

Prakriti: Frozen fruits and vegetables from Ganjam



This is the story of Sri Ramachandra Sahoo, an Young and energetic and educated entrepreneur and owner of “Bhoomi Agro Processing and Co” of Village Hinjilapalli, Block- Rangeilunda 35 kms. from the District headquarter Ganjam. Sri Sahoo came in contact with APICOL in the year 2018 when he thought to start entrepreneurship in Horticulture sector. He had a vision to forecast the profitability by linking the storage of the perishable commodities to the market through the value added chain. For this the only thing he initially had, was the barren land. He conducted a base line survey of surplus production of sweet pea, sweet corn, baby corn, fruits and vegetables in nearby localities like Aska, Hinjilicut, Buguda, Balugaon and Rambha area and demand supply situation of market. Accordingly he decided to set up a post harvest management unit. With technical and financial support from APICOL, Sri Sahoo set up a frozen unit for fruits and vegetables on 4500 sq ft area in the year 2019 under the Mukhyamantri Krushi Udyog Yojana (MKUY).

This unit helped him in short term and long term storage of the products as per their perishability. The products were released in the market as per demand under brand name “Prakriti”.





Sri Sahoo earns around Rs. 3 lakh by selling about 30 tons of frozen product. Additionally he has also set up a ripening chamber of 4 ton capacity to store banana and mango collected from nearby localities. He earns about Rs. 1.5 lakh by selling about 30 tons of ripened fruits. Sri Sahoo has invested Rs. 99 lakh in this business and has received subsidies amounting to Rs. 35 lakh from APICOL under MKUY. The enterprises have created livelihoods opportunities for local people by engaging their service for various post harvest operations like shelling, grading, washing, packing the commodities. His success has inspired local youth to consider agri entrepreneurship.