



# 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](http://www.jkkmcas.org)

## Monthly Newsletter

### MARCH 2026 EDITION

JKK Munirajah College of Agricultural Science  
T.N. Palayam, Gobichettipalayam, Erode, Tamil Nadu – 638506

*Prepared by: Mr. Vasanth Krishna JJ, LBI CEO (Incubation Manager) | Submission Date: 07/04/2026*

# MARCH 2026 | AT A GLANCE

₹50,000+

Revenue Generated

50+

Participants Trained

10+

Training Days

*Bakery Training + Masala Training +  
FoSTaC*

7

Activities

*Key Highlights*

## KEY ACTIVITIES

- Market Linkage to Incubatees Stall at JKKM College of Agricultural Science Campus (02 Mar)
- 5 Day Professional Bakery Technician Training (3-7 Mar)
- Entrepreneur Inquiry – Raw Banana Powder Business Consultation (06 Mar)
- FoSTaC Food Safety Training Programme – 30+ Attendees (13 Mar)
- 4 Day Masala Production Skill Training Programme (24–27 Mar)
- Institutional Visit – Mr. Vaitheswaran, First Foundation & Clotricks Pvt. Ltd. (25 Mar)
- Promotional cum Trainee Market Outreach Stall at JKKM College of Engineering Campus (27 Mar)

# 01 | MARKET LINKAGE

02 March 2026


## Incubatee Stall at JKKM College of Agricultural Science Campus

JKKM LBI facilitated a market outreach opportunity for incubatee Ms. Sanghavi by arranging a dedicated stall at JKKM College of Agricultural Science Campus.

The initiative provided a direct-to-consumer sales platform enabling real-time market exposure and customer interaction.

Ms. Sanghavi's enterprise achieved a remarkable revenue of ₹10,000 in a single day, demonstrating product viability and effective market linkage support.

Market exposure was also extended to Feral Roots Pvt. Ltd. (supported by READ NGO) through the same event.

 *Impact: Boosted entrepreneurial confidence and validated the commercial potential of incubatee ventures.*



# 02 | NSQF Level 3 Bakery Technician – 5-Day Training Programme

03 – 07 March 2026 | Trainer: Mr. Pandian

## Day 1

24 Mar

**JKKM AGROVAL INCUBATION FORUM – JKKM LBI**, under the **MSME–ASPIRE Scheme (Livelihood Business Incubator)** of JKK Munirajah College of Agricultural Science, successfully conducted **5-Days Intensive Hands-On Training Programme on Professional Bakery Technician** from **03/03/2026 to 07/03/2026**.

### Who Participated

- Students interested in Bakery techniques and Young Entrepreneurs in Food Industry



## Raw Banana Powder Business

Mr. Karthikeyan visited the JKKM LBI Incubation Centre on 06 March 2026 to explore support for establishing a Raw Banana Powder processing unit.

He sought detailed information on:

- Incubation space availability
- Regulatory compliance requirements
- Machinery support options

The JKKM LBI team provided comprehensive guidance on the onboarding process, food safety standards, and available infrastructure. Continued handholding support will be extended as he progresses toward formal enterprise registration.

## LBI Support Provided

- Onboarding process walkthrough
- Food safety standards (FSSAI)
- Infrastructure guidance
- Handholding support promised



# 04 | FoSTaC FOOD SAFETY TRAINING

13 March 2026 | Trainer: Mrs. Nivetha

30+

Attendees

## Who Attended

Students of Final year - B.Sc  
Agriculture

Aspiring Food Entrepreneurs

## Programme Covered

- Food Hygiene & Safe Handling Practices
- FSSAI Compliance Standards
- Good Manufacturing Practices (GMP)
- Food Safety Certification Guidance

*Strong turnout underscores community enthusiasm for regulatory awareness and enterprise readiness.*



# 05 | MASALA PRODUCTION TRAINING

24 – 27 March 2026 | Trainer: Mrs. Nirmala Balu

## Day 1

24 Mar

Spice Blending  
Techniques

## Day 2

25 Mar

Standardised  
Formulation

## Day 3

26 Mar

Quality Control  
& Packaging

## Day 4

27 Mar

Product Labelling  
& Market Prep

### Who Participated

- SHG (Self Help Group) Members
- LBI Incubatees
- Rural Entrepreneurs from surrounding areas

### Programme Outcome

Participants gained hands-on exposure enabling them to establish or scale their own masala manufacturing ventures. Strengthened JKKM LBI's role as a regional skill development hub.



25 March 2026

**Mr. Vaitheswaran**  
**First Foundation & Clotricks Pvt. Ltd.**

*Founder & CEO, Erode*

**Discussion Topics:**

- Entrepreneur mentoring & guidance programmes
- Joint event planning & co-organisation
- Student entrepreneur internship support model
- Synergies for joint ecosystem initiatives

*Follow-up discussions planned to formalise collaboration areas.*

27 March 2026

**Promotional Stall cum Trainee Market Outreach Stall**  
**at JKKM College of Engineering Campus**

*Information Centre + Masala Trainee Stall*

**Highlights:**

- JKKM LBI Information Centre set up for awareness
- Market outreach stall facilitated for Masala trainees
- Direct-to-consumer platform in academic setting
- Real-time market exposure and customer interaction

*Boosted entrepreneurial confidence & validated commercial potential of future ventures.*

# PHOTO GALLERY



# Thank You

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JKKM LBI — Empowering Rural Entrepreneurs



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