the agriculture and allied departments of the client states for their cooperation and coordination in facilitating interaction with the women farmers.

I congratulate all the women farmers featured in this publication for their achievements and commend the EEI team for bringing out *“Women Farmers Success Stories Inspiring Journey 2026”*. I hope these stories will inspire many more women farmers to adopt innovative practices, strengthen their livelihoods, and contribute to the development of agriculture and allied sectors.

M. YAKADRI
Director of Extension
PJTU, Rajendranagar



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**Professor Jayashankar Telangana Agricultural University,
Rajendranagar, Hyderabad-500 030**



PREFACE

India has made tremendous progress in food production, transforming from a food-deficit to a food-surplus nation. This remarkable achievement has been made possible through advancements in scientific research, technological development, and agricultural innovations. Women have played an important role in this transformation through their significant contributions to agriculture and allied activities.

Despite the challenges faced in agriculture, many women farmers have succeeded and flourished by overcoming various constraints through innovation, resilience, dedication, and hard work. Their efforts have not only improved their own livelihoods but have also provided inspiration and valuable lessons to others in the farming community.

The Extension Education Institute (EEI), Hyderabad, has made a systematic effort to document and compile these inspiring success stories of women farmers from the southern region. The stories cover diverse areas such as natural farming, organic farming, integrated farming systems, dairy farming, poultry farming, vegetable cultivation, millet-based activities, value addition, resource conservation, fisheries, and other innovative livelihood activities.

EEI, Southern Region, Hyderabad, continues to document innovative practices and successful adoption of improved technologies and best management practices by farmers from its client states consisting Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Odisha, Karnataka, Andaman & Nicobar Islands, Lakshadweep, and Puducherry. These efforts are supported through the coordination of various agriculture and allied departments and the trained extension functionaries associated with them.

An effort has been made by EEI, Hyderabad, to document and present the innovative activities and successful experiences of women farmers of the southern region through this publication. These stories reflect their determination to convert opportunities into sustainable livelihood activities and enterprises.

I sincerely hope that the readers will find these success stories informative and inspiring, and that the experiences documented in this publication will encourage more women farmers to adopt innovative practices and explore new opportunities in agriculture and allied sectors.

B. SAVITHA

Director, EEI, Hyderabad



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Commercial Layer Farming

Documented by Dr. M. Jagan Mohan Reddy, Associate Dean, Agricultural College,
Palem, PJTAU, Telangana.

S. No	Item	Details											
1	Title of the successful event	Commercial Layer Farming											
2	Name of the Farmer	Smt. Swati Ponaganti M/s Arjun Poultry Farm											
3	Mobile Number	8455973366											
4	Mail id	arjunaegg@gmail.com											
5	Address	Kobaguda, Kukudabai, Tentulikhunti, Nabarangpur (Dist.), Odisha											
6	Reasons for taking up the Innovation	Family business of selling eggs as wholesaler and in retail from last 20 years.											
7	Year of implementing the innovation	2025-26											
8	Extent of area	4.35 Acres											
9	Sources of information	Skylark group, Odisha											
10	Steps followed in implementing the successful event	Farmer was having problem in supervising the daily farm operations and monitoring the birds. So, he recruited a supervisor with 15 years of experience in layer farming and the farm operations went smoothly.											
11	Inputs applied	Purchasing raw maize locally and producing layer feed in her own feed mill.											
12	Finance availed	Union Bank of India, Nabarangpur, Odisha											
13	Marketing	Physical marketing as the beneficiary is supplying eggs to 7-8 blocks of Nabarangpur and Kalahandi districts as a wholesaler.											
14	Special efforts made by the Farmer for Successful implementation of Technology	Consulted existing successful layer farmers of Andhra Pradesh and analysed their economic dynamic											
15	Cost - Economics	<table><tr><th colspan="2">Economics (Rs./Month)</th></tr><tr><td>● Yields/production</td><td>● 16500 eggs per day (Avg)</td></tr><tr><td>● Cost incurred</td><td>● Rs 2367600</td></tr><tr><td>● Gross returns</td><td>● Rs 2770200</td></tr><tr><td>● Profits</td><td>● Rs 402600</td></tr></table>		Economics (Rs./Month)		● Yields/production	● 16500 eggs per day (Avg)	● Cost incurred	● Rs 2367600	● Gross returns	● Rs 2770200	● Profits	● Rs 402600
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● Cost incurred	● Rs 2367600												
● Gross returns	● Rs 2770200												
● Profits	● Rs 402600												
16	Benefits of technology	● Transportation cost of importing eggs from outside the state has reduced by 60-70 %. ● Recognized as the largest producer and supplier of eggs in local market as well as adjacent districts.											
17	Spread of Technology	20 small scale layer farmers have visited as exposure visit to the layer farm and two farmers of adjacent block have been inspired to start commercial layer farms.											
18	Farmer Message to entrepreneurs	Before investing and starting such large-scale farms, one should have thorough knowledge through trainings, visits to existing farms and self-research.											
19	Awards/Recognition	Got award in District level Matsya O Prani Sampada Mela as Best Poultry farmer											
20	Any other aspects that contributed for success	An established family market network and 20 years of experience in wholesale marketing provided strong market linkages and contributed to the farmer's success											



Smt. Swati Ponaganti at her Poultry farm



Layer unit



District officials of Veterinary Department visit to Poultry farm

Environmentally Controlled Broiler farming

Documented by Dr. Jagan Mohan Reddy, Associate Dean, Agricultural College, Palem,
PJTAU, Telangana.

S. No	Item	Details	
1	Title of the successful event	Environmentally Controlled (EC) Broiler farming	
2	Name of the Farmer	Smt. Srabani Pradhan	
3	Mobile Number	9438089234	
4	Mail id	anibeshpradhan2554@gmail.com	
5	Address	Basudeipur, Odisha	
6	Reasons for taking up the Innovation	To get rid of loss from the effect of Avian Influeza virus & also get more profit out of the EC farming	
7	Year of implementing the innovation	FY 2024-25	
8	Extent of area	20,000 EC broiler farming	
9	Sources of information	From Veterinary sector, Pipili, Odisha	
10	Steps followed in implementing the successful event	- Collected information from Additional Veterinary Officer, Pipili regarding the documents required for applying the project & its subsidy pattern. - Problems raised during applying for the project solved by AVAS, Pipili	
11	Inputs applied	Inputs like day old chicks, feeds, medicines & other infrastructural materials required for EC broiler farming were indented from private company.	
12	Finance availed	Bank loan from State Bank of India, Dandamakundapur	
13	Marketing	-	
14	Special efforts made by the Farmer for Successful implementation of Technology	Farmer contacted different companies dealing with instruments required for EC farming & assessing the market demand of the locality	
15	Cost - Economics	- Yields/production - Cost incurred - Gross returns - Profits	18 MT of chicken meat per year 6 lakhs 15 lakhs 9 lakhs
16	Benefits of technology	- State Level award as best broiler farm entrepreneur - Decreased environment pollution & very less smell coming out of the broiler farm	
17	Spread of Technology	Five farmers were Inspired and motivated & applied for EC farming	
18	Farmer Message to entrepreneurs	To avoid incidence of Avian Influenza all should go for EC Broiler farming.	
19	Awards/Recognition	Received State Level award as best broiler farm entrepreneur	
20	Any other aspects that contributed for success	The location, availability of manpower, marketing facility made the enterprise a successful	



Smt. Srabani Pradhan at her EC Broiler unit



Outside the EC Broiler unit



District officials of Veterinary Department visit to Poultry unit

From Two Cows to a Successful Dairy Enterprise

Documented by Dr. D. Srinivasa Reddy, Associate Professor, Extension Education
Institute, Hyderabad, PJTAU, Telangana.

S. No.	Item	Details
1	Title of the successful event	From Two Cows to a Successful Dairy Enterprise
2	Name of the Farmer	Mrs. Rasmita Rana
3	Mobile Number	--
4	Mail id	--
5	Address	At–Amath, PO–Nunmath, Kesinga, District–Kalahandi, Odisha
6	Reasons for taking up the Innovation	Mrs. Rana initially owned only two milch cows and produced around 20 litres of milk per day. She took up improved dairy farming practices with the objective of increasing milk production, improving family income, strengthening livelihood security and developing dairy farming as a sustainable enterprise.
7	Year of implementing the innovation	2023-24
8	Extent of area	The dairy enterprise was expanded from 2 to 20 milch cows. The farmer owns 5 acres of land and has adopted green fodder cultivation and improved dairy management practices.
9	Sources of information	Department of Animal Husbandry & Veterinary Services, Kalahandi; DTC, O/o CDVO, Kalahandi; Milk Producers' Cooperative Society (MPCS); Technical guidance from departmental personnel; and continuous support from her husband.
10	Steps followed in implementing the successful event	• Received skill-upgradation training and adopted scientific dairy practices, green fodder cultivation, mechanization and hygienic milking. • Guidance and family support enabled her to expand herd from 2 to 20 cows. • Diversified into value-added products such as cheese, curd, paneer and ghee. She also strengthened marketing through MPCS and direct sales.
11	Inputs applied	Green fodder; improved dairy management inputs like motorized chaff cutter; milking machine; hygienic milk handling equipment and preparation of value-added dairy products.
12	Finance availed	Received a subsidy of Rs. 6.00 lakh from MKUY, Odisha
13	Marketing	The farmer taken up value addition by preparing approximately 20 kg cheese, 50 kg curd (dahi), 30 kg paneer and 5 kg ghee. Milk and dairy products are marketed through the Milk Producers' Cooperative Society (MPCS) as well as through direct marketing to consumers, thereby establishing reliable market linkages.
14	Special efforts made by the Farmer for Successful implementation of Technology	Participation in skill training, adoption of scientific dairy practices and mechanization, green fodder cultivation, value addition, and strengthening of cooperative and direct market linkages.
15	Cost - Economics	Production: More than 200 litres of milk/day from 20 milch cows. Value-added products: approximately 20 kg cheese, 50 kg curd, 30 kg paneer and 5 kg ghee. Monthly net profit: more than Rs. 1,00,000. Enterprise turnover: Approximately Rs. 20 lakh within 2 years.

16	Benefits of technology	- Increased milk production from 20 to 200+ litres/day, - Expanded the herd from 2 to 20 cows - Generated Rs. 1 lakh monthly net profit through dairy farming and value addition - Enhancing family livelihood and social recognition.
17	Spread of Technology	Inspired local women farmers
18	Farmer Message to entrepreneurs	- Farmers can improve their livelihood by adopting scientific management practices - Market linkages can help transform small-scale farming activities into sustainable enterprises.
19	Awards/Recognition	--
20	Any other aspects that contributed for success	20 years of family experience in wholesale marketing - Training support from MKUY, Odisha



Smt. Rasmita Rana at her dairy farm



District veterinary officials visit

From Millets to Multiple Livelihoods

Documented by Dr. M. Jagan Mohan Reddy, Associate Dean, Agricultural College, Palem, PJTAU, Telangana.

S. No	Item	Details
1	Title of the successful event	From Millets to Multiple Livelihoods
2	Name of the Farmer	Mrs. Mogulamma K.
3	Mobile Number	7032345354
4	Mail id	ddskvk@gmail.com
5	Address	Potpally Village, Jharasangam Mandal, Sangareddy District, Telangana
6	Reasons for taking up the Innovation	Mrs. Mogulamma took up the innovation to improve productivity and income from her rainfed farm and to reduce the risks associated with dependence on a single crop. She had enough backyard space to rear goats and poultry and took up these activities as a means of generating additional income for her household.
7	Year of implementing the innovation	2023-26
8	Extent of area	About 2 acres own land and about 8 acres under lease (around 10 acres under cultivation).
9	Sources of information	DDS KVK, Sangareddy, Telangana
10	Steps followed in implementing the successful event	• The farmer adopted improved and drought-resilient varieties supported by DDS KVK • Established goat rearing and backyard poultry, diversified crops and expanded cultivation through leased land. • Short-duration millets and diversified income sources helped reduce dependence on a single crop and strengthened farm resilience.
11	Inputs applied	• Improved crop varieties like Jowar PYPS-2, Soybean AISb-50, Onion Bhima Super, Foxtail millet SiA 3222 (Garuda), Redgram TDRG-4 (Hanuma) and Sugarcane VSI 12121. • Livestock inputs included Osmanabadi goats and Rainbow Rooster birds, along with organic manures and botanical pesticides.
12	Finance availed	Nil-
13	Marketing	Marketing through Deccan Mahila Sadhikara Mutually Aided Cooperative Thrift and Credit Society Ltd.
14	Special efforts made by the Farmer for Successful implementation of Technology	The farmer adopted improved crop varieties, diversified into millets, pulses, oilseeds and horticultural crops, developed goat and backyard poultry enterprises, and expanded cultivation through leased land.
15	Cost - Economics	• Generating nearly Rs. 1.00 lakh over two years, while backyard poultry provided eggs for household use and around Rs. 150 per day from egg sales.

S. No	Item	Details
		Overall, the integrated enterprises enhanced farm income, productive assets and household economic stability.
16	Benefits of technology	Diversified income through crops, goats and poultry, improved productivity and farm assets, strengthened household food security.
17	Spread of Technology	Her farm serves as a field-level example of millet-based and diversified climate-resilient farming supported by DDS KVK.
18	Farmer Message to entrepreneurs	- Do not depend on a single crop. Adopt suitable improved varieties, diversify with millets and other crops, and add livestock and poultry for additional income. - If proper technical guidance, careful management and continuous effort is provided, rainfed farming can become a stronger and more sustainable livelihood.
19	Awards/Recognition	Nari Shakti Puraskar from Hon'ble President of India
20	Any other aspects that contributed for success	DDS KVK support for adoption of improved and resilient technologies.



Mrs. K. Mogulamma in field operations, Farmer with her live stocks

Value Addition in Lemon through Kattangur FPC

Documented by Dr. P. Shiva Kumar, Assistant Professor, Extension Education Institute, Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	Value Addition in Lemon through Kattangur FPC (KFPC)
2	Name of the Farmer	Mrs. Saidamma
3	Mobile Number	7997725381
4	Mail id	kattangurfpo@gmail.com
5	Address	Kattangur, Nalgonda District, Telangana
6	Reasons for taking up the Innovation	To strengthen collective agricultural activities, reduce production and input costs, improve market access, reduce post-harvest losses in perishable lemon, improve market realisation through value addition, and create additional livelihood and enterprise opportunities for farmers and women.
7	Year of implementing the innovation	2019
8	Extent of area	1200 farmers membership
9	Sources of information	NABARD and other supporting agencies, government departments, input companies, farmers and service providers.
10	Steps followed in implementing the successful event	- The FPO strengthened collective input supply, aggregation, processing and marketing, supported by NABARD and other agencies. - It developed facilities for processing, preservation and mechanisation, with lemon value addition into squash, powder, pickles and floor cleaner to reduce wastage, extend shelf life and improve market opportunities.
11	Inputs applied	- Seeds, fertilisers and pesticides are supplied collectively through the FPO. - Mechanisation, drones, soil testing and weather-related services.
12	Finance availed	NABARD and other agencies supported infrastructure and technology-oriented services.
13	Marketing	- Major value addition is undertaken for lemon through lemon squash, lemon powder, pickles and a lemon-based floor-cleaning product. - The FPO also undertakes aggregation, processing, grading, marketing and branding.
14	Special efforts made by the Farmer for Successful implementation of Technology	The FPO made special efforts to establish collective input supply, aggregation, processing, storage and marketing systems.
15	Cost - Economics	Turn over: 10 Cr/Annum
16	Benefits of technology	- Value addition and processing create additional income opportunities and improve market realisation. - FPO has gained attention as a practical model of collective farming and farmer-led enterprise. - Women benefited through training, facilities and livelihood opportunities. - Solar-powered processing/cold storage and solar-panels

17	Spread of Technology	The organisation extended services and technologies including input supply
18	Farmer Message to entrepreneurs	Support rural smallholder farmers by helping them achieve higher profit margins through collective bargaining
19	Awards/Recognition	The organisation has attracted attention as a practical model of collective farming and farmer-led enterprise, including through a MANAGE–Michigan State University study visit.
20	Any other aspects that contributed for success	Strong farmer collectivisation, focus on lemon value addition, infrastructure support, integration of modern agricultural technologies, women's participation, linkages with NABARD and other agencies, and development of multiple services and market-oriented activities contributed to the success of KFPC.



Mrs. Saidamma addressing the trainees



Exposure visits by the Trainees at KFPC



Lemon processing equipment



Lemon grading machine

Woman-led Integrated Farm School

Documented by Dr. N. Hema Sarat Chandra, Assistant Professor, Extension Education
Institute, Hyderabad, PJTAU, Telangana.

S. No	Item	Details
1	Title of the successful event	Woman-led Farm School at Wayanad, Kerala
2	Name of the Farmer	Mrs. Janaki Shasidharan
3	Mobile Number	9061459273
4	Mail id	-
5	Address	Vandiyambetta, Kottathara Gram Panchayat, Wayanad, Kerala
6	Reasons for taking up the Innovation	Interest in sustainable and climate-resilient agriculture, with a focus on diversified farming, food and nutritional security, biodiversity conservation and strengthening women farmers' livelihoods.
7	Year of implementing the innovation	2024-25
8	Extent of area	Entire farm plot developed as a WCRF model farm; diversified cultivation of 20+ crops.
9	Sources of information	Women-led Climate Resilient Farming (WCRF) initiative, National Mission on Natural Farming (NMNF), Keravriksha Farmer Producer Company, farmer groups and extension support networks.
10	Steps followed in implementing the successful event	Diversified the farm with 20+ crops, adopted climate-resilient and natural farming practices, promoted on-farm bio-input use, developed the farm as a practical Farm School, established a Bio-input Centre through Keravriksha Farmer Producer Company, and conducted field-based training for women farmers and farmer groups. It becomes a school to train farmers in sustainable agriculture
11	Inputs applied	Natural farming inputs, farm-prepared bio-inputs, organic manures and biological inputs.
12	Finance availed	--
13	Marketing	Farm produce is promoted through local/community networks, farmer groups and institutional linkages.
14	Special efforts made by the Farmer for Successful implementation of Technology	Maintained a diversified climate-resilient farm, integrated crop diversity and natural farming practices, promoted on-farm resource use and established a practical Farm School
15	Cost - Economics	Gross returns: Rs. 4.50 lakh/year Production and farm management cost: Rs. 2.50 lakh/year Net returns: Rs. 2.00 lakh/year B:C ratio: 1.8:1 Additional value from household food production, bio-input preparation and farmer training is also mentioned.
16	Benefits of technology	Improved climate resilience, biodiversity, food and nutritional security, strengthened women-led farmer learning, promoted sustainable livelihoods
17	Spread of Technology	Reached and supported more than 1,000 women farmers through training and knowledge sharing. The Farm School serves as a practical learning space for farmers and farmer groups.
18	Farmer Message to entrepreneurs	Women farmers can build sustainable livelihoods through collective learning and leadership.

19	Awards/Recognition	Recognized as a WCRF Model Farmer and Farm School Lead; serves as a farmer trainer and institutional leader. Director, Keravriksha Farmer Producer Company and Director, Vandiyambetta Milk Society.
20	Any other aspects that contributed for success	Strong women-led leadership, diversified farming, farmer-to-farmer learning, on-farm resource recycling, practical training and active participation in farmer institutions.



Mrs. Janaki Shasidharan at her farm

Woman-led Diversified Model Farm

Documented by Dr. N. Hema Sarat Chandra, Assistant Professor, Extension Education Institute, Hyderabad, PJTAU, Telangana.

S. No	Item	Details
1	Title of the successful event	Woman-led Diversified Model Farm
2	Name of the Farmer	Mrs. Mariam Joseph
3	Mobile Number	-
4	Mail id	-
5	Address	Kaniyambetta, Kottathara, Wayanad District, Kerala
6	Reasons for taking up the Innovation	Interest in sustainable and climate-resilient farming, ensuring household food and nutrition security, and creating diversified livelihood opportunities for her family.
7	Year of implementing the innovation	2021
8	Extent of area	2 Acres
9	Sources of information	Initiative local farmer groups and other institutional guidance.
10	Steps followed in implementing the successful event	- Adopted the WCRF model on her two-acre farm, diversified crops and integrated goat rearing, poultry and apiculture. - Efficient use of farm resources, planned farm activities and continued adoption of climate-resilient practices supported sustainable enterprise management.
11	Inputs applied	Seeds of diversified food and cash crops, organic manures, compost and other natural/low-cost farm inputs.
12	Finance availed	Non institutional
13	Marketing	Farm produce and allied products can be marketed through local markets, farmer groups and community networks.
14	Special efforts made by the Farmer for Successful implementation of Technology	- Diversified cultivation of rice, vegetables, pulses, tubers, legumes and cash crops. - Integrated goat rearing with more than 50 goats. - Poultry unit with over 200 hens. - More than 50 apiculture units. - Integration of crop and allied enterprises for efficient use of farm resources. - Adoption of WCRF principles for climate and livelihood resilience.
15	Cost - Economics	Gross returns: Rs. 5,00,000/year Total cost: Rs. 2,80,000/year Net returns: Rs. 2,20,000/year B:C ratio: 1.8:1
16	Benefits of technology	- Improved household food and nutritional security. - Multiple farm-based livelihood opportunities. - Better use and recycling of farm resources through integrated farming. - Potential improvement in soil health and biodiversity through diversified and climate-resilient practices. - Greater resilience through diversified income and production sources.
17	Spread of Technology	Her experience provides a practical example for other women farmers interested in integrating crop production, livestock and apiculture.

		• Knowledge sharing within her community can support wider adoption of diversified WCRF practices.
18	Farmer Message to entrepreneurs	Start with available resources, diversify farm enterprises and integrate crops with livestock and allied activities.
19	Awards/Recognition	Recognized as a women farmer adopting Climate Resilient Farming (WCRF) model.
20	Any other aspects that contributed for success	Women-led farm management, enterprise diversification, integration of crops and livestock, apiculture, efficient use of available farm resources and continued adoption of climate-resilient practices contributed to the development of the farm model.



Mrs. Marium Joseph- An innovative farmer

Transforming Livelihoods through Indigenous Backyard Poultry

Documented by Dr. B. Raja Madhushekar, Assistant Professor, Extension Education
Institute, Hyderabad, PJTAU, Telangana.

S. No	Item	Details
1	Title of the successful event	Transforming Livelihoods through Indigenous Backyard Poultry
2	Name of the Farmer	Smt Chenna Umamaheswari w/o Raja
3	Mobile Number	8639859742
4	Mail id	Nil
5	Address	Solipi Somarajupeta village, Gurla Mandal, Vizianagaram District, Andhra Pradesh.
6	Reasons for taking up the Innovation	In rural areas, it is common for farm families to rear dairy animals, sheep and goats along with poultry as part of their livelihood. In recent years, the demand for native/ indigenous eggs and meat has increased considerably. Native poultry breeds have good market demand and can provide an additional source of income to farm families. Mrs. Umamaheswari is originally from Visakhapatnam. However, because of her interest in poultry farming, she started rearing native chickens at her residence in Vizianagaram district.
7	Year of implementing the innovation	2022
8	Extent of area	Purchased 10 local/native breeds from relatives and local farmers. She gradually developed the enterprise and increased the flock to about 200 chickens.
9	Sources of information	Veterinary officials, Gopala mithra; Local Veterinary Assistant Surgeon and Assistant Director of Animal Husbandry etc.
10	Steps followed in implementing the successful event	During the initial stages, lack of adequate knowledge about poultry health resulted in considerable mortality when the chicks became sick. Later, following the advice of the officials of the nearby Regional Veterinary Hospital, she adopted better disease-management practices. Sick birds were separated from healthy birds and were treated with medicines until they recovered.
11	Inputs applied	• She reduces poultry production costs by purchasing locally available feed ingredients in bulk and managing most activities herself. • Birds scavenge during the day and are housed safely at night, reducing labour and management costs while protecting them from predators and theft.
12	Finance availed	Self financed, What started as an activity out of interest gradually became a source of livelihood and income.
13	Marketing	The birds are sold to the local farmers along with eggs on market price, eggs are kept for incubation for further generations and development.
14	Special efforts made by the Farmer for Successful implementation of Technology	Over the past three years, the farmer has efficiently integrated farm resources through desi poultry breeds, expanding from 10 chicks to nearly 200 birds. Birds are sold directly, while eggs are incubated or marketed locally. She manages vaccinations, uses poultry litter as manure for organic rice cultivation, and has recently diversified into duck rearing.
15	Cost - Economics	Local/indigenous chicken eggs: approximately Rs. 20–30/ egg Hen meat: up to about Rs. 800 per kg, depending on market demand Rooster meat: about Rs. 900 per kg Rs. 35,000-40,000 per month as profit from the enterprise.

S. No	Item	Details
16	Benefits of technology	• Selecting locally adapted native breeds. Maintaining proper vaccination and deworming schedules. • Using locally available feed resources. • Minimising labour and production costs. • Developing direct markets in nearby villages and towns.
17	Spread of Technology	The judicious utilization of available farm resources for generating additional income through agriculture and poultry rearing has made the farmer a role model for other farmers in the region.
18	Farmer Message to entrepreneurs	• With timely vaccination, balanced feeding and proper hygiene good profits can be obtained from poultry • Make effective use of locally available resources, maintain healthy birds and explore direct farm-gate marketing to improve returns.
19	Awards/Recognition	Received district level best woman farmer award
20	Any other aspects that contributed for success	Her efforts have enabled her to become economically self-reliant while contributing to family nutrition and household income. Her successful experience provides an encouraging example for other rural women interested in starting small-scale poultry enterprises.



Desi/ Local chicks in the farm



Eggs storage in a refrigerator

An Innovative Dairy Enterprise

Documented by Dr. B. Raja Madhushekar, Assistant Professor, Extension Education
Institute, Hyderabad, PJTAU, Telangana.

S. No	Item	Details
1	Title of the successful event	An Innovative Dairy Enterprise
2	Name of the Farmer	Mrs. Lilly Matthews
3	Mobile Number	9544347564
4	Mail id	-
5	Address	Kozhikode district, Kerala
6	Reasons for taking up the Innovation	Personal interest in dairy farming and for the objective of developing dairy production as a sustainable enterprise. A well-established dairy unit with systematic cattle management, fodder feeding and value-added processing was the ambition of the farmer.
7	Year of implementing the innovation	2018
8	Extent of area	A commercial dairy unit with a substantial herd of cattle. The farm contains desi and exotic cows maintained under organized housing, along with fodder feeding, processing and product-handling facilities.
9	Sources of information	Dairy Development Department, local dairy trainers, instructors and Veterinary Surgeons. Fellow farmers also helped the farmer in establishing the unit.
10	Steps followed in implementing the successful event	The enterprise has developed through systematic dairy-farm management, organized cattle housing, regular feeding, fodder management, processing/value addition of dairy products, hygienic packing, and marketing of farm products. Visitors like farmers, were being taken around the dairy unit, indicating experiential learning and knowledge sharing.
11	Inputs applied	The farm uses green fodder, dry fodder, concentrates, water and essential dairy infrastructure. A balanced daily ration of 20 kg green fodder, 2 kg dry fodder, 9 kg concentrate and 150 g mineral mixture is provided to milking animals.
12	Finance availed	Bank and NABARD
13	Marketing	Products are processed, packed and marketed directly to consumers, with dairy cooperatives providing additional marketing support.
14	Special efforts made by the Farmer for Successful implementation of Technology	● Regularly supervised the dairy farm and monitored daily activities. ● Maintained a clean, hygienic and well-organized cattle shed. ● Ensured proper feeding and fodder management. ● Added value through milk processing into paneer and curd. ● Used proper packaging and presentation of products. ● Utilized and marketed cow dung and other by-products. ● Developed direct customer linkages for marketing. Continuously improved operations using modern dairy facilities and equipment.
15	Cost - Economics	● The enterprise has multiple revenue streams through milk and value-added products such as paneer, curd, cow dung and other by-products.
16	Benefits of technology	● The Income that is obtained by the farmer is through sale of milk and value-added products/by-products.

S. No	Item	Details
		- Utilization and sale of cow dung promotes productive use of a dairy by-product. - The farm also serves as a practical demonstration and learning site for visitors.
17	Spread of Technology	- The farm serves as a practical demonstration unit for farmers, dairy entrepreneurs and rural youth. - Visitors are provided hands-on exposure and explanations on dairy management, value addition, processing, packaging, by-product utilization and direct marketing.
18	Farmer Message to entrepreneurs	Dairy farming can be developed as an enterprise by combining scientific cattle management with value addition, hygienic processing, attractive packaging and direct marketing. Diversifying income through paneer, curd, cow dung and other by-products can strengthen the farm enterprise.
19	Awards/Recognition	Recipient of Best Woman farmer award from the Dairy Development Department, Kerala.
20	Any other aspects that contributed for success	The farmer's dedication, regular supervision and proper farm management are key strengths. Organized infrastructure, adequate fodder, value addition and diversified marketing of milk, paneer, curd and by-products enhance income and resource use. Hygienic processing, customer linkages and interaction with farmers and youth further support the enterprise.



Feed management



Value added products

Building a Sustainable Farm Enterprise

Documented by Dr. B. Raja Madhushekar, Assistant Professor, Extension Education
Institute, Hyderabad, PJTAU, Telangana.

S. No	Item	Details
1	Title of the successful event	Building a Sustainable Farm Enterprise
2	Name of the Farmer	Mrs. Sugatha Haridas
3	Mobile Number	94957 24373
4	Mail id	sugathaharidas98@gmail.com
5	Address	Kalyanapura Madam, Alampady P.O., Kasaragod District, PIN 671123 Farm location: Ward 2, Padi Village, Chengala Grama Panchayat, Kasaragod District
6	Reasons for taking up the Innovation	• With a lifelong interest in farming, plants and livestock, the farmer returned from 15 years in the Gulf to pursue agriculture. • The key motivations were restoring the land through organic farming, addressing water scarcity and developing a climate-resilient farming system.
7	Year of implementing the innovation	2021
8	Extent of area	• 2 acres: paddy, vegetables • 3 acres: coconut, arecanut, black pepper, banana, ginger, turmeric, sweet potato and tapioca, and • 1 acre: of precision-farmed watermelon in the previous year.
9	Sources of information	Chengala Krishi Bhavan, Dept of Dairy Development and MILMA.
10	Steps followed in implementing the successful event	The farmer started organic farming in 2021 by combining traditional practices with modern technology and diversified from paddy into vegetables, flowers and other crops. Organic mulching and micro-irrigation were adopted to improve soil health and overcome water scarcity, along with polyhouse, open-field and precision farming. Dairy and poultry units with 12 cows and 50 birds were established, with farm wastes recycled as organic inputs and surplus manure sold. The farmer also developed an eco-friendly living fence, availed a PMEGP loan in 2023 for expansion, and diversified into milk products, flowers, orchids, anthuriums, ornamental plants and farm tourism. These integrated practices helped address climate and production risks, supported by guidance from around 50 persons/agencies.
11	Inputs applied	• Seeds: Uma rice and hybrid vegetable seeds sourced from Krishi Bhavan. • Manures: Farm-produced cow dung, poultry manure and cow dung slurry; no chemical fertilizers are used. • Plant protection: Only organic methods; no chemical pesticides. • Other inputs: Organic mulching materials and micro-irrigation system.
12	Finance availed	An institutional loan of Rs. 8 lakh from Canara Bank under the PMEGP scheme.
13	Marketing	• Milk is supplied to Padi Milma, where the farmer was recognized as the top milk supplier in 2025, • Dairy products, eggs, vegetables, flowers and organic manure are marketed directly.

S. No	Item	Details
14	Special efforts made by the Farmer for Successful implementation of Technology	Adopting mulching, micro-irrigation, polyhouse and precision farming. Personally managing crops, flowers, dairy and poultry, the farmer continues to expand through value addition and farm tourism.
15	Cost - Economics	During 2025–26, the farm produced 10,000 coconuts, 700 kg arecanut, 4,000 kg paddy, 4,000 kg vegetables, 500 kg flowers, 9,125 eggs, 36,500 litres of milk and 5,000 kg cow-dung manure. Total expenditure was Rs. 18.10 lakh against gross returns of Rs. 28.85 lakh, resulting in a profit of Rs. 10.75 lakh and a benefit–cost ratio of 1.59.
16	Benefits of technology	- The integrated farm generates Rs. 28.85 lakh gross income and Rs. 10.75 lakh net profit annually, providing financial security through diversified income from dairy, crops, flowers, poultry and manure. - The farmer has gained recognition at local, panchayat and university levels.
17	Spread of Technology	Hundreds of farmers have visited the farm and some of them organic farming practices. The farm serves as a live demonstration of integrated organic farming, while the upcoming farm tourism initiative will further promote learning and outreach.
18	Farmer Message to entrepreneurs	With a willingness to work hard and an eagerness to learn, benefit can be accrued from agriculture and dairy sector which offer excellent opportunities for women.
19	Awards/Recognition	- The farmer received the Best Dairy Farmer Award from Chengala CDS - Recognized as the Top Milk Supplier to Padi Milma Unit (2025), - Received the “Snehaadaram” tribute from Kerala Agricultural University - Honoured as Best Woman Farmer of Chengala Panchayat (2025–26) - Appreciation from Padi Arts & Sports Club
20	Any other aspects that contributed for success	The success was driven by combining traditional knowledge with modern technology, integrating crops, dairy and poultry, and recycling farm-generated manure. Efficient land use, precision farming, timely PMEGP credit, value addition, enterprise diversification, lifelong passion, hard work and continuous learning further strengthened the farm.



Mrs. Sugatha Haridas at her integrated dairy unit



Dairy unit

Eco-Friendly Dairy Farming and Waste Recycling

Documented by Dr. B. Raja Madhushekar, Assistant Professor, Extension Education
Institute, Hyderabad, PJTAU, Telangana.

S. No	Item	Details
1	Title of the successful event	Eco-Friendly Dairy Farming and Waste Recycling
2	Name of the Farmer	Smt. Valsala L.
3	Mobile Number	80781 44053
4	Mail id	--
5	Address	Thonduvelil, Vallikunnam, Bharanikavu Block, Alappuzha District, Kerala State, India.
6	Reasons for taking up the Innovation	• To transform traditional dairy farming into a modern commercial enterprise. • To address environmental and odour problems caused by cow dung accumulation
7	Year of implementing the innovation	2002
8	Extent of area	2.5 acres of hybrid fodder cultivation, and a mechanized cow-dung dewatering and drying unit
9	Sources of information	• Department of Dairy Development, Govt. of Kerala. • Department of Animal Husbandry, Kerala. • Vallikunnam Milk Producers Co-operative Society.
10	Steps followed in implementing the successful event	Modern milking systems were introduced to reduce labour and improve milk hygiene, while a dewatering and drying unit converts cow dung into nutrient-rich organic manure packed in 10 kg bags for sale.
11	Inputs applied	High-yielding hybrid fodder grass, dry paddy straw, balanced commercial cattle feed, automatic milking, water management systems, and dewatering-dryer unit for organic manure processing.
12	Finance availed	Banks, Milk Cooperative Society, Dairy Development Department schemes and subsidies.
13	Marketing	During 2024-25, the farmer supplied 1,78,157.4 litres of milk to the Vallikunnam Milk Producers Co-operative Society and generated additional income by selling processed organic manure in 10 kg branded bags directly to nurseries, farmers and home gardeners.
14	Special efforts made by the Farmer for Successful implementation of Technology	The enterprise is supported by active family involvement, comprehensive livestock insurance, and diversification into an integrated farming system combining dairy with poultry, banana, fruit trees and vegetable cultivation.
15	Cost - Economics	The farm produces 1,78,157.4 litres of milk annually and generates additional income through the sale of packaged organic manure, making it a profitable enterprise with diversified revenue streams.
16	Benefits of technology	• Income Improvement: Significant increase in net revenue via value-added organic manure • Environmental Benefits: Eliminates environmental degradation, slurry runoff, and foul odour by processing cow dung cleanly, retaining maximum plant nutrients. • Social Recognition: Honoured as a leader and role model for women entrepreneurs across the state.
17	Spread of Technology	Serves as an inspirational demonstration unit for neighbouring

		farmers and women self-help groups in Alappuzha district, promoting modern waste management and cattle insurance adoption.
18	Farmer Message to entrepreneurs	With hard work, dedication, proper planning, and adoption of modern technologies, women can build highly successful and self-sustaining commercial enterprises in dairy farming.
19	Awards/Recognition	Honored with the Best Woman Dairy Farmer Award (Ksheera Sahakari Award) for the Southern Region at the Kerala State Dairy Meet 'Padavu 2026'.
20	Any other aspects that contributed for success	Adoption of an ecologically sustainable Integrated Farming System (Dairy + Poultry + Quail + Crop Husbandry), ensuring high resource efficiency and income stability.



Smt. Valsala L.- A progressive woman dairy farmer

Woman-Led Integrated Farming System

Documented by Dr. B. Raja Madhushekar, Assistant Professor, Extension Education
Institute, Hyderabad, PJTAU, Telangana.

S.NO	Item	Details
1.	Title of the successful event	Woman-Led Integrated Farming System
2.	Name of the Farmer	Vidhu Rajeev
3.	Mobile Number	9544275624
4.	Mail id	Parudheesaintegratedfarm@gmail.com
5.	Address	Parudeesa, muttuchira
6.	Reasons for taking up the Innovation	- Waste generated from one activity transformed into a valuable resource for another - Promoting a circular, sustainable and economically efficient farming system.
7.	Year of implementing the innovation	2017 started farm (2021 started By product Unit)
8.	Extent of area	12 acres along with 200 goats, 60 cows, fish culture, poultry, ducks, and crop production.
9.	Sources of information	The farmer gained knowledge and technical support through family experience, experienced farmers, departmental officers, participation in workshops and training programmes, and access to digital resources.
10	Steps followed in implementing the successful event	The farmer followed a scientific and systematic approach in planning and developing the farm. The farmer participated in relevant training programmes, sought guidance from experienced farmers and departmental experts, and gained practical knowledge on integrated farming practices. Initially, the farmer started with small value-added and by-product utilization units and gradually expanded the activities. Based on the experience gained, the farmer adopted a complete integrated farming system, in which different farm enterprises are interconnected and the waste or by-products from one activity are effectively utilized as resources for another.
11.	Inputs applied	The farmer uses quality seeds and applies farm-produced manure to maintain soil fertility. Farm wastes are collected and converted into compost, which is reused as a valuable nutrient source for crop production. The farmer also follows organic and eco-friendly pest management practices, reducing dependence on chemical inputs and promoting healthy soil, crops, and livestock.
12	Finance availed	Kerala State Industrial Development Corporation (KSIDC).
13.	Marketing	The farmer undertakes value addition of farm produce by processing milk into ghee, paneer, curd and other dairy products. The farm also produces and markets different varieties of spices and value-added powders under its own brand. The products are promoted and marketed through social media platforms, enabling the farmer to reach a wider

		customer base, strengthen the farm brand, and improve the value realization of farm produce.
14.	Special efforts made by the Farmer for Successful implementation of Technology	• The farmer has developed an effective zero-waste management system by ensuring that farm residues and by-products are properly collected, processed, and reused within the farm. Proper hygiene and systematic farm management are maintained across all farm enterprises. • The farmer has also introduced value-addition activities such as processing milk into ghee, paneer and curd, as well as preparing spices and powders under the farm's own brand.
15	Cost - Economics	Annual income of 80 lakh-1 crore.
16.	Benefits of technology	• The farm generates additional income through value-added products and by-products. • The farm has received five State-level and two National-level awards in recognition of its successful integrated farming practices. • It also attracts numerous farmers, visitors, students, and trainees, serving as a practical learning, training, and demonstration centre for integrated and sustainable farming. • The farm's zero-waste approach, resource recycling, and reduced dependence on external inputs contribute significantly to environmental sustainability and efficient resource utilization.
17.	Spread of Technology	• The farm plays an important role in educating farmers, students, trainees, and visitors by sharing practical knowledge and experiences on integrated farming practices. • It demonstrates efficient resource utilization, scientific farm management, proper hygiene, and zero-waste practices.
18.	Farmer Message to entrepreneurs	Failure is the stepping stone to success. Farming is not merely a livelihood; it is a continuous learning and experimentation platform where new ideas can be tested, opportunities can be created, and income can be enhanced.
19.	Awards/Recognition	• State award for Integrated farming - 2021 (Animal husbandry); • Biodiversity state award for Integrated farming & Animal husbandry; • State award for best women dairy farmer 2024; • State award for best women dairy farmer Kerala Chapter - 2025 IDA; • South Zone best women Dairy farmer award - 2024 (Bangalore) (National); • Best women dairy farmer award (IDA (2025 Pune))
20.	Any other aspects that contributed for success	The journey demonstrates the importance of recognizing one's strengths, being self-reliant, taking initiative, embracing innovation, and continuously learning from experience.

Enhancing Water Efficiency through Integrated Farming

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	Enhancing Water Efficiency through Integrated Farming
2	Name of the Farmer	Mrs. Akula Sumathi
3	Mobile Number	9908173108
4	Mail id	-
5	Address	H. No. 12-61, Nandivaddeman village, Bijinepally mandal, Nagarkurnool district, Telangana 509215
6	Reasons for taking up the Innovation	She took up agriculture and animal husbandry to support her family. Improved water use, lower input costs and higher farm returns were the aims of the innovation.
7	Year of implementing the innovation	2015
8	Extent of area	Landholding recorded: 3 acres owned -irrigated land, 1.5 acres owned-rainfed land and 3 acres leased -irrigated land in Nandivaddeman (7.5 acres in all).
9	Sources of information	Krishi Vigyan Kendra (KVK), Palem is identified as an institutional contact. She cultivated PJTAU paddy minikit varieties.
10	Steps followed in implementing the successful event	- Adopted sprinkler irrigation for groundnut, alternate wetting and drying in paddy, and PJTAU developed paddy minikit varieties JGL-27356, RNR-29325 and RNR-28361. - Followed IPM practices including seed treatment, alleyway formation, seedling root dipping, leaf-tip clipping installation, yellow and blue sticky traps, and conservation of natural enemies.
11	Inputs applied	Paddy minikit seeds, livestock manure, sprinkler equipment, seed-treatment materials and yellow and blue sticky traps.
12	Finance availed	Mostly non institutional credit.
13	Marketing	She distributed paddy minikit seed to fellow farmers through a farmer-to-farmer seed chain.
14	Special efforts made by the Farmer for Successful implementation of Technology	She combined crop production with buffalo rearing, used livestock manure to reduce fertilizer use, adopted farm mechanization, inter cultivation and pest-management practices, and promoted reduced chemical use and awareness of plastic pollution.
15	Cost - Economics	Farmer got highest net return of Rs. 57,300.00 per acre in cotton + redgram cropping system followed by Rs. 63,000.00 per acre in groundnut + cowpea and Rs. 43,000.00 per acre in maize crop.
16	Benefits of technology	20–25% water saving with sprinklers in groundnut; its crop table records 30% for cotton + redgram, 25% for groundnut + cowpea, and 20% for maize. Buffalo rearing provided additional income. Livestock manure reduced fertilizer use and production costs. Reduced chemical use and conservation of natural enemies supported environmentally conscious farming.
17	Spread of Technology	She is described as a role model for farmers in Bijinepally and nearby villages and also distributes minikit seed to fellow farmers.
18	Farmer Message to entrepreneurs	Farming should be viewed not only as a means of livelihood but also as an enterprise. Farmers should adopt improved technologies, diversify

		their crops, reduce unnecessary production costs and make informed marketing decisions.
19	Awards/Recognition	Recognized as a progressive woman farmer and key contact farmer of KVK, Palem. Received best women farmer award in 2019 from PJTAU.
20	Any other aspects that contributed for success	She has 12 years of farming experience and SSC education.



Mrs. Akula Sumathi -Fertilizer application in paddy



Intercultivation practices in Cotton

Dryland farming through rainwater harvesting

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S.No	Item	Details														
1	Title of the successful event	Dryland farming through rainwater harvesting														
2	Name of the Farmer	Mrs. Bojja Sandhya Reddy														
3	Mobile Number	9336332339														
4	Mail id	-														
5	Address	H. No. 1-87, Balmoor Post, Balmoor mandal, Nagarkurnool district, Telangana.														
6	Reasons for taking up the Innovation	She adopted drought-tolerant crops, water conservation and livestock enterprises to sustain production and income under rainfed conditions.														
7	Year of implementing the innovation	2022														
8	Extent of area	10 acres : Mango 8 acres : Bajra 5acres: maize 10 acres : paddy 5acres: perennial fodder, livestock includes 25 buffaloes, 90 Deccani sheep and 150 backyard chickens.														
9	Sources of information	She is identified as a key contact farmer of Krishi Vigyan Kendra (KVK), Palem.														
10	Steps followed in implementing the successful event	She adopted integrated farming by combining crops, horticulture, fodder and livestock with technical support from KVK scientists and extension personnel. Farm-pond water was used for lifesaving irrigation, while crop residues supported livestock feeding. Livestock diversification and paddy milling enhanced income, while regular participation in trainings, demonstrations and field activities strengthened her farming practices.														
11	Inputs applied	The major inputs used by the farmer included Banganapalli (Benishan) mango, PHB-3 bajra, Pioneer 3342 maize, RNR 15048 paddy, APBN-1 and Super Napier fodder grasses, sprinklers and livestock. She also utilized crop residues for preparing coarse livestock feed, promoting efficient recycling of farm resources.														
12	Finance availed	Self finance														
13	Marketing	She undertook value addition by milling paddy into rice and reported selling about 60 quintals of rice at Rs. 3,800 per quintal, realizing gross receipts of Rs. 2.28 lakh. She also supported fellow farmers by sharing fodder slips and livestock														
14	Special efforts made by the Farmer for Successful implementation of Technology	She integrated a mango orchard with sheep and maize, conserved rainwater for lifesaving irrigation, chopped fodder to reduce wastage, and used bajra, maize and paddy residues for livestock feed. The source reports that home-prepared feed lowered feed costs by 15–20%.														
15	Cost - Economics	<table><tr><th>Enterprise/Crop</th><th>Yield/Production</th><th>Cost of Production</th><th>Gross Returns</th><th>Net Returns</th></tr><tr><td>Bajra</td><td>700 kg/acre</td><td>6,360</td><td>13,300</td><td>6,940</td></tr></table>					Enterprise/Crop	Yield/Production	Cost of Production	Gross Returns	Net Returns	Bajra	700 kg/acre	6,360	13,300	6,940
Enterprise/Crop	Yield/Production	Cost of Production	Gross Returns	Net Returns												
Bajra	700 kg/acre	6,360	13,300	6,940												

		Mango	3,400 kg/acre	20,450	54,400	33,950
		Maize	1,600 kg/acre	12,860	28,800	15,940
		Fodder	60,000 kg/acre	25,250	90,000	64,750
		Paddy	2,150 kg/acre	20,150	38,700	18,550
		Dairy	32,850 litres	8,04,000	19,71,000	11,67,000
		Sheep	800 kg	82,650	2,00,000	1,17,350
		Backyard Poultry	80 kg	6,000	20,000	14,000
16	Benefits of technology	Integrated farming and water management improved farm income and resilience. Farm-pond water supported mango during summer, while crop residues were used as livestock fodder. Rice milling generated gross receipts of Rs. 2.28 lakh, and livestock diversification provided additional income under dryland conditions.				
17	Spread of Technology	About 52 farmers visited her farm to learn about integrated farming practices. She also promoted farmer-to-farmer dissemination by sharing fodder slips, poultry birds and sheep with farmers in Balmoor and nearby villages.				
18	Farmer Message to entrepreneurs	Farmers, especially women, can improve income through integrated farming, value addition and enterprise diversification. Continuous learning, participation in extension programmes and sharing knowledge and resources can support sustainable farm enterprises.				
19	Awards/Recognition	Recognized as the progressive farmer and key contact farmer of KVK, Palem. Received CRI pumps best farmer award in 2022				
20	Any other aspects that contributed for success	• Her 15 years of farming experience, Intermediate education, willingness to adopt improved practices and active participation in extension activities contributed to her success. • She also mobilizes fellow farmers for meetings, exhibitions and field days, promoting knowledge sharing and collective learning.				



Dairy unit



Sheep unit

From Agricultural Labourer to Mahuva Entrepreneur

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S. No.	Item	Details
1	Title of the successful event	From Agricultural Labourer to Mahuva Entrepreneur
2	Name of the Farmer	Mrs. Eka Yakalaxmi
3	Mobile Number	9063588474
4	Mail id	-
5	Address	Potlapur village, Mulugu district, Telangana
6	Reasons for taking up the Innovation	To find an alternative income-generating source to overcome the low, weather-dependent returns of leased cotton farming and financial vulnerability as an agricultural laborer.
7	Year of implementing the innovation	2025-26
8	Extent of area	Micro-enterprise setup utilizing forest-gathered Mahuva flowers, processing 350 kg of high-quality value-added Mahuva flower powder.
9	Sources of information	Krishi Vigyan Kendra (KVK), Mamnoor supported her under the Tribal Sub Plan (TSP) Project through skill training, demonstrations, input kits, and exposure visits.
10	Steps followed in implementing the successful event	She contacted KVK Mamnoor for guidance, attended scientific training on hygienic flower collection and solar drying, and established a home-based processing workspace to transition out of unpredictable daily wage labor.
11	Inputs applied	Applied equipment from input kits provided by KVK Mamnoor: solar dryers, processing/grinding tools, packaging machinery, and food-grade storage containers.
12	Finance availed	Self-finance supplemented by fully sponsored critical equipment and input support under the KVK mamnoor under TSP Project.
13	Marketing	Value Addition: She converted raw forest flowers into processed Mahuva Flower Powder to be used as a natural sweetener. Marketing Mode: Physical sale through local weekly markets, community melas, and direct neighborhood marketing.
14	Special efforts made by the Farmer for Successful implementation of Technology	Mastered standard food hygiene and processing steps, maintained quality control using solar drying, and adopted modern food-grade packaging to successfully attract retail customers.
15	Cost - Economics	Produced 350 kg of powder. Total operational cost was Rs. 12,000. Generated Rs. 68,000 in gross sales receipts, resulting in a net profit of Rs. 56,000.
16	Benefits of technology	Earned a clear additional net profit of Rs. 56,000, which directly helped clear previous debts and support her children's schooling.
17	Spread of Technology	Served as a successful model for her village, motivated and mobilized 10 tribal women in her neighbourhood to take up Mahuva gathering and value addition to secure a secondary source of family income.

18	Farmer Message to entrepreneurs	Forest resources hold the key to our self-reliance. By learning value-addition skills and taking support from institutions like KVK, we tribal woman can run our own business.
19	Awards/Recognition	Recognized as a model progressive entrepreneur by KVK Mamnoon during local agricultural extension programs and meets.
20	Any other aspects that contributed for success	Her 15 years of agricultural experience alongside KVK technological support to build financial autonomy for her four-member household.



Mrs. Eka Yakalaxmi using solar dryer



Marketing of value-added products

Eco-friendly leaf plate

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute, Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	Eco-friendly leaf plate
2	Name of the Farmer	Mrs. Madhavi Vippulancha (Entrepreneur)
3	Mobile Number	8309972307
4	Mail id	sales@vistaraku.co.in
5	Address	Survey no.135, thimmareddypalli, kondapaka, Siddipet 502372, Telangana
6	Reasons for taking up the Innovation	- Vistaraku was started to reduce plastic and styrofoam pollution by providing natural, biodegradable leaf plates as a safe and sustainable alternative. - Inspired by India's traditional leaf-serving practice, - It promotes composting, supports a circular economy, creates rural employment opportunities.
7	Year of implementing the innovation	2019
8	Extent of area	12 Leaf tableware Products (plates, bowls, Takeaway containers)
9	Sources of information	Dump yards and Single use plastic pollution has ignited this initiative
10	Steps followed in implementing the successful event	- The entrepreneur sought support from NIRD and faced challenges related to machinery, power supply, leaf sourcing, marketing, and low profit margins. - A generator was installed to overcome power issues, while polycoat was replaced with natural gum to make the products more eco-friendly.
11	Inputs applied	Natural Siali and Palash leaves are the major raw materials used for producing eco-friendly tableware. Other inputs include cardboard, natural gum, machinery for cleaning and heat-pressing/shaping, labour, electricity, packaging materials and transportation for processing and marketing the finished products.
12	Finance availed	Self-financed
13	Marketing	Social media: Instagram, Facebook, Linkedin, whatsapp, Show cased our products in various expos across the nation, Conducted workshops
14	Special efforts made by the Farmer for Successful implementation of Technology	Introduced leaf takeaway boxes for the first time in India.
15	Cost - Economics	Vistaraku produces around 4,000 plates per day, using Siali and Palash leaves. Major costs include raw materials, labour, machinery, utilities, packaging and transportation. Revenue comes through Business to Business (B2B), retail and export markets, with profitability improving through bulk production and community-based sourcing.

16	Benefits of technology	Technology has helped Vistaraku increase production efficiency, improve income and ensure better product quality and hygiene.
17	Spread of Technology	Vistaraku's technology has spread across rural villages and leaf-rich areas of Telangana and neighbouring states, engaging farmers and rural women in the collection, processing and supply of Siali and Palash leaves. The model has potential to expand to other leaf-rich states such as Odisha, Chhattisgarh and Jharkhand, creating a wider network of eco-friendly tableware production.
18	Farmer Message to entrepreneurs	We encourage entrepreneurs to build businesses that protect the environment, empower rural communities and create sustainable livelihoods.
19	Awards/Recognition	• Awarded in Turkey for producing sustainable products (2019) • GCPIT startup award (MSME) • AMRITAM: award for eco friendly product awards, by JNU Delhi & Award from Telangana pollution board
20	Any other aspects that contributed for success	Vistaraku's success was driven by eco-friendly innovation, product diversification, community participation, effective social media marketing, participation in expos, and recognition from DPIIT and MSME Udyam, which strengthened its credibility and market reach.



Women in the production of eco-friendly leaf plates



Mrs. Madhavi at Climate Innovation Summit 2020, Turkey



Eco Friendly Product Award



Excellence in Environmental Performance award by PCB- Telangana

Women led heritage art conservation

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S. No	Item	Details
1	Title of the successful event	Women led heritage art conservation
2	Name of the Farmer	Gollapally Anusha Master Artist and Trainer- Nakashi (Cheriyal Scroll) Paintings
3	Mobile Number	7013093605
4	Mail id	cha714249@gmail.com
5	Address	H.No 17-63, Shivalayam street, Near Police station, Cherial, Siddipet. 506223, Telangana
6	Reasons for taking up the Innovation	Gollapally Anusha has developed a diversified livelihood model combining traditional Nakashi (Cheriyal Scroll) painting, NTFP value addition and eco-friendly practices.
7	Year of implementing the innovation	2018
8	Extent of area	The innovation is implemented through the entrepreneur's artistic practice, training activities, workshops, exhibitions and creative collaborations related to Nakashi (Cheriyal Scroll) Paintings.
9	Sources of information	The innovation was developed through traditional knowledge, practical experience and continuous learning in Nakashi (Cheriyal Scroll) painting. Technical knowledge was gained through interactions with master artisans, craft practitioners, local experts and training programmes.
10	Steps followed in implementing the successful event	• The innovation was implemented through identification and collection of local resources, processing of tamarind seeds into powder, experimentation with natural gums and eco-friendly materials, and integration of these practices with traditional Nakashi painting. • The developed artworks and value-added products were promoted through exhibitions, demonstrations and direct marketing, with continuous improvement based on feedback and market response.
11	Inputs applied	• Traditional painting materials • Wooden boards and cloth/fabric surfaces • Canvas and other suitable painting surfaces • Natural/traditional and other appropriate colours and pigments • Brushes and painting tools • Drawing and sketching materials • Natural gums and other eco-friendly materials • Other materials required for preparation, finishing and presentation of artworks
12	Finance availed	Self-financed
13	Marketing	Value addition: Tamarind seeds are processed into tamarind seed powder, while Nakashi/Cheriyal paintings are developed into value-added artworks using wood, cloth and other suitable materials.

		Mode of marketing: Products and artworks are marketed through physical exhibitions, craft fairs, workshops, direct sales and personal networks, along with online promotion where applicable. Innovative marketing: Demonstrations, exhibitions, workshops and direct interaction with customers are used to create awareness about the traditional art, its cultural significance and the value-added products.
14	Special efforts made by the Farmer for Successful implementation of Technology	The entrepreneur made special efforts to preserve and promote traditional Nakashi/Cheriyal painting while introducing value addition and eco-friendly practices.
15	Cost - Economics	The artist produces around 500 paintings/artworks annually, with an annual cost of about Rs. 80,000 for materials, labour, studio and other expenses. The activities generate approximately Rs. 2,00,000 in annual gross returns, resulting in an estimated net profit of Rs. 1,20,000. Additional income is earned through workshops, training programmes, commissions, exhibitions and creative collaborations.
16	Benefits of technology	The innovation has provided additional livelihood and income opportunities through value addition and diversification of activities.
17	Spread of Technology	• The technology and associated practices have been disseminated to artisans, women entrepreneurs, trainees and other interested individuals through training programmes, practical demonstrations, workshops and exhibitions. • Number of persons trained/benefited: 100 • Villages/locations covered: Cherial
18	Farmer Message to entrepreneurs	• Entrepreneurs should make effective use of locally available resources, continuously improve their skills and adopt value addition and sustainable practices. • Preserving traditional knowledge while introducing suitable innovations can create additional livelihood opportunities and improve the market value of products.
19	Awards/Recognition	• Has been recognized as a Master Crafts Person (MCP) in Cheriyal Painting Craft. • She participated in the Design Development Workshop (DDW) organized by the Handicrafts Service Centre, Ministry of Textiles, Government of India, at Cheriyal Village, Siddipet District, Telangana, from 6 June to 4 July 2025
20	Any other aspects that contributed for success	The major factors contributing to the success include strong commitment and continuous practice, traditional knowledge and artistic skills, effective utilisation of locally available resources, product diversification, value addition, participation in exhibitions and workshops, customer interaction, and willingness to adopt suitable innovative and eco-friendly practices.



Ms. G Anusha with her painting



Certificate received from Ministry of Textiles, GoI

Integrated organic farming

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	Integrated organic farming
2	Name of the Farmer	Mrs. K. Lavanya (K. Lavanya Ramana Reddy)
3	Mobile Number	9951341819
4	Mail id	-
5	Address	Karwanga village, Telkapally Mandal, Nagarkurnool district, Telangana 509385
6	Reasons for taking up the Innovation	Repeated setbacks and financial difficulties under conventional chemical farming, rising cultivation costs and declining soil health led her to adopt traditional organic practices and a diversified integrated farming system.
7	Year of implementing the innovation	2002
8	Extent of area	25-acre farm used for an integrated mix of paddy, chilli, cotton, red gram, groundnut, vegetables, millets, turmeric and crossandra flowers.
9	Sources of information	Traditional farming knowledge and technical guidance for certification through the Telangana State Seed and Organic Certification Agency and KVK Palem, Nagarkurnool, Telangana.
10	Steps followed in implementing the successful event	- Farmer shifted from chemical farming to botanical and cow-based formulations by retaining indigenous seed, used farmyard manure and vermicompost, rotated and intercropped crops, and used pest traps, bird perches and safflower barriers. - Addressed shortages of organic inputs by making them locally; the nomination also reports marketing and infrastructure difficulties.
11	Inputs applied	Farm-saved indigenous seed; Beejamrutham, Jeevamrutham, Neemastram, Brahmastram, Gobanam, Dashapatra Kashayam, aloe vera and tulasi decoctions, vermicompost, farmyard manure, waste decomposer, panchagavya and fish amino acids, pheromone and yellow sticky traps, bird perches and safflower fencing.
12	c) Finance availed	limited financial resources and earlier debts and depended on non institutional credit
13	Marketing	- Farmer sells organic rice, millets, chilli, turmeric, cotton and flowers to a network of repeat customers. - Farmer says that ISKCON offered premium prices for organic cotton when open-market buyers were lacking. - Farmer also started a natural-farming outlet in Hyderabad.
14	Special efforts made by the Farmer for Successful implementation of Technology	- Framer developed and demonstrated locally made organic inputs, preserved indigenous paddy varieties, kept a diverse crop mix, and served as a resource person at training programmes. Organized at different agricultural institutes - Farmer encouraged other farmers to maintain records and shared inputs and preparation methods.

15	Cost - Economics	Annual profit of about Rs. 10 lakh, annual returns of about Rs. 3 lakh from organic chilli, net profit of Rs. 25,000 per acre from organic rice and cotton yield of 10 quintals per acre.
16	Benefits of technology	Improved soil fertility, microbial activity and water retention, more resilient crops, lower input costs, and premium prices for some organic produce. Diversified crops provided several income streams.
17	Spread of Technology	- Hundreds of farmers visited her farm and she shared practices through demonstrations and training. - Received recognition among farmers in Telangana, Andhra Pradesh, Karnataka, West Bengal and Tamil Nadu.
18	Farmer Message to entrepreneurs	Framer advises fellow farmers to follow organic farming principles for sustainable results, keep farm records, and learn to prepare plant and animal based inputs and compost.
19	Awards/Recognition	- The Haldhar Organic Farmer Award (presented on 17 June 2017) - Krishi Ratna Award (2016) - Telangana Best Farmer Award (2015) - Devi Award (2016) - Rythu Nestam Best Women Organic Farmer Award (2016) - Telangana Best Women Organic Farmer Award (2016) - District Best Organic Farmer Award (2013). - Swamy Vivekananda Indian Icon Award 2022.
20	Any other aspects that contributed for success	25 years of farming experience, works as a trainer and a collection of indigenous paddy varieties. Successful transition toward certified organic production.



State level best women farmer award



National best women farmer

Nutri garden for subsidiary income

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S. No.	Item	Details
1	Title of the successful event	Nutri garden for subsidiary income
2	Name of the Farmer	Mrs. Kadari Jaya
3	Mobile Number	9160658558
4	Mail id	-
5	Address	H. No. 4-89, Chinnagunturpally village, Jaggaraopet mandal, Mulugu district, Telangana
6	Reasons for taking up the Innovation	To improve the availability of vegetables for household consumption and generate income from surplus produce.
7	Year of implementing the innovation	2025
8	Extent of area	She established a 50.6 sq. m. nutrition garden within her 2-acre farm to ensure year-round availability of fresh vegetables for household consumption.
9	Sources of information	The KVK mamnoor provided hybrid vegetable seeds for establishing the nutrition garden and conducted awareness programmes on the importance of nutrition gardens, balanced diets, and household nutritional security.
10	Steps followed in implementing the successful event	• With the support of KVK through the supply of hybrid vegetable seeds and awareness programmes on nutrition gardens, the farmer established a conventional nutrition garden in the available space around her homestead. • Efficiently utilized roof tops and fencing walls for training vegetable creepers, maximizing production in a limited area. • To protect the garden from stray animals and theft, she adopted a low-cost innovation by using old rags as fencing material. This approach helped safeguard the crops while minimizing expenses.
11	Inputs applied	Utilized hybrid vegetable seeds supplied through KVK for establishing and maintaining the nutrition garden under conventional cultivation practices.
12	Finance availed	Self finance
13	Marketing	The farmer primarily utilized the vegetables harvested from the nutrition garden for household consumption and sold the surplus produce to generate additional income.
14	Special efforts made by the Farmer for Successful implementation of Technology	The farmer made efficient use of available space by utilizing rooftops and boundary fencing to support vegetable creepers. She also adopted a low cost fencing method using old rugs to protect the nutrition garden.
15	Cost - Economics	The nutrition garden produced a total of 190 kg of vegetables from the seven listed crops, of which 71 kg was utilized for household consumption and 119 kg was sold, generating gross returns of Rs. 4,620. The garden thus contributed to household nutritional security as well as supplementary income through the sale of surplus produce.

16	Benefits of technology	The nutrition garden provided 71 kg of fresh vegetables. The sale of surplus produce generated Rs. 4,620 as an additional income.
17	Spread of Technology	The farmer's nutrition garden served as an inspiration to the SC community of Chinnagunturpally, encouraging interest in the adoption of nutrition garden practices. The practice was shared within the community.
18	Farmer Message to entrepreneurs	Make the best use of the space and resources available. With proper planning, simple innovations and KVK guidance, nutrition gardens can be successfully maintained throughout the year
19	Awards/Recognition	Recognized as a progressive farmer by the KVK, Mamnoor
20	Any other aspects that contributed for success	The farmer's effective utilization of available space, adoption of low-cost protection measures, and KVK guidance and input support contributed to the successful establishment and maintenance of the nutrition garden. Her 2-acre farm and four-member household also supported the sustained use of the garden for household vegetable needs.



The layout of Nutri garden



Mrs. Kadari Jaya attending works in her Nutri garden

Millet Innovations for Better Nutrition

Documented by Dr. D. Shireesha and Dr. P. Shiva Kumar, Assistant Professors, Extension Education Institute, Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	Millet Innovations for Better Nutrition
2	Name of the Farmer	M.Sowmya
3	Mobile Number	7989586619
4	Mail id	Sowmya.nutri@gmail.com
5	Address	Ablock 408, Gajularamaram, Hyderabad-55
6	Reasons for taking up the Innovation	Millennova Foods was founded to bridge the gap between modern convenience and balanced nutrition by developing healthy, tasty and convenient products from millets, fruits and vegetables.
7	Year of implementing the innovation	01-05-2018
8	Extent of area	• Millennova has commercialized 50+ value-added food products, including millet-based nutritional bars, breakfast products, snacks and fruit-vegetable combinations. Starting with 4 SKUs, it expanded to 11 SKUs and later to 50+ products, catering to diverse consumer groups through B2B, B2C and institutional channels. • The initiative also trained 60+ student interns in product development, processing, value addition, formulation and commercialization, while supporting farmers and women entrepreneurs.
9	Sources of information	• Millennova received technical and institutional support from PJTSAU, IIMR, MANAGE, ICRISAT and FICCI. • The initiative was also strengthened through collaboration with YFA/FPOs.
10	Steps followed in implementing the successful event	• Identified consumer needs and developed healthy millet-based products from PJTAU, Clinnova Research labs IIMR, MANAGE and ICRISAT. • Started with 4 millet snack SKUs and expanded into nutritional bars and 50+ value-added products including consultations of different projects. • Addressed challenges in taste, texture, shelf life and commercial viability through continuous R&D, formulation trials and product testing. • Supported farmers, FPOs and women entrepreneurs in product development and trained 60+ student interns in NPD, processing and value addition. Successful products were further taken for packaging, branding and market promotion.
11	Inputs applied	Through YFA, worked closely with farmers to promote millets, pulses, vegetables and integrated farming practices, including natural farming and nutrition-focused cultivation.
12	Finance availed	Institutional Credit / Grant: Received RKVY-RAFTAAR grant support through IIMR

S.No	Item	Details
13	Marketing	• Millennova undertakes processing and value addition of millets, fruits and vegetables to develop nutritious and marketable products. • Products are marketed through the company website, exhibitions, government events, marathons and B2B/B2C channels. • Product demonstrations, sampling, institutional networks and farmer/FPO linkages help create awareness and expand market acceptance.
14	Special efforts made by the Farmer for Successful implementation of Technology	• Made continuous efforts in R&D, product formulation, processing trials and quality improvement to convert locally available millets, fruits and vegetables into commercially viable products. • A small processing and R&D unit was established with grant support, and collaborations were developed with research institutions, farmers, FPOs and women entrepreneurs. • Regular product trials, market research ,feedback, student projects and training of 60+ interns helped to improve and implement the technology successfully.
15	Cost - Economics	Production: present Stock Keeping Unit are 15 and other 50+ value-added products developed ready for commercialization. Cost: RKVY-RAFTAAR grant through IIMR(23 lakh) + own funds(20lakh) for R&D and processing infrastructure. Returns/Profit: Income generated through product sales, Business to Business / Business to Consumer, consultancy and product development. Others: Supported farmers, women entrepreneurs and trained 60+ student interns.
16	Benefits of technology	Income: Profit margins increased to 20-30%+ with business growth. Still we are facing little challenges in market expansions Market Acceptance: Received positive consumer response through markets, exhibitions and events. Farmers: Value addition creates better market opportunities and additional income from millets, fruits and vegetables. Environment & Nutrition: Promotes sustainable millet farming and nutritious food products, supporting nutritional security. Overall Impact: Creates benefits for farmers, consumers, students and the environment
17	Spread of Technology	This innovative products developed and implemented in Hyderabad , Bangalore and Andhra Pradesh initially and later on expanded to other areas.
18	Farmer Message to entrepreneurs	• Think local, innovate with science and create value from what you already have.

S.No	Item	Details
		Sustainable innovation can create opportunities for both today and future generations.”
19	Awards/Recognition	Received awards and recognition from CFTRI, ISB, ICRISAT, IIMR, MANAGE, PJTSAU, DBT, FICCI, YFA, GCPIT and other institutions.
20	Any other aspects that contributed for success	Continuous R&D, science-based innovation, strong farmer and community connect, institutional collaborations, customer-focused product development and persistence were key factors in Millennova's success.



Mrs. Sowmya with best women millets startup award



Best Indian Social Enterprise Award at Poshak Anaaj



Excellence in Research and Development award by CIMSME

Millennova, Hyderabad
millennova.com

Product - MILLENOVA FOOD PRODUCTS

Problem Addressed - Solved process issues and created social impact by training students on various food processing technologies/creating new formulations for training entrepreneurs.

Product details

Description - Millet-fruit and vegetable combination and balanced nutritional snacks that provide 25-35% Recommended Dietary Allowances (RDAs).

Application - Millet-based food products

Value Proposition - Breakfast replacement bars, millet based breakfast bars, and sports nutrition bars.

Achievements

- Outreach in 12 Stores, 600-1000 orders via online channels, introduced new probiotic immunity bars
- Breakfast replacement bars, millet-based breakfast bars, and sports nutrition bars

Founder - Sowmya Mandarapu

Incubated at

nutrihub

Nutrihub TBI, Hyderabad
nutrihubtbi.com
dayakar@millet.res.in

Millennova listed in top 75 startups by DST

SECTOR PARTNER: M1

GOVERNMENT PARTNER: MSME

ORGANIZED BY: CIMSME

PRESENTED BY: sidbi

GCPIT Brand 10000 SMEs

MSME INSIGHTS

TRADE INSIGHTS

AWARDS 2022

Don't pass up opportunities

SOWMYA MANDARAPU
Founder Director, Millennova Foods Pvt Ltd., Telangana

SIOJO JOSEPH
Founder & CEO, Banda Technologies Pvt Ltd, Kerala

DR K SANTOSH IYER
Director, Jyoti Gurukul, Karnataka

Millennova listed in brand 10000 SMEs

Organic chia cultivation

Documented by Dr. Ch. Srilatha, Associate Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S. No.	Item	Details
1	Title of the successful event	Organic chia cultivation
2	Name of the Farmer	Gajjala Sridevi W/o Madhusudhan Reddy
3	Mobile Number	8340063518
4	Mail id	--
5	Address	Jowkala village, Amadagur Mandal, Kadiri Division, Andhra Pradesh, Pincode-515556
6	Reasons for taking up the Innovation	Inspired by nearby Chia crop field. High-value crop with good market potential and income opportunities.
7	Year of implementing the innovation	Rabi season 2025-2026
8	Extent of area	1 acre 30 cents
9	Sources of information	Training conducted under ATMA, Department of Agriculture
10	Steps followed in implementing the successful event	•Micro irriagation system •Chemical free farming •Organic manure usage
11	Inputs applied	Seedrate-2kgs/acre FYM-3 Mts No pesticides usage
12	Finance availed	Not availed any credit from banks Availed PMKISAN, Annadatha sukibhava schemes
13	Marketing	Buy Back policy adopting by the farmer. Agents involving in purchase of product Mode of marketing is physical
14	Special efforts made by the Farmer for Successful implementation of Technology	• Avoiding flood irrigation • Using Drip irrigation method • Chemical free farming
15	Cost – Economics • Yields/production • Cost incurred • Gross returns • Profits • Others	11Quintals/1.30 acres 20000 per 1.30 acres 11*13000=143000 per 1.30acres 143000-20000=123000 per 1.30acres
16	Benefits of technology	• Low cost of cultivation with higher net income • No need of borrowing from Pvt Moneylenders with high rates of interest due to very low cost of cultivation • No pest and disease attack • No need of pesticides and fungicides spraying • No air, water, environment pollution • Overcome the wild boar problem
17	Spread of Technology	Technology spreads to >700 farmers and area expansion upto 1500 acres
18	Farmer Message to entrepreneurs	The farmer cultivates chia under a buy-back arrangement and acts as an agent for procurement. Explore chia cultivation and value

S. No.	Item	Details
		addition as promising opportunities to create sustainable income and build a successful agri-enterprise
19	Awards/Recognition	Best women farmer awarded by Respected District Collector, puttapaurthi, Sri satyasai district.
20	Any other aspects that contributed for success	Earlier, the farmer faced problems due to wild animals damaging crops. Adoption of chia cultivation helped overcome this problem, as wild animals generally avoid the chia crop.



Best Farmer Award



Field day at Chia seeds farm

From Terrace Gardening to Successful Natural Farming

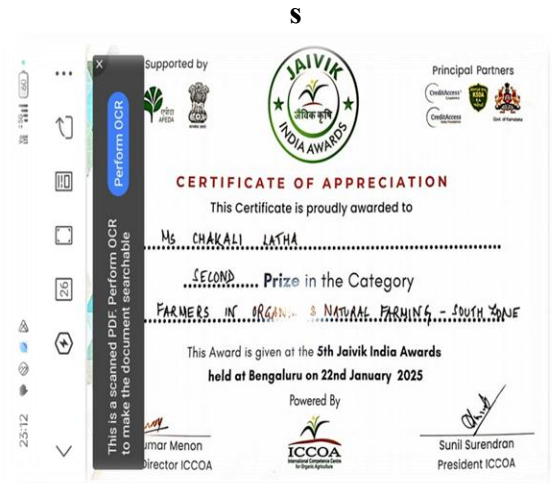
Documented by Dr. Ch. Srilatha, Associate Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S. No.	Item	Details
1	Title of the successful event	From Terrace Gardening to Successful Natural Farming
2	Name of the Farmer	Smt. C. Latha
3	Mobile Number	9652503610
4	Mail id	Yanagandla Village, Banaganapalle Mandal, Nandyal District, Andhra Pradesh
5	Address	She has been practicing natural farming for the past 8 years
6	Reasons for taking up the Innovation	To produce safe, healthy vegetables through organic farming while reducing chemical inputs and improving income. Training conducted under ATMA
7	Year of implementing the innovation	2018
8	Extent of area	1.5 acres under irrigated paddy (A-Grade Model Paddy) and approximately 0.25 acre under vegetables and leafy vegetables.
9	Sources of information	Training conducted under ATMA, Department of Agriculture
10	Steps followed in implementing the successful event	The farmer completely discontinued the use of chemical fertilizers and pesticides. During the final ploughing, 400 kg of Ghana Jeevamrutha was applied. Seeds and nursery material were treated with Beejamrutha. Liquid Jeevamrutha was applied through irrigation and spraying once every 15 days. Natural preparations such as Neemastra, Brahmastra, sour buttermilk and Panchagavya were used as required. Pest management was supported through yellow and blue sticky traps, pheromone traps, bird perches and intercrops. She also cultivated vegetables, leafy vegetables, marigold and maize as part of diversified and ecological farming practices
11	Inputs applied	• Soil preparation: Applied 400 kg of solid Jeevamrutha during the final ploughing. • Seed/seedling treatment: Treated seeds and seedlings with Beejamrutha before planting. • Nutrient management: Applied 600 litres of liquid Jeevamrutha through soil application and spraying once every 15 days. • Natural formulations: Sprayed 150 litres of Neemastra, 3 litres of Brahmastra, 150 litres of sour buttermilk and 5 litres of Panchagavya at appropriate intervals. • Pest management: Installed 10 yellow sticky traps, 10 blue sticky traps, 10 pheromone traps and 10 bird perches for natural pest monitoring and management.
12	Finance availed	Self-financed
13	Marketing	She markets chemical-free fruits, vegetables and leafy vegetables directly to families, Anganwadi Centres, and

		through weekly PGRS stalls and Mandal Samakhya at Banaganapalle.
14	Special efforts made by the Farmer for Successful implementation of Technology	Adopts natural farming practices by avoiding chemical inputs, preparing natural inputs, and maintaining diverse crops throughout the year. Demonstrates entrepreneurship and leadership through direct marketing, consumer linkages, and promotion of natural farming among neighbouring farmers
15	Cost - Economics	Paddy 34 Bags (75Kg) /acres, Rs. 3700/- per Bag Rs.20000 per acres 75*Rs.3700/=-277500 per acre 277500-20000=257500 per acre Vegetables per 6 Months Cost incurred Rs. 10000/- per 6 months Gross returns Rs. 15000/- per Month 6 Months=Rs. 90000 Profit =90000-10000=Rs.80000
16	Benefits of technology	- Reduced chemical dependency and improved soil health through sustainable natural farming practices. - Diversified and year-round production of fruits, vegetables and leafy vegetables, enhancing income opportunities. - Improved market access and environmental sustainability through direct marketing and reduced use of synthetic inputs.
17	Spread of Technology	Influenced five neighbouring farmers to shift from chemical farming to natural farming.
18	Farmer Message to entrepreneurs	Agriculture is not merely a means of cultivation; it can become a sustainable and rewarding enterprise when we produce safe food, protect natural resources and connect directly with consumers.
19	Awards/Recognition	Jaivik award for organic and natural farming at the 5 th Jaivik India awards, Bangalore
20	Any other aspects that contributed for success	--



Certificate of appreciation at Biofest event 2025 in Andhra Pradesh



Certificate of appreciation from Jaivik



Mrs. Latha working in her field

Innovative vegetable farming enterprise

Documented by Dr. Ch. Srilatha, Associate Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana

S.No	Item	Details
1	Title of the successful event	Innovative vegetable farming enterprise
2	Name of the Farmer	Mrs. Naidu Sulochana
3	Mobile Number	7569325002
4	Mail id	--
5	Address	Yepilagunta Village, Marripadu Mandal, S.P.S.R. Nellore District, Andhra Pradesh
6	Reasons for taking up the Innovation	To improve farm income, diversify vegetable production, ensure regular income, reduce cultivation costs, utilize irrigation efficiently and adopt market-oriented vegetable cultivation.
7	Year of implementing the innovation	Practising innovative vegetable cultivation for several years Recognised as a Best Farmer in 2024.
8	Extent of area	Approximately 10 acres under diversified vegetable cultivation
9	Sources of information	Sri Sivannarayana, PD-ATMA; Sri Rajkumar, ADA; Sri Naidu Hazarath Reddy; Sri Subba Reddy, AO; Agriculture and Horticulture Department officials.
10	Steps followed in implementing the successful event	Diversified vegetable cultivation; drip irrigation; crop rotation; improved crop spacing; pandals for creeper crops; regular weed and pest management; mechanisation; timely harvesting and market-oriented production.
11	Inputs applied	Quality seeds from reputed suppliers; drip irrigation; fertilizers and plant-protection inputs; yellow sticky traps, bottle/box traps and fruit-fly traps; pandals; tractor, mini tractor, tower sprayer and tractor-mounted sprayer.
12	Finance availed	Institutional: Bank of India, Kampamudram – Crop Loan and Kisan Credit Card Loan. Government Support: Subsidy/support for approximately 8.5 acres.
13	Marketing	Vegetables are marketed through local and larger markets based on demand and prevailing prices. Chennai-Koyambedu Market Nellore Commission Based Market, Paid Rs.10/- per Every Rs.100/-
14	Special efforts made by the Farmer for Successful implementation of Technology	Maintains diversified crops throughout the year; adopts drip irrigation and suitable spacing; uses pandals and machinery; monitors pests regularly; focuses on timely harvesting, cost reduction and market demand; seeks technical guidance from extension personnel.
15	Cost - Economics	Farmer got net amount of Rs. 47,20,000.00 per annum from five types vegetables. Highest income got from Ivy guard followed by bottle guard, ridge guard, Brinjal and Ash gourd
16	Benefits of technology	Increased farm income; reduced cultivation costs; efficient water use; improved productivity; regular income opportunities;

		reduced production risk through diversification; better market orientation; social recognition as an innovative woman farmer.
17	Spread of Technology	Her successful practices have attracted neighbouring farmers and extension personnel. Field days were conducted at her farm, providing opportunities for farmers to observe and learn from her practices.
18	Farmer Message to entrepreneurs	Success in farming requires hard work, continuous learning, proper crop planning, efficient use of resources and timely marketing. Farmers should diversify crops, reduce cultivation costs, adopt suitable technologies and maintain links with extension personnel and markets
19	Awards/Recognition	Best Farmer Award – 2014; Mandal-level Best Farmer recognition
20	Any other aspects that contributed for success	Hard work, entrepreneurial spirit, crop diversification, efficient resource management, drip irrigation, mechanisation, crop rotation, pest management, market awareness and continuous technical guidance.



Certificate of appreciation by PJTAU



Mrs. N. Sulochana at her vegetable field

Octogenarian Woman Trainer in Value Addition

Documented by Dr. D. Srinivasa Reddy, Associate Professor, Extension Education
Institute, Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	Octogenarian Woman Trainer in Value Addition
2	Name of the Farmer	Dr. Saraswathy Eswaran, Founder & Chief Trainer, Ramasamy Chinnammal Trust (RCT)
3	Mobile Number	+91-99944 44010; +91-99447 99995
4	Mail id	saraswathyeswaran1964@gmail.com
5	Address	Ramasamy Chinnammal Trust (RCT), 29, Vallalar Nagar, Vadavalli, Coimbatore – 641041, Tamil Nadu
6	Reasons for taking up the Innovation	Motivated by a strong self passion for social service, women empowerment and livelihood development through food processing and value addition.
7	Year of implementing the innovation	1997
8	Extent of area	RCT has one building for office cum training purpose and hired one building for processing and value addition activities
9	Sources of information	Knowledge gained through Dr. Saraswathy Eswaran's extensive experience at TNAU, interactions with institutions and collaborations with NABARD, SIDBI, MSME, MSME-TDC, EDII Gujarat and TNAU Agri Incubation Cell.
10	Steps followed in Implementing the successful event	RCT provides hands-on training, product development, processing and preservation guidance, branding and marketing support. A research laboratory was established for innovation. Institutional collaborations and technical support were used to address challenges and strengthen the enterprise.
11	Inputs applied	Food processing and preservation technologies, processing equipment, packaging materials, natural and locally available food resources, laboratory facilities and skilled manpower.
12	Finance availed	Institutional support and research/project assistance were received through collaborations with NABARD, SIDBI, MSME, MSME-TDC and EDII Gujarat.
13	Marketing	RCT focuses on food processing, preservation and value addition, along with training in branding and marketing. Beneficiaries are supported in developing commercially viable food enterprises.
14	Special efforts made by the Farmer for Successful implementation of Technology	Dr. Saraswathy Eswaran uses her four decades of technical experience to provide practical, application-oriented training and continuous guidance. RCT also established a research laboratory and developed institutional collaborations.
15	Cost - Economics	RCT follows a service-oriented livelihood development model. Its major economic impact is through training women entrepreneurs to establish food enterprises and generate income.
16	Benefits of technology	Food processing technology has enhanced skills, entrepreneurship and income-generation opportunities for women. It promotes value addition, improves utilization of food

		resources and supports the development of sustainable food enterprises.
17	Spread of Technology	More than 3,000 women entrepreneurs have been trained, with many starting and successfully operating their own food enterprises. The training and knowledge have spread across Tamil Nadu.
18	Farmer Message to entrepreneurs	Age is not a barrier to serving society. With knowledge, experience, continuous learning and a service-oriented approach, one can empower others and create sustainable livelihood opportunities even after retirement.
19	Awards/Recognition	• NABARD LEAD (Livelihood Entrepreneurship Development) Award • Gujarat Puskar Award of EDII, Gujarat.
20	Any other aspects that contributed for success	The major strengths are the founders' educational background, extensive experience, passion for social service, institutional collaborations, TNAU Agri Incubation Cell support, research and innovation, and continuous mentoring of women entrepreneurs.



Dr. Saraswathy Eswaran with value added products



Trainees having hands-on experience in food processing



Exposure visits by the Trainees at RCT



Mrs. Sheva Dharani, A successful trainee of RCT

High-density planting system in cotton

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	High-density planting system in cotton
2	Name of the Farmer	Mrs. Singireddy Lakshmi
3	Mobile Number	7382562272
4	Mail id	-
5	Address	Yatmatapur village, Tadoor mandal, Nagarkurnool district, Telangana
6	Reasons for taking up the Innovation	The farmer adopted high-density cotton planting to increase plant population, yield and net returns compared with her conventional cotton cultivation practice.
7	Year of implementing the innovation	2022
8	Extent of area	- The farmer owns/cultivates 10 acres of farmland, of which 5 acres were brought under high-density cotton planting. - Also cultivated groundnut, chilli and paddy on the remaining area.
9	Sources of information	KVK Palem provided support through demonstrations, training programmes and a field day on high-density cotton cultivation. These activities helped farmers understand and adopt the technology for improved cotton production.
10	Steps followed in implementing the successful event	- The farmer adopted high-density cotton planting using a pneumatic planter, maintaining 90 cm row spacing and 15cm plant spacing, with a target plant population of 24,500 plants per acre. - Mepiquat chloride was used to manage plant height, along with integrated crop-protection measures for effective crop management.
11	Inputs applied	The farmer used a pneumatic planter, cotton seed, mepiquat chloride, and inputs for integrated crop protection in high-density cotton cultivation.
12	Finance availed	Self finance
13	Marketing	The farmer marketed the produce at the farm gate.
14	Special efforts made by the Farmer for Successful implementation of Technology	The farmer made special efforts to successfully adopt high-density cotton cultivation by using a pneumatic planter for precision planting and maintaining closer spacing to achieve the recommended plant population. She also used mepiquat chloride to regulate plant growth and manage plant height and followed integrated crop-protection practices for effective crop management. Her adoption was further supported by participating in field demonstrations, training programmes and a field day organized through KVK Palem, which helped strengthen her understanding and practical application of the technology.

15	Cost - Economics	Farmer incurred a cultivation cost of Rs. 35,300 per acre and obtained a yield of 12.5 quintals per acre, resulting in a gross return of Rs. 80,625 and a net return of Rs. 45,325, with a benefit–cost ratio of 2.28:1. Under conventional farmer practice, the corresponding cost was Rs. 28,750 per acre, with a yield of 8.7 quintals, gross return of Rs. 56,115, net return of Rs. 27,365, and a benefit–cost ratio of 1.95:1. Thus, high-density cotton recorded an additional 3.8 quintals of yield per acre (43.7%), Rs. 24,510 higher gross returns, and Rs. 17,960 higher net returns per acre, with an additional cultivation cost of Rs. 6,550 per acre.
16	Benefits of technology	The high-density cotton plot recorded a higher yield of 12.5 quintals per acre and a net return of Rs. 45,325 per acre, compared with 8.7 quintals and Rs. 27,365, respectively, under conventional farmer practice.
17	Spread of Technology	The high-density cotton technology was promoted through field demonstrations, training programmes by the farmer.
18	Farmer Message to entrepreneurs	Other farmers in and around the village drawn inspiration from the new technology as the net returns were higher compared to the conventional method.
19	Awards/Recognition	Identified as a progressive farmer by Krishi Vigyan Kendra, Palem, Nagar Kurnool District, Telangana.
20	Any other aspects that contributed for success	The farmer's 20 years of farming experience and her adoption of precision planting and improved crop-management practices contributed to the implementation of high-density cotton cultivation.



Pneumatic planting technique



High-Density Planting System (HDPS)

Sustainable vegetable production with direct marketing

Documented by Dr. D. Shireesha, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	Sustainable Vegetable Production with Direct Marketing
2	Name of the Farmer	Mrs. Kamma
3	Mobile Number	8374259404
4	Mail id	-
5	Address	H. No. 6-41, Kanapur village, Bijinepally mandal, Nagarkurnool district, Telangana, 509376
6	Reasons for taking up the Innovation	The nutrition garden's success was supported by drip irrigation, mulching, organic preparations and seed saving, which improved water management and reduced costs. Household consumption and direct local sales of surplus produce enhanced its sustainability and economic benefits.
7	Year of implementing the innovation	2021
8	Extent of area	The farmer implemented the technology on 0.5 acre of owned irrigated land in Kanapur, where vegetables were cultivated throughout the year.
9	Sources of information	Krishi Vigyan Kendra (KVK), Palem, PJTAU, Telangana
10	Steps followed in implementing the successful event	- The farmer adopted drip irrigation, mulching, organic inputs and pest-management practices, while saving seeds to reduce cultivation costs. - Marketed produce locally and sold surplus through wholesale markets, adapting to seasonal price fluctuations in crops like chilli and tomato.
11	Inputs applied	The farmer utilized vegetable seeds and seedlings, drip irrigation, mulch, waste decomposer, and other organic decoctions in vegetable cultivation. These inputs supported efficient production and sustainable crop management practices.
12	Finance availed	Self finance
13	Marketing	- The farmer reported obtaining better prices through direct sales in the local market. However, sometimes farmer sold the produce in wholesale markets when farm operations were peak. - Farmer also shared approximately 10-20 kg of vegetables per month with family members and friends.
14	Special efforts made by the Farmer for Successful implementation of Technology	The farmer maintained year-round vegetable production on 0.5 acre by adopting drip irrigation, mulching, and organic preparations.
15	Cost - Economics	The farmer earned Rs. 1,65,750 in seasonal vegetable sales and saved Rs. 39,000 on household vegetable purchases, with Rs. 20,000 cultivation expenditure, resulting in a net combined seasonal benefit of Rs. 1,84,750. Across two seasons, annual sales were Rs. 3,31,500, household savings Rs. 78,000, and expenditure Rs. 40,000, giving a combined annual benefit of Rs. 3,69,500. Household savings represent avoided expenditure, not cash income.

16	Benefits of technology	- The nutrition garden increased household vegetable consumption from 50 g to 391 g per day and resulted in estimated savings of Rs. 6,500 per month on vegetable purchases. - Adoption of drip irrigation with mulching supported efficient water use, while organic preparations and saved seed helped reduce input requirements. The farmer also contributed to awareness on plastic pollution, promoting environmentally conscious practices.
17	Spread of Technology	The farmer shared approximately 10–20 kg of vegetables per month with relatives and friends, thereby promoting awareness and interest in nutrition garden practices within her social network.
18	Farmer Message to entrepreneurs	Explore direct local markets to obtain better prices for your produce whenever possible. Plan sales according to seasonal price variations and take advantage of increased demand during festivals to improve returns.
19	Awards/Recognition	Smt. Kamma was felicitated by KVK Palem during the Mahila Kisan Divas event held on 15 October 2021 in recognition of her contribution to vegetable cultivation and nutrition garden practices.
20	Any other aspects that contributed for success	The farmer's six years of farming experience, year-round cultivation of a diverse range of vegetables, and ability to independently manage farm activities contributed to the successful implementation of the practices.



Field day at Mrs. Kamma Vegetables field



Harvesting of cluster bean

Indigenous production and processing of redgram

Documented by Dr. D. Srinivasa Reddy, Associate Professor, EEI, Hyderabad, PJTAU

S. No	Item	Details
1	Title of the successful event	Indigenous production and processing of redgram
2	Name of the Farmer	D. Nagalakshmi
3	Mobile Number	9573253363
4	Mail id	-
5	Address	Maheswaram Village and Mandal, Ranga reddy District, Telangana
6	Reasons for taking up the Innovation	Mrs. D. Nagalakshmi, a housewife from a farming background, settled in Hyderabad due to her husband's job. Driven by her interest in agriculture and entrepreneurship, she started farming in Maheswaram village, about 15 km from Shamshabad International Airport, Hyderabad.
7	Year of implementing the innovation	2025
8	Extent of area	1.0 acre
9	Sources of information	Reading the success stories written by the scientists of the PJT Agricultural Universities.
10	Steps followed in implementing the successful event	• Mrs. D. Nagalakshmi cultivated red gram organically under rainfed conditions using Tandur variety seed procured from PJT Agricultural University. • Wider row spacing enabled mechanical weeding and reduced labour costs. Neem oil was used for pest management, while deep ploughing improved rainwater infiltration.
11	Inputs applied	Redgram is cultivated in complete organic farming method. Only FYM and Neem Oil were applied in the crop.
12	Finance availed	Finance was met from own sources.
13	Marketing	After proper drying, produce is processed in a traditional way by soaking overnight, dried and fried before processing into dal. Red ram dal was packed in a 4 KG bag and sold red gram dal @Rs. 240 per kg. Marketing was done only in direct marketing method without depending on any middlemen, which helped in increasing the farmer's share in the consumer's rupee.
14	Special efforts made by the Farmer for Successful implementation of Technology	Cultivated red gram organically under rainfed conditions using PJT Agricultural University's Tandur variety. Wider row spacing facilitated mechanical weeding and reduced labour costs, while neem oil was used for pest management. The crop was mechanically harvested, cleaned, dried, properly bagged and processed indigenously.
15	Cost - Economics	The total cost of cultivating red gram was Rs. 23,000 per acre, excluding the imputed rental value of own land. The farmer obtained 2.45 quintals of red gram per acre, yielding approximately 170 kg of red gram dal. At

S. No	Item	Details
		a price of Rs. 240 per kg, the gross income was Rs. 40,800 per acre, resulting in a net income of Rs. 17,800 per acre.
16	Benefits of technology	Though total yield was lesser compared the inorganic cultivation, net returns were high in organic cultivation compared to inorganic cultivation. Further, as the crop is cultivated without using any chemicals, it was good for soil, environment and final consumers
17	Spread of Technology	Neighbour farmers got motivated by this organic method and started the same method in their fields.
18	Farmer Message to entrepreneurs	There is a good demand for organic red gram. If it can be processed in a traditional method, there is still more demand and product can be sold at a premier price.
19	Awards/Recognition	Social reputations increased in the society. Farmer could provide authentic and pure organic red gram dal to the family members, relatives and known community members.
20	Any other aspects that contributed for success	● Husband helped in providing technical support and provision of inputs and marketing information. ● Children support in farm operations. ● Parents and in-laws support in field operations and moral support



Deep summer Ploughing



Mrs. D. Nagalakshmi, Women Agripreneur



Mechanical weeding between the rows



Mannual weeding with in the rows

Integrated Farming System

Documented by Dr N. Praveen, Professors, EEI, Hyderabad

S. No	Item	Details
1	Title of the successful event	Integrated Farming System
2	Name of the Farmer	Lilly w/o Chinnappan.R
3	Mobile Number	9443339230
4	Mail id	renooty1957@gmail.com
5	Address	S/O Rayappan,4/775 A Bengal Barani Hubbathalai,The Nilgiris 643202
6	Reasons for taking up the Innovation	1. Efficient utilization of farm resources – land, water, labour and farm residues are used effectively. 2. Resource recycling – wastes from one enterprise are used as inputs for another. 3. Higher farm income through multiple enterprises such as crops, livestock, poultry, fishery, etc. 4. Reduction in production risk by diversifying enterprises. 5. Improved soil fertility through recycling of organic wastes and inclusion of livestock components. 6. Reduction in input costs by producing inputs such as manure, fodder and seed within the farm.Sustainable agriculture with reduced dependence on external inputs. 7. Nutritional security by producing cereals, pulses, vegetables, fruits, milk, eggs and fish. 8. Employment generation throughout the year. 9. Effective use of farm by-products and wastes, reducing wastage and pollution. 10. Improved productivity per unit area compared with a single-enterprise farming system. 11. Better livelihood security for small and marginal farmers. 12. Conservation of natural resources such as soil and water.
7	Year of implementing the innovation	2016
8	Extent of area	2 acres
9	Sources of information:	Department of Horticulture and Plantation crops,KVK,Velan muttram
10	Steps followed in implementing the successful event.	1. Prepared an integrated farm layout with proper allocation of resources 2. Adopted IPM, recommended crop practices and timely plant protection 3. Followed vaccination, proper feeding and veterinary advice 4. Converted residues and dung into compost/vermicompost/manure

		5. Adopted drip/sprinkler irrigation and water-saving practices 6. Adopted grading, value addition and suitable marketing channels 7. Regular field visits, training and technical guidance Maintained records of inputs, production, income and expenditure.
11	Inputs applied	• Inputs Applied in Integrated Farming System: • Quality seeds/planting materials for crops and vegetables • Farmyard manure (FYM) and compost • Vermicompost and other organic manures • Biofertilizers and biocontrol agents. • Organic inputs such as neem cake and Panchagavya, Jeevamurtham, Fish amino acid. • Plant protection materials for pest and disease management • Irrigation water and micro-irrigation were adopted in the field • Mulching materials • Feed and fodder for livestock • Cattle feed, mineral mixture and supplements
12	Finance availed through different Sources	10 lakhs non-institutional credit
13	Marketing	Physical Marketing 1. TOFA market (Organic farmer group) 2. Local market
14	Special efforts made for Successful implementation of Technology	Improved Knowledge by attending trainings conducted in ATMA and KVK
15	Cost - Economics	Total production: 12-15 tonnes of vegetables (Carrot and Potato)+ livestock products per year/ 1.5-2 tonnes per month Cost incurred: INR 240000 per year/INR 20000 per month Gross returns: INR 540000 per year/INR 45000 per month Net profit : INR 300000 per year/25000 per month
16	Benefits of technology:	Adopting technology helped in reducing input costs
17	Spread of Technology	Participating and sharing experiences in ATMA trainings, Knowledge transfer among members of Organic farmer group.
18	Farmer Message to entrepreneurs	• Upgrade your knowledge through farmer-oriented training and adopt new technologies. • Integrated farming helps use farm resources efficiently and reduce wastage. • Recycle farm and animal waste as manure to reduce input costs. • Diversify crops and livestock for regular and multiple sources of income.

		• Adopt modern technologies such as drip irrigation, machinery and digital advisories. • ☐ Promote integrated farming for sustainable production and better income.
19	Awards/Recognition	Best Farmer Award from ICAR
20	Any other aspects that contributed for success	Farmer's interest, hard work and willingness to adopt new technologies. Continuous learning through training, demonstrations and exposure visits.



Carrot cultivation field



Mixed Vegetable Farm

Backyard Pearlsport for income generation

Documented by Dr. P. Shiva Kumar, Assistant Professor, Extension Education Institute,
Hyderabad, PJTAU, Telangana.

S.No	Item	Details
1	Title of the successful event	Backyard Pearlsport for income generation
2	Name of the Farmer	Mrs Manju W/o T S Shibu
3	Mobile Number	9400592315
4	Mail id	shibuts354@gmail.com
5	Address	Thaithara House, Puthukkad P O, Thattampadi, Karumalloor, Kerala
6	Reasons for taking up the Innovation	Passion from childhood
7	Year of implementing the innovation	2023-24 (Backyard Breeding Unit of Pearlsport)
8	Extent of area	1.75 acre, (35 cent- exclusively for Etroplus breeding and rearing)
9	Sources of information	Aquaculture coordinators and promoters from Fisheries Department Krishi Vigyan Kendra- CMFRI- Shri. Vikas KA, Scientist
10	Steps followed in implementing the successful event	Project coordinator and promoter from fisheries department and Krishi Vigyan Kendra
11	Inputs applied	Seeds
12	Finance availed	Fisheries Department (1.20 lakhs as subsidy from PMMSY scheme); Loans through Kissan Credit Card
13	Marketing	No value addition Sale of seeds-Offline through support from KVK- -Sale of pearl spot fingerlings begins at KAICO (Kerala Agro Industries Corporation) outlet at Athani, near Angamaly. Sale organised every first Thursday of the month.
14	Special efforts made by the Farmer for Successful implementation of Technology	Invented a new method for catching fingerlings from the breeding pond using pulley and net
15	Cost - Economics	10,000 seeds per year Rs 85000-100000/- for pond preparation and purchasing brooders once in six months Rs 30,000/- per month
16	Benefits of technology	With the technical support from KVK and Fisheries Department (through the PMMSY scheme), the farmer was able to carry out the activities more scientifically and effectively. This has helped to improve the income also.
17	Spread of Technology	Through KVK
18	Farmer Message to entrepreneurs	Be passionate and work hard consistently
19	Awards/Recognition	● Krishi Bhavan Best Farmer Award for the year 2026. ● Fisheries Department Best Aquaculture Farmer Award for the year 2025
20	Any other aspects that contributed for success	Technical support from KVK



Mrs. Manju at her fish pond



Harvested pearl spot fish



Packed pearl spot

Value addition and market linkages for empowerment

Documented by Dr. P. Shiva Kumar, Assistant Professor, Extension Education Institute, Hyderabad, PJTAU, Telangana.

S. No.	Item	Details
1	Title of the successful event	Value addition and market linkages for empowerment
2	Name of the Farmer	Ms. Suprathika Reddy (CEO)
3	Mobile Number	6303120153
4	Mail id	narinjafpc2@gmail.com
5	Address	Shop No. 15, Sy. No. 36/E, Gangwar Road, Nyalkal Mandal, Sangareddy District, Telangana
6	Reasons for taking up the Innovation	To address high input costs, limited access to quality inputs, labour constraints, weak bargaining power and difficulties in accessing remunerative markets through collective action.
7	Year of implementing the innovation	2021
8	Extent of area	Covers 120 villages, with 800 shareholders, serving 10,000+ farmers. Free soybean seed distribution covered about 1,640 acres.
9	Sources of information	NABARD, Department of Agriculture, Department of Horticulture, KVKs, PJTAU- AgHub, CBBOs, Safe Food Federation and other institutional/FPO partners.
10	Steps followed in implementing the successful event	Established localized input centres, provided crop advisory and training, organized aggregation and procurement, developed market linkages, introduced value addition and promoted modern technologies such as drones, machinery and digital advisories.
11	Inputs applied	Quality seeds, fertilizers, pesticides, plant nutrients, nursery plants, farm machinery, tractors, soil testing, drone sprayers and crop advisory services.
12	Finance availed	Institutional credit through NABARD
13	Marketing	Aggregation and procurement of soybean, tur, maize, chilli, potato, tomato, watermelon, mango and other produce. Value addition in chilli and turmeric; MSP procurement and buyback support for selected crops.
14	Special efforts made by the Farmer for Successful implementation of Technology	Developed farmer networks, localized input centres, procurement systems, institutional partnerships and value-addition activities; promoted drone spraying, machinery, soil testing, training and SMS-based advisories.
15	Cost - Economics	Annual turnover - Rs. 80 lakh (2021–22), Rs. 3.40 crore (2022–23), Rs. 28 crore (2023–24), Rs. 25 crore (2024–25) and Rs. 32.94 crore (2025–26).
16	Benefits of technology	Improved access to quality inputs, technical knowledge, machinery and markets; reduced input constraints; strengthened procurement and value addition; and created better income and livelihood opportunities.
17	Spread of Technology	Services extended to 10,000+ farmers across 120 villages. Soybean seed programme covered 1,640 acres. Also works with around 60 FPOs across several Telangana districts.
18	Farmer Message to entrepreneurs	Working together through FPOs can help farmers reduce costs, improve market access, adopt modern technologies and create better income opportunities.
19	Awards/Recognition	Best FPO in Telangana Award from Eruvaka

		• Best FPO Award in Procurement for Highest Outstanding Contribution by ADM Company, Lathur for Best Buyer in Telangana recognition.
20	Any other aspects that contributed for success	Strong farmer participation, diversified business activities, institutional networking, transparent transactions, continuous training, market-oriented procurement, value addition and promotion of women's membership and leadership. Also support from Director Srikanth Reddy



Advertisement of Narinja FPC



Ms. P. Suprathika Reddy in various activities