

VALUE ADDITION AND MARKETING OF PASSION FRUIT THROUGH SHG - A NEW VENTURE

Availability of passion
fruits and lack of
knowledge
on value addition

KVK Kodagu
Intervention with
SHG

Successful adoption
of technology
by SHG

Production
Process

Upscaled Marketing
through Rural mart
(Financed by
NABARD)



Training programmes : 22

No. of Participants: 870

No. of Exposure visits : 12

ECONOMIC IMPACT

Products	Average no. of bottles produced per year (750 ml each)	Gross Expenditure	Gross income	Net Income
Passion fruit Squash	8325	832500	2081250	1248750
Juices	2125	85000	212500	127500
Wine	5000	350000	850000	500000
Jam and Jellies	625	50000	78125	28125
Net income of 25 members per year (Rs.)				1904375
Net Profit per member per year (Rs.)				76175

