

## **Proceedings of “Workshop on Value Addition and Entrepreneurial Development for Home Scientists of KVKs of Andhra Pradesh during 24-26 August 2015”**

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The 3 day workshop commenced on 24<sup>th</sup> August 2015 with 13 Home Scientists and 02 Scientists of KVK, Utukur, Kadapa at 09.00 AM. They were welcomed by RA (Home Science). Introduction was given by Programme Coordinator, KVK, Utukur, Kadapa. Then each of them introduced each other and were asked write about their expectations about this workshop so that needs can be met by the programme. After the tea break RA (H.Sc) presented a ppt on value addition. The topics covered were What is value addition? What driving “value added”? Steps to success in a value added business. Explained about three ways in which value addition to farm produce is possible.

1. Post harvest level/ primary processing
2. Secondary processing
3. High end processing

Commodity based recommendations were given for value addition. Then ppt was given by Dr. Kadiri Mohan, Scientist (Extension), RARS, Tirupati, on process documentation of rural livelihood innovations was delivered. He explained the importance of documentation, how to do quality document and types of documentation. After the lunch break they were taken to Agripreneurs units as an exposure visit in the following order.

1. Sri P.Premanand, AMPLE foods, specialized in value addition to millet flours and mixtures, Moolavanka, CK Dinne mandal, YSR district
2. Smt. M.Nageswari, entrepreneur in tailoring cum training center – Sri Sanjeevaraya tailoring center, Moolavanka, CK Dinne mandal, YSR district
3. Sales unit at new RIMS, Kadapa run by Smt. Premasri and Smt. Sunitha
4. Smt. K.Kavitha, ALA healthy foods, baker, NGO colony, Kadapa
5. Smt. D. Anuradha, Amma foods, Bhagatsingh nagar, baker, Utukur, Kadapa

Then returned by 08.00 PM. They interacted with each entrepreneur and seen the machinery.

Second day the session commenced by inauguration by Dr. K.Raja Reddy, DE & DR, ANGRAU, Hyderabad; Dr. R.Veera Ragavaiah, Dean of Home Science, ANGRAU, Hyderabad and Dr. T.Giridhara Krishna, ADR, RARS, Tirupati; Dr. G.Karuna Sagar, PS & Head, ARS, Utukur, Kadapa and Dr. M.Johnson, Coordinator, DAATTC, Kadapa and Dr. A.Veeraiah, Programme Coordinator, KVK, Utukur, Kadapa.

**Dr. K.Raja Reddy, DE & DR, ANGRAU, Hyderabad:**

- Shared the experiences and constraints of Home Scientists
- Emphasized to distribute products developed by all Home Scientists to all KVKs such that those can be exhibited at all outlets established by KVKs for promotion of the products all over the state
- Suggested to concentrate on skill development trainings on embroidery because of increasing demand now a days
- Stressed to document each activity
- Suggested to prepare action plan for Home Scientists and submit vision document of ANGRAU Home Scientists
- Recommended food technology department funds of RARSs can be utilized for Home Scientists activities
- Home Scientists presentation should be done first in Pre-ZREAC, SLTP and other meetings

**Dr. R.Veera Ragavaiah, Dean of Home Science & Dean of Student Affairs, ANGRAU:**

- Advised to work together all Home Scientists for better work
- Emphasized to concentrate on value addition to food grains
- Suggested to pool up all the doing, heard, read the success stories, sit all together, prioritize the ideas, talk to government and get funds
- Asked to develop a road map for product development, product refinement and product popularization
- Stressed that successful technology should be implemented at all KVKs
- Suggested to go for agriculture oriented value addition as there is greater scope for food processing for ex. Dehydrated onions, onion paste, desiccated coconut etc.

**Dr. T.Giridhara Krishna, Associate Director of Research, RARS, Tirupati:**

- Suggested that every activity succeeded should be documented
- Replications of successes achieved in one place to other locations

Booklet on value addition and entrepreneurial development was released. Multi grain bread, poster and product was released by them. There was interaction between Home Scientists of KVKs and Officials. After the lunch break they were taken to KVK millet processing unit. Dean of Home Science addressed the gathering with a ppt on packaging-labeling-branding. After this lecture a method demo was given about the preparation of ragi malt by Ms. Lakshmi and Ms. Aruna Jyothi entrepreneurs of KVK.

On third day exposure visit to Rythu Bazar, Kadapa to see KVK outlet. Dr. B.Vijayabhinandana, DDE, ANGRAU, Hyderabad joined the workshop and interaction session was conducted. Sri Viswanadha Reddy, Asst. Food Safety Officer, Kadapa spoke about the food laws and FSSAI Act, 2006 followed by a ppt by Sri Srinivasa Yadav, Asst. Director, District Industrial Centre, Kadapa on value addition and entrepreneurial development and the services offered by DIC and schemes available with Government. At the end of both sessions there was discussion sessions.

**Dr. B.Vijayabhinandana, Deputy Director of Extension, ANGRAU, Hyderabad:**

- Directed to approach the funding agency which includes Home Science component in district administration
- Suggested to document the contact with farm women
- Suggested to quantify the technology implemented
- Emphasized that documentation is must and very important
- Suggested to develop different project proposals and submit to different funding agencies to get funds and implement different technologies
- Suggested to prefer to conduct on campus vocational training programmes rather than off campus training programmes such that regularity in training programme and in addition to Home Science aspects agricultural technologies also communicated to the farm women
- Advised to organize certificate courses so that funds can be added to revolving fund
- Suggested to include Home Science components in information kiosk

After the lunch break RA (H.Sc) spoke about entrepreneurial development then valedictory function was carried out in the presence of DDE, ANGRAU, Hyderabad; Certificates, a booklet on receipes with millets, value addition and entrepreneurial development were distributed.

### Details of interaction of Home Scientists with University officials:

The following are requites for better performance by Home Scientists.

- Every quarterly once there is a need for a meeting for KVK Home Scientists in places where there is progress of activities
- Next meeting in January 2016 at CTTRI, Rajahmundry as there are many activities related to Home Science is going on
- Products developed at KVKs need to be branded under ANGRAU
- Standardization of the receipes/ product development guidance training is required
- Though there is lot of information about the machineries in the net – it functionality is not known. So suggestive useful information about the machineries is required
- Exposure visits to Home Science to the places of importance like CFTRI, Mysore; CIAE, Bhopal; Post Harvest Technology, Rapoor, Maharashtra; Coimbatore, Kerala can improve the caliber/ productivity of the Home Scientists.

### **Suggestions and constraints expressed by the participants:**

- √ Budget limitation is the major problem at all KVKs to exploit the opportunities in full scale
- √ Convergence with funding agencies is not actually being implemented at some districts
- √ University should facilitate at least some programmes to conduct in convergence with line departments
- √ Exposure to other successful centers is needed for Home Scientists
- √ For every three months at least one meeting for Home Scientists is needed
- √ The brand name ANGRAU foods should be given back for ANGRAU from Telangana
- √ There is limited budget for registration, licensing and marketing of the products developed by KVKs

Programme Coordinator,  
Krishi Vigyan Kendra,  
Utukur, Kadapa.

- Copy submitted to the Director of Extension, ANGRAU, Hyderabad for favour of kind information.
- Copy submitted to the Dean of Home Science, ANGRAU, Hyderabad for favour of kind information.
- Copy submitted to the Director, ICAR, ATARI, Zone-V, CRIDA campus, Santhoshnagar, Hyderabad for favour of kind information.
- Copy submitted to the Associate Director of Research, RARS, Tirupati for favour of kind information.
- Copy forwarded to the Programme Coordinators of KVK's of Andhra Pradesh for information.