
Success Story of a Farmer Producer Company in Moringa value Addition Venture in Salem District

Malathi. G^{1*}, G. Anand², P. Kalaiselvi³, and R. Jegathambal⁴

¹Associate Professor (Horticulture), Krishi Vigyan Kendra, Sandhiyur, Salem, Tamil Nadu, India.

²Associate Professor (Agrl. Extension), Krishi Vigyan Kendra, Sandhiyur, Salem, Tamil Nadu, India.

³Associate Professor (Environmental Science), Krishi Vigyan Kendra, Sandhiyur, Salem, Tamil Nadu, India.

⁴Programme Coordinator, Krishi Vigyan Kendra, Sandhiyur, Salem, Tamil Nadu, India.

Corresponding author's e-mail: malathihort@gmail.com

Published on: August 31, 2023

ABSTRACT

Sarabanga Farmer Producer Company of Kadayampatti block in Salem District started a sales centre for selling organic inputs to the farmers of their own company. Turmeric powder is one of the major value added products of Sarabanga FPC since Salem and Erode is the hub of turmeric cultivation. The raw turmeric were dried for two days in the Solar dryer and then used for pulverizing without extracting oleoresin or oil. Apart from turmeric powder, this FPC also producing value added products from coriander, chilli and masala products like Sambar podi, mutton masala, chicken masala, moringa pod powder, moringa soup powder etc., With regard to marketing of the value added products of moringa, the company has sold the products of moringa to Uzhavar Shandies of Salem City, Sales center of their own inputs. If the market is expanded to other important places of domestic market and foreign markets as well, the nutrient and medicinal properties of Moringa will reach all the people soon.

For Sarabanga Farmer Producer Company of Kadayampatti block in Salem District was started in the year 2017 with the financial assistance of NABARD. A farmer, Ramalingam S/O Sengodan

studied only 10th standard from Sundakkapatti village of Kadayampatti block is leading the Company with ten board of directors who are actively involved in all the activities of the Company. They have started a sales centre for selling organic inputs to the farmers of their own company at Kadayampatti. They started to sell the organic produces like Trichoderma, Paecilomyces and organic pest repellents. They also ensure the availability of fertilizers like Biosuper, cattle feed, seeds of maize, sorghum etc., to the member farmers at a lower cost.



Thiru. Ramalingam – one of the directors of the FPC Sarabanga



Thiru. Ramalingam during meeting with State Agricultural Minister at Krishnagiri



Solar dryer established by the FPO for drying the products



Moringa leaf inside the Solar dryer



Dried moringa leaf to be taken for pulverizing to make powder



Pure moringa leaf powder of Sarabanga FPO



Sales outlet of Sarabanga FPC at Kadayamapatti



Mobile vehicle used for door door delivery of the products during Covid 19 General Lock down

Turmeric powder is one of the major value added products of Sarabanga FPC since Salem and Erode is the hub of turmeric cultivation. They are purchasing the raw turmeric directly from the farmers at reasonable cost without any middle man during March – April months. The raw turmeric were dried for two days in the Solar dryer and then taken for pulverizing without extracting oleoresin or oil. Then the turmeric powder is sent for marketing. Apart from turmeric powder, this FPC also producing value added product from coriander, chilli and masala products like Sambar podi, mutton masala, chicken masala etc.,

Regarding moringa, moringa leaf powder, moringa fruit powder and Moringa soup powder are the value added products of Moringa from Sarabanga FPC.

For moringa leaf powder, they purchase the leaves of organic moringa from member farmer of their own company. Using solar dryer, the moringa leaves are dried and take for pulverizing in separate dry pulverizer.

Regarding moringa pod powder, the company is purchasing the moringa directly fruits from the field of local farmers and similar to moringa leaf powder, the pods are also getting dried in the solar dryer after cutting into small pieces and then taken for powdering in dry pulverizer.

Regarding moringa soup powder, the spice products like pepper, chilli, cardamom, dry ginger, turmeric, cumin, clove and salt etc., are added to the dry moringa leaf powder. Here the addition of rice powder, maize powder are strictly avoided.

With regard to marketing of the value added products of moringa, the company has sold the products of moringa to Uzhavar Shandies of Salem City, Sales center of their own inputs, and to different cities like Chennai, Coimbatore, Madurai, Thiruvananthapuram etc.,. The company sold the products to the general public during Covid lock down period through door delivery system by using mobile vans also. If the market is expanded to other important places of domestic

market and foreign markets as well, the nutrient and medicinal properties of Moringa will reach all the people soon.

CONCLUSION

Since the horticultural produces are perishable and seasonal in nature, the market price was not decided by the growers because of involvement of middleman and retailers etc., in the marketing channel. So price fluctuations are much higher and the grower received very low prices only through sale of the produce as such. Hence value addition techniques were suggested by KVK and followed by the FPC which was very useful in doubling and tripling the net income of the growers as well as improving the net profit of the FPC.