

Farmer transforms to successful entrepreneur

Mr.G.Balamurugan

21A/5A Indian Gandhi Nagar
Kulam Kalkarai
Needamangalam, Thiruvarur District

Situation analysis/Problem statement:

Mr. Balamurugan is a graduate and owns 4 acres of land and cultivating rice, cotton, blackgram, coconut who treats farming close to his heart. He observed that farmers were selling copra for just Rs 50-55 per kg to middlemen who in turn supply to oil expeller units for higher cost. Hence, he started to own oil mill and he decided to procure copra from farmers directly paying extra Rs 10 more (Rs 60-65/kg). He started the unit with wood expeller in Dec., 2019 and sold the oils with profit of Rs. 20 per liter. However, he was not able to run the unit in profit mode since the quality of raw materials supplied by the farmers was not good.

Plan, Implement and Support:

He came to KVK, Thiruvarur finally in 2021 for consultation. To enhance the benefit cost ratio, he was given guidance on different varieties of gingelly, groundnut and coconut and trainings were also given on oil extraction methods, temperature and moisture content of the produce, additives used for more recovery of oil, packaging and marketing. Additionally, he was guided to apply for PMYEGP and he was sanctioned Rs 25 lakhs from Tamil Nadu Grama Bank Machinery.

Output:

Initially he faced hurdles in processing techniques and slowly improved his method and became expertise in standardizing the production techniques. He developed his business and his products reached to a greater number of customers in Thiruvarur district

Outcome:

He installed the machines in April 2023 and increased his production 500- 800 liters /month and thus the profit to more than Rs 30 per liter. The byproducts like oil cake was sold as animal feed for Rs 60/ kg.

Impact:

He started the website www.vnba.in and 22 products were listed for sale. He was honoured in the Regional Agricultural Mela, 2023 conducted by the KVK, Thiruvaur.

