Trichocard Production Unit for helping farmers; Palakkad district implements innovative idea through convergences

Variety of enterprises is one of the strength of Kudumbashree. Supporting novel areas in livelihood is always encouraged by our livelihood team. Today we will introduce a new enterprise model initiated by Palakkad district team in convergence with local body of Alathur. Project for this ‘trichocard production enterprise’ is included in the ‘agriculture livelihood’ of Alathur Grama Panchayath of Palakkad district.

This Trichocard Production Unit established with the support of Alathur panchayat, envisaging organic pest control, is being set up through Kudumbashree enterprise unit. Trichocard consists of eggs of Trichogramma insects that destroy the eggs of shoot borers in paddy and rice leafrollers. Kudumbashree Group acquired this farm technology through the special training provided to them from the Organic Pest Control Department of Kerala Agricultural University.

Now, ‘Santhwanam’ Kudumbashree unit at Vanoor of Alathur of Palakkad district has became the first Kudumbashree enterprise in the state to produce Trichocard. These trichocards would be used for destroying the insects that affects the paddy cultivation in Alathur Panchayath. The same would be made available for the farmers at 50% subsidy rates. Subsidy is also provided by the local body by including this subsidy component in the project.

Appreciations to Kudumbashree Palakkad District team for formulating such an innovative idea associating with the Panchayath.
This unit functions through the convergence of Alathur Panchayath, Alathur Krishi Bhavan, Organic Pest Control Department of Kerala Agricultural University and Palakkad District Kudumbashree team. Hope this unit would inspire all Local Self Government Institutions and Kudumbashree District teams to formulate and implement such innovative ideas in the agricultural sector associating with the respective Local Self Government Institutions.