



BEYOND THE HORIZON: STORIES OF TRIUMPH

A Compendium of Success Stories of KVK, Kandukur (Prakasam-2)



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OV Road, MD Puram B0, Kandukur – 523101, Andhra Pradesh

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Beyond the Horizon: Stories of Triumph

A Compendium of Success Stories of KVK, Kandukur (Prakasam-2)

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Foreword

KVK being frontline extension system of ICAR is a unique extension centre is an integral part of the National Agricultural Research, Education and Extension System (NAREES) aims at assessment of location specific technology modules in agriculture and allied enterprises, through technology assessment, refinement and demonstrations. KVKs have been functioning as Knowledge and Resource Centre of agricultural



technology supporting initiatives of public private and voluntary sector for improving the agricultural economy of the district, agripreneurs promotion and are linking the NARS with extension system and farmers. KVK Kandukur established during XIth five-year plan of Government of India is functioning in Prakasam district under the administrative control of ICAR-NIRCA for the last 10 year and serving the needs of dryland farmers in the district.

This KVK has identified unique vis-à-vis natural resource management, resource conservation technology, promotion of inter cropping and double cropping systems, spread of IPM & ICM technologies in commercial crops like tobacco, chilli, cotton and castor, promoted integrated farming systems, value addition to millets, dryland technologies, introduction of drought tolerant high yielding varieties, bio-fortified varieties in cereals, pulses, oilseeds and commercial crops, promotion of FPOs etc. in their region. This KVK is also leading in formation and promotion of FPOs, maintenance of highest farmers' data base, many numbers of demonstrations units in its instructional farm, use of various ICT tools to reach the unreached in the district.

Having completed 12 years of its existence this KVK has created many numbers of success stories, entrepreneurs, seed growers and hand helded many FPOs in Prakasam district which is being brought as success stories for the benefit of line department officials, rural youth, budding entrepreneurs, start-ups and farming community to replicate or emulate. On this occasion I congratulate the entire KVK staff for their outstanding efforts in the welfare of small and marginal farmers in the district.

(M. SHESHU MADHAV)
DIRECTOR



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Unemployment to Organic Entrepreneurship

- From Idle Hands to Organic Brands



In the quiet village of **Vikkiralapeta**, nestled in Kandukur mandal, lived Mr. K. Krishna – bright, educated youth with dreams of building a better future. Despite his qualifications, Krishna struggled with unemployment, searching for meaningful work in agriculture and allied sectors.

Determined to create his own path, Krishna approached the ICAR-NIRCA-Krishi Vigyan Kendra (KVK), Kandukur for guidance. What followed was a life-changing journey.

Skilling for Success

KVK recognized Krishna's potential and enrolled him in **nine days skill development program** focused on **value addition to fruits, vegetables, and millets**, along with **secondary agriculture practices**.

He gained expertise in:

- **Designing nourishing food products**– free from refined flours, excess sugar, and unhealthy fats.
- Making healthy jams, jellies, squashes, and fruit rolls
- Preparing millet-based biscuits, cakes, breads, and muffins
- Manufacturing natural pickles, candies, and sauces
- Post-harvest processing of cereals, pulses, and oilseeds



Business Backing

With ongoing support from KVK, Krishna learned:

- How to obtain **FSSAI certification**
- Designing **attractive packaging**
- Building **market linkages** and branding

Birth of 'Nivedana Foods'

Armed with skills, confidence, and a vision, Krishna launched his organic outlet – '**Nivedana Foods**' in Kandukur town.

Today, his shelves are filled with:

- Indigenous Rice Varieties
- Millets & Millet Products
- Hand-Pounded Pulses
- Cold-Pressed Oils
- Natural Jaggery, organic turmeric
- Dry Fruits & Nuts
- Neem Oil & More!



Impact

From being unemployed to becoming a successful entrepreneur, Krishna now earns a **net income of ₹ 3,50,000 per year**, while delivering **pure, healthy, organic products** to the community.

Mr. K. Krishna is n't just selling food - he's nurturing a mission for health, sustainability, and rural empowerment



"KVK gave me the confidence and skills to turn my passion into a profession. 'Nivedana Foods' is my dream come true."

— Mr. K. Krishna

Oilseeds to Opportunity: A Farmer's Path to Prosperity

- From Uncertain Off-seasons to a Flourishing Enterprise



From Soil to Success

For over 20 years, **Mr. P. Murali Krishna Reddy**, from **Alagayapalem village** in Ulavapadumandal, tirelessly cultivated oilseeds across his 15-acre farm. Yet, like many farmers, the off-season brought financial uncertainty. The dream of a stable, year-round income seemed distant... until a new opportunity arrived.

Breaking the Off-Season Barrier

KVK scientists entered the picture, offering **technical guidance and a fresh vision**. Murali learned that by **adding value to his raw produce**, he could dramatically increase his returns.

"I realized my farm was not just land for growing crops—it was a potential hub for business," Mr. Murali recalls.

Homegrown Enterprise

With a 35% subsidy from the Andhra Pradesh Food Processing Society (APFPS) + PMFME + KVK + SBI loan, Murali set up a **mini oilseed processing unit right at home**. Equipped with an oil extraction mill, filtering units, chikki-making tools, and packaging materials, his dream started taking shape.

KVK also helped him:

- Craft **attractive product labels**
- Secure **FSSAI registration**
- Launch **smart marketing strategies**



"I was no longer just a farmer; I became an entrepreneur," Mr. Murali beams.



Pure Products, Proudly Made

"Sri Balaji Oils and Chikkis" was born. Today, Murali produces **pure, physically refined oils** from groundnuts, safflower, gingelly, and sunflower seeds. Even the leftover oilseed cakes are turned into **delicious, nutritious chikkis**, creating an extra revenue stream. Every product is a testament to quality and care.

From Farm to Market

Through the extensive marketing support provided by KVK, Murali now enjoys a **steady net income of ₹2,40,000 per year**. His products have reached local markets and gained a **reputation for excellence**, proving that small-scale farmers can build **strong, sustainable brands**.

A Journey That Inspires

Murali's story highlights how **innovation, guidance, and determination** can empower rural farmers to move beyond traditional agriculture. His journey proves that:

- Off-season challenges can be **turned into opportunities**
- Value addition can **transform income potential**
- Rural entrepreneurship is **not just a dream—it can be reality**



Mr. Murali Krishna Reddy is more than a farmer, he shows how vision, hard work and expert support can transform lives



“If I can do it, anyone with dedication and the right support can turn their farm into a blooming business”

— Mr. P. Murali Krishna Reddy

Kitchen Dreams to a Thriving Pickle Enterprise

- A Journey of Grit and Taste



A Dream Takes Root

In the town of **Singarayakonda**, Mrs. Sk. Shakeela, a motivated member of a Self-Help Group (SHG), dreamed of turning her passion for **homemade pickles and chutneys** into a profitable livelihood. Driven by determination and a desire for self-employment, she approached the Krishi Vigyan Kendra (KVK), Kandukur for guidance and support.

“I wanted to do something meaningful from my kitchen, but I didn’t know how to start. KVK showed me the way”- Mrs. Shakeela

Learning the Craft

KVK provided **five days of hands-on skill training**, covering:

- Hygienic preparation of pickles, *vadiyams*, and chutney powders
- Large-scale production without chemical preservatives or artificial colors
- Techniques for maximizing profits with minimal inputs
- Maintaining quality and shelf stability



Handholding Support: From Idea to Enterprise

Training alone was not enough. KVK provided comprehensive handholding support, guiding Mrs. Shakeela through every crucial step of entrepreneurship:

- **FSSAI registration** for legal compliance
- Designing a **professional logo** and **attractive labels** with nutritional information
- Choosing durable **HDPE packaging** and **advertising**
- Marketing strategies and establishing **market linkages**

Launch of 'AI Pickles'

With guidance from KVK, Mrs. Shakeela transformed her kitchen skills into a full-fledged business, launching her brand '**AI Pickles**'. She utilized **locally available and underutilized ingredients** and collaborated with other SHG women to scale production, creating **employment and empowerment** within the community.

Reaching the Market and Achieving Success

Today, AI Pickles are sold through **KVK-promoted outlets, Mahila Marts and online platforms**, earning Mrs. Shakeela a **net annual income of ₹ 4,10,000**. Her enterprise not only generates profit but also empowers other women by providing them meaningful work.



Mrs. Shakeela's journey shows how determination and guidance can turn a small dream into a blooming enterprise



"With guidance and grit, a kitchen dream can grow into a thriving business that empowers not just yourself, but your entire community"

— Mrs. Sk. Shakeela

Engineer to Solar Dried Food Entrepreneur

- Innovation, Dedication and Taste of Ulavapadu in Every Bite



A Graduate's Vision

Mr. Pattan Shavul, an engineering graduate from **Ulavapadu** town, grew up seeing local fruits and vegetables often go to waste or fetch low prices, leaving farmers struggling. Driven to make a difference, he envisioned an enterprise that could **add value to local produce and support farmers' livelihoods**. Seeking guidance, he approached Krishi Vigyan Kendra (KVK), Kandukur, where he gained technical support equipping him to turn his vision into a **sustainable agro-enterprise** that benefits both his community and consumers.

Innovative Solar Drying

KVK scientists guided Mr. Pattan Shavul in designing a **low-cost solar dryer** tailored for local conditions. This simple yet effective technology allowed him to process the renowned Ulavapadu **sapota and mango into dried flakes and powders**, significantly extending their shelf life. Through solar drying, he could preserve their **authentic taste and nutrition**, while preventing wastage.



Family Participation & Skill Training

Recognizing the importance of family involvement, KVK included his wife, **Ms. Pattan Rafika**, in a **six-day vocational training on Fruit and Vegetable Processing**. Together, they diversified their product range to include **dried tomato flakes, bhindi, ivy gourd, pudina**, and more – ensuring year-round availability of local produce.

Market Linkages & Branding

With KVK's guidance, Mr. Pattan launched '**Pattan Agro Products**', offering natural, chemical-free fruit and vegetable products. Premium packaging and multiple market linkages helped build consumer trust and reach wider markets. Targeted advertising highlighted the benefits of solar-dried foods and boosted sales. Today, his products are recognized for their authenticity, quality, and year-round availability.



Empowering Farmers & Community

By utilizing fruits and vegetables from his own and neighboring fields, Mr. Pattan not only generated **steady off-season income** but also provided **better returns for local farmers**. His model demonstrates how innovation and community partnership can go hand in hand.

Impact & Income

Today, Mr. Shavul earns a **net annual income of ₹ 3,00,000**, proving that with vision and guidance, local resources can be transformed into profitable enterprises.

Mr. Pattan shines as an example of how innovation vision can transform surplus into opportunity



“Our solar-dried products prove that local resources can create sustainable livelihoods. I feel proud to carry the authentic taste of Ulavapadu to households year-round”

— Mr.PattanShavul

Baking Dreams into Reality with Millets

- A Rural Youth's Nutritious Journey



Early Challenges and Determination

Mr. Ramu, a young man from **Santhanuthalapadu village** in Ongole mandal, faced the struggles of unemployment and limited rural opportunities. Yet, he carried a strong dream—to establish a sustainable agro-based enterprise. With determination and a will to succeed, he approached the Krishi Vigyan Kendra (KVK), Kandukur for guidance. Recognizing his zeal and commitment to self-reliance, the KVK team decided to mentor him on the path of entrepreneurship.

Intervention by KVK

To nurture his potential, KVK scientists:

- Helped him set up a **small-scale millet-based bakery unit**.
- Provided **technical guidance** on preparing nourishing, ready-to-eat, shelf-stable products.
- Enrolled him in a **six-day skill training program** on *Entrepreneurship Development through Millet-Based Bakery Products*.
- Trained him in making **biscuits, cakes, bread and other bakery items using millets**.



Establishing Wild Green Millet Foods

With enhanced skills and confidence, Ramu launched his brand “**Wild Green Millet Foods**” with a clear vision to transform millets from a neglected grain into high-value products for health-conscious urban consumers while ensuring better returns for rural farmers. His millet-based bakery items soon gained recognition for their **taste, quality and health benefits**. By showcasing his products at **State**

and Central Government exhibitions and Melas, Mr. Ramu expanded his consumer base and built strong brand visibility.

Trainer and Community Contributor

Mr. Ramu's success went beyond business. The **Agricultural Technology Management Agency (ATMA), Ongole**, engaged him as a resource person to train **Self-Help Group (SHG) women** in millet processing and value addition. Through this, he not only empowered women with new income opportunities but also spread awareness of millet-based nutrition within the community.



Economic Impact and Growth

Today, Mr. Ramu earns a **net annual income of ₹ 2,50,000** from his enterprise. His venture delivers impact at multiple levels:

- **Farmers** gain better prices for their produce.
- **Consumers** access healthy, value-added foods.
- **Communities** benefit through training, awareness, and employment generation.

(‘Mr. Ramu’s story depicts how rural innovation and entrepreneurship can build sustainable livelihoods and inspire others’)



“KVK’s guidance turned my dream into reality. Millets gave me not just a business, but a purpose - to inspire others and support my community”

— Mr. Ramu

Farm to Table: A Young Farmer's Success in Processed Foods

- Seeds of Success, Served Fresh



A Farmer's Dream

Mr. Rajesh, a young and educated farmer from **Sakhavaram village**, V.V. Palem Mandal, owns 10 acres of land and has eight years of farming experience. While he had a steady livelihood through agriculture, he noticed that income during non-farming seasons was limited. Motivated to **diversify** and create a **sustainable source of income**, he dreamed of establishing a processed food enterprise that would **combine** his **agricultural knowledge** with **modern food processing techniques**.

Expert Guidance and Training

Krishi Vigyan Kendra (KVK) scientists identified his potential and passion for entrepreneurship and suggested he focus on producing **healthy, chemical-free organic products** to meet growing market demand. He participated in a **six-day skill development training program** organized by KVK, which provided **practical, hands-on knowledge** on *Processing and Value Addition for*

Vegetables, Fruits and Oilseeds. During the training, he learned to manufacture a wide range of products, including **pickles, sauces, ketchup, spice powders and cold-pressed oils**, with an emphasis on maintaining **quality** and **nutritional value**.



Turning Vision into Reality

Following the training, KVK offered **intensive handholding support** to help Mr. Rajesh set up his enterprise. He received guidance on **selecting and procuring machinery**, obtaining **FSSAI registration**, **designing attractive labels**, adopting **packaging techniques** to ensure prolonged shelf life, and developing **marketing**

and advertising strategies. Leveraging this guidance, he launched '**Rutru Foods**', a small-scale enterprise committed to producing **high-quality cold pressed oils, natural pickles and organic spice powders**.

Success and Expansion

With the business network and support provided by KVK, Mr. Rajesh began selling his products locally and gradually expanded to nearby towns. His enterprise now generates a **net income of ₹ 4,80,000 per year**. Encouraged by the positive response from customers and the growing demand for healthy processed foods, he planned to expand his business through **online marketing** and exploring opportunities for **exporting products internationally**.

Mr. Rajesh's journey reflects that right knowledge can transform a farmer into an entrepreneur



RUTRU
Pickles & Spices

Spices Oils Pickles

Rutru is the naturally home made processed products (Pickles & Spices). Used only cold pressed Oil in pickles & Tradition (Dampudu) method for Spices. Available for home delivery (India, USA, UK, Australia, Germany, Singapore, etc.,)

రుత్రు అనేది సహజంగా ఇంట్లో తయారు చేయబడింది (ఉరగాయలు & మసాలాలు). *ఉరగాయలు (వెజ్ & నాన్-వెజ్) కోల్డ్ ప్రెస్డ్ ఆయిల్ ఉపయోగించబడింది. మసాలాల కోసం దంపుడు పద్ధతి ఉపయోగించబడింది. సోమ దెలివర్ కోసం అందుబాటులో ఉంది (భారతదేశం, USA, UK, Australia, Germany, Singapore, etc.,). ఫంక్షనల్ కోసం ఆర్డర్లు (ఉరగాయలు & మసాలాలు) ఆమోదించబడతాయి.

**Sakhavaram (V), V V Palem (M), Nellore (D),
Andhra Pradesh - 523 113.**

Technical support by ICAR-CTB-KVK, Kondukur

	Rutru Pickles & Spices	Chilli Powder	+91 - 9666 392 643 +91-6300 229 446 rutru.9@gmail.com
	Rutru Pickles & Spices	Amudham/Castor Oil	+91 - 9666 392 643 +91-6300 229 446 rutru.9@gmail.com
	Rutru Pickles & Spices	Turmeric Powder	+91 - 9666 392 643 +91-6300 229 446 rutru.9@gmail.com
	Rutru Pickles & Spices	Groundnut Oil	+91 - 9666 392 643 +91-6300 229 446 rutru.9@gmail.com
	Rutru Pickles & Spices	Curry Leaves Karam	+91 - 9666 392 643 +91-6300 229 446 rutru.9@gmail.com
	Rutru Pickles & Spices	Ginger Pickle	+91 - 9666 392 643 +91-6300 229 446 rutru.9@gmail.com
	Rutru Pickles & Spices	Chicken Pickle	+91 - 9666 392 643 +91-6300 229 446 rutru.9@gmail.com

"Rutru Foods' is not just a source of income; it's a dream realized and a path to inspire other young farmers to explore entrepreneurship"

— Mr. Rajesh

A Patch of Prosperity: Idle Backyard to Nutri-Garden

- Barren Soil to Blooming Health



In **Madanagopalapuram village** of Kandukurmandal lives **Mrs. T. Hemalatha**, a homemaker from a family of six. Like many rural households, she struggled with rising grocery expenses and health risks from market vegetables often grown with chemicals. Her elderly family members faced high blood pressure, and her two young children lacked access to fresh, nutritious greens. With her husband working as an auto driver, their modest income made it hard to meet both household needs and quality nutrition.

Belonging to Scheduled Caste community, Mrs. Hemalatha always dreamt of providing her children with healthier food and a better life. Though educated up to Intermediate, her days were spent on household chores. Behind her home lay a **5-cent patch of red soil**—unused for years. What looked like barren land was, in fact, waiting to bloom. That opportunity arrived when **Krishi Vigyan Kendra (KVK)** introduced its **Backyard Nutri-Garden initiative**.



A Seed of Change

During household visits, KVK scientists highlighted the importance of chemical-free vegetables for family nutrition. While many villagers hesitated, Mrs. Hemalatha embraced the idea and decided to transform her backyard.

With KVK's training, she learned **soil preparation, raised bed techniques, composting and natural farming practices**. She also received **seeds, fruit saplings and demonstrations** to ensure year-round harvests. Water-saving methods like **Surya Mandal** made her garden sustainable even in dry months.



A Backyard in Bloom

Within weeks, the once idle land turned into a lush Nutri-Garden with **18 varieties of vegetables, greens and fruits**—yielding at least **1 kg of fresh produce every day**. Her family enjoyed diverse, seasonal harvests:

- **Kharif:** Amaranthus, spinach, bhendi, cluster bean, ridge gourd, bottle gourd, tomato, brinjal

- **Rabi:** Radish, carrot, beetroot, coriander, fenugreek, cabbage, cauliflower
- **Summer:** Bitter gourd, snake gourd, pumpkin, cowpea, cucumber, leafy greens
- **Fruits:** Papaya, guava, banana, mango, dragon fruit, lemon, pomegranate

The Transformation

The results of her efforts were remarkable:

- **Nutrition at home:** Fresh vegetables enriched the family's daily diet, improving the health of elders and children.
- **Savings:** Market dependence reduced, saving **₹1,200 per month**.
- **Income:** Surplus sales brought in **₹4,500 additionally**, boosting household income.
- **Well-being:** Elders experienced relief from diet-related health issues, while children enjoyed chemical-free food.



A Model for Community

Today, Hemalatha's Nutri-Garden is not just her family's pride but also an **inspiration for her village**. By transforming a small, unused backyard into a garden of nutrition, she proved that **big changes can grow from small spaces**.

A small backyard, when nurtured with care, can grow into a garden of health, hope and prosperity



"Seeing fresh vegetables and fruits grow in my own garden fills me with pride and joy"

— Mrs. Hemalatha

Pallipalem: Smart Village Where Nutrition Blossoms!

- Tiny Gardens, Big Nutrition

Malnutrition to Hope

In **Pallipalem**, under **Pakala** Gram Panchayat of Singarayakonda Mandal, 120 families—around 500 members—struggled with poor nutrition and widespread **micronutrient deficiencies**. Surveys revealed that **nearly half the villagers**, particularly **women and children**, were **anemic**, while many others lacked essential vitamins and minerals. **Limited access to fresh vegetables**, dependence on market produce and **rainfed sandy soils** made healthy diets a daily challenge.

Science Meets Community

Guided by **Krishi Vigyan Kendra (KVK) scientists**, Pallipalem began a journey towards health, self-reliance and resilience. Families received training and inputs for **natural farming**, cultivation of biofortified millets and the establishment of **community nutri-gardens** with leafy greens, vegetables, fruits and medicinal plants.



“Earlier, we had to buy vegetables from outside, and many days we couldn’t afford them. Now, my backyard gives us enough for the whole family,” says Mrs. Jyothi, a mother of two.

Using **IIHR’s recommended rectangular layout**—short vegetables at front, taller crops in middle and climbers at back—optimized sunlight, space and productivity, ensuring **year-round harvests**. Nursery plots provided continuous supply of seedlings, while **biofortified millets**, rich in iron, calcium and protein, became key crops for combating anemia and improving **overall nutrition**. Altogether, 35 community nutri-gardens and 12 biofortified millet blocks were established across the village.

Nutrition in Every Home

Through active participation, **all households** converted **idle backyards** into lush, productive **nutri-gardens**, providing fresh, diverse and safe foods daily. **Surplus produce** was sold locally, generating **additional income** and economic security for families.

"I like plucking spinach from our garden. My mother cooks it for lunch, and it tastes better than the shop one," smiles Anitha, age 9.

A Village Thriving Together

Today, Pallipalem is a **model Nutri-Smart Village**, where **ghar-ghar ki poshan udhyan** has transformed both **backyards** and **lives**. When villagers saw quick results, they became more confident. These gardens are not just about food; they give people health and hope. Children enjoy nutritious meals, families feel healthier and empowered, and the community flourishes collectively.

With scientific guidance, and collective effort, even challenging soils can yield nutrition, empowerment and resilience for an entire village



"Our Nutri Garden is more than soil; it is health, pride, and income. Together, we've transformed our village and our lives," the villagers proudly declare.

Shores to Shelves: Turning Tides of Tradition into Innovation

- Bringing Coastal Goodness to Every Kitchen



In the coastal belt of Prakasam, fishing is more than a livelihood—it's a way of life. Yet, Mr. B. Murali, CEO of the **Prakasam Coastal Marine Fish Farmers Cooperative Society Ltd.**, dared to dream beyond the shorelines. He envisioned seafood reaching every kitchen in a **convenient, nutritious, and preservative-free** form.

"I wanted to create a brand that stands for quality and trust. Seafood has immense potential, but I wanted to take it beyond fresh catches sold at the market," recalls Murali.

Training for Transformation

With his wife, **Mrs. B. Sujatha**, Murali turned this vision into reality. Their journey began at the **Krishi Vigyan Kendra (KVK)**, where they learned **ready-to-cook dried fish processing using solar dryers**, hygienic handling, value addition, and innovative packaging techniques. They experimented with **prawns, Bombay duck (Bombil), mackerel, anchovies (Nethili), and ribbon fish**.



"KVK gave us confidence. Dried fish could be healthy, safe, and appealing. It wasn't just preservation; it was about creating a product families could trust," says Mrs. Sujatha.

Birth of Vengamamba Aqua Foods

The couple launched **Vengamamba Aqua Foods** at **Kandukur** offering seafood in convenient forms—whole fish, cut pieces, dried shrimp patties, and fish maw. Rooted in cultural pride, the brand became synonymous with **purity and trust**, preserving authentic coastal flavors while being ready to **fry, cook, or pickle**. **Solar drying without preservatives** keeps the products nutritious and safe, packed with:



- **High-quality protein** for growth and muscle health
- **Omega-3 fatty acids** for heart and brain function
- **Minerals** like calcium, iodine, and iron for bones, thyroid, and immunity
- **Vitamins A, D, and B** for skin, eyes, and overall vitality

"We wanted seafood that is not only tasty but nourishing," Murali explains.

With KVK support, they obtained **FSSAI licensing**, designed attractive labels, and set up marketing channels. Their products now reach **local markets and digital platforms** like My Store, catering to urban families and seafood lovers. Processing **15-20 kg of fish daily**, their **monthly income is ₹25,000-30,000**, with a profit margin of **25-30%**.



“By ensuring consistent quality and hygienic processing, we’ve created a model that is both profitable and sustainable,” says Mr. Murali.

Ripple Effect in the Community

The venture also benefits the community, providing **better incomes for fishermen** and creating **employment for women and youth** in coastal villages.

“Every packet we sell carries the efforts of our community. This is not just our business; it’s our way of uplifting others too,” says Mrs. Sujatha.



Looking Ahead

Vengamamba Aqua Foods is gaining recognition as a **sustainable seafood brand**. The couple plans to **scale operations**, introduce **new varieties**, and **export internationally**, with **community-based processing units** in the works.

“Seafood is our heritage. By blending tradition with innovation, we want to take our coastal flavors to the world,” Murali smiles.

When passion meets purpose, success is inevitable. Vengamamba Aqua Foods proved it



“Nutritious, Delicious, Convenient – The Vengamamba Promise”, the couple proudly declares

Millet Magic: Village Kitchens to Retail Shelves

- Tradition Reinvented, Trend Redefined



In the quiet village of **Palur**, Kandukur mandal, a long-held dream was quietly simmering in a small kitchen. **Mrs. V. Sridevi**, a resilient SHG leader, always imagined creating something of her own—a business that could uplift her family and community while preserving the rich tradition of millet-based foods. Little did she know that her dream would bridge generations and geographies, combining rural wisdom with modern expertise.

A Dream Finds Its Partner

The spark came in the form of her **daughter-in-law, Mrs. K. Anuja**, a software engineer in Bangalore. With exposure to city markets and contemporary business practices, Mrs. Anuja recognized the potential of Sridevi's vision. Together, they embarked on a journey to **bring traditional millet foods from the village kitchen to modern households**.



"I always wanted to start something of my own and with Anuja's support, we turned our dream into reality. She helped me understand city markets, branding and digital promotion—things I never imagined I'd do" — Mrs. Sridevi

With guidance from **Krishi Vigyan Kendra (KVK)**, Mrs. Sridevi was trained in **hygienic food processing, quality control and value addition**, transforming simple millet flours into nutritious, convenient products ready for the market.

Millet: The Super Grains

Mrs. Sridevi's products are built on the nutritional power of **ragi, jowar and black gram**, known as super grains with key benefits:

- **High dietary fiber** - improves digestion
- **Rich in protein & minerals** - supports overall wellness
- **Blood sugar management** - regulates glucose
- **Boosts immunity** - packed with vitamins and antioxidants

By converting these grains into instant mixes, Mrs. Sridevi bridges **traditional nutrition with modern convenience**.



Products That Delight

Under the brand **“Atthakodalu Home-made Foods”**, Mrs. Sridevi offers four millet-based mixes:

- **Ragi laddu mix**- calcium-rich, fibrous, suitable for all ages
- **Jowar laddu mix** -energy-packed, ideal for breakfast or tea
- **Sunundalu mix** -protein-rich and naturally sweet
- **Murukumix** -crunchy traditional snack made from millet flours

Every product is **hygienically processed, nutritionally labelled and FSSAI-licensed** reflecting quality, trust and care.

Marketing and Outreach

Marketing was a challenge, but with KVK's support, the duo reached far beyond their village:

- **Retail presence** - available at KVK-promoted outlets, including Mahila Mart
- **Exhibitions** - participated in KVK-organized stalls
- **Digital marketing** - promoted via WhatsApp, Instagram, Facebook and word-of-mouth

Empowering Families and Communities

The enterprise now generates a **net annual income of ₹2,40,000**, proving the **economic potential of women-led rural entrepreneurship**. More than financial success, their journey has **uplifted a family, inspired a village and promoted sustainable, healthy nutrition**.

More than food, this is a story of dreams, collaboration and women's empowerment. Atthakodalu celebrates resilience, heritage and entrepreneurship



“People now recognize and trust our brand. We are proud that something made in a small village can reach households in the city”— Mrs. Sridevi

Old Techniques, New Success: Building a Sustainable Organic Foods Venture

- Reviving Tradition, Embracing Health



Personal Tragedy Sparks Mission

For **Mrs. E. Anitha**, the loss of her mother to colon cancer was more than a personal heartbreak—it was a wake-up call.

“Watching my mother suffer made me realize how crucial healthy, chemical-free foods are,” Mrs. Anitha recalls.

Determined to prevent others from facing similar struggles, she envisioned a venture that would revive the nutritious foods of yesteryear, blending tradition with modern efficiency. This vision became the foundation of **‘Bhumi Old School Foods’**, her organic foods outlet in Ongole.



Technical Support Paves Way

With guidance from **Krishi Vigyan Kendra (KVK)**, Mrs. Anitha gained the technical expertise to transform her vision into reality. KVK helped her procure and operate modern equipment for producing:

- Pounded desavali rice and pulses
- Millet and wheat atta
- Organic semolina and malt mixes
- Turmeric and chili powders
- Natural shampoos
- Cold pressed oils

Traditional practices, such as home-based grain pounding, were upgraded with **electric stone grinders**—preserving taste and nutritional quality while improving efficiency.

Sourcing Nature’s Best

Mrs. Anitha personally procured grains, spices and other ingredients **directly from organic-certified farmers**, ensuring **purity and quality**. KVK also advised her on **eco-friendly packaging and**



vacuum packaging with QR codes and natural methods to extend shelf life, maintaining freshness without chemical preservatives.

Outlet to Supply Network

With financial support through a **35% PMFME subsidy** and an **SBI bank loan**, Mrs. Anitha launched her first outlet in Ongole. Today, Old School Foods not only serves walk-in customers but also supplies products to other retail outlets, expanding her reach and impact with a **net annual income of ₹ 5,40,000**. She continues to scale operations with KVK guidance, adopting minimal processing techniques to enhance nutrient bioavailability and prolong shelf life.

Anitha's Voice: A Woman Empowered

“Starting this business was not easy, but with the right guidance, I learned to turn traditional wisdom into a thriving enterprise. I want people to experience the foods we grew up eating, made with care and modern technology. Every product tells the story of health, tradition, and sustainability.”

Vision for Future

Anitha's story is more than entrepreneurship—it is a journey of resilience, passion and empowerment. Through Old School Foods, she promotes organic living and inspires other women to pursue their dreams, proving that with guidance, determination and innovation, traditional knowledge can lead to modern success.

Mrs. Anitha's story reflects blending tradition with innovation and determination can turn personal loss into a mission that benefits many



“With the right guidance and persistence, I transformed age-old wisdom into a thriving, health-focused business” - Mrs. Anitha

Firewood Ovens to Healthy Millets: The Sweet Revival

- Baking a Better Future



In the bustling town of **Kandukur**, the aroma of freshly baked biscuits once drifted through the streets from **Maneesha Bakery**, run by **Mr. Y. Lakshmi Narasimha Reddy** and **Mrs. Y. Padma**. Since 1996, their bakery was a local favourite — known for crisp biscuits, soft breads, and golden puffs baked in an **ancient masonry oven**. Their dedication to quality kept the ovens burning bright for over two decades.

When the Heat Turned Against Them

By 2018, the bakery world around them had changed. Sleek new bakeries with **modern equipment, automated production lines and innovative product ranges** began popping up across the town. They offered a variety of products in trendy flavours, textures, and styles — all made faster and cheaper. Rising costs, slow manual production and changing consumer tastes pushed Maneesha Bakery into losses.



“We had skill and passion,” recalls Mrs. Padma, “but we didn’t have the technology to match the competition.”

Their beloved masonry oven, which had served them faithfully for decades, had now become a symbol of the past.

A Ray of Hope: KVK Steps In

Refusing to give up, the couple approached the **Krishi Vigyan Kendra (KVK)** for guidance — and that decision changed everything. The **KVK scientists** understood their challenges and guided them step by step to **revamp their traditional unit into a modern bakery**. They helped the couple in:



- Identifying reliable **suppliers of modern baking equipment**
- Choosing suitable **machines for efficient production**
- Availing a **35% subsidy under the PMFME scheme**, along with an **SBI bank loan** for upgrading their unit

But modernization was only part of the recipe for success. The real magic began when KVK introduced them to **millet-based bakery production** — bringing together innovation, health and sustainability.

Healthy is the New Delicious

Under KVK's expert training, the couple learned to make a new range of **millet-based bakery products** — completely **free from maida, dalda and refined sugar**. These products weren't just healthy — they carried a message. They celebrated local grains, promoted nutrition and catered to the rising demand for wholesome, guilt-free snacks.



“KVK gave our bakery a new life. We’ve grown from financial struggle to a thriving, modern business. Our millet products are now in demand,” says Mr. Narsimha

Smarter Work, Greater Efficiency

Modern equipment revolutionized their workflow — what once needed **20 labourers** could now be done by **2 skilled workers**, reducing costs and ensuring consistent quality leading to earning of Rs.3,80,000 net income per year. Improved efficiency allowed them to focus on innovation and expanding their market reach.

Finding New Markets

KVK's support extended beyond production. Through **KVK outlets, exhibitions and official events**, the couple showcased their millet-based products, which quickly gained consumer appreciation for their taste and health benefits. Their bakery soon earned recognition as a **modern, health-focused food unit** — one that successfully

From firewood ovens to automated ones, maida to millets — Mr. Narsimha and Mrs. Padma journey embodies how right blend of tradition, technology and tenacity can turn challenges into opportunities and bake a healthier, brighter future



“Innovation doesn’t mean losing tradition, it means giving it a new purpose that’s our true success”— Mrs. Padma

Tech to Terrain: Nurturing Dragon Fruits and Dreams

- Turning Setbacks into Sweet Success



Mr. N. Prasad, a native of **Chuttugunta Village**, Kandukur (M), once worked in **IT sector in the USA**. A sudden job loss brought him back to India, facing uncertainty and an unclear future. Rather than giving in to despair, he chose to explore opportunities closer to his roots, determined to build a meaningful and sustainable livelihood.



Turning Point

Upon returning, he approached the **Krishi Vigyan Kendra (KVK)**, Kandukur for guidance. The KVK team, familiar with the local agricultural landscape, recognized his potential and suggested a venture that was both innovative and profitable — **Dragon Fruit cultivation**. They guided him to see agriculture not as a fallback, but as a forward-looking career choice.

"I wanted a career I could own, something that connected me to the land — and KVK showed me the way," recalls Mr. Prasad.

Dragon fruit, a high-value exotic fruit with rising market demand, presented the perfect opportunity. With its potential for premium pricing and sustainable growth, it became the focus of his new agricultural journey.



The Journey

The transition from IT professional to farmer required more than ambition; it demanded scientific knowledge, hands-on skills, and consistent mentorship. KVK provided support across all stages:

- **Technical Training:** Guidance on crop establishment, trellis construction, irrigation setup, pruning techniques, and pest management.
- **Scientific Adoption:** Implementation of **1 acre of dragon fruit cultivation**, using modern practices to ensure healthy growth and higher yield.
- **Sustainable Practices:** Integration of nutrient management, organic inputs and **drip irrigation** for water-efficient and sustainable production.





- **Continuous Support:** Regular diagnostic visits, continuous guidance, and troubleshooting by the KVK team ensured that Prasad could overcome challenges in real-time.

With KVK's mentorship, Mr. Prasad learned to manage everything from soil preparation to harvesting. He mastered pruning cycles, flowering induction techniques, and post-harvest handling — knowledge critical for achieving **premium fruit quality**.

Growth and Independence

Within two years, Mr. Prasad's orchard began yielding **high-quality dragon fruits**, recognized for their size, taste and shelf life. Modern practices reduced production risks and maximized efficiency. Today, he not only cultivates the crop successfully but also markets his produce independently, building relationships with local buyers and wholesalers.

The transformation brought more than income — it brought **respect, identity and inspiration** for other farmers in his village. Mr. Prasad's story has motivated neighboring farmers to explore high-value crops and adopt modern cultivation techniques, showing that science-backed farming can be both profitable and sustainable.

Outcome

Dragon fruit cultivation turned into a steady source of income of Rs.5,20,000/- per annum and personal satisfaction. By combining **innovation, dedication and expert guidance**, Mr. Prasad has established a flourishing orchard that exemplifies the potential of modern agriculture.

Mr. Prasad's journey is a testament to resilience, scientific guidance and determination, showing that any setback can turn into a fruitful beginning



"Sometimes life's setbacks are just redirections to your true calling"
- Mr. Prasad

Growing Opportunities: Story of a Thriving Chilli Nursery

- Sprouting Success Against Odds



During the challenging period of inflation, **Mr. K.Narsingh Rao** from **Ananthasagaram village**, Kandukur Mandal tirelessly searched for opportunities, exploring several small-scale ventures but finding little stability. The uncertainty of income and lack of direction made survival difficult. Determined to create a sustainable path, he approached the **Krishi Vigyan Kendra (KVK)**, Kandukur, marking the beginning of a transformative journey in agriculture.

New Beginning

Recognizing Kandukur as a major hub for chilli cultivation, KVK identified a high-potential opportunity in **chilli nursery production**. Instead of venturing into uncertain businesses, Mr. Narsingh Rao received **comprehensive technical support** and guidance to start a nursery that directly catered to the local farming community. This included hands-on training, scientific advice, and continuous mentoring, ensuring that every step of the enterprise was carefully planned and executed.



Training & Skill Building



- Scientific nursery raising using **plastic pro-trays** to ensure uniform growth
- Adoption of **low tunnel systems** for weather protection and better seedling development
- Formulation of a **balanced nutrition schedule** with cocopeat, micro, and macro nutrients
- Guidance on soil preparation, seed treatment, and germination techniques to maximize survival rates

Crop Protection

- Regular **diagnostic visits** by KVK experts to monitor seedling health
- Training on **pest and disease management** including damping-off, sucking pests and leaf curl virus
- Implementation of preventive measures and timely interventions, reducing losses and maintaining high-quality seedlings



Business & Market Linkage



- KVK facilitated **direct connections with progressive chilli farmers**, creating a trusted market for the seedlings.
- Provided insights into pricing strategies, quality standards, and demand forecasting.
- Established a **reliable sales network**, ensuring the nursery had consistent orders from day one.

Scaling Up

- Mr. Narsingh began with **1,000 trays (~1,00,000 seedlings)** in the first season, gaining valuable experience.
- Due to high quality and trust, demand grew rapidly, expanding the nursery to **2,500 trays (~2.5 lakh seedlings)** within a year.
- Input cost per tray: ₹30-35; Selling price: ₹100-120, generating **3-4 times profit** per batch
- Today, the nursery earns **₹ 4-5 lakhs per season**, supplying healthy seedlings to over **50 chilli farmers** across Kandukur.

Beyond income, this journey brought **confidence, respect and recognition**. Mr. Narsingh's success has inspired other farmers to adopt **modern, science-backed practices** and explore high-value crops. The nursery is now a model of sustainable farming and community support.

"I started with 1,000 trays with KVK's support, and within a year, my nursery and confidence have grown steadily" – Mr. Narsingh

Mr. Narsingh's journey exemplifies how scientific guidance, determination and perseverance can transform challenges into sustainable opportunities



"When one door closes, another opens - if you dare to knock" – Mr. Narsingh

Grafted for Glory: The Brinjal Boom

- Smart farming that turned wilt into wealth



In the fertile heartlands of **Sanampudi village** of Singarayakonda mandal, a farmer's story is redefining what progress looks like in agriculture. **Mr. Balakrishna**, once a traditional brinjal grower, faced years of recurring challenges — wilt disease, pest infestations, and fluctuating yields that often turned his hard work into heartbreak. Yet, instead of giving up, he decided to reinvent his approach to farming. His search for a lasting solution led him to **Krishi Vigyan Kendra (KVK)**, Kandukur, where scientific innovation met his determination to succeed.

Spark of Change

At KVK Kandukur, Balakrishna was introduced to **grafted brinjal cultivation**, a groundbreaking technology where high-yielding brinjal scions are grafted onto disease-resistant rootstocks. This simple yet powerful idea changed everything. Grafting ensured that his plants could resist soil-borne diseases such as wilt and nematodes, while improving yield, fruit size, and shelf life. Inspired by successful demonstrations, Balakrishna decided to adopt grafted brinjal cultivation **on 4 acres** — transforming his farm into a model of innovation.



Journey of Learning & Growth

KVK's team became his constant partners in progress, providing **hands-on guidance and continuous support**:



Training & Skill Development

- Detailed sessions on grafted brinjal cultivation practices
- Techniques for staking, pruning and balanced nutrient management
- Best methods for irrigation and soil preparation



Pest & Disease Management

- Integrated Pest Management (IPM) techniques using eco-friendly kits
- Effective control of fruit & shoot borer and wilt through grafting
- Regular field visits and real-time problem-solving by KVK scientists

Marketing & Extension Support

- Exposure visits to successful grafted brinjal farms
- Direct linkages to local buyers and wholesale markets
- Business planning support to ensure consistent profitability



A Harvest of Hope

The results were remarkable and measurable:

- **Yield Boost:** 35–42 tonnes per hectare compared to 18–200 t in traditional cultivation.
- **Profit Surge:** Net returns increased by 1 2,10,000– 1 2,40,000 per hectare.
- **Extended Harvest:** Two extra months of cropping, ensuring steady market supply
- **Reduced Losses:** Resistance to soil-borne diseases drastically cut crop failures

***“Grafted brinjal changed my life. Earlier, wilt would wipe out my crop. Now, with KVK’s support, I earn higher profits and inspire other farmers in my region”—
Mr. Balakrishna***

Sowing Change, Reaping Inspiration

Balakrishna’s fields now stand as a **living classroom of innovation**. Farmers from neighboring villages visit to witness how grafting can transform agriculture. What began as an experiment has blossomed into a **community movement** — one that champions **science-based, sustainable and profitable farming**.

Balakrishna’s journey has brought confidence, recognition and a renewed respect for farming as a modern profession



“Every challenge hides an opportunity. With scientific farming, even one acre can become a story of success” Mr. Balakrishna

Back to Roots: Rise of a Natural Farmer

- Healing the Land, Feeding the Future



New Revolution Rooted in Soil

Agriculture in India is more than a profession — it's a legacy. Yet decades of chemical-based farming have weakened the soil and burdened farmers with high input costs. Amid these challenges, **Mr. P. Madhava** from Oguru village, Kandukur mandal, chose a different path — one that restored life to his land and prosperity to his home. His inspiring shift from chemical to **Natural Farming** proves that sustainability and profitability can grow hand in hand.

“When we care for the soil, it takes care of everything — our crops, our income, and our health”— Mr. Madhava

Knowledge that Transformed Fields

Facing rising costs and declining fertility, Madhava sought guidance from **Krishi Vigyan Kendra** (KVK), Kandukur. Through training programs, field demonstrations and exposure visits, he learned:

- Principles of natural farming
- Preparation of organic inputs (*Beejamrutha*, *Jeevamrutha*, *Neemastra*, *Agniashtra*, *Dasagavya*, *Panchagavya*)
- Soil restoration and pest management
- Techniques to convert chemical lands into naturally productive farms



Returning to his **4-acre farm**, he began rebuilding it from the roots up.



Chemicals to Confidence

Mr. Madhava allocated **1 acre to paddy** and **3 acres to vegetables** under natural farming. The first year tested his patience, with slightly lower yields. Over time, his soil revived, bringing:

- Higher fertility and reduced pest attacks
- Stronger, healthier plants
- Growing demand for chemical-free produce

His produce fetched **premium prices**, boosting both income and confidence.

Recognition and Impact

Today, Madhava is a **resource farmer/Master trainer** with KVK Kandukur, conducting training sessions and field demonstrations. His journey reflects the power of **farmer-led innovation**.

Natural Farming Toolkit

Preparation	Purpose	Key Ingredients
Beejamrutha	Seed treatment	Cow dung, cow urine, lime
Jeevamrutha	Soil inoculant	Cow dung, jaggery, pulse flour
Neemastra	Pest repellent	Neem leaves, chillies, cow urine
Agniastra	Bio-pesticide	Tobacco, green chilli, garlic
Panchagavya / Dasagavya	Growth promoter	Milk, curd, ghee, cow dung, cow urine

Scaling Up: Farmer to Entrepreneur

With growing success, Mr. Madhava opened a **Natural Farming Inputs Outlet** at **Rythu Bazar, Kandukur**:

- Selling organic inputs and fresh vegetables
- Guiding farmers to adopt natural farming

His outlet has become a **one-stop destination** for farmers eager to begin their own natural farming journey.



“Healthy soil, healthy food, healthy people” – Mr. Madhava

Farming Economics

Farming Type	Returns (₹/acre)	Investment (₹/acre)	Net Returns (₹/acre)
Natural Farming (Vegetables & Paddy)	2,00,000	50,000	1,50,000
Conventional Farming	1,50,000–1,70,000	85,000	65,000–85,000

Mr. Madhava’s journey proves that the path to prosperity begins beneath our feet. When the soil is nourished, the farmer and the nation flourish



*“By listening to the soil, I found my purpose and prosperity followed”
— Mr. Madhava*

Metro Stress to Drone-Powered Farming Success

- Flying High, Farming Smart



City Life to Village Vision

Mr. T. Sharath Chandra Kumar, once caught in the stress of a busy metro IT job, sought **peace and purpose** in his native village of **Rollapadu**, V.V. Palem Mandal. What started as a personal quest became a **tech-driven revolution in agriculture**.

Observing the struggles farmers faced with manual spraying, he invested in **agri-drones**, launching a precision spraying service across **Prakasam, SPSR Nellore, Palanadu, Guntur** and surrounding areas. His drones **cut chemical use by up to 30%**, **saved 50-70% of labor hours**, and **protected farmers from direct pesticide exposure**.

“From city stress to rural innovation, technology became my bridge to impact”
- Mr. Sharath

Drone Technology: Precision Farming Redefined

Drone spraying is transforming farming in Andhra Pradesh. UAVs follow **GPS-guided paths** to apply fertilizers, pesticides and nutrients with **precision and efficiency**, covering large areas quickly while minimizing chemical wastage. Crops like **tobacco, chilli, rice and horticultural plantations** now thrive with **safer, faster and smarter farming methods**.



“Seeing farmers’ crops improve with less chemicals has been the most rewarding part of my journey, proving that even small technological changes can make a big difference” - Mr. Sharath



Overcoming Challenges

Starting this journey wasn't easy:

- High investment costs for drones
- Skepticism from farmers used to traditional spraying
- Learning UAV operation and maintenance
- Coordinating multi-district services

Determined to succeed, Mr. Sharath approached **Krishi Vigyan Kendra (KVK)**, Kandukur, gaining essential knowledge in:

- Drone operation and safety protocols
- Crop-specific spraying techniques
- Farm management practices



With a **DGCA-approved drone license**, he could legally operate across districts, building trust and credibility with farmers.

Moulding Vision into Business

Equipped with training and legal approval, Mr. Sharath transformed his vision into a **scalable rural business**. Collaborating with **agribusinesses like ITC**, he manages operations, marketing, and field teams. His service now **boosts farm productivity, reduces chemical exposure and supports rural livelihoods**.

Impact at a Glance

Mr. Sharath's precision drone service now covered **over 15,628 hectares**, supporting crops like **chilli, tobacco, redgram, vegetables, horticulture crops, chickpea, blackgram and paddy**.

Component	Returns (₹/acre)	Investment (₹/acre)	Net Returns (₹/acre)	Net returns/annum
Drone spraying	400	200	200	₹ 2,75,000/-

“Flying with drones taught me that farming is about creating impact, purpose, and a way to give back to my community” - Mr. Sharath

Inspiring Next Generation

Mr. Sharath's work proves that urban skills can **revitalize rural agriculture**. By blending **innovation, determination and empathy**, Mr. Sharath Chandra Kumar has created a **model of tech-driven, sustainable farming** that inspires other youth and farmers to explore **modern, safer and efficient agricultural practices**.

Mr. Sharath's journey demonstrates that technology and entrepreneurship can transform lives, even in rural landscapes



***“When life slows down, opportunities for growth and impact speed up”
- Mr. Sharath***

Shining Light, Prosper Bright: A Solarpreneur Story

- Illuminating Fields, Empowering Farmers



Farming Roots to Tech Vision

Mr. G. Maheshwara Rao, from **Bhemmavarappadu village**, Kondapuram mandal, hails from a farming family and holds an ITI in Electricals. After working at **M.G. Electronics**, he became concerned about **indiscriminate pesticide use**, which increased cultivation costs and harmed the environment, beneficial organisms and human health. Determined to make a difference, he explored **eco-friendly alternatives** and turned his vision into action.

Transforming into a Solarpreneur

Driven to create sustainable solutions, Mr. Rao developed **solar light traps—environmentally friendly devices that control insect pests without harming beneficial organisms**.

- **How it works:** A solar-powered LED light attracts insects to a container with water or mild detergent, where they are captured killed.
- **Crops protected:** Chilli, tobacco, rice, cotton, and groundnut



With **technical support from Krishi Vigyan Kendra (KVK)**, Kandukur, he studied solar devices and insect behavior. Believing in “**seeing is believing**,” he conducted **field demonstrations**, which convinced farmers of the traps’ effectiveness.

“Solar light traps are not just pest control tools—they are a step toward safer, sustainable farming for future generations” - Mr. Maheshwara

Impact on Farming

Solar light traps have helped farmers **reduce chemical pesticide use, lower costs, and promote sustainability**.



Metric	Details
Units Sold	10,000+
Price per Unit	₹1,300
Reach	Andhra Pradesh, Tamil Nadu, Karnataka and Rajasthan
Crops Protected	Chilli, rice, cotton, tobacco, groundnut
Net income / annum	₹5,23,485/-

Vision Forward

Mr. Rao aims to **expand solar light trap technology across India**, to achieve natural means of pests control, reducing dependence on harmful pesticides and empowering farmers to adopt eco-friendly practices.

Innovation Meets Sustainability

By combining **technical knowledge, innovation, and farming experience**, Mr. Maheshwarahas created a **scalable, sustainable solution** that protects crops, farmers, and the environment. His journey exemplifies how **technology can illuminate fields and future opportunities**.

Mr. Maheshwara's story shows how innovation, sustainability, and determination can transform farming, protect the environment, and empower communities



“Innovation can illuminate both fields and futures”-Mr. Maheshwara



Unique features of light trap

- 1) It attracts only harmful insects since its light frequency is 370 nm.
- 2) It contains yellow and blue UV lights which attract all kinds of sucking pests.
- 3) It does not require electricity, connection and it blows from evening 7.0pm to 12.0am.
- 4) Mobile, affordable, farmer himself fix.
- 5) Specific lures can also be kept inside.

Preserve Germplasm Today, Prosper Tomorrow

- Story of a Rice Genome Savior



Mr. Shaik Subhani, a passionate nature lover from a farming family, completed his 10th class at ZPHS, **Pakala village**, Singarayakonda mandal and has been engaged in farming for over 15 years. Alongside his agricultural journey, he supports his family through wedding decoration services. A dedicated practitioner of **Natural Farming**, he cultivates rice organically, staying true to ecological principles.

Journey Toward Conservation

Over the years, Mr. Subhani observed how **modern monocropping and chemical-intensive farming** led to loss of crop diversity, soil degradation and declining human health.

“People started falling sick despite eating more – not realizing that our food lost its soul when we lost our traditional seeds,” reflects Mr. Subhani.



His curiosity deepened when he discovered the **health and nutritional richness of desi (indigenous) rice varieties**. These native grains are not just food; they are medicine — known to strengthen bones, aid digestion, improve lactation, manage weight, and prevent chronic diseases such as diabetes, cancer, and heart ailments. This realization ignited his mission: **to collect, conserve and revive desi rice varieties** that once flourished across India.

Building a Living Seed Bank

Today, Mr. Subhani conserves **over 150 indigenous rice varieties** on his two-acre farm, collected from across **Assam, West Bengal, Odisha, Manipur, Karnataka, Madhya Pradesh, Uttar Pradesh, Maharashtra, Kerala, Tamil Nadu, Telangana** and even from **Thailand and the USA**. Each variety tells a story of resilience — adapted to local soils, climates, and cultures. He cultivates all under **Natural Farming practices**, ensuring the conservation process is sustainable and chemical-free. He not only multiplies these varieties but also **shares seeds with fellow farmers** who wish to revive traditional cultivation. To promote nutritional awareness, he prepares

and sells “**Mixed Desi Rice**”, blending 25 indigenous varieties and supplying it to consumers across India at ₹ 100/kg.

*“This rice is rich in diversity, taste, and tradition — a bowl full of heritage,”
Mr. Subhani smiles*

Recognition of Excellence

Mr. Subhani’s remarkable work has been widely acknowledged:

Govardhana Giri Goshala Foundation, Telangana
— *Prakruti Ratna Uthama Rythu Award (2025)*

ICAR-NIRCA-KVK, Kandukur — *Best Paddy Germplasm Conservator Award (2025)*

His initiative has inspired numerous farmers from Andhra Pradesh and beyond to reconnect with their agricultural roots and rediscover the value of traditional seeds.

“He not only grows rice — he grows awareness, confidence and pride among farmers,” -shared a fellow farmer from Pakala.



Impact on Community



Mr. Subhani’s work has transformed not just his farm, but his **entire community’s mindset**. Farmers from neighboring districts now visit his fields to learn about seed conservation and natural farming techniques. Many have begun cultivating desi rice varieties, reducing dependence on market seeds and chemicals. He has become a **role model** — demonstrating that sustainability and profitability can go hand in hand.

Mr. Shaik Subhani’s journey reminds us that every seed conserved today is a promise of nourishment, sustainability and resilience for generations to come



“Conserve diversity today, secure prosperity tomorrow” - Mr. Subhani

Turning Seed into Gold: Tobacco Farmer's Anecdote

- Nursery to Prosperity



Mr. Suresh Babu, a graduate from **Mangapativaripalem village**, Ponnaluru mandal hails from a farming family traditionally involved in raising tobacco seedlings. His deep-rooted passion for agriculture and love for his village inspired him to build a successful livelihood around this legacy.

Corporate to Cultivation

After completing his education, Mr. Suresh Babu joined a **pesticide company**. Although financially stable, his heart remained in farming. Firmly believing that *“without agriculture, culture cannot exist,”* he decided to leave his corporate job and return to his ancestral profession. Following in the footsteps of his father and forefathers, he took up the **tobacco nursery business**, combining traditional knowledge with modern agricultural principles. Over the past decade, he has mastered the art and science of raising **high-quality tobacco seedlings**.

Association with KVK

For the last 5 years, Mr. Suresh has been closely associated with Krishi Vigyan Kendra (KVK), Kandukur. He actively participated in **training and field demonstrations**, receiving technical guidance from KVK scientists at every stage — from seedbed preparation and pest management to irrigation scheduling and transplanting techniques.



Under KVK's mentorship, he adopted **improved nursery management practices**, including:

- Soil sterilization using **eco-friendly methods**
- **Micro-irrigation** for uniform moisture and water efficiency
- **Organic nutrient supplementation** for stronger seedling growth
- **Tray-based nursery techniques** to reduce seedling mortality



“KVK's continuous guidance has been a game-changer. Science gave structure to my passion,” says Mr. Suresh

Healthy & Quality Tobacco Seedlings

With the integration of scientific methods, Mr. Suresh ensures that his nursery beds are **well-prepared and maintained under optimal conditions**. His seedlings now exhibit:

- **Uniform growth** and robust root systems
- **High resistance** to damping-off and common nursery diseases
- **Superior field establishment** after transplanting

These qualities have built a strong reputation for his seedlings across nearby villages, making his nursery a **trusted source for healthy and vigorous planting material**.

Economic Impact

Parameter	Before KVK Intervention	After KVK Intervention
Area under nursery	1.0 acre	1.0 acre
Number of seedlings produced	~3.5 lakh	~4.5 lakh
Average net income	₹1,50,000	₹2,50,000
Client base	Local farmers	Farmers from multiple villages
Production quality	Moderate	High, disease-free seedlings

His tobacco seedlings are in such high demand that farmers place **advance orders** before the nursery season begins. His success demonstrates how **scientific practices combined with traditional skills** can significantly enhance productivity and profitability even on a small scale.

“Hard work never fails. Farming rewards those who care for the soil with honesty and persistence,” shares Mr. Babu.

Social Impact

- Mr. Suresh Babu's nursery serves as a **model unit** for demonstrating scientific nursery techniques.
- Farmers from neighboring villages frequently visit to **learn best practices**.
- His success has motivated **educated rural youth** to take up agriculture as a viable enterprise.
- He has become an **active resource farmer** in KVK's training and outreach programs.

Mr. Suresh is an inspiring example of how farmers can blend tradition with technology to achieve both economic prosperity and ecological balance



“Preserve the soil, nurture the seed and prosperity will follow” - Mr. Suresh

Integrated Livestock Farming: A Model for Rural Resilience

- Where Goats, Chickens and Dreams Prosper Together



In the quiet village of **Venkatadripalem**, under **Kandukur mandal**, lives a determined farm couple, **Mr. J. Srinivas Rao and Mrs. J. Venkata Padmavati**, who have transformed their modest piece of land into a thriving example of **integrated livestock farming**. While their children work in cities, the couple chose to stay rooted in their village — living with purpose, dignity and an unwavering belief in the power of self-reliance.

Support from KVK, Kandukur

Their journey began when they connected with Krishi Vigyan Kendra (KVK), Kandukur, which provided technical guidance and input support. Encouraged by KVK scientists, they adopted a **livestock-based integrated farming model**, combining goat rearing, backyard poultry, and fodder cultivation.

- **Goats:** KVK supplied **Black Bengal goats**, prized for their hardiness and superior meat quality.
- **Poultry:** **Aseel poultry chicks**, a robust indigenous breed, were introduced for backyard farming.
- **Fodder:** To ensure year-round feed, the couple received improved fodder varieties like **CoFS-31**, **Stylosantheshamata** and **fodder cowpea**.



Adoption of Scientific Feeding Practices

Under KVK's guidance, the couple learned **scientific feeding techniques** such as **Total Mixed Ration (TMR)** and **bypass fat supplementation**, which enhanced the health and productivity of their livestock. The integrated system created a sustainable loop:

- **Manure** enriched the soil
- **Fodder** provided nutrition year-round
- **Poultry** contributed both income and household nutrition

“Earlier we managed with little,” says Mrs. Padmavati. “KVK taught us to plan the farm as one system where every crop and animal supports the other”

Economics of Farm

The integrated livestock system is **economically rewarding**:

- **Goat farming**: Each Black Bengal goat fetches around ₹8,000 – ₹10,000 at maturity, and with 30–35 goats, the couple earns approximately **₹2.5–3.5 lakh annually** from sales.
- **Backyard poultry**: A batch of 75 Aseel chickens provides eggs and meat, generating an additional **₹60,000–80,000 per year**.
- **Fodder cultivation**: Homegrown fodder reduces feed costs by **30–40%**, saving roughly ₹50,000 annually.
- **Cattle rearing**: Recently started growing dairy cattle, which will provide milk and further income as the herd grows.

Overall, the farm generates a **net annual income of ₹4–5 lakhs**, proving that scientific integrated farming can be both sustainable and profitable.

“Farming is not just about hard work,” says Mr. Srinivas. “It’s about working smart, learning, and trusting that the land will give back when you care for it.”

Model of Self-Reliance

Today, their small farm stands as a **model of self-reliance and sustainability**. Goats and poultry provide a steady income, while homegrown fodder significantly reduces feed expenses. Their commitment and openness to scientific learning have turned their farm into a **living classroom** for neighbouring farmers.

“We’re proud our farm now works in harmony with nature,” says Mrs. Padmavathi. “KVK scientists treated us like family, guiding us step by step.”

By nurturing their goats, chickens, and fields, the couple shows that sustainability and prosperity grow hand in hand with knowledge and effort



“When animals, land and people work together, prosperity follows naturally” - Mr. Srinivas



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