

NEWSLETTER

Hello all,

We are pleased to present this month's edition of the newsletter from JKKM LBI marked by impactful Development.



JKKM LIVELIHOOD BUSINESS INCUBATOR வாழ்வாதார தொழில் மேம்பாட்டு வளாகம்

(Under ASPIRE, Ministry of MSME, Govt. of India)

(Mentorship by IIE, Guwahati, Assam)

T.N.Palayam – 638 506, Gobi (Tk), Erode (Dt)

Website: www.jkkmcas.org

NSQF Level 3 Bakery Technician – 5-Day Training Programme

JKKM AGROVAL, under the MSME–ASPIRE Scheme (Livelihood Business Incubator) of JKK Murirajah College of Agricultural Science, successfully conducted 5-Days Intensive Hands-On Training Programme on Professional Bakery Technician from 16/02/2026 to 20/02/2026.



Self help group meeting

A meeting with Self Help Groups (SHGs) under Tamil Nadu State Rural Livelihood Mission (TNSRLM) at the Incubation on 10/02/2026.

Centre is mainly conducted to:

- Promote micro-enterprise development
- Provide entrepreneurship guidance & handholding support
- Explain credit linkage and subsidy schemes
- Identify potential SHG members for startup incubation support
- Strengthen SHG–Incubation Centre collaboration



Stall Event - @Retro Karnival, Gobichettipalaym

A vibrant Retro Carnival was organized in Gobi, bringing together entrepreneurs, local businesses, and the community for a lively promotional event. JKKM LBI actively participated in the carnival as part of its entrepreneurship promotion and outreach initiatives.



As part of the promotional activity, **JKKM LBI provided dedicated support to Kani Home Bakes**, one of its incubates, by facilitating a stall to showcase and sell their bakery products.

The event served as an excellent market platform for product display, customer interaction, brand visibility, and real-time sales experience.

Through this initiative, Kani Home Bakes successfully promoted its freshly prepared bakery items, attracted new customers, and enhanced local market presence. The carnival not only boosted sales but also strengthened confidence and entrepreneurial exposure.

HAND HOLDING WITH NGO HEAD – Mrs. ANBUSELVI



Name of Beneficiary / Entrepreneur	Anbuselvi. B a representative of <u>Gobichettipalayam Social Service Society For Women-NGO</u>
Age / Gender	55 / female
Category	BC
Contact Details	9597484096
Village / Block / District / State	11/17, Paneerselvam Street, Karattadipalayam, Gobi Tk, Erode - 638506
Educational Background	12th Standard
Associated with	Training & Enterprise Support
Duration of Association	December 2025 to Till date



"With comprehensive handholding support from JKKM Livelihood Business Incubator under the ASPIRE scheme, Anbuselvi.B from Karattadipalayam, Gobi Taluk, Erode District, Tamil Nadu, is transforming from unemployment to becoming a bakery entrepreneur.

Through structured training in bakery operations and FoSTaC certification, facilitated FSSAI licensing support, and guidance for PMFME scheme subsidy, she is in the process of establishing a registered food processing enterprise.

This success story demonstrates how targeted skill development, regulatory compliance support, and scheme facilitation can create viable rural livelihoods and empower women entrepreneurs."

HAND HOLDING OF TRAINEE



Name of Beneficiary / Entrepreneur: SANGAVI.K
Age / Gender: 26 / Female
Category: SC
Contact Details: 9003886971
Complete Address: No: 46, Ambedkar Street, Edaipalayam, Gummidipundi, Chennai District, Tamil Nadu
Educational Background: B.Com
Associated with: Bakery & Confectionery Enterprise Development under LBI – ASPIRE Scheme

"With structured training and regulatory facilitation support from JKKM Livelihood Business Incubator under the ASPIRE scheme, Sangavi.K initiated a freelance bakery and confectionery enterprise in Erode. With FSSAI registration obtained, Udyam registration in process, and active participation in district expos, her journey reflects the impact of skill development and market linkage support in building sustainable food enterprises."

Visit to ICAR KVK– MYRADA



A visit was made to MYRADA ICAR KVK with the objective of mobilizing farmers and rural entrepreneurs for skill development, value addition, and enterprise promotion activities. During the interaction, awareness was created about incubation support, food processing opportunities, and government schemes available for agribusiness development.

Technical discussions were held with KVK officials regarding training support in areas such as bakery and food processing, post-harvest management, and FSSAI compliance. The visit also focused on identifying interested farmers and women SHG members who can be linked to incubation and entrepreneurship development programs.



Visit to Mahilir Thittam , Erode



a delegation from **JKKM LBI** visited the **Mahilir Thittam office in Erode** to explore opportunities for funding and government-supported schemes aimed at *training* and *entrepreneurship development*. The purpose of the visit was to understand the various financial assistance programs, skill-development initiatives, and business support services available for women and youth entrepreneurs under the Mahilir Thittam framework.

READ - Rights Education and Development Centre

A one-day awareness camp was conducted at READ - Rights Education and Development Centre to introduce the activities and support services of JKKM LBI to underprivileged people from the hills of Sathyamangalam.

The program aimed to create awareness about entrepreneurship development, skill training, and incubation support available for rural and tribal communities.



Site visit to incubate place for Bakery setup

A site visit was conducted to the incubatee's residence to provide technical guidance for establishing a home-based bakery unit with a dedicated production space.

The purpose of the visit was to assess the available area, suggest suitable layout planning, and ensure compliance with basic food safety and hygiene standards.



Thought of the day

“Being an entrepreneur is a mindset. You have to see things as opportunities all the time.”

Soledad O'Brien

Stay connected,

— JKKM IBJ, JKKMEAS, T.N.
PALAYAM, GOBJ, ERODE – 638506.

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