

To receive our news updates, send a WhatsApp message with the text "YES RuralCEO" to 9632623999.

"From the dream of joining the armed forces to the fishing industry."

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A New Platform for Rural Women's Entrepreneurial Dreams

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City-Quality Education for Rural Children
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Agricultural Market Price Overview

This Week's Market Status of Major Crops

Crop	Estimated Market Price (/Quintal)
Corn	₹1,950 - ₹2,400
Tur Dal	₹7,500 - ₹10,000
Bengal	₹6,500 - ₹9,000
Gram	₹500 - ₹1,500
Onion	₹1,600 - ₹3,500
Tomato	₹40,000 - ₹75,000
Arecanut	₹18,000 - ₹22,000
Tamarind	Region-wise variation
Coconut	As per June 2026 data

Market Analysis

This week, fluctuations in vegetable crop prices have been observed across several APMC markets in Karnataka. Due to increased arrivals of produce, onion and vegetable prices have declined in some markets. On the other hand, arecanut and tamarind are fetching good prices.

At Kolar APMC, the tomato price stands at approximately ₹1,660 per quintal. In the North Karnataka region, steady demand continues for maize and pigeon pea crops.



Advisory for Farmers

- ✓ Check the nearest APMC rates before selling your crop.
- ✓ Compare prices across different markets through the e-NAM and Agmarknet portals. (www.agmarknet.gov.in)
- ✓ Do not limit yourself to a single market — choose the market offering the best price.
- ✓ Farmers with storage capacity can gain better profits by selling during periods of low market arrivals.

This Week's Market Thought

"Good market information is just as important as good production. Selling at the right time in the right market can double a farmer's profit."

Falcon Telesourcing

Employment for 2,900
People Starting from ₹600 Salary. The Inspirational Journey of the Woman Achiever Behind Falcon Tele Sourcing



The success story of **Anita Venkatesh**, who has been contributing to society by creating employment for twenty

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R CEO Interview The Success Story of Rajeshwari Amma of Tulasigeri Who Won the Trust of Her Customers

Behind this small shop lies a big story!

Special Report:
Rural CEO Bureau
Bagalkote:

As the morning mist rolls in and the bells of the historic 11th-century Sri Hanumantha Temple ring out, the village of Tulasigeri in Bagalkote district stirs awake. On one side, the rhythmic hum of spinning wheels weaving the special khadi cloth used for the national flag; on the other, a cool breeze drifting in from green fields — this is the daily life of Tulasigeri,

Another Proud Story Born in the Land of Khadi

Tulasigeri village holds a unique place in the history of the country. The weavers here devotedly prepare the pure khadi yarn used for the tricolor flag — the symbol of India's independence. In this village of hardworking people, Rajeshwari Amma has taken on the responsibility of delivering daily essentials to every doorstep.

What began years ago as a



Rural Insights

By Special Correspondent

"Our shop may be small, but the trust of our customers is great. To always preserve that trust without ever letting it slip, 'Vilcart' has stood shoulder to shoulder with us. If my customers are happy, that is my greatest satisfaction."

Rajeshwari Amma
Maruteshwara Kirana Store

A Small Shop with a Big Dream

Today, "Maruteshwara Kirana Store" may appear to be a small shop physically. But the dream and determination behind it are very great. Vilcart, which is giving wings to the dreams of millions of rural traders like Rajeshwari Amma across the country, is playing a vital role in the story of holistic rural India's growth. The success story of Tulasigeri is itself proof that if the right technology and market connectivity are provided, India's villages can shine even at a global level.

The True Strength of the Rural

Amidst the noise of urban markets, India's real economy rests in the retail trade of villages like these. In the village where workers spin khadi for the national flag, women entrepreneurs like Rajeshwari Amma stand as the backbone of the rural economy.

Her shop is not merely a place for financial transactions; it is a space of love where the joys and sorrows of the village are shared, and mutual trust is strengthened. She has proven that even without large capital, an empire can be built on the single currency of "trust".

Kirana Ratna Award 2026

Honoring the True Leaders of Rural Trade

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Founder's Vision

"In Every Village, There Is a CEO"

Dear Readers,

When we write the story of India's growth, we mostly look at the success stories of cities. But the true heart of India beats in its villages. In every village, there are dreamers, there are those who face challenges, there are those who create livelihoods, and there are those who shape the future of their families and communities.

In our view, a CEO is not merely the head of a large company:

- The farmer who toils in his field is a CEO.
- The young man who runs the village garage is a CEO.
- The woman who leads a self-help group is a CEO.
- The leader who builds an FPO (Farmer Producer Organisation) and transforms farmers' lives is a CEO.
- The woman who runs the village kirana shop and fulfills the daily needs of the people is also a CEO.

Because they are the Chief Executives of their own dreams, their own hard work, and their own responsibilities.

It is from this very thinking that the "Rural CEO" newspaper was born.

Rural CEO is not merely a newspaper. It is the voice of rural India. A platform for rural entrepreneurship. A movement that pays tribute to unrecognized achievers.

Through this newspaper, we bring you the real stories of rural India — not just the stories of success, but also the struggle, sacrifice, hard work, and self-confidence

that lie behind that success.

Along with this, we are committed to informing the nation of what rural India expects today. Rural India does not want just products:

- It needs quality.
- Not just services:
- It needs respect.
- Not just opportunities:
- It needs equal opportunities.

Rural India today wishes to be a partner in development — not merely a beneficiary of development.

This newspaper must become a bridge between the village and the city. It is our aspiration that policymakers, entrepreneurs, investors, educational institutions, and various sections of society use this as a window to understand the hopes and aspirations of rural India.

We believe that the story of every rural achiever can be an inspiration to the nation.

Come, let us recognize the true leaders of rural India.

Come, let us honour every rural entrepreneur.

Because...

In every village, there is a CEO.



With warm regards,
C. Prasanna Kumar
Founder, Rural CEO

"A self-reliant village is the foundation of a self-reliant India."



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Sheep/Goat Rearing and Poultry Farming

A Golden Opportunity for Rural Entrepreneurs

A New Era of Opportunities in Dairy Farming, Sheep/Goat Rearing, and Poultry Farming

RURAL CEO

When talking about India's rural economy, one sector that is just as important as agriculture is animal husbandry. Today, many farming families are adopting dairy farming, sheep/goat rearing, and poultry farming alongside

agriculture to earn additional income. Over the past few years, both the central and state governments have been providing special encouragement to these sectors, opening up new entrepreneurial opportunities for rural youth and women.

There was a time when animal

husbandry was considered merely a supplementary activity. But now it is growing into an independent enterprise. With the year-on-year rise in demand for milk, eggs, meat, organic manure, and value-added products, animal husbandry is shaping up as a major source of income for rural India.

National Livestock Mission: A New Path for Rural Entrepreneurs



Under the Central Government's National Livestock Mission (NLM), special encouragement is being provided for sheep, goat, poultry, and other livestock-based enterprises. The primary objectives of the scheme are job creation in rural areas, development of entrepreneurship, and increasing livestock productivity.

Under this scheme, individual farmers, self-help groups, Farmer Producer Organisations (FPOs), cooperative societies, and rural entrepreneurs can apply. Capital assistance and subsidy facilities are available specifically for setting up sheep, goat, and rural poultry farming units.

Major Boost for Goat and Sheep Rearing

In many districts of the state, including North Karnataka, sheep and goat rearing is a primary livelihood. Through recent schemes, capital subsidies are being provided to establish large-scale rearing units. Eligible units can avail subsidies of up to 50% of the

project cost.

With growing demand in the market for goat milk, goat meat, and sheep products, investors in this sector are seeing a bright future. Rural youth who adopt this enterprise alongside traditional farming can earn a stable income.



A New Ray of Hope for Dairy Farming

Karnataka plays a significant role in India's milk production. The announcement of additional grants for the animal husbandry sector in the Union Budget has encouraged dairy farmers. Greater emphasis has been placed on animal health, veterinary infrastructure, fodder development, and entrepre-

neurship schemes.

Beyond milk production, farmers can earn greater profits through the production of curd, ghee, paneer, and other value-added products. Milk producer societies successfully run under the leadership of rural women stand as a fine example of this.

Solution to the Fodder

One of the biggest challenges in animal husbandry is the availability of quality fodder. Keeping this in mind, under the National Livestock Mission, encouragement is being provided for fodder production,

silage units, and fodder processing units. This is creating new opportunities not only for farmers but also for youth who wish to start enterprises in the fodder production and supply sector.

Bank Loans and NABARD Support

Loan facilities are available through various banks and NABARD-supported schemes for those wishing to start enterprises in animal husbandry. Many banks are offering special loan schemes for goat rearing, sheep rearing, dairy farming, and poultry farming. NABARD is also publishing state-wise project cost guidelines.

Under the Kisan Credit Card (KCC) scheme, loan facilities have been extended to animal husbandry activities as well, providing greater assistance to small and medium farmers.

The Next Business Revolution of Rural India

There was a time when enterprise meant cities. But today rural India is moving towards a new entrepreneurial revolution. Alongside agriculture, there are immense opportunities in animal husbandry, food processing, dairy products, and value-added agricultural products.

The time has come for rural youth to become job creators rather than job seekers.

The farmer who runs a dairy, the youth who rears sheep, the woman who starts a poultry farm — all of them are the true entrepreneurs of rural India. This is the very belief of Rural CEO

"Rural India does not ask for jobs; given the opportunity, it creates them."

Useful Contacts and Loan Facilities

Where to Contact for Starting Dairy, Sheep/Goat, and Poultry Farming?

1. Karnataka Grameena Bank

Loan facilities available for agriculture, dairy farming, sheep/goat rearing, poultry farming, and Kisan Credit Card (KCC).
Customer Helpline: 1800 102 5250 | 1800 103 8210 | 1800 890 6766

2. Karnataka Bank — Kisan Credit Card (KCC)

Loan facilities for crop loans, animal husbandry, agricultural machinery, and agricultural infrastructure development.

3. NABARD

Guidance and financial support for rural enterprises, Farmer Producer Organisations (FPOs), dairy farming, goat rearing, and agriculture-based enterprises.

4. National Livestock Mission (NLM)

Capital subsidy of up to 50% available for sheep, goat, poultry, and livestock enterprises (subject to specific conditions). Eligible farmers, FPOs, SHGs, and rural entrepreneurs can apply.

5. Pashu Bhagya Scheme (Karnataka)

Subsidy facility along with bank loans for sheep, goat, pig, and poultry rearing units. Additional subsidy available for certain categories.

For Farmers to Know

✓ Loans for animal husbandry can also be obtained through the Kisan Credit Card (KCC).

✓ Interest rate subsidy is available for short-term agricultural loans up to ₹3 lakh. If repaid on time, the effective interest rate can be reduced further.

✓ More information about schemes can be obtained at the District Animal Husbandry Department, Taluk Veterinary Hospital, and the nearest bank branch.

Rural CEO Advice

"Don't wait for the subsidy. First prepare your plan, then approach the bank. A good plan will get you both the loan and the success."

The Entrepreneur Is the True Rural CEO

Can a Rural Kirana Shop Do ₹25 Lakh in Business Per Year?

With the Right Plan, Even a Small Shop Can Become a Big Enterprise

Opening a kirana shop in a village is easy. But growing it into a profitable enterprise is an art.

Today, in thousands of villages across Karnataka, kirana shops are not merely centres for selling grocery items — they have become the major pillars of the rural economy. From the daily needs of villagers to festival-season shopping, everything revolves around the kirana shop. But many shop owners ask one question: "Our shop's turnover is not growing. What should we do?"

With the right plan, the right products, and by earning customer trust, it is not impossible for a rural kirana shop to achieve an annual turnover of ₹25 lakh or more.

Formula 1: Choose the Right Products

In many shops, customers cannot find what they ask for. This is a major mistake in kirana trade. A good kirana shop must mandatorily stock the right products. When a customer comes to your shop for one item, the product arrangement should be such that they end up buying three more items.

Formula 2: Never Let Stock Run Out

If a customer comes to the shop three times and doesn't find what they asked for, the fourth time they will go to another shop. In kirana trade, losing a customer is easy; winning them back is hard. Therefore, the stock of fast-moving items must always be available.

In particular, these must never run out: salt, oil, rice, sugar, soap, biscuits.

Formula 3: Bring Customers Back Again and Again

A customer who buys once is not the most important. The customer who comes every week is important. The customer who comes every day is the most important. In rural trade, relationships are the greatest capital.

Formula 4: Use the Right Products to Grow Your Business

Today, smartphone usage has increased in most villages. Create a simple WhatsApp group or broadcast list. Daily or weekly, send customers information about new products, special offers, and festival deals. Customers can place orders without leaving home.

Formula 5: Home Delivery Service

Today, demand for home delivery service exists not just in cities but in villages too. Senior citizens, women, and busy farmers especially appreciate this service. One bike is enough. This small service will set your shop apart from others.

Formula 6: Festivals Are a Big Opportunity

In rural trade, festivals are a gold mine. Maintain special stock for Ugadi, Deepavali, Sankranti, Dasara, Ramzan, Bakrid, and Christmas. Customers make greater purchases ahead of festivals.

Formula 7: Which Products Give the Most Profit?

Product Category	Typical Margin
Rice, Sugar, Oil	3% – 8%
Biscuits, Snacks	10% – 20%
Personal Care Products	15% – 30%
Private Label Products	15% – 35%
Electronics & Household Appliances	20% – 25%
Display high-margin products prominently.	

Formula 8: Digital Payment is Essential

Today UPI is common even in villages. Accept payments via PhonePe, Google Pay, Paytm, and BHIM. The more convenient it is for customers, the more business grows.

How to Achieve ₹2 Lakh Per Month?

If a shop sells an average of ₹7,000 per day:
₹7,000 × 30 days = ₹2,10,000/month
₹2,10,000 × 12 months = ₹25,20,000/year

That means with just ₹7,000 in daily sales, a turnover of over ₹25 lakh per year is achievable.

Rural CEO Message

"Behind every successful kirana shop, there is an entrepreneur with a dream. That entrepreneur is the true Rural CEO."



10 Profitable Businesses for Rural Youth

Why Go to the City for a Job? You Can Build an Enterprise

Today thousands of rural youth are heading towards cities in search of employment. But many entrepreneurial opportunities in rural India are right before our eyes. With the right plan, hard work, and a mindset to earn customer trust, one can become a successful entrepreneur in the village itself.

This month, Rural CEO presents 10 highly profitable and long-term businesses for the youth of rural Karnataka

1.Kirana Shop

Always in demand in rural India; the only business that must open every day no matter what.

2.Milk Collection Centre and Dairy Farming

One of the most reliable income sources in rural India. Start with 5 to 10 cows and expand later.

3.Sheep and Goat Rearing

One of the most successful enterprises in North Karnataka. Steady demand in the meat market ensures good profit.

4.Poultry Farming

Demand for eggs and chicken meat is growing day by day. Start small and scale up to a large unit.

5.Agricultural Equipment Rental Centre

Renting out tractors, rotavators, sprayers, power weeders, and similar machinery. Demand is growing in rural areas.

6.Organic Manure Production

The expansion of organic farming has created strong demand for bio-fertilizers.

7.Rural Transport and Goods Distribution

Growth of e-commerce and rural trade is increasing opportunities for village-level logistics services.

8.Food Processing Unit

Processing and selling products like ragi, jowar, bajra, chickpea, and chillies. Value addition enables higher profits.

9.Nursery and Horticulture Sapling Sales

Good market for fruit, flower, medicinal, and ornamental saplings. Can be started in a small space.

10.Agricultural Produce Collection and Procurement Centre

Buying produce directly from farmers and supplying to the market. An excellent opportunity for FPOs and young entrepreneurs.

Raju Huddar — Belagavi

Rural CEO Inspiration Story

Raju Huddar of Belagavi — a rural entrepreneur today earning income in lakhs

Many people still hold the belief that rural youth must go to cities to achieve success. But Raju Shivalingappa Huddar, a young man from Bodakyanatti village in Belagavi district, Karnataka, has proven this belief wrong.

27-year-old Raju had a dream since childhood of joining the Indian Army. After completing his education, despite several attempts, he could not get the opportunity to join the armed forces. Without becoming disheartened like many other youth, he set out to find a new direction for his life.

The thought "Instead of waiting for a job, I must build something myself"



Photograph: P. K. Badiger

changed his life.

He decided to use one acre of his family's four-acre land to start scientific fish farming. Initially considering several options including dairy farming, Raju ultimately saw his future in modern aquaculture.

The path to success was not easy. He

did not have much knowledge about fish farming, so he visited various states across the country to receive training. He studied scientific fish rearing, water management, feed management, and marketing.

He then set up a fish farming unit based on Biofloc technology — a system in which a large number of fish can be reared using minimal water. Though the initial investment was large, he had confidence in future profits.

He invested approximately ₹31 lakh and constructed four scientific fish ponds. With the support of his family and the guidance of mentors, he launched his dream enterprise.

From the very first harvest, Raju achieved remarkable success. His first har-

vest generated approximately ₹25 lakh in income. The second harvest yielded over ₹22 lakh. Today his fish are in demand not only in Karnataka but also in markets across North India.

His success is not limited to monetary gain. He has shown a new path to rural youth, proving that beyond agriculture and animal husbandry, new entrepreneurial opportunities exist in rural areas.

Today, many youth visit Raju's farm to see it for themselves. Several who had been thinking of leaving for cities have now begun to think about entrepreneurship.

Raju's story teaches us one important lesson:

Success is not born only in cities.

From a Dream of Joining the Army to Building a Fishery Enterprise

Success is born in our thinking. When a young person begins to seek opportunities in the soil of their own village, they do not merely change their own life — they change the future of their village.

Rural CEO Message

"If you don't get a job, life doesn't end. But if you stop searching for opportunities, dreams do end."

The path shown by Raju Huddar is clear: Youth who create jobs, rather than those who seek them, are the future of rural India.

If you or someone you personally know has achieved success, share their story with us.

contact@ruralceo.com

Karnataka Wins 6 National Panchayat Awards

Karnataka Sets a National Example in Rural Development

Rural development does not mean merely building roads, providing drinking water, or implementing government schemes. Bringing genuine change in people's lives, creating employment, empowering women, and building a better future for children — that is true development.

In this direction, Karnataka has once again drawn the attention of the nation.

In the **National Panchayat Awards 2025** announced by the Union Ministry of Panchayati Raj, Karnataka has won a total of 6 national awards, emerging as one of the states in the country with the finest panchayat governance. The state's gram panchayats have earned this honour through their achievements in poverty alleviation, health, child development, water management, infrastructure, and social security.

These awards are not merely recognition for panchayat offices. They are national acknowledgement of the hard work of rural people, the leadership of elected representatives, and the participation of village communities.

National-Level Pride for Udupi District

Among this year's awards, Udupi district has achieved a special distinction. Several gram panchayats of the district have been recognised at the national level across various categories.

Mudradi Gram Panchayat — ₹1 Crore First Prize

Mudradi Gram Panchayat of Hebri Taluk, Udupi district, has secured first place in the country in the "Poverty-Free and Livelihood Development" category. Strengthening of women's self-help groups, job creation, farmer empowerment, 100% drinking water connectivity, and effective implementation of government schemes are the primary reasons for this achievement. Special emphasis has been placed on women's entrepreneurship within the panchayat's jurisdiction.

Vandse Gram Panchayat's Achievement in Healthcare

Vandse Gram Panchayat of Kundapur Taluk has secured second place at the national level for outstanding performance in health services. The panchayat has devised a unique system to deliver healthcare to the doorsteps of senior citizens, bedridden patients, and people from vulnerable sections. Its strengthening of health awareness and care systems at the village level has earned national appreciation.

Priority for Children's Future

Halayanakahalli Gram Panchayat of Bengaluru Urban district has received a national-level award in the Child-Friendly Panchayat category. Digital classrooms, smart anganwadis, special schemes for children's education, and progress achieved in school enrolment have drawn the nation's attention to this panchayat.

Karnataka's Model in Water Management

Madamakki Gram Panchayat has secured second place at the national level in the Effective Water Management category. Measures such as rainwater harvesting, groundwater recharge, 100% drinking water connectivity to households, and continuous monitoring of water quality are responsible for this achievement.

A New Direction for Rural Development

Sanur Gram Panchayat in the Infrastructure Development category and Hakladi Gram Panchayat in the Social Security and Equality category have received national-level awards. Karnataka's panchayats are setting new benchmarks in good governance and public service in rural areas.

Inspiration for Other Villages

When a gram panchayat succeeds, the benefit reaches thousands of families. Good roads, clean drinking water, employment, health, and educational facilities give strength to village development.

Today, Karnataka's gram panchayats are sending a message to the nation:

"Development does not begin only from cities; it can lead the country forward from villages too."

Rural CEO Message

"With strong leadership, people's participation, and a clear goal, even a single village can become a model for the nation."

Akka Cafe: A New Platform for the Entrepreneurial Dreams of Rural Women

Karnataka's New Step Towards Self-Reliance, Entrepreneurship, and a Life of Dignity

There was a time when the role of rural women was limited only to household work and agricultural activities. But today the situation is changing. Women are emerging as entrepreneurs, job creators, and the economic backbone of their families.

With the aim of strengthening this change further, the "Akka Cafe" scheme launched by the Karnataka Government is drawing attention across the state. These cafes, managed through women's self-help groups, are not merely food centres — they have become new platforms for the economic self-reliance of women.

Managed Entirely by Women

The distinguishing feature of Akka Cafe is that the owners, cooks, managers, and service providers are all women.

Rural women are being organised through self-help groups and provided with training, management skills, and business management experience. Through this, they are becoming not just workers but operators of their own enterprises.

2,500 Akka Cafes with ₹25 Crore

The state government has sanctioned a grant of ₹25 crore for the expansion of the Akka Cafe scheme, with a target of establishing approximately 2,500 Akka Cafes across the state. These cafes will be managed by trained women entrepreneurs

through self-help groups.

This is not merely a cafe scheme. It is a large movement aimed at transforming rural women into entrepreneurs.

Why Is Akka Cafe Different?

Cities have many restaurants and hotels. But Akka Cafe is a social enterprise model.

Its primary objectives are:

- ✓ Job creation for women
- ✓ Stable income for self-help groups
- ✓ Food at affordable prices
- ✓ Promotion of local food culture
- ✓ Entrepreneurship opportunities for rural women

Akka Cafes offer locally-suited food items including idli, vada, khara bath, ke-sari bath, pongal, and mini meals.



70 Crore Empowerment for Rural Women Entrepreneurs

New Vitality for the Rural Economy Through Self-Help Groups

The role of women in rural India's development is growing day by day. Self-Help Groups (SHGs), which were once limited only to savings and lending activities, have today emerged as a major force for entrepreneurship, job creation, and the rural economy.

With the aim of further strengthening this growth,

approximately ₹70 crore Community Investment Fund has been released to SHG federations of Dakshina Kannada district under the Karnataka State Rural Livelihoods Promotion Society (KSRLPS).

This grant has kindled new hope in the lives of thousands of rural women.



How to Obtain Loans and Assistance for Women Entrepreneurs?



For SHG members or rural women entrepreneurs wishing to start or expand their business:

1. Karnataka Grameena Bank

Loan facilities for various small enterprises including kirana shops, dairy farming, tailoring units, food processing, and poultry farming.

Contact: 1800 102 5250, 1800 103 8210 or visit the nearest Karnataka Grameena Bank branch.

2. State Bank of India (SBI)

Mudra Loan, SHG Loan, and Micro Enterprise Loans available for women entrepreneurs. Contact: 1800 1234, 1800 2100

3. Canara Bank

Special loan schemes for self-help groups, women entrepreneurs, and rural small traders. Contact: 1800 1030

4. Karnataka State Rural Livelihoods Promotion Society (KSRLPS)

Training, guidance, and financial linkage for starting enterprises through self-help groups. Contact: Gram Panchayat, Taluk Panchayat office, or District KSRLPS office.

5. Pradhan Mantri Mudra Yojana (PMMY)

Opportunity to obtain loans from ₹50,000 to ₹10 lakh without collateral.

Mudra Loan Categories:

- ✓ Shishu — Up to ₹50,000
- ✓ Kishore — ₹50,000 to ₹5 lakh
- ✓ Tarun — ₹5 lakh to ₹10 lakh

Documents required for the loan: Aadhaar Card, PAN Card, bank passbook, photograph, business plan, SHG membership document (if applicable).


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Inspiration for Youth

This programme is conveying an important message to rural youth: technology is not only a matter for cities. Startups are possible in villages too. The problem existing in a village today may become a large entrepreneurial opportunity tomorrow.

A young person who finds a solution to the water problem can start a startup. A student who finds a solution to an agricultural problem may be able to help millions of farmers.

Rural CEO Perspective

According to Rural CEO's belief, India's villages are not centres of problems — they are centres of opportunities.

In every village, a new idea lies hidden. Every farmer holds a new solution. In every young person, an entrepreneur is waiting.

When those ideas receive the light of technology, the future of villages becomes even brighter.

New Capital for New Dreams

The ₹70 crore grant is not merely financial assistance. It is capital granted to the dreams of thousands of women. An enterprise that begins with a sewing machine may tomorrow become a production unit. A small kirana shop may tomorrow grow into a large business. The success of one woman can lead to the progress of an entire village. This is the true strength of this scheme.



Rural CEO Message

"When women are given capital in their hands, they don't just build businesses they build families, society, and the future."



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Finger Millet (Ragi), Sorghum (Jowar), Pearl Millet (Sajje): Our Grandparents' Food is Today's Superfood

Why are forgotten grains becoming health heroes again?

At one time, Ragi Mudde (finger millet balls), Jowar Roti (sorghum flatbread), and Sajje Ganji (pearl millet porridge) were staples in every household across Karnataka. These foods, which our grandparents consumed daily, are now drawing the attention of global health experts.

Surprisingly, these grains, once labeled as "poor man's food," are now recognized in the global market under the title of "Superfood." Meanwhile, the rise of diabetes, blood pressure, obesity, anemia, and heart-related issues in rural India has become a matter of grave concern for health experts. In such circumstances, there is a pressing need to return to the dietary habits practiced by our ancestors.

Why is Ragi special?

Ragi is the pride of Karnataka. It is a major staple food, particularly in Mandya, Mysuru, Chamarajanagar, Tumakuru, Kolar, and Ramanagara districts.

Ragi is not just a food to fill the stomach. It is:

- An excellent source of calcium
- Strengthens bones
- Provides a prolonged feeling of satiety



- ety
- Helpful in managing diabetes
 - Excellent for children's growth
 - Ideal for the elderly

While today's children are attracted to pizza and burgers, traditional foods like Ragi Mudde and Ragi Malt offer far superior nutrition to the body.

Jowar: The Farmer's Strength, The Power of Health

For the people of North Karnataka, Jowar Roti is not just food; it is a lifestyle. The use of Jowar remains highly widespread in parts of Belagavi, Vijayapura, Bagalkote, Dharwad, Gadag, and Koppal.

Jowar contains:

- High fiber content
- Low fat
- Supports excellent digestion
- Beneficial for heart health

- Provides long-lasting energy
- According to experts, consuming Jowar-based food at least 3 to 4 times a week is optimal for health.

Sajje: Small Grain, Big Health

Sajje (Pearl Millet) is gaining popularity once again today. Rich in iron, protein, and minerals, Sajje serves as an excellent nutritional source for rural families.

Particularly, Sajje provides excellent nourishment for:

- Anemic women
- Pregnant women
- Farmers engaged in strenuous labor
- Growing children

Rising Health Issues in Villages

At one time, diabetes was considered an urban problem. However, the situation has changed in villages today.

Due to the high consumption of white rice, processed foods, sugary beverages, and a lack of physical activity, health problems are escalating. According to doctors, diabetes, blood pressure, obesity, and heart-related diseases are spreading rapidly in rural areas as well. The solution to this lies right inside our kitchens.

Rural Foods That Boost Hemoglobin

Preventing anemia does not require expensive food items. Excellent remedies are right inside our kitchen.



Foods that can be consumed daily: Ragi, Drumstick leaves (Moringa), green leafy vegetables, jaggery, sesame seeds, chickpeas, horse gram, eggs, dates, beans, and lentils. These foods provide the body with

A Woman's Health is the Family's Health

If a woman is healthy, the entire family stays healthy. Amidst household chores, agricultural work, and family care, women must not neglect their own health.

It is vital to get a blood test done once a year, consume nutritious food, and consult a doctor immediately if any health issues arise.

Rural CEO Health Advice

Do not dismiss fatigue as something ordinary. It could be a warning signal sent by your body. A woman's health is not just a personal matter; it is a matter of health for the family, society, and the nation.

Health Info Box:

5 Major Symptoms of Anemia

- Constant fatigue
- Dizziness
- Tiring out quickly
- Shortness of breath
- Paleness of the face

When should you get tested?

- If you experience persistent fatigue
- During pregnancy
- If experiencing heavy bleeding during menstrual cycles
- Once a year as advised by a doctor

Rural CEO Message

"Talking about women's health is not a matter of embarrassment; it is a matter of responsibility. A healthy woman is the foundation of a healthy family."

Doorstep Healthcare Services A New Healthcare Revolution in Rural Karnataka

There was a time when rural residents had to travel several kilometers to consult a doctor whenever a health problem arose. This posed a major challenge for senior citizens, pregnant women, and patients suffering from chronic illnesses.

However, the situation is gradually transforming today. Healthcare services are no longer confined only to hospitals; systems are being designed to deliver care directly to people's doorsteps. In rural Karnataka, concerted efforts are being made to bring healthcare closer to the people through the Health Department, ASHA workers, Primary Health Centers (PHCs), and various health initiatives.

ASHA Workers: The True Heroes of Rural Health



The role of ASHA workers in the rural healthcare framework is highly significant. They conduct door-to-door visits to perform health check-ups for pregnant women, spread vaccine awareness, monitor children's health, provide nutritional guidance, and guide people through health screenings. They act as a vital bridge between rural citizens and the government healthcare system.

Diabetes and Blood Pressure: A Growing Challenge in Villages

Diabetes and blood pressure were once thought to be urban ailments. Today, however, these issues are rising rapidly in villages as well.

Causes: Changes in dietary habits, consumption of processed foods, increased sugar intake, low physical activity, and stress.

Many times, people are completely unaware that they have diabetes or blood pressure. Therefore, regular health check-ups at the village level itself have become absolutely essential.

Special Healthcare for Pregnant Women

In rural healthcare services, special priority is being given to maternal and child

health.

Pregnant women are provided with:

- Regular health check-ups
- Anemia screenings
- Nutritional counseling
- Free medicines
- Guidance on safe delivery

The Health Department heavily emphasizes that if the mother is healthy, the future of the child will be healthy as well.



Technology Making Healthcare Easier

Technology is playing a pivotal role in the healthcare sector today. Better services are being extended to rural populations through digital health records, mobile health applications, telemedicine, and online consultations.

In some regions, rural health centers have launched systems to connect directly with specialist doctors online to provide advice to patients. This reduces the need to travel to cities for minor ailments.

A Healthy Village is a Prosperous Village

The development of a village cannot be measured solely by roads or buildings. True development is possible only if the people of that village are healthy.

- A healthy farmer can produce more.
- A healthy woman can take better care of her family.
- Healthy children can receive a better education.

Therefore, health is not just the responsibility of a doctor; it is everyone's responsibility.

What You Need to Do:

- Get a health check-up once a year
- Get your blood pressure checked
- Get screened for diabetes
- Pregnant women must undergo regular medical check-ups
- Consume nutritious food
- Do not ignore health issues

Anemia in Rural Women: The Silent Problem

Thousands of women in rural Karnataka manage household duties, agricultural labor, livestock rearing, and childcare responsibilities every single day. Working from dawn until dusk, these women rarely find the time to focus on their own health.

Many women assume that "feeling tired is natural," "dizziness is common," or "weakness happens to everyone." However, according to doctors, a major underlying health issue might be hidden behind these symptoms: Anemia.

In India, and particularly in the rural regions of Karnataka, anemia remains a primary health challenge among women. When the body lacks sufficient hemoglobin, the blood cannot transport the required oxygen to various parts of the body. This results in persistent fatigue, weakness, and recurring health complications.

Why is anemia highly prevalent among rural women?

According to medical experts, there are several contributing factors:

1.Lack of Iron-Rich Food: Many women eat last, only after serving everyone else in the household. Consequently, the essential nutrients required by their body may fall short.



2.Menstrual Cycle (Periods): Since women lose blood every month, their requirement for iron increases. Without proper food intake, the risk of anemia intensifies.

3.Pregnancy: Higher nutrition is essential during pregnancy to sustain the health of both the mother and the baby.

4.Lack of Health Awareness: Many women do not possess proper information regarding the symptoms of anemia.

Why is it critical to speak openly about periods?

Even today, the culture of speaking openly about the menstrual cycle is quite limited in rural India. Many young girls and women do not receive proper information regarding:

- Period hygiene
- Cleanliness
- Nutritious diet
- Health screenings

Against this background, awareness programs have become absolutely vital.

Health Tips of the Month

10 Simple Habits to Stay Healthy

- Drink 2 to 3 glasses of water immediately after waking up in the morning.
- Consume Ragi, Jowar, or Sajje-based food at least 3 days a week.
- Walk for at least 30 minutes every day.
- Eat one egg or protein-rich food daily.
- Cut down on high sugar and packaged foods.

- Regularly consume green leafy vegetables, fresh vegetables, and fruits.
- Get your blood pressure and diabetes checked once a year.
- Ensure at least 7 hours of sleep.
- Stay away from tobacco, gutka, and smoking.
- Eat meals together with family members; give equal importance to mental health.

Diabetes and Blood Pressure: A Rising Challenge in Villages

Diabetes and blood pressure were once considered problems confined strictly to cities. Today, however, these issues are escalating rapidly in rural areas as well.

Causes:

- Alterations in dietary habits
- Intake of processed foods

- High consumption of sugar
- Low physical activity
- Stress

Many a time, individuals do not even realize that they are affected by diabetes or blood pressure. Hence, regular health check-ups right at the village level are absolutely imperative.



Tests to be done once a year by those over 40 years of age:

Blood pressure, Diabetes, Hemoglobin, Eye examination, Heart screening (as advised by a doctor), Weight, and BMI test.

Book your order now! Contact: 9187226200

Monsoon Checklist for Farmers

10 Important Tasks Farmers Must Perform in July



The end of June and the beginning of July is an extremely critical period for the farmers of Karnataka. The decisions taken by farmers at this juncture, when the monsoon rains have commenced, determine the production and income of the entire cropping season.

Many farmers assume that once sowing is completed, the crop will grow on its own. However, in reality, proper management during the month of July is the secret to a bountiful yield. Here are the 10 important aspects that every farmer must focus on this month:

1. First Priority to Weed Control

Immediately after the rains, the growth of weeds accelerates. Weeds absorb the essential nutrients required by the crops, increase water consumption, and reduce overall production. Therefore, it is vital to undertake weed control measures within 20 to 30 days of sowing.

2. Ensure No Waterlogging in the Field

If water accumulates in the field due to heavy rainfall, it can lead to root rot, the spread of diseases, and stunted crop growth. Small drainage channels must be constructed to facilitate the exit of excess water. Crops like maize, Bengal gram, cotton, and vegetables are highly susceptible to damage caused by waterlogging.

3. Crop Monitoring

During the month of July, farmers should inspect their fields at least twice a week. Key aspects to observe include the color of the leaves, pest damage, growth status, water issues, and symptoms of diseases. Detecting problems early minimizes losses.

4. Maintain Soil Moisture

Even after the arrival of rain, managing soil moisture is essential. Spreading dry leaves, grass, and crop residues around the plants helps retain moisture for a longer duration. This process is known as Mulching.

5. Manage Fertilizer Application Appropriately

Many farmers apply a large quantity of fertilizer all at once, which is an incorrect practice. Urea, DAP, Potash, and micronutrients should be applied in stages according to the growth phase of the crop. For detailed guidance, it is best to seek advice from agricultural officers.

6. Do Not Forget Crop Insurance Registration

Excessive rainfall, drought, floods, and windstorms during the Kharif season can inflict severe losses on farmers. Therefore, one must gather information and register under the Pradhan Mantri Fasal Bima Yojana or state government crop insurance schemes.

7. Monitor Pests

The menace of stem borers, leaf-eating caterpillars, armyworms, and whiteflies generally increases in July. Avoid spraying chemicals unnecessarily. Consult agricultural experts first.

8. Collect Soil Samples for Testing

Many farmers have still not opted for soil testing. Soil testing reveals which nutrients are deficient, what fertilizers are required, and the exact quantity in which they should be used. This also helps reduce fertilizer expenses.

9. Focus on Animal Husbandry

Livestock health requires extra care during the rainy season. Key areas of focus include clean drinking water, storage of dry fodder, timely vaccination, and maintaining cleanliness in the cattle shed. Integrating agriculture with animal husbandry ensures a stable income.

10. Plan the Marketing Now Itself

Several farmers think about selling their produce only after the harvest. However, smart farmers collect information regarding market prices, potential buyers, FPO opportunities, and processing units well in advance. This assists in securing a better price.

Agriculture is Now Both a Science and a Business

Today's farmer is not merely a grower. He has transformed into a producer, a decision-maker, an entrepreneur, and a trader. Proper management in July can bring a massive difference to a farmer's income.

July Quick Checklist for Farmers: Weed control, drainage management, pest monitoring, fertilizer management, crop insurance, soil testing, livestock health, market information, FPO connection, and advice from agricultural officers.

Rural CEO Agriculture Mantra:

"A farmer who sows when it rains is a good farmer; but a farmer who takes care of the crop after the rain is a successful farmer."

"Right decisions taken in July return as excellent profits during harvest time."



July 2026 Farmer Information Key Focus Areas for This Month:

- Soil Testing
- Weed Control
- Crop Insurance Registration
- FPO Membership
- Rainwater Harvesting
- Monitoring Crop Diseases

Rural CEO Message:

"Do not fear technology. If used correctly, it can minimize the farmer's hard labor and maximize profits."

"The successful farmer of tomorrow does not just look at the field; he understands technology as well."

Boosting Drone Agriculture in Karnataka

The Government of Karnataka and the Department of Agriculture have launched various programs to promote drone technology. Agricultural universities, Krishi Vigyan Kendras (KVKs), and private organizations are conducting drone demonstrations and training sessions for farmers. Drone service centers have been established across several districts of the state, enabling farmers to rent these services on a hire basis without needing to purchase a drone.

Will a Farmer's Profit Increase if a Drone Flies?

How Drone Usage is Revolutionizing the Agricultural Sector



There was a time when drones were restricted to wedding ceremonies, movies, or military operations. Today, however, those very drones are flying over farmers' fields.

With technology growing rapidly in agriculture, drones are emerging as the new assistants for farmers. They play a significant role in various tasks, including the spraying of fertilizers and pesticides, crop monitoring, and disease detection. Drone farming is being actively encouraged in several states across the country, including Karnataka, and farmers are showing keen interest in this new technology.

What is Drone Farming?

Drone farming refers to managing agricultural activities using drones instead of manual labor. Drones can be utilized for spraying pesticides and fertilizers, checking crop health, identifying water issues, and detecting diseases and pests. This saves both time and expenditure.

An Hour's Task in 10 Minutes

Typically, spraying pesticides on an acre of land requires 1 to 2 hours of manual labor. However, a drone can complete the same task in just 10 to 15 minutes. Experts observe that drone usage is highly effective, particularly in crops like sugarcane, paddy, maize, cotton, pomegranate, and grapes.

A Solution to Labor Shortage

One of the biggest challenges faced by farmers today is the shortage of agricultural labor. Finding laborers during the peak spraying season is becoming difficult, and even when available, labor wages are soaring. In such scenarios, drones have emerged as an excellent alternative for farmers. A single drone can spray between 40 to 60 acres in a day, saving both time and money for the farmer.

Subsidies for Purchasing Drones

Under the Central Government's "Sub-Mission on Agricultural Mechanization (SMAM)" scheme, subsidies are being provided for purchasing drones. Particularly, Farmer Producer Organizations (FPOs), agricultural cooperative societies, Custom Hiring Centers, and agri-entrepreneurs can avail of financial assistance for drone procurement. Further details are available at local Department of Agriculture offices.

Where to Contact for Drone Services?

Nearest Department of Agriculture office, Krishi Vigyan Kendra (KVK), Farmer Producer Organizations (FPOs), Custom Hiring Centers (CHCs), and extension centers of agricultural universities.

Essential Information Required Before Availing Drone Services:

Contact the Taluk Agricultural Officer or visit the Raitha Samparka Kendra, or call the district agricultural department helpline. Before booking the service, specify the type of crop, provide acreage details, share info about the pesticide/fertilizer to be

What if 500 Farmers Jointly Conduct Business Instead of One?

FPO: The Great Strength of Small Farmers



What price can a single farmer command if he sells 20 bags of maize?

But what if 500 farmers join forces and sell 20,000 bags of maize?

The answer to this question is an **FPO – Farmer Producer Organization**. Today, FPOs are driving a massive transformation in India's agricultural sector. An FPO is a model where small and medium farmers organize themselves to collectively handle production, procurement, storage, and marketing. It is not just an association of farmers; it is a business enterprise owned by the farmers.

WHAT IS AN FPO?

A Farmer Producer Organization

(FPO) is a company or organization established collectively by farmers. The owners of this organization are the farmers themselves, the beneficiaries are the farmers, and all decisions are taken by the farmers. Generally, an FPO comprises 300 to 1,000 farmers as members. **WHY DO FARMERS NEED AN FPO?**

The majority of farmers in India hold small landholdings. Farmers operating on 1, 2, or 5 acres of land find it challenging to compete with large corporations in the market due to lower production quantities, lack of bargaining power, high input costs, and heavy dependence on middlemen. However,

when farmers unite, the entire scenario changes.

FERTILIZERS AND SEEDS AT LOWER PRICES

If an individual farmer purchases 5 bags of fertilizer, he has to pay the standard retail price. But what if an FPO purchases 5,000 bags of fertilizer? They receive a massive bulk discount. Similarly, seeds, pesticides, agricultural equipment, and drip irrigation systems become available at lower prices, effectively reducing cultivation costs for farmers.

BARGAINING POWER TO COMMAND BETTER PRICES

Quite often, farmers sell their produce to local middlemen within the village, which curtails their profits. An FPO, however, can sell the produce directly to corporate companies, processing units, supermarkets, and export firms, significantly enhancing the likelihood of getting a better price.

STORAGE AND VALUE ADDITION

Another major strength of FPOs is value addition. For instance, processing raw finger millet into ragi flour, peanuts into peanut oil, mangoes into pulp, or raw chilies into chili powder yields higher profit margins. While this is difficult for an individual farmer, it is highly feasible for an FPO.

THE GROWING FPO MOVEMENT IN KARNATAKA

Hundreds of FPOs are functioning successfully across Karnataka. FPOs in districts like Mandya, Mysuru, Belagavi, Dharwad, Haveri, Vijayapura,

and Tumakuru are taking agri-business to new heights. Several FPOs have even built their own unique brands to market their products directly.

GOVERNMENT SUPPORT

Thousands of new FPOs are being established under the Central Government's dedicated FPO scheme. FPOs receive training, technical assistance, managerial backing, and financial aid, along with guidance from NABARD and SFAC. This empowers small farmers to compete effectively in large markets.

NEW OPPORTUNITIES FOR YOUTH

FPOs are not beneficial just for farmers; they present a massive opportunity for rural youth as well. They can find employment as CEOs, accountants, marketing managers, digital sales experts, and supply chain managers. FPOs are expected to generate thousands of rural jobs in the coming days.

AGRICULTURE IS NOW A BUSINESS

In the past, farmers only grew crops. Today, through FPOs, they are producing, packaging, transporting, marketing, and building brands. FPOs are serving as a premier platform for this shift.

RURAL CEO PERSPECTIVE:

An individual farmer might be a minor entity in the market, but when 500 farmers unite, they become a formidable enterprise. That is the true power of an FPO. The future of Indian agriculture lies not just in production, but in organized business.

Do Not Rely on a Single Source of Income

Cattle, Poultry, Sheep: A Successful Model for Earning Additional Income Alongside Agriculture

Income uncertainty is a primary challenge in agriculture today. If rainfall fails, it is a problem; if market prices crash, it is a problem; if pests and diseases strike, it is a problem. Under such volatile circumstances, farmers relying solely on a single crop face the highest

risk.

Therefore, agricultural experts and successful farmers offer one unanimous piece of advice: "Build supplementary sources of income alongside farming." When cattle rearing, poultry, and sheep farming are integrated with agriculture,

a farmer's income becomes significantly more stable. Agriculture + Dairying = Daily Income Crops like paddy, sugarcane, or other varieties provide income only once or twice a year. In contrast, dairy farming is a sector that yields a daily income. A good milch cow can

provide 8 to 15 liters of milk per day. Farmers can earn a regular income through milk sales at local dairy cooperative societies, or by preparing ghee and selling curd in rural areas. Additionally, cow dung and urine can be utilized effectively as organic manure for farming.

Kirana Ratna Award 2026

Honoring the True Leaders of Rural Retail Business



Organized to mark the Foundation Day of Vilcart, the inaugural "Kirana Ratna Award 2026" program is a significant step toward recognizing and honoring grocery store owners serving rural communities across various districts of Karnataka.

This award is dedicated to those rural traders who fulfill the daily requirements of villagers, uphold consumer trust, and strengthen the local economy.

CONGRATULATIONS!

These awardees are not merely shop owners. They are the hubs of economic activity in their respective villages, the providers for their families, and the true "CEOs" of rural India. Heartfelt congratulations to all the Kirana Ratna Award winners on behalf of Rural CEO and VilCart. The names and photographs of the winners will be published in the upcoming edition.

You Can Begin Your Stock Market Journey with 500 - Free Guidance

What is the Stock Market? A Simple Guide for Rural Youth

"If you invest money in the stock market, it doubles, they say!" "A person reportedly invested ₹10,000 and earned lakhs of rupees!" We hear such statements quite frequently. But what exactly is the stock market? Is it gambling? Is it safe to invest money here? Can rural youth invest too?

Let us find out the answers to these questions.

WHAT IS A SHARE?

Simply put, a share is a small piece or fraction of a company. For instance, suppose a large company has a total valuation of ₹100 crores. That company divides its ownership into lakhs of tiny parts. Those parts are called shares. If you purchase one share of that company, you become a minor partner/shareholder in that company. As the company grows, the value of your share can also increase.

WHAT IS THE STOCK MARKET?

The stock market is a marketplace where shares are bought and sold. In India, there are primarily two major stock exchanges: NSE (National Stock Exchange) and BSE (Bombay Stock Exchange). It is here that lakhs of investors buy and sell shares every single day.

YOU CAN START WITH EVEN ₹500

Many individuals believe that entering the stock market requires lakhs of rupees. However, that is a misconception. Today, you can start investing with very small amounts such as ₹500, ₹1,000, or ₹2,000. The share price of some excellent companies is less than ₹500. Alternatively, one can invest ₹500 per month through a Mutual Fund Systematic Investment Plan (SIP).

FIRST, YOU MUST OPEN A DEMAT ACCOUNT

Just as a bank account is necessary to store money, a Demat account is required to hold shares. Opening a Demat account today is incredibly easy. Some popular



platforms include Zerodha, Groww, Angel One, Upstox, and ICICI Direct. You can open an account directly using your mobile phone.

DIFFERENCE BETWEEN INVESTMENT AND TRADING

Most people confuse these two terms.

•**Investment:** Investing money in fundamentally strong companies for the long term. For example, buying shares of a company today and holding them for 5 to 10 years.

•**Trading:** Attempting to buy and sell shares within a single day or a few days to generate quick profits. Beginners must first learn about investing and avoid rushing directly into trading.

WHICH COMPANIES CAN YOU INVEST IN?

In the beginning, beginners should ideally choose large, reputable, and reliable companies with a long history and a profitable track record. For example, one can study leading companies in the

Banking, FMCG, IT, Power, and Pharmaceutical sectors.

MUTUAL FUNDS: AN EXCELLENT CHOICE FOR BEGINNERS

If you lack comprehensive knowledge about picking individual shares, Mutual Funds can be a great option. Here, your money is managed by professional fund managers. You can initiate an SIP with as little as ₹500 per month. This is an effective way to accumulate wealth over the long term.

THE STOCK MARKET IS NOT GAMBLING

Many people view the stock market as a form of gambling. In reality:

- Investing without proper study/research leads to risk.
- Relying blindly on rumors leads to quick losses.
- A desire to become rich overnight brings danger.

However, if invested with correct knowledge, patience, and strict discipline, it

can become a powerful tool for wealth creation.

WHY SHOULD RURAL YOUTH KNOW ABOUT THIS?

Today, rural youth are employed, running businesses, and earning income through agriculture. By investing a portion of this income properly, they can secure their financial future. One must learn not just to save money, but to grow it as well.

REMEMBER BEFORE INVESTING:

Control your debts, maintain an emergency fund, start with small amounts, do not put all your money into a single company, think long-term, and never believe in rumors.

RURAL CEO PERSPECTIVE:

Rural India today is not restricted merely to agriculture and local trade; financial literacy is equally vital. Just as a farmer nurtures his crop, a youth must nurture his wealth. Investing is not meant only for the rich. It is fully possible for anyone possessing the right knowledge.

FINANCIAL INFO BOX:

5 Steps to Start in the Stock Market

1. Hold a bank account
2. Open a Demat account
3. Start with a small amount
4. Study good companies
5. Invest for the long term

ADVICE FOR BEGINNERS:

- Begin initially through an SIP
- Learn about individual stocks gradually later on
- Stay away from "get rich quick" tips on social media
- Never borrow money or take loans to buy shares
- Do not invest your entire life savings in one single place

From a Salary of ₹600 to Creating 2,900 Jobs!

The Inspiring Journey of a Woman Achiever Behind Falcon Telesourcing

The success story of Anita Venkatesh, who has been contributing to society through employment generation for twenty years.

Success is not measured solely by profits, business expansion, or constructing massive buildings. Bringing about a positive change in society and becoming a ray of hope in people's lives represents another dimension of success. A prime example of such a unique achievement is Bengaluru-based Falcon Telesourcing and its founder, Mrs. Anita Venkatesh.

This year, Falcon Telesourcing is celebrating its 20th anniversary. Established two decades ago, this organization supports thousands of families today and stands as an exemplary model of a socially conscious enterprise through employment generation.

CHILDHOOD HARDSHIPS AS LIFE LESSONS

Anita Venkatesh's childhood was unlike that of ordinary children. She had to pursue her education while simultaneously helping her parents in the family's weaving business. Alongside education, hard work became an integral part of her life.

After her marriage in the 1990s, securing a job was no easy task. After knocking on the doors of numerous offices for months, the first job she secured offered a monthly salary of just ₹600. However, those initial challenges became the greatest lessons of her life. After gaining around 16 years of experience in the service sector, she founded Falcon Telesourcing in 2006 with a dream of creating opportunities for youth struggling to find employment.

FIRM STEPS AMID CHALLENGES

During the initial days of the organization, technological facilities were

not easily accessible. The domestic BPO sector was still in its infancy. Growing as a new firm amidst competition from large companies was far from easy.

However, through quality service and consistent performance, Falcon carved out its own niche. Securing its first large client from the insurance sector in 2007 marked a major milestone in the company's growth. Subsequently, the organization successfully weathered economic recessions, market shifts, and the disruptions of the COVID-19 pandemic to emerge even stronger today.

EMPLOYMENT OPPORTUNITIES FOR 2,900 PEOPLE

Over the last two decades, Falcon Telesourcing has provided employment opportunities to more than 2,900 individuals. Many among them were youth and women stepping into the professional workforce for the very first time.

Anita Venkatesh firmly believes that youth from rural and semi-urban areas have an excellent future in the BPO sector. She states that if one possesses an eagerness to learn, disci-

pline, an adaptable mindset, and good communication skills, there are ample opportunities for vertical growth in this field.

FUTURE GOAL: CREATING MORE JOBS

Having grown on the foundation of client trust, Falcon Telesourcing aims to expand its services and revenue over the next five years. Against this background, it invites graduates, diploma, and PUC candidates from various parts of Karnataka who possess excellent communication skills in Kannada, English, and Hindi. The company offers comprehensive training, skill development, and excellent career growth pathways.

THE TRUE MEANING OF SUCCESS

In the eyes of Anita Venkatesh, success is not just a profitable business. True success lies in efforts that leave a positive impact on society, bring a transformation in people's lives, and build opportunities for the next generation. Her achievements loudly proclaim the message: "An enterprise is not just a business; it is a responsibility to show a new pathway to people's lives."



JOB OPPORTUNITY

FALCON TELESOURCING PRIVATE LIMITED

- Position: Call Center Executive (Voice Process)
- Vacancies: 15
- Job Location: Wilson Garden, Bengaluru
- Job Type: Full-Time (Day Shift)

Eligibility:

- Any Degree / Diploma / Pre-University Education (PUC)
- Excellent communication skills in Kannada, English, and Hindi

- Basic computer knowledge
 - Knowledge of additional regional languages will be given priority
- Interested candidates can contact:**
- 7204618942 / 9916565334
 - hr@falcontelesourcing.com
 - huneza@falcontelesourcing.com
- Address:**
Falcon Telesourcing Private Limited
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This Month's Rural Sports Spirit
"Village Children Dreaming of the Olympics"



A small village ground... a muddy floor... no footwear on their feet... but a massive dream in their eyes.

Today, many of India's Olympians, national athletes, and international players have not emerged from expensive urban stadiums. They have come from small villages. In the beginning, they did not have access to state-of-the-art facilities or expensive coaches. However, they possessed one ultimate power – the sheer grit to achieve their goals.

In thousands of villages across Karnataka today, children are playing kabaddi, practicing running, learning wrestling, and playing kho-kho. Perhaps one of them will hoist the national flag on the Olympic stage tomorrow. A farmer's son could become India's fastest runner. A laborer's daughter could win an international medal. A student from a tiny village could become the nation's pride. To achieve this, it takes more than just raw talent; it requires discipline, hard work, and continuous practice. A sporting talent is hidden in every village. Identifying and encouraging it is the collective responsibility of the family, school, and society.

WHAT DOES SPORTS TEACH CHILDREN?

Discipline, leadership, self-confidence, teamwork, the spirit to accept defeat gracefully, and a hunger for success.

Pride to the Nation from the Children of the Soil
From Bamboo to the Global Stage: A New Era of Rural Karnataka's Athletes



A small village... no proper ground... no modern training centers... no expensive sports equipment either... yet, there is a dream in the eyes of those village children – to play for India. Today, athletes emerging from the rural parts of Karnataka are raising the prestige of the state at national and international levels. At one time, it was believed that sporting achievements were restricted only to cities. But the situation has changed now. The champions of tomorrow are being nurtured right in the hills of Kodagu, the villages of the coastal region, the fields of North Karnataka, and rural schools.

The Daughter of Kodagu on the Olympic Stage

A prominent name in Karnataka's sports history is Pramila Ayyappa. Coming from a ru-

ral background in Kodagu district, she represented India twice in the Olympics. By representing the country in the heptathlon event, she has become an inspiration to thousands of rural girls. Even today, her achievements serve as a guiding light for many young athletes.

From Kodagu to the Asian Games

Sinchal Kaveramma, a young athlete from Gonikoppal in Kodagu, set a national record in the 400-meter hurdles and was selected for the Asian Games. Coming from a rural background and becoming one of the best athletes in the country showcases the power of rural talent.

An Asian Silver Medal for a Coastal Boy

Ayush Shetty, a young badminton player originally from

Karkala in Udupi district, is today one of India's most promising shuttlers. By winning a silver medal at the 2026 Asian Badminton Championships, he created history and proved that the youth of rural Karnataka possess the capability to compete at the world level.

If There is Talent, Opportunities Will Follow

Swimming coach Umesh Kalghatgi from Belagavi is working hard to elevate rural talent to national and international levels. Many children trained under his guidance have won medals in international competitions. The role of such coaches is vital in nurturing village children in the field of sports.

Why is Rural Karnataka Becoming a Sports Powerhouse?

According to experts, children from rural areas exhibit higher physical endurance, a mindset for hard work, discipline, patience, and a highly competitive spirit. These are essential qualities required to achieve success in sports.

Sports is Not Just for Medals

Sports boosts self-confidence, teaches leadership, instills discipline, maintains health, and generates employment opportunities.

Childhood Games That are Vanishing After the Arrival of Mobiles

Lagori, Chennemane, Gilli Dandu: Rural Games

Remaining Only in Memories

At one time, as soon as the clock struck 5 PM, the streets of the village would echo with the voices of children. Someone would be playing Lagori, someone else would be striking the Gilli with a Dandu. In the veranda of the house, grandmother and grandchildren would sit together to play Chennemane. Today, if you take a walk around those same villages, children are visible, but they do not have a ball or a gilli in their hands. They have a mobile, a tablet, or a video game.

Many rural games of our childhood are gradually fading away.

Lagori: The Game of Team Unity

Lagori is a game where seven stones are stacked on top of each other and knocked down with a ball. It was not just a game; it taught teamwork, quick decision-making, agility, and leadership. In the open spaces of the village, 10 to 15 children would gather and play lagori for hours. Today, many children do not even know the name "Lagori."

Gilli Dandu: The Poor Man's Cricket

There was no cricket bat, no stumps, yet the joy of the game was immense. A small piece of wood (gilli) and a long stick (dandu) were all that was needed. Village children played gilli dandu all day long. This was a game that enhanced eye concentration, hand-eye coordination, and physical fitness. Today, amidst cricket and mobile games, gilli dandu is slowly disappearing.

Chennemane: The Game of Intelligence

Chennemane is one of the oldest traditional games of Karnataka. It was usually played in the verandas of houses, under the shade of trees, or during festivals when family members gathered. This game involves calculation and strategy using seeds or shells. Therefore, it nurtured patience, arithmetic skills, strategizing, and decision-making abilities in children. Grandparents used to teach this game to children, sharing stories, life lessons, and family values along with the game. Today, due to mobiles and digital entertainment, the number of people playing Chennemane is dwindling.

Why are Our Games Vanishing?

There are several reasons for this: mobile and video games, lack of playgrounds, increasing academic pressure, television, digital entertainment, and a lack of time within families. As a result, children are moving away from outdoor games.



Kabaddi: From a Village Ground to a Crore-Rupee Stage
India's Rural Game is Now Conquering the World



There was a time when Kabaddi meant a game played by youth gathering on village grounds in the evening. No expensive equipment was needed, nor was a massive stadium required. An open ground, two teams, and an enthusiasm to win were more than enough.

However, today that very sport of Kabaddi has captured global attention. Through the Pro Kabaddi League (PKL), Asian Games, World Cup, and international tournaments, Kabaddi is growing on a global scale. Crucially, rural India remains the true powerhouse of this game.

A SPORT INHERENT WITH THE SCENT OF THE SOIL

Kabaddi is one of the oldest traditional games of India. This sport has been played for generations across most villages, including those in Karnataka. The sport teaches physical strength, speed, breath control, courage, team unity, and leadership. Therefore, Kabaddi is not just a game; it is a lesson for life.

PRO KABADDI TRANSFORMED LIVES

Since the inception of the Pro Kabaddi League in 2014, the entire landscape of this sport has changed. Kabaddi, which was once a village-level sport, has now reached television screens and international arenas. Today, many players are playing at the national level, earning lakhs of rupees in remuneration, securing government jobs, and representing India internationally.

THE PRIDE OF KARNATAKA – PAWAN SEHRAWAT

Pawan Kumar Sehrawat, who comes from a rural background in the Hassan district of Karnataka, is today one of India's most successful Kabaddi players. Hailing from an ordinary farming family, he delivered record-breaking performances in the Pro Kabaddi League to grow into India's premier raider. Today, he is an inspiration to lakhs of youth across the country. His journey, which began on a village ground, has now reached the international stage.

INDIA'S KABADDI QUEEN – MAMATA POOJARI

Mamata Poojari, originally from Kalyanpur in Udupi district, is a proud name for India in the field of women's kabaddi. Having captained the Indian women's kabaddi team, she brought medals to India in several international competitions, including the Asian Games. A girl from a coastal village has today become a role model for thousands of rural girls.

FROM A FARMER'S SON TO A WORLD CHAMPION

Many of India's Kabaddi players come from agricultural families. In the beginning, they had:

- No expensive training
- No modern amenities
- No major backing

Yet, through sheer hard work and discipline, they rose to national prominence. This makes one truth absolutely clear: talent knows no boundaries between a village and a city.

JOB OPPORTUNITIES THROUGH KABADDI

Today, Kabaddi is not just a sport; it is a viable career. Kabaddi players have opportunities to secure government jobs under the sports quota in:

- The Indian Army
- Railways
- Police Department
- Public Sector Undertakings (PSUs)

WHAT SHOULD RURAL YOUTH DO?

Youth interested in Kabaddi should:

- Exercise daily
- Participate in district-level competitions
- Join school and college teams
- Gather information about sports residential schools
- Seek guidance from experienced coaches

These are the first steps to success.

LIFE LESSONS TAUGHT BY KABADDI

Kabaddi is not just a game of scoring points. It teaches:

- Rising up again after a defeat
- Winning together as a team
- Taking decisions under pressure
- The sheer persistence to achieve a goal

These qualities bring success in life as well.

RURAL CEO PERSPECTIVE:

The future of Indian Kabaddi still resides within the villages. The youth who is running and chanting "Kabaddi... Kabaddi..." on a village ground today might play for the country tomorrow. For that, alongside talent, hard work and opportunity are absolutely essential.

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