

Value addition in Moringa

2019-20

Situation analysis/Problem statement:

Moringa is one of the major crops of Aravakurichi block, Karur district which occupies an area of over 2100 ha. Huge quantity of moringa is available during harvesting season time, and that time the moringa pods fetch low price in market. In order to overcome the price fall during harvest season, processing of moringa is taken up as an income generation activity. Based on this concept, ICAR KVK, Karur gave many training programmes on value addition in different plant parts of moringa such as leaves, flowers and fruits, to farmers, farm women and rural youth in Karur District.

Plan, Implement and Support:

ICAR KVK, Karur has conducted several training programmes to farmers, farmwomen and rural youth as per the details in the Table given below. A 5 days vocational training on the aspect of value addition in agricultural products was also given to farmers and farm women. Apart from training programme, a series of mobile advisory services on preparation of different value added products from moringa were given to trainees.

S.No	Date	Training Title	Place	No.of Participants
1	4.5.15	Value addition in moringa	Malaikovilur	51
2	3.7.15	Preparation of Moringa leaves satha podi	Kalathupatti	12
3	16.8.16	Preparation techniques for moringa leaf sathapodi	Mahadhanapuram	24
4	21.3.18	Value addition in moringa	Malaikovilur	13
5	14.5.19	Value addition in moringa leaf and its health benefits	Seethapatti	12
6	15.7.19-19.7.19	Value addition in agricultural products	Andipattikottai	15

Due to this effort, a Moringa farmer, Mr. V.Kannaiyan, Karungalpattii, Esanatham, Aravakurichi, Karur District who had attended the vocational training programme established a value addition enterprise with the technical support of ICAR KVK, Karur. He is a B.Com graduate,

who had worked earlier in private agencies for the past 15 years. He has 30 acres of land and is cultivating moringa only. Initially he was selling moringa leaves to domestic buyers in small quantities and at low cost. So, he tried to value add the moringa leaves in to Moringa soup mix. It has been proven to increase his income by 50-60 per cent. ICAR KVK, Karur conducted one frontline demonstration on dehydration techniques of moringa pod and its value addition in the year 2019-20. With the expertise gained from the FLD programme and the vocational training, he started preparing 9 types of soup mix from Moringa leaves, jamun seed, Aavarampoo (Senna) flower, and other value added products like moringa milk, moringa enriched millet balls, cookies, vallarai rice mix, as this venture required only little investment but gave good return.

Output:

Being a moringa growing area, the availability of major raw materials was not a problem and he could succeed in his enterprise. But now, the raw materials are mostly collected from his field and are being utilized for making value added products. He is earning an average income of Rs. 45,000/- per month from sales of various value added products. In addition, he has given employment to 4 farm women. ICAR KVK, Karur gave advisory on labeling the products for marketing. The products are being marketed in the name of “Yugas Naturals” through his own bakery cum hotel that is located at Andipattikottai on the National Highway 44 about 40 km from Karur towards Dindigul.