

EDP on pickle making

Smt. Iravva Mathapati a progressive farmer from Mudakavi village of Ramadurg taluk was initial a flower seller. She used to prepare garland from the flower grown in her own land/field. This was not giving her a good return. Eventually, she attended the training at UAS, Dharwad for preparation of value added products from fruits and vegetables. During, the training she met Swati pickles proprietor, Iravva was overwhelmed and wanted to start new venture. Further, she contacted Swati pickles proprietor and gained knowledge on establishment of pickle industry.

Likewise, she started her pickle industry during the year 2012. She used to sell her pickle in the sandy market and start gaining the attention of many peoples and eventually her startup had clicked up. Further, she came with her family to the KVK for improving the quality of pickle. Efforts were made by the KVK to standardize the mango pickle and their after the sales increased. She is supported by her whole family (3 sons and 3 daughter in laws) where they are engaged in preparation of pickle. They have designed their own pickle mixing unit and they supply their pickle to Bagalkot, Vijayapura, Koppal and Belagavi district. Annually they prepare 80 ton of mango pickle, 40 ton of lime pickle and 5 ton of vegetable pickle. They procure raw material for their own farm and also from the wholesale sellers. Yearly they earn the profit around Rs. 15-20 lakhs.

KVK has also made efforts in training their family in preparation of millet value added products like biscuits and papad. They also sell these products in sandy market at the price Rs.5/-two biscuits. Recently, she have received an cash award of Rs.1,00,000/- from Doordashan under Mahila Kissan award. She is invited to KVK as resource person to motivate other farmwomen to startup their own enterprise.

