

TITLE OF THE SUCCESS STORY – 01:

An Enterprise of Home Scale Virgin Coconut Oil Production – a premium product for health-conscious consumer.

FARMER DETAILS :



Mrs. Fatima Pereira, 198/6,
Calwaddo, P.O. Corlim, Goa – 403110
Contact no. 7350584676

DETAILS OF SUCCESS STORY:

BACKGROUND:

Mrs. Pereira a resident of Corlim village runs a successful home scale enterprise by Virgin Coconut Oil Production. She started the business in 2014 – 15 and today is eager to expand and step into value addition. Mrs. Pereira attended training in KVK during 2014 and tried VCO preparation using scrapping coconut by hand and going through the tedious process of making the oil. The turning point came after she attended exhibition organized by agriculture department in Margao where she sold the product and got confidence to enter into this enterprise. Today she makes 70 liters oil per month and sells through the pharmacies and private medical practitioner and she gets Rs. 350 per liter as net profit and Rs. 25,000/- monthly. Making the oil is viable and can be taken up as sustainable business. She has her own brand VITA which is sold at Rs. 1000/- litre. Her future plans is to go in for making soap and also increase the sale for which she will approach Goa Bagayatdar after increasing the production 100 litres per month.

INTERVENTION PROCESS:

Value addition in coconut can be easily taken up as lot of coconuts available in Goa. Due to the health benefits of Virgin Coconut Oil this technology was popularized.

INTERVENTION TECHNOLOGY:

Production of VCO through Hot Process was standardized by ICAR – CPCRI, Kasaragod, Kerala and popularized by ICAR – KVK, North Goa, ICAR – CCARI, Goa.

IMPACT HORIZONTAL SPREAD:

Training was given to more than 200 farmers and other stake holders during 12 training and among which 01 started at home scale and other two have started at commercial scale.

IMPACT ECONOMIC GAINS:

She makes 70 liters oil per month and sells through the pharmacies and private medical practitioner and she gets Rs. 350 per liter as net profit. In a month she gets around Rs. 25,000/-. Making the oil is viable and can be taken up as sustainable business. She has her own brand VITA which is sold at Rs. 1000/- litre.

GLIMPSES OF SUCCESS:

