



## JKKM LIVELIHOOD BUSINESS INCUBATOR வாழ்வாதார தொழில் மேம்பாட்டு வளாகம்

(Under ASPIRE, Ministry of MSME, Govt. of India)(Mentorship by IIE, Guwahati, Assam),

T.N. Palavam – 638 506. Gobichettinlavam. Erode District

### JKKMLBI Newsletter - JULY 2025

### *Warm greetings from JKKM-LBI!*

The month of July 2025 has been highly productive, reflecting our sustained efforts to strengthen the entrepreneurial ecosystem of our region. With focused activities in incubation, training, outreach, and evaluation, we continue to uphold the vision of the ASPIRE scheme. Our work this month emphasized traditional knowledge promotion, entrepreneurial awareness, institutional collaboration, and regulatory skill-building.

### JKKMLBI - Overview

**Name of the LBI:** JKKMLBI

**Year of Establishment:** 2025

#### **Key Objectives-**

- ✓ Agri value addition to increase the farmer's income
- ✓ Business support services to incubates
- ✓ Employment generation in rural area
- ✓ Enhancing shelf life & food security to farm produce
- ✓ Market linkages and commercialization of value added products
- ✓ Helps to attain better livelihood

### KEY HIGHLIGHTS - JULY 2025

JKKM-LBI actively contributed to entrepreneurship development and rural empowerment through various impactful events and initiatives:

- ✓ Showcased at the **Traditional Seed Festival** – Promoted value-added products and incubation support
- □ **Awareness Programme for Students & Entrepreneurs** – Highlighted startup opportunities and services
- 🏆 **MSME Evaluation Visit** – Appreciated for systematic implementation and real-world impact
- 📄 **FOSTAC Certification Training** – 10 members certified, strengthening food-based incubation support.

## Showcased at the Traditional Seed Festival



**Date: 19–20 July 2025**

**Venue: Sri Ananda Mahal,  
Baganampalayam**

**Organized by: T.N. Palayam Traditional  
Agriculture Association**

**JKKM-LBI actively participated in the  
"பாரம்பரிய விதை திருவிழா"  
(Traditional Seed Festival). Our  
dedicated stall showcased:**

- Objectives and functions of LBI
- ASPIRE scheme benefits for rural entrepreneurs
- Value-added farm products developed at LBI
- Support mechanisms for micro-entrepreneurs and SHGs

**NSS volunteers from JKKMCAS  
actively engaged with visitors and  
distributed pamphlets, receiving great  
appreciation from the local community.**



# Awareness Programme for Students & Entrepreneurs

**Date:** 21 July 2025

**Venue:** Annai JKK Sampooraniammal Polytechnic College

The awareness programme aimed to sensitize students, faculty, and budding entrepreneurs about the incubation services offered by JKKMLBI.

## Key Participants:

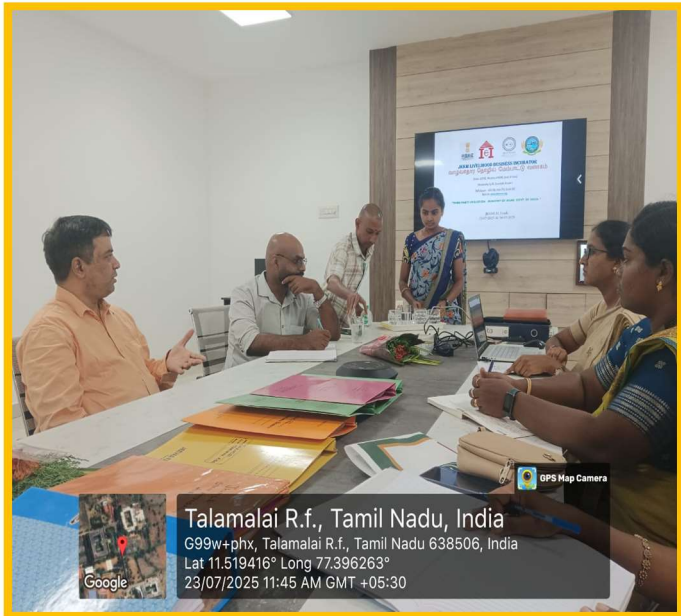
- Dr. S. KrupakarMurali (Managing Director, JKKMLBI)
- Mr. T. Gobinath (Startup TN - Erode Regional Hub)
- Mrs. Ponni V (Startup TN, Coimbatore)

## Sessions:

- "Innovation to Enterprise: Role of JKKMLBI"
- "Startup Mindset: Thinking Big in a



# MSME Third-Party Evaluation Visit



**Dates:** 23–24 July 2025

**Visitor:** Mr. Albin (MSME Nominated Official)

The two-day evaluation assessed our alignment with ASPIRE's objectives and real-world impact.

## Activities included:

- Presentation of "Journey of JKKM-LBI till June 2025"
- Interviews with core team members
- Tour of training and incubation facilities
- Field visit to Kazhani FPC (Yes Millets), Modachur
- Industry meeting with EEDISSIA, Erode

The visitor acknowledged our systematic approach and the success stories of our beneficiaries.





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# FOSTAC Training Programme

## FOSTAC Training Programme

**Date:** 26 July 2025

**Venue:** EEDISSIA Hall, Erode

**Organized by:** TN Food Safety Department & District Administration

JKKMLBI participated in this nationally certified programme by FSSAI.  
Modules included:

- Food Hygiene & Safety
- Good Manufacturing and Hygiene Practices
- Food Labelling and Legal Compliance

**Outcome:** 10 members of our team became FOSTAC-certified, adding value to our training and mentoring services in the food-based incubation sector.



