

**SUCCESS STORIES FROM FARMER: Under the NADP scheme 2014-15 “Establishment of  
“Regional Dairy Entrepreneurs Training Facility (RDEF)” at Veterinary College and  
Research Institute, Orathanadu, Thanjavur**

**Year: 2014-15, Project Outlay: Rs.171.50 lakh**

S.No.	Components	Details
1.	Name of the Farmer	Mrs.A.Chithra
2.	Address	
	Village	Sorakottai,
	Districts	Thanjavur
	Post	Sorakottai post
	State	Tamil Nadu
3.	Conduct details	Mrs.A.Chithra W/o. Mr.Amithaligam, Main Road, Sorakottai (post) Thanjavur Taluk 9943463132
4.	Details of the farm (Size, location, water availability etc.,)	Dairy entrepreneur
5.	Membership in Self-Group Producers Cooperative / Company, Cooperative Societies etc. (Give details)	Kamarajyar Magaliar Group
6.	Name of the Central / State Government scheme utilized by the farmers and the period	NADP- Regional Dairy Entrepreneurs Training Facility (RDEF)” at Veterinary College and Research Institute, Orathanadu, Thanjavur
7.	Technologies / Good agricultural practices / Facilities / Benefits obtained with detail	Attended Milk Beverages training conducted under NADP-RDEF scheme for 5 days in which following products preparation were trained – flavoured milk, carrot milk, beetroot milk, milk shakes, Jigarthanda, sterilized milk and smoothie.
8.	Details of result obtained due to adoption of technologies (Season wise, Crop grown, techniques adopted, result achieved etc.,)	Milk Beverages marketing
9.	Marketing strategies – Asses to	Suppling milk beverages (flavoured milk and

	market (through Cooperatives, Private Conduct farming etc.,)	masala butter milk) to the local retail shops
10.	Factors contributing to success	Trained under Regional Dairy Entrepreneurs Training Facility located at Dept. of LPT, VCRI, Orathanadu.
11.	Any other relevant details	Selling 50L / day

**Mrs.Chithra, Surakkottai beneficiary stall ( Enriched Milk Products ) at Kumbakonam during Mahamaham festival Feb 13 – 22, 2016**





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S.No.	Components	Details
1.	Name of the Farmer	Mr.K.Siva sankar,
2.	Address	
	Village	Pullavirayan Kodi kadu
	Districts	Thiruvarur
	Post	Pullavirayan Kudi Kadu (post)
	State	Tamil Nadu
3.	Conduct details	391, New Street, 61 Pullavirayan Kodi kadu (post) Mannargudi Taluk 9884887979
4.	Details of the farm (Size, location, water availability etc.,)	Dairy entrepreneur
5.	Membership in Self-Group Producers Cooperative / Company, Cooperative Societies etc. (Give details)	Nil
6.	Name of the Central / State Government scheme utilized by the farmers and the period	NADP- Regional Dairy Entrepreneurs Training Facility (RDEF)” at Veterinary College and Research Institute, Orathanadu, Thanjavur
7.	Technologies / Good agricultural practices / Facilities / Benefits obtained with detail	Attended Cultured dairy products preparation training conducted under NADP-RDEF scheme for 5 days in which following products preparation were trained – curd, butter milk, masala butter milk, shrikand and smoothie.
8.	Details of result obtained due to adoption of technologies (Season wise, Crop grown, techniques adopted, result achieved etc.,)	Cultured dairy products marketing
9.	Marketing strategies – Access to market (through Cooperatives, Private Conduct farming etc.,)	Supplying sachet packed curd and butter milk to the local retail shops
10.	Factors contributing to success	Trained under Regional Dairy Entrepreneurs Training Facility located at Dept. of LPT, VCRI, Orathanadu.
11.	Any other relevant details	Selling 60L/day