

# Success Story: Mixed Fruit Jam Production Brings Smile to the Entrepreneur

**T. S. Ganesh prasad**

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**Name:** Smt.Pankaja Girish C. T.

**Age:** 42

**Address:** Balale Village, Kodagu, Karnataka

**Mobile:** 8762549313

**Qualification:** Bachelor of Arts

**Land holding:** 10 Acre

Smt. Panakja Girish C. T., a graduate, home maker with an agriculture background dream of starting a unique venture in agriculture. Athma Nibhar Bharat (self-sufficient), creating employment opportunity and doubling the farmers income has been the manthra promoted by govt of India. This aim made her strong and motivated her to do something for the nation.

## Training & Motivation

As a house maker in an agriculturist family, she used to actively help her husband in all her agricultural activities. She was inclined towards home-based economic activity and decided to pursue mixed jam preparation through the Forestry College, Ponnampet. she availed a 2-5 days training programme at Dr. Ganesh Prasad T. S. and Dr. Bhagirathi L., Professor, KSNUAHS, Shivamogga, on value addition mixed jam preparation were started. She was provided opportunity for exposure visits and other training programmes to agricultural universities, KVK and kisan melas which increased her confidence and knowledge.in the year 2020, she came in contact with the college of forestry, Ponnampet and KVK through the capacity building skill development training programme on jam

preparation. Her active participation and interest in the training fetched her certificate from Agriculture Skill Council of India in march 2021. ICAR-KVK, Kodagu provided opportunity to her to work at their facility for production of oyster mushroom spawn,



Ready to fruit bags and value addition.

## Impact in the area

She Started Mixed Jam preparation with 10 bottle spending Rs. 300/- only and gradually increased the number and is currently producing a total of 900 bottles per month. Currently, she is utilizing the existing facilities available for production of JAM for fresh market, value addition of mushroom (Rasam powder, varieties of pickle, Dry mushroom, Kashaya powder and Chutney powder) She is now selling 5-10 kg harvested oyster mushroom (ready to cook) per day and sold about 12-20 ready to fruit bags, which sells like a hot cake among the consumers and has also Employed three rural women.

She earns annually about Rs.1.38 Lakh from sale of Mushroom, Ready to fruit bags and value-added products. Now she has also started a honey extraction and Spices. She has also served as a one of

the resource persons in grama panchayath office at baale and trained around 150 farm women.

Production details	Quantity per month	Net income gain (Rs.)
Fresh oyster mushroom	60-75 kg	8500
Ready to Fruit bags	180-240 bags	36500
Value added products	10 kg	25800
Oyster mushroom spawn	150 kg	12500

#### Awards & recognitions

- She has been selected by national institute of agricultural extension management for training programme under RKVY-RAFTAAR – startup Agri business incubation programme (SAIP)

- She has appeared in various newspaper like shakti and vijayavani and TV interviews



**Contributing/enabling factors** including people/ institutions responsible for the motivation and other similar detail/ underlying message.

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