

Value addition has added value to life

1	Background of farmer	:	Mr. G. Elangovan, S/o, K.Ganapathy, 261, Thattaikaal padukai, Poovanur post, Needamangalam taluk, Thiruvarur dist. - 612803.
2	Intervention Process	:	Food processing and value addition Trainings, exposures to exhibitions and continuous technology guidance to the for entrepreneurship
3	Intervention technology	:	1. Value addition and Processing of Amla. 2. Post harvest of paddy to organic brown rice and its value addition. 3. Food packaging and labeling, registration for marketing of food products
4	Impact Horizontal spread	:	<p>Though Increasing agricultural production is one approach in improving farm incomes and food availability, an additional strategy with considerable promise is that of adding value to agricultural produce. Processing expands market opportunities and improves shelf life to overcome seasonality and perishability. Post harvest processing, handling and marketing, increases food availability at household and community levels, and thus contributes to food security.</p> <p>Improved post-harvest handling, food processing and marketing achieves value added products and is perhaps the most viable means to reduce poverty and improve rural livelihoods of farmers. In this view, KVK, Thiruvarur is keen in giving trainings to farmers and entrepreneurs in food processing and value addition. Mr.G.Elangovan has approached KVK, Needamangalam attended value addition of beverages trainings. He was observed to be actively interested in value addition. Special emphasis was taught to him in Food processing and marketing of amla products and he was insisted the importance for enabling effective substitution of imported food products and it adds value and increases returns on their produce. Elangovan tried various products from amla viz., amal RTS, Squash, Mouth refreshners, candies, chutney powder and paruppupodi by approached continuously for sensory evaluation. He was then improvised with various flavours in amla RTS and squash. Food packaging and labelling was highly improvised. He was advised to register in FSSAI. All proximate nutrients were analysed in IICPT, Thanjavur. Now he is an upcoming enterprenuer with high income.</p>
5	Impact on employment generation	:	Previous employment: TTI, Telecom & School teacher. His job was not satisfactory and earned only Rs. 15000 per month. He Resigned his job to become an enterprenuer in any field. But he finally took up Value addition as full time self employment out of interest and with focus of high income generation. Now he is a successful entrepreneur falling under higher income class.
6	Impact economic gains	:	Started Value addition as business: December 2014 Gross income per month: Rs. 1,00,000 on an average. Gross expenditure per month: Rs. 25,000/-

SUCCESSFUL ENTERPRENUER, KVK, THIRUVARUR



Best stall award at ADAC, Trichy exhibition



Enterprenuer at Stall, Farmers day, TNAU, Cbe



Stall st Trichy



Showcased at KVK, Thiruvarur as successful enterprenuer