



वित्तीय सेवाएं विभाग
भारत सरकार



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KALYANA SAMPADA

From Karnataka's Heart to the World

VIJAYANAGARA DISTRICT

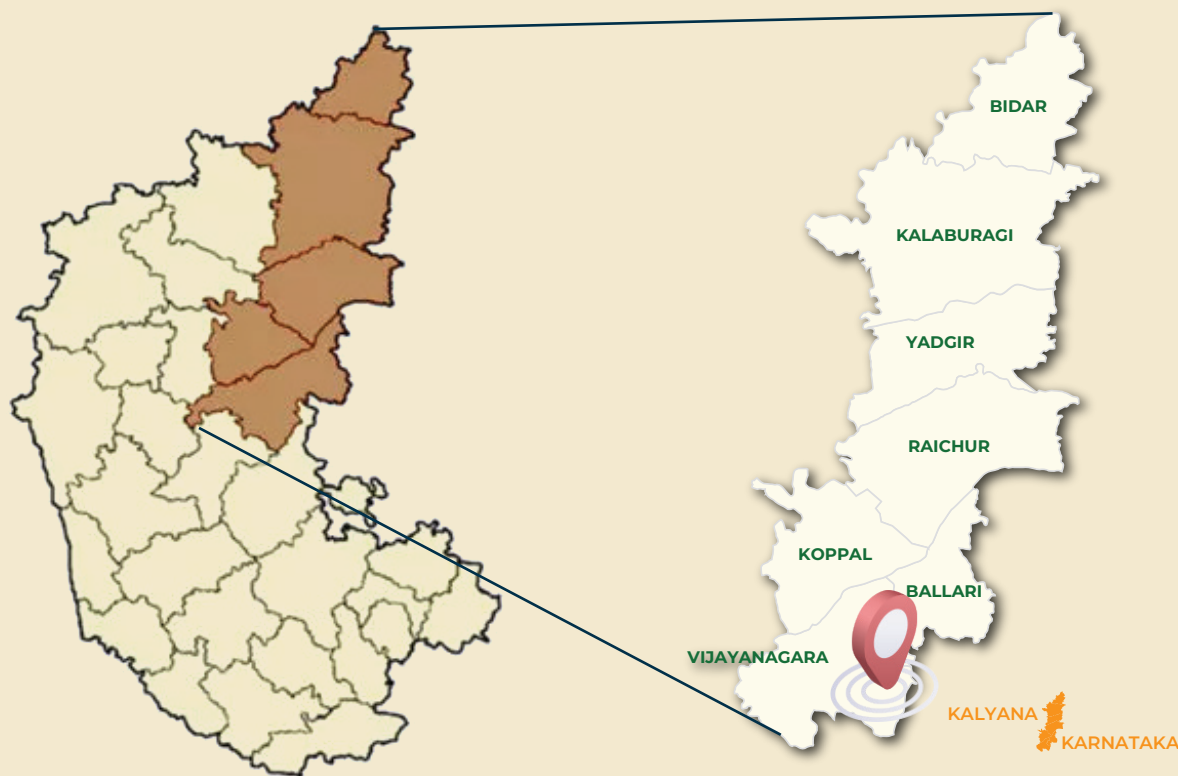
EMPOWERING FARMERS

THROUGH GROUNDNUT & TAMARIND PROCESSING

Project supported by MPLAD funds of Hon'ble Union Minister for Finance and Corporate Affairs Smt. Nirmala Sitharaman.



BACKGROUND OF THE PROJECT



This project aims to train Self-Help Groups (SHGs) and farmers through FPOs to enhance value addition to their agricultural produce. Vijayanagara district's Kudligi Taluk lies in one of the driest regions of southern India, receiving very low rainfall. Most farmers here are small and marginal, cultivating crops such as groundnut as a key source of livelihood. To address this, the **project focuses on adding value to groundnuts by producing items like peanut butter, salted peanuts, and chikki**. Groundnut cultivation in Vijayanagara spans nearly 55,000 hectares, giving this initiative the potential to benefit a large number of farmers. With an annual processing capacity of 400 MT of groundnuts, the center directly benefits 575 farmers and indirectly supports over 1,500 farmers.

Another distinctive feature of Kudligi Taluk is the abundance of tamarind trees along farms and roadsides. Traditionally, women process harvested tamarind using rudimentary methods, sitting under trees and employing stones or other crude tools. This project seeks to modernize that process by introducing technology to produce tamarind pulp and deseeded tamarind in a hygienic environment, thereby improving quality and increasing market value. Under the **MPLAD scheme, Hon'ble Union Minister for Finance and Corporate Affairs Smt. Nirmala Sitharaman** allocated funds for establishing a Farmers' Training and Common Facility Centre (CFC) for agro-processing along with NABARD. Karnataka state government has supported this project by allocating land in Kasapura village of Vijayanagara district. Together, these efforts will enable both groundnut and tamarind value chains to thrive, while also strengthening Farmer Producer Organizations (FPOs) with marketing support. At present, the unit is designed to process about 200 MT of tamarind annually. In the long run, the project aims to train farmers in modern food processing techniques and promote unique local products from rural India to national and international markets, creating sustainable livelihoods and fostering inclusive rural development.

WHY VIJAYANAGARA?



HIGH PRODUCTION

Groundnut cultivated over 33,608 ha, yielding 31,053 MT



STRATEGIC LOCATION

Excellent connectivity via NH 67, NH 150A, and Hosapet Junction



AGRO-CLIMATIC SUITABILITY

Semi-arid climate with red loamy and black cotton soils ideal for groundnut and tamarind

THE PEANUT & TAMARIND PROCESSING CENTRE AT KASAPURA

Supported by **MPLADS** fund from **Hon'ble Union Minister of Finance and Corporate Affairs Smt. Nirmala Sitharaman** and **NABARD**. The centre is designed to:



Process **400 MT of groundnut** and **200 MT of tamarind** annually



Produce **peanut butter, salted peanuts, chikki, deseeded tamarind, tamarind pulp, and seeds**



Train **FPOs, SHGs, and rural youth** in **agro-processing and entrepreneurship**

PROCESSING CAPACITY

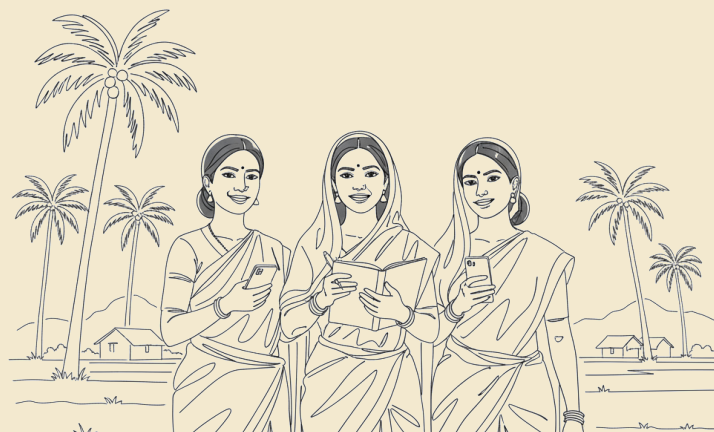


600 MT/YEAR



Out of 885 members in the FPO

 **160**
are women



INSTALLED CAPACITIES



PEANUT BUTTER
50 KG/HR



SALTED PEANUT
50 KG/HR



CHIKKI
45-72.8 KG/HR



TAMARIND PULP
30 LITRES/HR



QUALITY & SHELF LIFE



TESTING

NABL-accredited
lab at UAS Raichur



SHELF LIFE

Peanut products: **6-12 months**
Tamarind pulp and deseeded
tamarind: **12-18 months**



MARKETING AND BRANDING STRATEGY

The centre adopts a multi-channel marketing approach:



LOCAL SUPERMARKETS

Reliance Supermart (Hosapete),
VA Hypermart (Koppal), Focus Mart



DIGITAL PLATFORMS

ONDC, JioMart, BigBasket



EXPORT POTENTIAL

Peanut butter: USA, South Korea, Philippines, Canada
Tamarind pulp: Europe, Middle East, USA

PRICING



PEANUT BUTTER

₹120/500 GMS



CHIKKI

₹30/100 GMS



TAMARIND PULP

₹165/LITRE



TRAINING AND CAPACITY BUILDING



TRAINING CONDUCTED AT

- Sahyadri Farms, Nashik
- UAS Raichur



TOPICS COVERED

- Processing techniques
- Hygiene and packaging
- Branding and export readiness



FINANCIALS AND IMPACT



Total Project Cost

₹435
Lakhs



Expected Annual Revenue

₹740.92
Lakhs

A MODEL FOR INCLUSIVE GROWTH

The Vijayanagara processing centre is a model for rural industrialization, combining infrastructure, training, and market access. It empowers farmers, reduces post-harvest losses, and creates sustainable income opportunities.



VOICES FROM THE FIELD

“

We learned how to make tamarind pulp and pack it hygienically. Our SHG will now supply to stores in Hospete and Koppal”

- BORAMMA, SHG MEMBER, VIJAYANAGARA



