



National Education Society®

(DIAMOND JUBILEE YEAR CELEBRATION)

**J N N College of Engineering, Shivamogga**  
Affiliated to Visvesvaraya Technological University

(Silver Jubilee Year Celebration)



**DEPARTMENT OF MANAGEMENT STUDIES**

**“Rural is Real”**

**A CONSPECTUS ON THE OCCASION OF**

***Malenadu Mela-2022***

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## Message from the President-NES

The natural and demographic advantages of Malnad region have enabled businesses and entrepreneurs to harness the potential of the rural talent, helping in local wealth creation and ultimately adding economic value connected with the larger economy. This has resulted in wider dispersal of economic and industrial activities, which helps in the maximum utilisation of local resources like raw material and labour productive purposes and mobilise rural savings, have helped in increase of rural funds. I strongly feel that Malenadu Mela is a perfectly-suitable avenue for the future entrepreneurs and leaders to understand and appreciate the opportunities, issues and challenges of business enterprises in the Malnad region of Shivamogga. I whole-heartedly congratulate Director-MBA and his entire team for recognising this need of the hour which may inspire the community to contribute to the development of Malnad- and thereby to strengthen our Rural India.



**Sri. G. S. Narayana Rao**  
President

## Message from the Secretary-NES

“The journey of a thousand miles begins with a single step.” Lao-Tzu

Very happy to learn that Department of Management Studies is bringing about a Collection of articles, “Rural is Real”

I would like to share words of appreciation to Department of Management Studies, JNNCE for this unique programme Malenadu Mela. National Education Society is one such temple of education where lives have been transformed and visions have been nurtured and pursued into fulfilled dreams. We are delighted to know that the Department of Management Studies has been taking all the strong steps towards the professional and academic development in its real sense which can happen only through such co-curricular activities.

JNNCE -MBA is always committed to ensure that our goal of enhancing the educational value of our diverse students is achieved. Our staff are always on hand to ensure that the welfare and academic aspirations of our student community are adequately addressed. Being a part of Malenadu region of Karnataka, it would be a part of our social responsibility of all of us to appreciate, document and disseminate the flavour of our nativity. Congratulations again!



**Sri. S. N. Nagaraja**  
Secretary-NES

## Message from the Principal

At the outset, let me congratulate wholeheartedly the Department of Management Studies for initiating the event, Malenadu Mela. I am really happy and feel very privileged to pen a few words on this special occasion. I came to know that the students of the department have conducted interactive sessions with a bunch of successful local entrepreneurs to know about the saga of business development. The success stories definitely inspire our students to understand the problems and prospects each of the enterprises which they have visited. Such opportunities motivate and empower our students to be lifelong learners and the productive members of the society. With this note, I congratulate the Director, faculty staff and students and wish them all the best for all their future endeavours.



**- Dr. K Nagendra Prasad**  
Principal, JNNCE, Shivamogga

## Message from the Dean Academics

At JNNCE, we believe that Higher Education is not just about attaining personal wealth and reward. It is also about personal fulfilment and development as well as about becoming active citizens who make a positive impact on society. This is why we strive to provide our students with experiential learning initiatives. One such activity is Malenadu Mela which not only gives the knowledge, but also gives an opportunity to transform with the positive skills that will empower the students. I congratulate the Department of Management Studies for creating this wonderful opportunity for the students.



**Dr. P Manjunatha**  
Dean-Academics

## Message from the Director-MBA

Malenadu Mela is a humble attempt of the Department to understand, nurture and promote entrepreneurial spirit among our students. I strongly trust that as one peruses the pages on this compendium, will gain some useful information about the various nuances of rural entrepreneurship. Malenadu Mela with a strong conviction that Rural is Real, is the result of untiring efforts of the faculty coordinators, all the faculty and staff as well as student fraternity. Students have taken part in this particular initiative actively. It is very important that the readers appreciate the same.

On behalf of the Department, I thank Management-NES, Principal-JNNCE, Dean-Academic for their unwavering support in undertaking all such activities in the department.

I would also like to mention the support extended by the entrepreneurs who have supported this activity, spared their valuable time, shared their valuable experience to enrich the young minds of our department. I wish you the very best in your educational, personal and professional development.

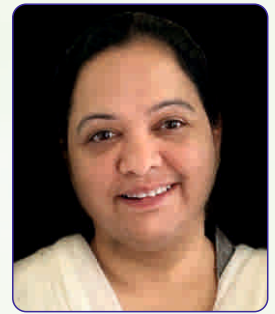


**Dr. C Srikant**  
Director MBA



## Editorial

Being the editor of Conspectus, 'Rural is Real', on the occasion of Malenadu Mela-2022 organised by the Department of Management Studies, JNN College of Engineering, Shivamogga, it has truly been an unparalleled joy and honour to pen the students' maiden efforts in interacting with successful philanthropists, businessmen and rural entrepreneurs. I am filled with gratitude for this opportunity.



I was thrilled to receive clippings of a candid and effective interviews with the business leaders from different places of Shivamogga, Davanagere, Chikkamagaluru, Sakharayapattana etc., Our students who were eager to know from the achievers and were equally excited in sharing the same with the faculty. I am indebted to our ingenious core Team of students who helped in compilations and editing within a very short span of time. Congratulations to the coordinators of Malenadu Mela, Dr. B.V Srinivasa Murthy and Dr. V Vikram without whom preparing this Conspectus would not have been possible. Last but not the least, I extend my deepest and sincere thanks to Director-MBA, Principal - JNNCE for bestowing me with this precious opportunity.

**Dr. Subhadra P. S.**



## Business beyond Business

Krushi Samskarana Sauhadra Sahakari Niyamitha, Kotegadde, Thirthahalli Taluk  
Sugama, Sangama, Sambrama (co-operative society)



### **Sir, please give an overview of Cooperatives**

Cooperatives are autonomous self-help organizations controlled by their members. If cooperatives enter into agreement with other organizations including government or raise capital from external sources, they do so on the terms that ensure democratic control by members and maintenance of cooperative autonomy.

We are an agricultural cooperative, an enterprise of a group of persons performing a common activity related to farming (cultivation, marketing, etc.) and who have got together due to their common problems like supply of inputs, etc. We support the farmers in many ways in processing and sales related activities. The various prominent products are, Papad made out of Jack fruit, Turmeric, Red turmeric, Coconut oil, Areca nut and Pepper.

It is a nonprofit organization established for the purpose of the betterment of the farmers.

### **Sir, please throw a light on Initial Investment,**

At the time of commencement of the society, we have collected Rs 100 per each member. Later, the government has provided Rs 8 Lakhs as subsidiary.

### **Sir, what are the benefits of the cooperatives?**

The cooperatives have inherent advantages in tackling the problems of poverty alleviation, food security and employment generation especially in rural areas. Cooperatives have immense potential to deliver goods and services in areas where both the state and the private sector have failed. They are the link between the rural producers and the market.



## How does it help the society? Please explain.

It is purely related to society's development it was started with aim of developing farmers our society is providing job for the women in rural area and helping farmers to get their work easy with minimum rate of expenses charges.

## Sir, kindly explain the future plans for the development

The simple plan is take initiative from the starting process of plucking of areca nuts from the tree to the end process of selling into the market and to take different kinds of inputs in different seasons to convert the raw materials to finished goods which is very helpful for rural people.

## Participation in fairs and events:

Society won't participate in fairs and events because it does not have any brand to attract the consumer. At year end society organize small functions for all Labors, Customers and Suppliers.

Thank you very much all the Dignitaries for enlightening us on the strength of Co-operatives in rural agri scenario.



B M Bangarswamy, Babitha D, Chaitanya H M, M D Akthar, Suhas S H with  
Sri. G. S. Narayana Rao and other dignitaries

# Charaka



“Women Empowerment through Employment. We thrive hard to contribute to rural development through rural entrepreneurship and rural employment opportunities.”

## **Namaste Madam.... Madam, could you please deliberate on the ‘The Beginning’ of Charaka**

I am extremely delighted to share about the humble beginning and the proud journey of our Charaka. Charaka is located at Heggodu, Sagar Taluk, Shivamogga District. It is well known for Ninasam (Nilakanteshwara Natya Sangha) a renowned theatre school that was started by K. V. Subbanna.

In the year 1994, a trust named “Kavi-Kavya” was formed. It was a literary and cultural organisation active in the village. A group of like-minded people ran it and it was they who started Charaka. It started with Kavi-Kavya organising training programme for the workers of Anganawadis (Government Childcare Centres) in the villages of Shimoga District, in the use of locally available cultural resources. The programme went on for a whole year and during that time, Kavi-Kavya activists travelled extensively through the rural areas of the district. They took pains to understand village life – lifestyle, languages, folklore, theatre tradition, agricultural practices, the skills/ art of artisans and so on.

In the process, they also understood the problem facing the people of this hilly region. The villagers had depended too much for too long on agriculture. This, paradoxically along with the growth in population, caused immense damage to the eco-system.

Kavi-Kavya decided to do something for the village poor. They set up a weaving centre on an experimental basis, in order to prove that handloom weaving can be viable and profitable on the Western Ghats region as there was no weaver community in the region.

In September 1996, Kavi-Kavya Trust handed over the entire infrastructure thus developed, to the women workers (30 at that time) and Charaka Society was registered.

Presently, Charaka has two processing units twelve retail outlets across Karnataka and has generated employment to hundred plus women.

## **Madam.. Please speak a few words on the Awards the organisation has got..**

Charaka has been well recognised by different organisations for its contributions. One of the prominent awards is 'Dasimayya National Award'. Which is given to the organizations and individuals who have made remarkable achievements in the field of handloom weaving are identified and given this award.



It's one of those rare awards that is given in honour of handloom weaving field which is ancient, traditional and supports self-dependence. And Charaka is very proud about it.

Please tell us regarding the Philosophy and values of the organisation...

Dear students.. we believe in nation development through self-development. "Women Empowerment through Employment. We thrive hard to contribute to rural development through rural entrepreneurship and rural employment opportunities.

### **Madam.. What are the other activities that Charaka undertakes?**

Charaka undertakes various social, cultural and philanthropic activities. For example, every year during January, we conduct a cultural festival called 'Charaka Utsava', where in artists from all over India participate. This festival goes on for three days. Every year the festival is inaugurated in the evening and begins with a cultural performance.

During the three-day festival there are several cultural programmes organized. In the evenings, there are dramas, light music, Yakshagana and other such cultural performances. During the day, there are seminars and discussions on contemporary literature, cultural and social issues.

During the festival we also give away awards called "Kayaka" awards to our employees. These awards are given on the basis of individual and group performance, disposition, attendance, productivity and most importantly quality.

### **What is the challenge you see as an entrepreneur, at this particular moment in time?**

Due to the Pandemic, the market for the products had suffered. There was a challenge to run the show during that time. However, the things are getting better very slowly. However it may take some more time to recover from this onslaught.

### **Madam.. please explain how it works**

We believe in developing ecologically sustainable industry. We belong to Malnad in Western Ghats. The Western Ghats region gets heavy rainfall. All the rivers that feed the Deccan plateau in the Southern India originate in these mountains. Malenaadu once boasted of lush green tropical forests and rainforests. In the distant past, there were always small, scattered agricultural populations deep in the jungles. However, the populations being small could live in complete harmony with nature. If the flora and fauna of Malenaadu has to be protected, it is through ecologically friendly productive activity. The development of handlooms by Charaka has proved to be an ecologically and economically sustainable industry in Sagartaluk.

Our workers, who are their own paymasters, draw a decent living wage. They give themselves a small bonus every year, eat subsidised food, have health insurance and take Home loans. They have a library and a cultural troupe. For all this Charaka is not sustained through donations, either foreign or Indian. Even the occasional government grant that charaka gets – as part of the rural development initiative – is less than 5 per cent of its turnover. Charaka is sustained through its own profits. Given the bleak scenario that exists in rural India, especially amongst handloom workers and handloom societies, this is no mean achievement.

## **Please speak on contributions on creation of rural employment opportunities**

We have De-Centralisation strategy in action. In an effort to provide job opportunities to more people, Charaka has de-centralised its processes. People get trained in Charaka on various processes and then they set up their own units in the comfort of their homes. The weavers, dyers or tailors need not travel too far to earn livelihood. Also, most of these workers being women, can balance work and household.

There are currently two tailoring units in Sagara one tailoring unit each in Genasinakuni and Hebbailu, exclusive Khowdi(quilt) unit and kida wear unit in Heggodu, 1 weaving unit each in Bhimanakone, Handigodu, Purappemane, Murkai and Ragi Hakkalu. An exclusive natural dye unit that specialises in Kasimkari (black) at Atwadi.

Apart from these villages that are within the same geographical area, Charaka also outsource weaving to different self-help groups, organisations and individual weavers outside the district. Naturally dyed yarn is supplied to units in Gajendragad, Mahalingapura, Davangere, Kerur etc and the woven fabric is bought from them.



Thank you very much Madam for sharing your valuable time and thoughts with us. It has really enlightened us. On behalf of all of us here thank you very much.



**Abhishek.TP, Ayush.D.Jain, Babita.D, Basavangowda.B.M, Chandana.K,  
Chandru.M.K, Jyothi. M. Y, Nandeesh.M.J, Neha. H.V, Surekha bhargavi. K.,S,  
Vaishnavi. R**



## Gulladiki Undi – “We believe in quality.”

Respected Sir,

Good morning,

Sir, we have come here to document success stories of food processing units. We request you to kindly interact and speak regarding sweets business.

### **Please share a few words on the inception and growth sweet business Sir.**

Our firm is Santhosh Sweets and it is located at Vidya Nagar, 7th Cross, Davangere. It was initiated in the year 1873. We produce and market Sweets and other food items. The popular sweet what we offer is Gulladiki Undi which is made of wheat, jaggery, oil, dry coconut and it is an organic hand-made sweet. It is popular all over India and people from different parts of the country have relished and appreciated the Sweets what we offer.

Gulladiki Undi basically a sweet which has been started by my ancestor Holeyamma when she came from Bijapur in 1873, she started preparing this sweet using wheat extract. We took over this business from past 8 to 9 years. Our sweets not only have demand in local he even had demand from all over India, we have exported this sweet to America, Switzerland too. We first exported his sweet around 90's when Davanagere cotton mill owner's son demands it from USA.

### **Please explain the process of preparing this sweet**

The process of preparing this sweet he said it will take time, so it's possible to prepare only 100 to 120 sweets per day. when my ancestors started this business, they used to sell 13 to 15 sweets for 1 rupee as the demand increased now we sell 1 sweet for 20 rupees.

It is purely a handmade sweet. We won't get the same taste if we prepare it using machine so we believe in preparing by his hand itself. To prepare this sweet around 6 am they we soak the wheat around 2 pm day before that. after taking out that wheat, they will extract milk from it. for that extract they will mix Rava and prepare that sweet. and the thickness of sweet depends on the season and weather.

### **Please share about the secret of business success**

The secret of his success is there's no best alternative for his sweet around locality in terms of the quality and originality. Even though we get an order for more than 500 to 1000 sweets, we will not accept for more than 200 as it takes time for preparing. Even though we get 900 rupees profit for his 2000 rupees of capital, we won't compromise the quality.

### **Sir, what is the ownership pattern of your firm?**

Ours is single ownership operating as the family enterprise. Looking into the legal ownership status of industries it brings out that the industries are registered under single ownership is remarkably higher among the all-product industries in each of the product groups of food- Industries. However, a large proportion of industries registered under the Shops and Establishment Act are also observed operating as the family enterprises. In all, the proportion of industries operating under a signal ownership.

## **Sir, what is the secret of your sustained Success?**

I feel, the quality of produce is an important factor in the operation or success of units, Moreover, Good customer service also matters. Customer service proves to be one of the most important keys to the success of the food processing units. Our reasonable pricing has also helped in of as another factor to continue the business in food processing.

## **Please emphasize on the problems, prospects, challenges and concerns in the food processing industries.**

Any business for that matter has always risks, problems and issues. For example, Problems Relating to Raw Materials may be related to high market price of Raw materials, The prices of raw materials are a major problem faced by food-processing units.

Lack of brand goodwill is another marketing problem which the small firms like ours are facing. It implies that our even though our product brand has received much public acceptance but is limited.

As the production quantity is limited to only 200 units per day, even if the business has expand, has its own challenges.

## **Do you use Advertising for your products?**

Not essentially, however, adequate publicity and mass media exposure is an essential ingredient for the smooth growth of an industry. It helps entrepreneurs to plan their activities in accordance with market trends, introduce goods to suit consumers' tastes and get consumers informed of their product through advertising. Any food-processing unit may require very talented and committed labour which is actually very scarce.

## **Do you have any idea of expanding your business?**

As of now, no plans of expanding our business as we believe in quality.

**Thank you very much. it was a great experience to have an interaction with you.**



**Justin S, Pranav Yadav. E.G, Rachana. RR, Sachin. SS, Sneha HG, Tejaswini, Varshini, Vinay.**



## **G and G Enterprises - “Opting for a Perfect Location is a Key!”**

The secret of his success is there's no best alternative for his sweet around locality in terms of the quality and originality. Even though we get an order for more than 500 to 1000 sweets, we will not accept for more than 200 as it takes time for preparing. Even though we get 900 rupees profit for his 2000 rupees of capital, we won't compromise the quality.

### **Sir, please share your thoughts about Packaged drinking water industry.**

Packaged drinking water can be constituted of mountain water, normal water, or spring water. Mountain and spring water are connected with mineral water. In the industry of packaged drinking water, flavored drinking water has gained momentum and has become the people's favourite. The packaged drinking water business encompasses purifying the water, bottling them to make them consumption-ready, and eventually selling them into customers' hands. Packaged bottled water is considerably convenient to carry, mainly for commuters, students, and workers.

### **Why is Packaged drinking water very prominent in today's world?**

The human body demands 4-7 liters of water daily to get freed of dehydration and the intact body system's extra dynamic functioning. Recently, the packaged drinking water business has paced up because of the ever-increasing health-related issues along with the unavailability of clean and purified drinking water for one and all. Thus, people prefer to have packaged drinking mineral water and thereby, accelerating the packaged drinking water business in the geographical boundaries of India.

It keeps their energy level boosting by hydrated them from time to time, irrespective of their proximity to the water supply. Blustering air, land, & water pollution has severely affected our mother earth and people living on the earth.

### **Please share about your business firm.**

G and G Enterprises is located at Gouthampura, Sagar Taluk. And we produced packaged drinking water Bottles. We started the business with 20-30 lakhs as initial capital. As all the processes are mechanised, we operate in the production space: 2000 square feet.

### **Please speak about your sales turnover.**

Our brand is Aqua pure. We have the turnover of 10 lakh per month. And our Sales coverage is places in and around Shivamogga. We have the Production capacity of 15,000 to 20000 litre per day.

### **Sir, do you have online presence?**

No.

### **Kindly explain regarding the process**

We use the water bottle making preforms consist of 13.2 gram per bottle. We use the plant and machinery like sand filter, carbonated filter, Jumbo filter tank, ultra violet pump, Packing and water filling machines.

The steps involved in the composition of packaged drinking water rely on the position of the source water. The condition of source water illustrates the treatment necessitated. Treated water should get bottled in filtered bottles with a description displaying the details of price, expiry, composition, quantity, etc. A semi-automatic plant or a fully-automatic plant can be installed depending on the scope of production.

### **What are the challenges that you face in your business?**

Firstly, Getting Licence from government is a very tedious process. As well as unavailability of the workers. It is found that the Product demand is fluctuating. High demand in summer and low demand in Rainy season. One more challenge in making the balance between the demand and supply of water bottles. Accepting Bulk orders is possible only when there is the availability of stock.

And the other challenges faced by Packaged Drinking Water Business are,

Firstly, Technical information concerning machine handling, water testing is a requisite for the staff. Hiring them is an expensive matter, and so is enlightening them with proper training is very much required. Secondly, the packaged drinking water business is reliant on perpetual power up to a great extent. So, orders for generator sets should be done to ensure operations during power interruptions. Thirdly, diverse weather conditions hit the availability of water, and its quality, so take additional care throughout the summers & monsoons. Fourthly, business of packaged drinking water is susceptible to cyclic inspections in order to observe water quality and hygiene conditions. The fifth and most important is the packaged drinking water business requires higher capital for the establishment of a plant, hire a particular job location, transport water, procure vast machinery, and conduct maintenance repairs.

### **What are the future plans?**

We have a vision to diversify our projects. We are planning to initiate manufacturing, processing food and Beverages.

Distribution is carried out through the distributors. Price per unit has been ₹4.5. And the Profit Margin has been ₹4 to distributors and ₹2 for company.

### **Sir, what factors you considered for selecting the location for water processing in Ananthapura?**

Opting for a Perfect Location is a Key!

Select a location within a proper strategy by studying numerous factors such as a water source, transportation distance to the market, along with the affordability part linked with a space wide enough to lay up large water tanks, availability of the space, and, most importantly, an unending supply of power. You need to ensure that the location picked has ample space for transporting water tankers.

Ascertaining an Appropriate Water Source is Crucial. An uncontaminated water source is essential for the progress of the business of this sort. The source of water could be seawater, municipal supply, surface water, boring well water, or various sources in which treatment is obtainable.



## Sir, how would you consider costing factors?

Identification of Bottle Suppliers is to firstly considered. The worth of bottles purchased for filling water is one of the substantial costs incurred in the trade of bottled water. Hence, to achieve significant profit margins, focus on diminishing the expense of bottles. Get a supplier who furnishes bottles for an amenable price with high-grade quality.

Machinery Acquisition is the next investment. The machinery for packaged water drinking business depends solely on the scale on which you will be advancing for the composition. The general machinery required is a generator, tanks, sealing machines, bottle filling, labeling, treatment machines, filters, testing tools, and water filtering chemicals. To ensure cleanliness as well as safety, the bottles should be rinsed and disinfected. It can be executed manually with the aid of warm water for small scale water plant units but requires to get automated for medium and large-scale units.

Staff Hiring is the third major cost that is involved: Hiring competent machine operators, water testing individuals, and salespersons are pivotal to drive the business venture. Minimum staffing for packaged drinking water business unites a trained and well-equipped expert for water testing, production helpers, machine operators, sales manager, supervisors, drivers, and cleaners. Packaged drinking water business involves numerous activities and might have obscured processes depending on the water purification procedure.

Obtaining the Requisite Licenses and Permits requires some costs. After getting the business registered, licenses, and permits on settling a water plant, the acquisition of water, selling them, as well as approving water safety is required.

**Thank you very very much Sir your valuable thoughts and time.**



**Brahmananada.HR, Karthika.N.Raikar, Kumara.S, Laxmidevi.TG, Madana.KS,  
Ramanath.A.Prabhu, Saraswathi.TG**

# Nature Grants



## **Sir, please talk about the firm**

It is a Jack fruit pulp factory that we started in the year 1995 and the predominant business is to process and distribute Jack Fruit Pulp.

## **Sir, please share a few words on Fruit Pulp Process**

When one form of food is transformed to another form of food involving industrial method to make it convenience food, that process is known as food Processing. Depending upon the complexity of industrial method, processing is categorized into primary, secondary, and tertiary processed food. Fruits and vegetables are perishable in nature having shelf life less than a week if kept unrefrigerated condition. Also there are currently high post-harvest loss for fruits and vegetable due to lack of required storage condition and space constrain, hence it is highly desirable to process fruits to retain their shelf life and also to reduce the size of product which in turn reduces the cost on transportation of bulk fruit and storage area requirement.

One such product of fruit processing is fruit pulp. Fruit pulp solid mass obtained by extraction or pressing fruits or vegetables. Pulp is categorized basis their storage condition, i.e., in powder or liquid form. In liquid form they can be used as either brine, syrup, or water form. Due to food preference of customer, frozen pulp is also in great demand as all inbuilt nutrition are retained.

## **How is Fruit Pulp Processing conducted?**

Fruit pulp production line incorporates different steps without which no fruit pulp industry shall be considered complete. The first step in the pulp process is Raw Material Reception- Raw material are received in the facility, which are weighed and evaluated in terms of quality.

The second step is Sorting & Grading for preselection – Here Quality checked product are transferred to sorting and grading area where products are sorted and graded basis their size, colour, dimension, quality and other such physical parameters.

Washing & Sanitization is the third step that ensures that incoming fruits are full of farm dust and foreign particle clinging on the outer surface that they can be source of physical contamination. Also chemicals and fertilizers used during farming can be chemical contamination. To remove all sort of



possible contamination, it is important to thoroughly wash and sanitise the fruits before moving forward to processing.

The next process is Raw Material Maturation – The graded and sorted cleaned product is then moved to maturation or ripening unit where the unripe or raw fruits are left for ripening. Ripening room have attached ethylene generator that facilitate the ripening process along with maintaining temperature and humidity. During maturation, there is generation of carbon dioxide which need to be also regularly remove from ripening chamber to prevent increase in toxicological level.

Pulp Processing is the fifth step that involves, Peeling & Cutting– Before extracting the pulp, fruit is peeled and chopped into smaller desired pieces, to facilitate destoning and crushing process. Next is, Destoning– In this step, fruits containing stones also known as seed and heart are removed from fruit. Many fruits have seed that when crushed may release sour or off flavour to the pulp which will be highly undesirable. And Crushing– The chopped and destoned fruit is then moved to crushing machine where the fruit is crushed via fine and course crusher or screw type injector.

Pasteurization and homogenization is done by giving heat treatment, all present microbial contamination causing agents can be deactivated, which will in return increase the shelf life of product. The pasteurized product is then either cooled down and filled in case of normal condition or is directly hot filled in aseptic condition for aseptic filling.

Lastly, proper Storage has to be done- Having optimal cold storage condition for finished product is important to prevent any sort of nutritional and characteristic loss and to prevent microbial contamination.

### **Sir...Please tell us about your initial capital investment**

The initial capital was 25 lakh. Along with doing job in Bangalore we started to save our salary for investment, With my friend partnership we started business. In the earlier stage it was very difficult to manage but later on we came back with the higher returns.

### **Please convey regarding the turnover of the business**

Normally, the turnover is 1 crore but due to this COVID pandemic we could not reach our target. In following years we are trying to increase our sales volume. As it is a perishable product we are facilitated with cold storage.

### **Sir, what are your views on Competitors?**

As of now we are concentrating on B to B. And therefore, we are not competing much with the other brand products. But still, we have competitors like areca nut, banana, coffee producers.

### **How does it help the society? Please explain..**

We are purchasing bulk jackfruits from our local or regional farmer's with reasonable price. And as it is a labour oriented business, we are providing more job opportunities for our village people. And also encouraging farmers to plant more trees.

### **Sir, please explain the future plans for the business**

We are planning to upgrade a jackfruit products like cake, chocolates, biscuits ,holige .... For this sir we are planning to procure more plant and machinery. In off seasons we are doing business with other fruits like sapota ,pink guava, litchi and strawberry. And our target is to reach outside country by exporting more products.

### **Participation in fairs or events**

We have participated in many melas where our product has been published or advertised. With this we are getting opportunities to collaborating with MNC companies from Bangalore.

**Thank you very much Sir.**



**BM. Bangaraswamy, Bhoomika Saasnur.M, Chaithanya.HM, Meghana.MR,  
Mohammed Akthara, Wilma Miranda.**





# Shri Guru Siddarameshwara Puffed Rice Industry

## Respected Sir, please share about the firm

Shri Guru Siddarameshwara Puffed Rice Industry is located at Urgadur Near bypass road, Shivamogga District and the proprietor is Sri Chandrashekar. It is a Puffed Rice Industry. Puffed Rice a popular ready-to-eat snack product is obtained by puffing milled parboiled rice. In the traditional process rice is gently heated on the furnace without sand to reduce the moisture content slightly. It is then mixed with salt solution and again roasted on furnace in small batches with sand on a strong fire for a few seconds to produce the expanded rice. Rice expands about 8 times retaining the grain shape and is highly porous and crisp.



The rice is soaked in salt water to increase the moisture to about 20%. The moist rice is introduced into a hot vessel at about 250-275 for 30-40 seconds. The rice puffs suddenly. Dryers, Roasters are the major machinery what we use.

## Sir, please share about the capital investment and the Turnover

We started with the initial Capital of Rs. 1,00,000. The firm has employed 12 workers

The Turnover of the Business in Sales Value and Volume is 30,00,000 p a

## Sir, which is the market for your organisation?

Friends, Area of Operation/Sales Coverage/Markets covered are Shivamogga, Honnalli, Nyamathi, Bhadravathi

## Who are the competitors?

Majority of Competitors are from Davanagere region as Puffed Rice is very prominent in Devanagere District.

## How do you market your product Sir?

We have direct contact with whole sale buyers, Also the customers contact us through Telephone and WhatsApp. However, we do not have online sales transactions.

## Sir, please explain the process of processing Puffed Rice

It is lengthy delicate process where rice grains are slow roasted with sand in huge iron kadai (wok) with lot of patience keeping the heat very slow so that the rice grains do not burn. Puffed rice has greater volume than regular rice but is less in calories which means that given equal sized servings puffed rice will have fewer calories than rice. Puffed rice is used to make bhelpuri and snacks and for other needs.

Puffing of food is done by using high temperature, pressure, or extrusion. In puffing process expansion of seed is carried out and at that period the vapor pressure escapes through the micropores of the grain structure due to high pressure or thermal gradient. There are different methods of puffing viz. dry heat, sand and salt treated, hot air popping, gun puffing, popping in hot oil, and microwave heating. A wide range of cereals and millets used for puffing such as rice, wheat, corn, sorghum, and ragi.

**Thank you very much Sir.**



**ROASTER MACHINE**



**PACKING MACHINE**



**Brundha.M, Divya.HN, Shreya.S, Sneha.S, Spoorthi.K.Davangere,**



# Sharnya Home Products

## Jack Fruit Papad



### **Sir, kindly introduce yourself and about your business**

I am Srikanth, we produce and market Halysinakayi Happala, i.e., Jack Fruit Papad

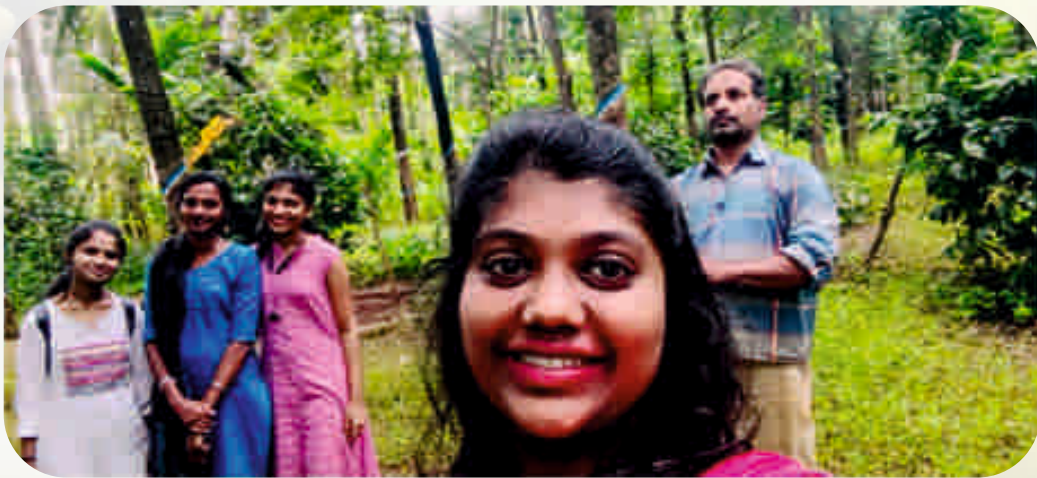
Halysinakayi Happala a seasonal product well known around the Malnad regions prepared by us is a basically from the Sagara a town in Shivamoga where we have set up our own small business.

We started this business a year back, as the demand increased now we expanded it by taking loan and named his Business as Sharnya Home products.

We have a current plan of preparing around 10000 pappads this year. Since jackfruit is seasonal fruit. We further has an plan of expanding his business in future if we get orders in bulk. since then has a profit margin is up to 50%.

Currently we have not hired labour working in our business. We believe that we ll set up big business as soon as we expand our business.

**Thank you very much Sir.**



**Aishwarya.N, Aishwaryalaxmi.SD, Amulya Kumar , Bhavana CS, Meghana SD.**



# THE FLAVOUR MAGIC

## HONEY PROCESS



I am Adhithya Nayak, the owner of "The Flavour Magic, Honey cultivation", I started this business of Honey from my own interest. I am pursuing this business from past two years in Koppa.

I started my business with initial capital of ₹ 1,00,000 and with the involvement of two to three members.

The profit of the Business is 2,00,000/- to 2,50,000/- annually. The main branch is in Koppa and Shivamoga. Our products are

available in also Online platform & also from Facebook Instagram & also from website [The\_flavour\_magic]

Honey extraction is the central process in beekeeping of removing Honeycomb so that it is isolated in a pure liquid form. The extraction of honey per month is 200kg. The price of the honey per 1kg is around ₹ 600 to ₹ 850. We collect 8kg of honey in 1 year from Honey box.

Running a Honey business is difficult in rainy season since we cant extract the honey easily in this season. The speciality of this honey is they won't mix any sugar content & it doesn't contain any type of chemical It's very pure and organic honey and increase Pollination on area from Honey Cultivation.

The demand of the product is Huge at Festival seasons & They will accept bulk orders

The future plan of business is that creat aware about Honey harvesting & enlarge there own business Opportunity for the business is very well known at Malnad region



**Asiya Banu, Darshan Kumar MV, Faisal Ahmed, Gagana KS, Kavitha KN,  
Keerthana G, Neha.M, Mughnain, Koushik.S.**



# V Tech Enterprises

**“I received lot of criticism, obstacles in the initial stages of innovation. I was so tenacious that he didn’t look at anything other than main motto of helping the farmers to overcome their problems.”**

## **Kindly deliberate on the Glorious Journey from The Roots**

In the region of malenadu, Farmers found their livelihood in the Arecanut crop. But as the years passed, the problems slowly started growing up and farmers who are completely depending on the crop got more bitter than sweet. At first, the problems faced by small and medium scale landowners/farmers was scarcity of labours for processing of Arecanut. Also adding to their woes was the fluctuation in the rates of Arecanut. These all slowly resulted in giving up mindset of farmers, since there was no appropriate rate for the crop grown. Young people who were witnessing this, started moving towards cities, from villages. This increased complications in the homes of the cultivators.

I predominantly hail from agriculture family, carefully observed all these predicaments, and I was determined to find full stop for the same and started working towards Arecanut dehusking machine right from the days of his studies in the year 2001-02. I received lot of criticism, obstacles in the initial stages of innovation. I was so tenacious that he didn’t look at anything other than main motto of helping the farmers to overcome their problems. I had to work round the clock to achieve his goal, visited cultivator’s home often to finetune my creation and finally delivered Arecanut dehusking machine which is of great quality and beneficial to farmers.

I had interests in various domains, found purity of water of river Tunga [as said in puranas, Ganga snana, Tunga paana] is sky-high and with the intention of spreading the taste of the water across the country, established “Ibbani” which is pure water supplying Industry. It has its own fame and demand, popular across the state.

We the V-Tech Engineers company, which got Accreditation from government of India in the year 2007, haven’t restricted ourselves to Arecanut dehusking machine, but have spread our horizons by successfully inventing Arecanut bunch separator, Gorabalu polisher, Pepper separating machines and several more farmer-friendly and farmer-centric products.

Numerous people have started their own business in the rural regions. For those kinds of people, getting imported equipment was only through some import companies in the big cities. I was travelling to foreign countries to buy the basic machineries for his company, scrutinized the circumstances and brought in the machineries which were needed for the functioning of such rural business. With the intention of encouraging people having such rural business, we established “Kuntavalli Industries Private Limited” (KIPL) and got the import licenses for it. Through the company, we not only imported the equipment needed for our company but also imported construction equipment from abroad, modified it according to the local market needs and sold to the needy people, thereby started the process of Trading. Responsibility of delivering the needed equipment to the people on-time lies on our



company. Since, I have technical knowledge on machines, I have made sure that imported machineries are defect-proof.

We recently established “Ibbani food industries” (IFI) with the objective of reaching out Malenadu food varieties which has demand across the state for its purity. Several tasty recipes prepared using vegetables and fruits grown through organic farming are introduced into the market with the name “Malenadu Ibbani”.

With the purpose of reducing the pollution and its ill effects on human health, investing all his education experience into the advantage, we have taken a stride ahead and have established a public limited company called “V-Tech Auto Motors Limited” which manufactures pollution free, battery-driven vehicles. In the first stage of it, two wheelers have been manufactured and is in the phase of getting green signal from vehicle department of Government for the sale.

In the continued part of inventing agriculture-centric products, Arecanut-Tree climbing machine invention is in progress by our company founder, Vishwanath. It will be available to the society in few days at inexpensive rate.

Our company started with 1 employee but now its giving employment to around 150 people thereby reducing the Unemployment rate in the rural areas and its credits goes to none other than Vishwanath and his dreams.

As a result of this, the percentage of young people shifting to cities for employment has seen a reduction rate and the same set of people who are working in our company has been successfully serving our company and spending some of their time happily on agriculture fields. Vishwanath is content about his precious contribution for the society.

Likewise, by not restricting themselves into single domain and spreading their roots in providing solution to all the basic problems and facilities of the people, V-Tech Engineers has successfully completed 12 years.



Areca Nut Husking  
Machine



Areca Nut Bunch  
Remover



Adithya, Nithin.MC, Sanidhya B, Shivani K, Suhas SH

# "Malenadu Mela" -2022

"Malenadu Mela" - Rural is Real, is a one-day management event on 30th June 2022, organized by the students of Department of Management Studies, JNNCE Shimoga. The objective of holding this event is to expose students to understand the rural business model and potentials in Malenadu region (Rural Market). This mega event helps in understanding rural business opportunities, enhance the skills etc.

This event exposes the students to Rural Market, Agri Market, Brand Building, and Promotional activities in the Malenadu region. Students are actively involved in organizing and coordinating the events like exhibitions cum display kiosks of rural produce, artifacts, antique products variety of fruits, and other eateries available from Malenadu region. During this Mela, the college provides stall facilities to rural entrepreneurs, Self Help Groups, and small rural artisans free of cost to display and promote their products.

The above event is open to commerce and management students in and around Shivamogga region to explore the rural business opportunities and potentials in Malnad region of Karnataka.

In Commemoration of Malenadu Mela, this Conspectus is the documentation of the interactions of our students with rural entrepreneurs.



Dr. B.V. Srinivasa Murthy  
Asst. Professor,  
Department of Management Studies, JNNCE

Coordinated by :



Dr. V. Vikram,  
Asst. Professor,  
Department of Management Studies, JNNCE