



As part of VilCart’s Foundation Day celebrations, the first “Kirana Rathna Awards 2026” is a significant initiative to recognize and honour rural kirana retailers from various districts across Karnataka. The award is dedicated to retailers who play a vital role in fulfilling the everyday needs of rural communities, earning the trust of customers, and strengthening the local economy.

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R CEO Interview From a Kirana Retailer Visiting the Market to a Digital A New Chapter in Rural Commerce

At the heart of every village in rural India, there is a kirana store. From milk in the morning to essential household items at night, these stores are an integral part of the everyday lives of villagers. However, behind what may appear to customers as a simple business lies a set of significant challenges that shop owners face every day.

One of the biggest challenges is the procurement and supply of goods.

When a kirana store owner from the Kaudalli region shared his experience, it offered a real picture of the transformation taking place in rural commerce. According to him, in the past, he had to travel to large markets such as Bengaluru to purchase the goods required for his store. In particular, travelling to the Yeshwanthpur market, visiting different wholesalers, searching for the required products, making purchases and returning to the village was an entire day’s task.

This was not just a journey; it involved an investment of time, effort and money.

When a small kirana retailer spends an entire day travelling to the market, the operation of the store is also affected. Customers may visit when the owner is away. At times, sales opportunities may be missed. Therefore, every trip made to procure goods carries a hidden cost — the cost of time.

Today, digital technology is gradually changing this situation.

Through digital B2B platforms such as VilCart, rural kirana retailers can browse thousands of products, select the items they need and place orders while sitting right inside their stores. Information about products that previously required visiting multiple shops and wholesal-

ers is now available through a mobile application.

This is not merely an introduction to technology for rural retailers; it is a transformation in the way they conduct business.

The experience of the retailer from Kaudalli clearly reflects this change. According to him, the need to travel to large markets every time has now reduced significantly. He can browse the products he needs through the application, place an order, and have the goods delivered directly to his store. The biggest benefit he receives from this is the saving of time.

In business, time can be a resource even more valuable than money.

The time saved can be used by shop owners to serve customers better. They can observe which products are in greater demand, improve the store’s product display, attract new customers and even spend more time with their families. In other words, an efficient supply system does not merely solve a logistics problem; it can also improve the quality of life of the retailer.

Rural India is rapidly becoming digital. Smartphone usage is increasing, digital payments are becoming common, and internet connectivity is reaching villages. In this environment, the adoption of new technology by rural kirana stores represents an important economic development.

What is important to understand here is that digital systems do not replace the kirana store. Instead, they make it more powerful. The same familiar store, the same shopkeeper and the same relationship of trust with customers continue. However, the supply system operating behind the store becomes more organised. Product selection becomes easier, ordering

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becomes faster, and deliveries can be managed in a more planned manner.

This is the true meaning of digital transformation.

Just as a farmer needs better access to markets, a rural kirana retailer needs a strong and reliable supply network. Only when the right products are available at the right time can customer trust be maintained. Product availability in the store is one of the key factors driving business growth.

The story of this retailer from Kaudalli could well be the story of thousands of rural kirana store owners. While travelling to the market was once an inseparable part of running a business, the ability to order products through a mobile phone is now opening up new possibilities. It is paving the way for the next stage of rural entrepreneurship.

The kirana stores of rural India will not disappear in the future; they will become more modern. When technology, trust and an efficient supply network come together, even a small kirana store in a village has the potential to evolve into an enterprise of the new age.

A New Path for Digital Supply in Rural Kirana Commerce

The digital supply system is bringing a new wave of transformation to rural kirana businesses. While retailers once had to travel to markets to purchase goods, today they can browse products, place orders, and have them delivered directly to their stores using their mobile phones.

By saving time, simplifying procurement, and enabling better customer service, technology is transforming rural kirana stores into more modern, efficient, and stronger businesses.

Independence Day That Went Beyond Flag Hoisting: A Celebration of Patriotism in Every Village!

This Independence Day, celebrations across rural Karnataka went far beyond flag hoisting and the distribution of sweets. Villages came alive as communities came together to celebrate the spirit of freedom as a collective festival. Schoolchildren, youth, women, farmers, teachers, and Gram Panchayat members joined hands to create an atmosphere filled with patriotism and unity.

Celebrations Begin with a Grand Procession

The festivities began with colourful processions led by children and young people carrying the Tricolour with pride. Patriotic songs, slogans, and cultural performances added vibrancy to the Independence Day celebrations, turning village streets into lively expressions of national pride.

Honouring Local Achievers

Local achievers who had made a mark in education, agriculture, sports, and social service were felicitated during the celebrations. Recognising their contributions not only celebrated their achievements but also inspired the younger generation to dream bigger and contribute to their communities.

A Special Platform for Rural Women

Women from Self-Help Groups actively participated in the celebrations by showcasing and selling homemade food products, traditional delicacies, and locally produced goods. The occasion thus became more than a national celebration — it also created a valuable platform to showcase rural women’s entrepreneurship and economic potential.

Celebrating Freedom with a Commitment to Development

In several villages, Independence Day was also marked by meaningful commitments towards the future. Residents took pledges to maintain cleanliness, plant trees, conserve water, improve schools, and reduce the use of plastic.

As a result, Independence Day became more than a day to remember the past. It carried a powerful new message:

“Let us build and develop our village together.”

From school grounds to village streets, patriotic slogans echoed across rural Karnataka, reflecting how Independence Day is evolving into a celebration of unity, community participation, and collective progress.

In rural Karnataka, the spirit of freedom is no longer confined to the flag — it is becoming a shared commitment to building a stronger, cleaner, and more progressive village.

The UPI Revolution in Rural Indian Businesses From a Small Shop to a Local Enterprise: New Opportunities Through Digital Payments

UPI is bringing a significant transformation to the way businesses operate across rural India. Kirana stores, milk vendors, vegetable sellers, small eateries, Self-Help Groups, and rural entrepreneurs can now accept payments digitally, without depending entirely on cash. This has made even small-value transactions faster, simpler, and more convenient for both businesses and customers.

A Game-Changer for Kirana Stores

Customers no longer need to worry about carrying exact change or having cash in hand. With UPI, payments can be made instantly using a mobile phone. For retailers, this reduces the burden of handling and managing cash. Digital transaction records can also help business owners track daily sales and understand their cash flow more effectively.

Opening New Markets for Rural Products

Digital payments are also helping rural products reach customers beyond the boundaries of the village. Products such as ghee, honey, pickles, millet-based foods, handloom products, and other locally made goods can now be sold to customers in distant markets. The ability to receive payments directly through UPI makes digital commerce more accessible to small rural entrepreneurs.

Creating Opportunities for Women Entrepreneurs

UPI is proving particularly useful for Self-Help Groups and rural women entrepreneurs involved in producing and selling food items, handicrafts, and other local products. Digital payments can make it easier to maintain separate transaction records, manage business income, and build more organised financial practices.

Digital Convenience Must Come with Digital Safety

As digital payments grow, awareness about online fraud is equally important. Users should remember that receiving money through UPI does not require entering a UPI PIN. Retailers should always verify whether a payment has actually been credited to their bank account instead of relying solely on screenshots or notifications.

With proper record-keeping and safe digital practices, UPI can offer rural small businesses far more than a cashless payment option. It can become a gateway to greater convenience, better financial visibility, wider markets, and new opportunities for rural entrepreneurship.

From the village kirana store to the emerging local enterprise, digital payments are helping rural India take another confident step towards a more connected economy.

A Strong Rural India Is the Foundation of a Strong India In my view, a “Strong Rural India” is not merely a dream; it is a system that must be built.

When we talk about India’s development, our vision should not be limited to large cities, industries, and technology. India’s true strength lies in its villages. If the nation’s economy is to become stronger, the first step must be to strengthen the rural economy.

Rural India can become truly self-reliant only when farmers, kirana retailers, small entrepreneurs, women entrepreneurs, and young people have access to the right opportunities. They should not be compelled to migrate to cities in search of a better life. Instead, they should have the opportunity to build better livelihoods, stronger incomes, and brighter futures in their own communities.

Technology has a crucial role to play in making this possible.

A rural kirana store is more than just a shop. It is a vital centre of economic activity within the village. When that store has access to the right products,

competitive prices, reliable supply, and technological support, its growth can create a ripple effect across the entire local economy.

This is the very purpose of the ecosystem we aspire to build — **to bring opportunities closer to rural entrepreneurs and strengthen their businesses through technology.**

Our villages should not remain merely consumers. They should evolve into producers, entrepreneurs, and centres of employment generation.

Farmers should have better access to markets for their produce. Kirana retailers should have efficient and reliable supply networks. Young people should have opportunities to start businesses within their own communities. Women should have platforms that enable them to become financially independent.

Only when these opportunities become accessible can we truly transform rural India into a stronger India.

My belief is simple: India’s next great wave of growth will not come from cities alone. It will emerge from the villages of India.

Being part of that transformation is not merely our responsibility — it is our privilege and our pride.

Strong Villages. Strong Economy. Strong India.



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



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A New Idea Born from the COVID Crisis That Grew into a Successful Business



The COVID-19 pandemic brought hardship to many businesses. But for Bengaluru-based Shwetha Rajashekar and Vishwanath, the crisis opened the door to a new business opportunity. What began with agriculture and dairy farming has today grown into a sweets business with an annual revenue of ₹80.5 crore. According to a report published in December 2025, **India Sweet House** had established 50 outlets within just four years.

A Beginning Rooted in Agriculture and Dairy Shwetha and Vishwanath initially focused on organic farming and dairy farming on around 20 acres of land near Nelamangala. At their Karma Farms, they reared cows and produced milk. The surplus milk was used to make paneer and ghee, which were then sold to customers.

In other words, the foundation of their entrepreneurial journey was closely connected to agricultural produce.

How COVID Changed the Direction of the Business

When the COVID-19 pandemic struck in 2020, their doorstep milk-delivery business faced several challenges. One major difficulty was collecting glass milk bottles back from customers. As a result, the entire milk distribution system was disrupted.

This situation led to a new question:

Instead of simply selling milk, could they create their own value-added products from it and sell them directly to customers?

This idea led them to experiment with making traditional Indian sweets, according to co-founder Shwetha Rajashekar.

Rather than stepping back in the face of the crisis, they used the resources and knowledge they already possessed—their milk, agricultural experience, and understanding of food production—to build a new business.

Taking the First Step Through Online Sales

When the sweets business began, the founders did not immediately invest in large retail outlets. They first reached customers through online channels.

Their products were sold through major food-delivery and e-commerce platforms. In 2021, the company was officially registered with an initial investment of around ₹3 crore. That same year, the first India Sweet House outlet was opened in Malleshwaram, Bengaluru.

Turning the challenge of milk sales during the COVID crisis into a new opportunity, India Sweet House began its journey and has now grown into a successful business with a revenue of ₹80.5 crore and 50 outlets.

By adding value to products sourced from agriculture and dairy farming, and bringing traditional Indian sweets to the modern market, this journey highlights the importance of innovative thinking, value addition, and building a strong homegrown brand for rural entrepreneurs.

Entering the traditional sweets market as a new brand was a major challenge. However, the company focused on quality ingredients, authentic traditional flavours, hygiene, and providing customers with a good overall experience.

From Farm to Sweet

According to the company's official information, milk, ghee and khova produced on its own farm are used in the preparation of its sweets. Today, the brand offers more than 200 varieties of traditional sweets and savoury snacks.

Its business value chain can be understood simply as:

Cow → Milk → Khova & Ghee → Sweets → Packaging → Store → Customer

The key lesson here is that agricultural produce was not sold merely as a raw commodity. Instead, value was added to it and converted into finished consumer products. From ₹47 Crore to ₹80.5 Crore. The results of this approach can be seen in the company's growth.

According to a 2025 report, the company's revenue increased from ₹47 crore in 2024 to ₹80.5 crore in 2025. During the same period, the number of outlets reached 50.

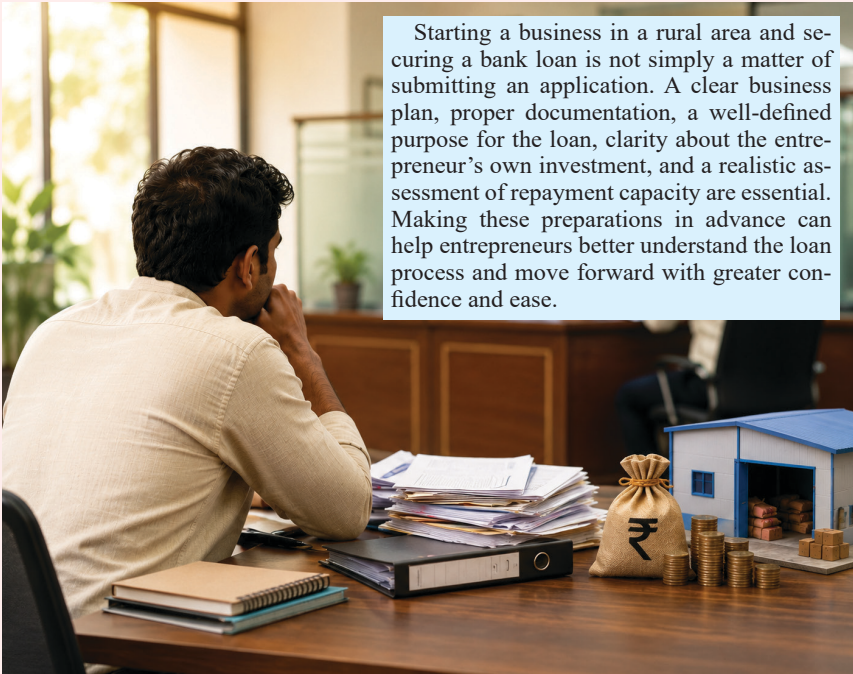
According to the company's official information, it now employs more than 800 people, a significant proportion of whom are women. Its products have also reached international markets, including the United States and Australia.

A Big Lesson for Rural Entrepreneurs

The real significance of this story is not just about sweets. It is about value addition. A farmer producing milk does not have to sell only raw milk. It can be transformed into products such as ghee, paneer, khova and several other value-added products.

Applying for a Bank Loan? Avoid These 7 Common Mistakes Made by Rural Entrepreneurs

Don't Lose Your Loan Opportunity Due to an Inadequately Prepared Application



A bank loan can be an important source of financial support for starting a small business in a rural area. However, having the right documents, a clear business plan, and the ability to demonstrate repayment capacity are essential.

1. Applying for a Loan Without a Clear Plan

Along with stating how much money you need, clearly explain how the funds will be used, how much investment is required, and how you plan to repay the loan.

2. Not Preparing a Proper Business Plan

Prepare a simple and clear business plan covering your product or service, target market, customers, costs, expected sales, and projected income.

3. Submitting an Application with Incomplete Documents

Keep identity and address proofs, bank details, business registration documents, and other required financial records ready before applying.

4. Not Clearly Explaining the Purpose of the Loan

Clearly show how much money is required for machinery, buildings,

raw materials, working capital, or day-to-day business expenses.

5. Ignoring Your Own Investment

Calculate your own contribution and the required loan amount realistically. Do not assume that the bank will finance the entire cost of the business.

6. Taking a Loan Without Understanding Interest and EMI

BANK	WHAT TYPES OF LOANS ARE AVAILABLE?	CONTACT
 State Bank of India (SBI)	Loan facilities are available for small and medium enterprises, businesses, service sectors, purchase of machinery/equipment, working capital, and other business requirements.	1800 1234 / 1800 2100 / 1800 112211  State Bank of India +1
 Canara Bank	Various types of loans, service loans, business loans, loans for specific requirements, and loans for purchasing machinery/equipment are available.	1800 1030 / 1800 425 0018  Canara Bank +1
 Union Bank of India	Loans for starting a new business, business expansion, working capital, purchase of machinery/equipment, and other business requirements.	1800 2333  Union Bank of India +1

Credit Card Usage in Rural India: A Financial Support When Used Wisely

From Fuel and Grocery Purchases to Online Payments: Users Can Earn Rewards and Cashback However, Be Cautious About Interest Charges and Penalties



Credit cards are not limited to people living in urban areas. With the right awareness and responsible use, they can also be useful for farmers, small entrepreneurs, and families in rural India. However, a credit card is not your own money; it is a borrowing facility provided by a bank. Therefore, it is important to understand the interest rates, fees, charges, and repayment due dates.

Where Can Credit Cards Be Used in Rural Areas?

Credit cards can be used at petrol pumps, grocery stores, pharmacies, clothing shops, and household goods stores that accept card payments. They can also be used to pay electricity, mobile, and internet bills and for online purchases. However, not every shop or business in rural areas may

have card-payment facilities.

Rewards and Cashback

Some credit cards offer reward points and cashback on fuel, grocery purchases, travel, or online transactions. It is better to choose a card that provides benefits suited to your regular spending habits. Do not make unnecessary purchases just to earn rewards.

Fuel and Grocery Purchases

Some cards provide special benefits on petrol, diesel, and grocery purchases. However, always check the applicable fees, spending limits, and other terms and conditions. Set a spending limit based on your monthly income and repayment capacity.

Timely Repayment Is Essential

Understand the interest rate, monthly EMI, loan tenure, and total repayment amount. Choose an EMI that is affordable based on your expected income.

7. Ignoring Your Previous Loan Repayment History

Paying existing loan instalments on time is important. A good repayment history can improve your chances of obtaining a new loan.

What If Your Loan Application Is Rejected?

If your application is rejected, find out the reason and address issues such as missing documents or weaknesses in your business plan before applying again.

Answer These 5 Questions Before Taking a Loan

What is my business?
How much money do I need?
What will I use the money for?
How much monthly income can I realistically expect?
How will I repay the loan EMI?

Submitting an application with a clear plan and proper documentation can help you present your business proposal to the bank with greater confidence and clarity.

Changes in the Loan System of Rural Cooperative Banks

What Farmers Need to Know?

Towards a More Efficient Loan Disbursement System

Rural cooperative banks play an important role in providing financial assistance to farmers, small entrepreneurs, and agriculture-related activities in rural areas. Timely access to credit for agriculture, animal husbandry, dairy farming, fisheries, and rural businesses is essential for the growth of the rural economy. The Central Government has also recognised the important role played by cooperative banks, Regional Rural Banks, and other financial institutions in strengthening the rural credit system.

Greater Focus on Supervision and the Loan System

Regulatory authorities continue to focus on strengthening the functioning of cooperative banks, their lending practices, and financial discipline. The key objective of these measures is not only to maintain

the financial stability of banks but also to ensure a smoother flow of credit to eligible farmers and rural entrepreneurs.

Recent developments indicate that greater importance is being given to transparency, regulatory compliance, and good governance in cooperative banks.

What Does This Mean for Farmers?

For farmers, this does not mean that loans will be stopped or that new rules will automatically apply to everyone. Instead, it makes it even more important to ensure that documents are accurate and complete, the purpose of the loan is clearly stated, and repayments are made on time.

Institutional credit for agriculture and related activities can contrib-

ute significantly to rural incomes, production, and asset creation.

Opportunities for Rural Entrepreneurs

The demand for credit is also growing for dairy farming, animal husbandry, agricultural processing, storage, and other rural businesses. Therefore, along with strengthening the banking system, it is equally important to make the credit delivery system more effective so that eligible rural entrepreneurs can access loans in a timely and transparent manner.

Key Message for Farmers: Understand the bank's rules, keep your documents ready, use loans only when necessary, and make repayments on time.

From 10 Products to Lakhs in Turnover: 7 Simple Ways to Increase Profits in a Kirana Store Even a Small Shop Can Increase Both Sales and Profits with the Right Planning.

A kirana store is an important retail hub in rural areas, meeting the everyday needs of most families. However, simply stocking more products does not guarantee business growth. With the right products, competitive pricing, customer trust, and proper financial management, even a small shop can gradually increase its sales and profits.

1. Identify Fast-Moving Products

Not every product sells at the same pace. Keep track of the sales of everyday essentials such as rice, pulses, cooking oil, soap, tea, biscuits, and snacks. Recording how quickly each product gets sold out helps you restock according to actual

demand.

2. Don't Ignore Low-Priced Products

Products priced at ₹5, ₹10, or ₹20 may not generate a large profit from a single sale. However, if they sell quickly, they can significantly increase the shop's daily turnover. Small margins can add up to a substantial amount through consistent sales.

3. Be Careful When Setting Prices

Selling prices should be decided after considering the purchase cost, transportation expenses, shop operating costs, and desired profit margin. Keep prices competitive and ensure that products

are not sold above their legally applicable Maximum Retail Price (MRP).

4. Stock Products According to Local Demand

The needs of customers in a village can differ from those of customers in urban areas. Products required by farmers during agricultural seasons, school supplies when schools reopen, and special food items during festivals may see higher demand at specific times.

5. Retain Your Customers

Retaining an existing customer is often more valuable to a business than constantly finding new customers. Good behaviour, accurate weighing,

quality products, and a willingness to arrange products when needed can help build customer trust and loyalty.

6. Be Careful with Perishable Products

Avoid stocking more milk, curd, bread, snacks, and other perishable products than necessary. Monitoring sales and purchasing according to demand can help reduce wastage and losses.

7. Record Daily Accounts

Keep a daily record of:
How much was sold?
How much was purchased?
What were the expenses?

What was the actual profit?

Money coming into the business does not necessarily mean it is making a profit. Proper book-keeping helps identify which products generate profits and where money may be tied up in unsold inventory.

From a Small Shop to a Bigger Business

The growth of a kirana store does not happen overnight. Small improvements made every day can create significant changes over the long term.

The key is simple: understand your customers, manage your stock wisely, control expenses, and keep accurate accounts.

From a Village in Gadag to Commanding the Nation's Border Roads: An Inspiring Journey of Achievement



Spoorthi Kulkarni from a Rural Background in Gadag Proves That One's Roots Are Never a Barrier to Achievement. Today, she leads a key operational force of the Border Roads Organisation, marking a new milestone in her journey of dedicated service to the nation.

The remarkable journey of Spoorthi Kulkarni from Hombal village in Gadag district has become an inspiration for rural youth across Karnataka. Raised in a small village, she not only rose to the rank of Colonel in the Indian Army but has also taken on the significant responsibility of leading the 45th Task Force of the Border Roads Organisation (BRO), earning recognition as a prominent woman military officer.

Spoorthi was born on May 26, 1989, to Ranganath Kulkarni and Geetha. The eldest daughter in the family, she has a younger sister, Sampreetha Kulkarni, who also serves in the Indian Army with the rank of Major. It is a remarkable achievement that two daughters from the same family chose the path of serving the nation.

Spoorthi completed her early education in Gadag. She later pursued her pre-university education in Pune and obtained a degree in Civil Engineering from Bagalkot. However, her journey was far from easy. Her mother passed away in 2003, when Spoorthi was still young. Her father took on the responsibility of raising the family on his own. Despite the hardships, his emphasis on his children's education played an important role in shaping Spoorthi's future.

Joining the Army in 2011
After completing her Civil Engineering degree, Spoorthi chose the Indian Army as her career path. After successfully clearing the Services Selection Board (SSB) process, she joined the Indian Army as a Lieutenant in 2011.

As she progressed through her military career, she developed strong skills in rigorous training, discipline, technical expertise, and leadership. After several years of service, she rose to the rank of Colonel. She now carries the responsibility of leading the 45th Task Force of the Border Roads Organisation.

A Significant Role in Building Border Roads
The Border Roads Organisation plays a crucial role in developing roads and connectivity infrastructure in India's border regions. Constructing and maintaining roads in challenging and remote terrains is vital for national security, military operations, and connectivity in border areas.

Leading a task force in such a strategically important field makes Spoorthi's achievement particularly significant. Her background in Civil Engineering also provides valuable technical knowledge in areas related to road construction and infrastructure development.

A Role Model for Rural Girls
The biggest message from Spoorthi's story is that one does not have to be born in a big city to achieve great things. A young woman raised in a village in Gadag is today handling an important responsibility in India's border regions. Her achievement is especially inspiring for girls from rural communities. Her life demonstrates that with family support, quality education, self-confidence, and persistent hard work, it is possible to progress and succeed in any field.

Spoorthi's journey is not merely a story of personal success. It is a reflection of the potential of rural India. Her achievement sends a powerful message that a lack of opportunities should never become a barrier to the dreams and ambitions of children growing up in villages.

Spoorthi Kulkarni from Hombal village in Gadag has risen from a rural background to the rank of Colonel in the Indian Army. With her Civil Engineering education and military experience, she now leads the 45th Task Force of the Border Roads Organisation. Her achievement inspires rural young women to dream big and shows that education, hard work, and self-confidence can help them achieve ambitious goals.

Rural CEO Editorial Message

These success stories from Karnataka are proof of what can be achieved when technology and rural hard work come together. May such innovative ideas reach every village and strengthen the rural economy, creating new opportunities for growth and development.

Increasing Rainfall Deficit: How Farmers Are Adapting to Changing Rainfall Patterns

Changes in sowing schedules, declining soil moisture, and their impact on seed germination and early crop growth are becoming growing concerns. Reduced rainfall may also affect water availability in wells and ponds. In Karnataka, increasing uncertainty in rainfall patterns has already become a major challenge for agriculture.

Concerns are growing over the distribution and intensity of this year's monsoon rainfall in Karnataka. By the first week of August, the country's overall monsoon rainfall had remained below normal, while weather forecasts indicated the possibility of a weakening monsoon over the southern and western regions in the days ahead. Such conditions could create greater challenges for farmers in Karnataka who depend heavily

on rainfall for agriculture.

A rainfall deficit does not simply mean less water for crops. Instead of viewing the situation only as a crisis, farmers also need to adapt their farming practices to changing rainfall patterns.

Giving priority to crops that require less water, using organic mulch to conserve soil moisture, creating small rainwater-harvesting structures, and adopting water-saving technol-

ogies such as drip and sprinkler

irrigation can help farmers manage water more efficiently

For today's farmer, agricultural decisions must consider not only the amount of rainfall but also its timing and distribution. Using weather forecasts and agricultural advisories to plan sowing, irrigation, and crop selection can become an important way to reduce farming risks in the years ahead.



Due to increasing uncertainty in the amount and distribution of rainfall, farmers need to take precautionary measures when selecting crops, planning sowing, managing water use, and conserving soil moisture. Prioritising low-water crops, harvesting rainwater, using organic mulch, and adopting water-efficient irrigation methods can help reduce farming risks. Making agricultural decisions based on weather forecasts is likely to become even more important in the years ahead.

Demand for Clay Ganesha Idols: A New Opportunity for Rural Pottery Artisans

The Karnataka government's efforts to promote eco-friendly Ganesha idols are expected to create new income opportunities for rural potters and traditional artisans.

During the Ganesh Chaturthi festival, efforts to protect the environment while promoting traditional rural occupations are once again gaining attention. On August 5, Karnataka's Forest Minister instructed officials to ensure that Gram Panchayats permit only eco-friendly, unpainted clay Ganesha idols. Along with helping protect water bodies, this initiative could create new opportunities for the potter community that makes clay idols.

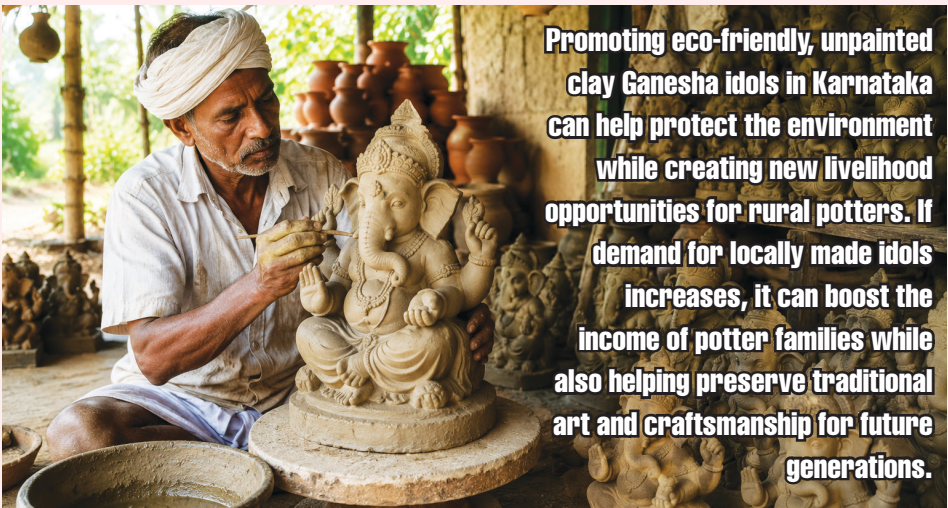
Priority for Clay Idols

Certain chemicals and paints used in the production of Ganesha idols may affect lakes, rivers, and other water bodies after immersion. Keeping this concern in mind, greater emphasis is being placed on idols made from natural clay without chemical colours.

Clay Ganesha idols are considered a more environmentally friendly alternative because they can dissolve more easily in water, potentially reducing their impact on aquatic ecosystems. At the same time, promoting eco-friendly celebrations can increase the use of locally available clay.

A New Source of Income for Potters

If demand for clay Ganesha idols increases, it could become an additional source of



Promoting eco-friendly, unpainted clay Ganesha idols in Karnataka can help protect the environment while creating new livelihood opportunities for rural potters. If demand for locally made idols increases, it can boost the income of potter families while also helping preserve traditional art and craftsmanship for future generations.

income for rural potters. For families traditionally engaged in making clay pots, lamps, and other products throughout the year, producing Ganesha idols during the festival season can provide a valuable business opportunity.

When idols are produced locally, more money can circulate within the village. Employment opportunities can arise at several stages—from collecting clay and shaping the idols to drying, decorating, and transporting

them to the market.

This can also help preserve traditional pottery skills for future generations. At a time when many young people are moving towards other occupations, seasonal demand created by festivals could give traditional rural crafts a new lease of life.

Benefits for Both the Environment and Rural Economy

Promoting eco-friendly Ganesha idols

should not be viewed only from the perspective of environmental protection. It can also create a valuable connection with the rural economy.

Gram Panchayats can help create markets for local potters and traditional artisans. Giving locally made clay idols priority at festival markets, village fairs, and public events could help increase the income of potter families.

Similarly, providing potters with quality clay, design training, modern idol-making techniques, and better marketing opportunities could help transform this traditional occupation into a sustainable small-scale enterprise.

Preserve Tradition, Protect the Environment

Choosing a clay Ganesha idol may appear to be a small change, but it represents a larger opportunity to support both environmental conservation and rural livelihoods.

If the tradition of returning a Ganesha idol made from clay back to the earth is preserved, the environment benefits while the craftsmanship of rural potters gains a new market and a new source of income.

Award-Winning Rural Women Entrepreneurs: The Success Story of Kamadhenu Sangha from Kabbenur

A Collective Effort That Became a Model for Women's Empowerment

State-Level Award for Kabbenur Kamadhenu Sanjeevini Sangha

The Kamadhenu Sanjeevini Women's Self-Help Group from Kabbenur village in Dharwad district has received the State-Level Kittur Rani Chennamma Award for 2025-26. The Department of Women and Child Development honoured the group for its significant contribution to the social development and empowerment of women.

The award is a strong example of how rural women, by working together, can not only increase family incomes but also bring meaningful economic change to their communities.

From Small Savings to a Big Step

Self-Help Groups encourage women to develop a habit of saving while providing access to financial support and income-generating opportunities. They also help build confidence and strengthen women's ability to make independent financial and household decisions.

From Collective Effort to Entrepreneurship

When women work together, they can share capital, skills, responsibilities, and resources. This creates opportunities to start local businesses in areas such as food products, agricultural processing, dairy farming, animal husbandry, handloom, and handicrafts. With the right training, market access, and sales opportunities, even a small initiative can grow into a sustainable source of income.

Creating Employment Along with Income

As the activities of a Self-Help Group expand, more women can find employment in production, packaging, sales, and distribution. Self-Help Groups are playing an important role in improving women's incomes, access to finance, and decision-making capabilities.

An Achievement Bigger Than the Award

The success of Kamadhenu Sanjeevini Women's Self-Help Group is a recognition of the collective strength of rural women. Stories like this can inspire other women with the confidence to believe: "We can achieve it too."

The Kamadhenu Sanjeevini Women's Self-Help Group from Kabbenur village in Dharwad district has been honoured with the State-Level Kittur Rani Chennamma Award for 2025-26. The recognition, presented for the group's contribution to the social development of women, highlights the importance of unity, self-reliance, and entrepreneurship among rural women.

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Chidarahalli



Yogamurthi
Chidravalli

"People everyone knows... but people not everyone notices."
This is the story of the kirana store owners in our villages.

Every village in Karnataka has a kirana store. But it is not merely a shop that sells rice, pulses, sugar and cooking oil. It is a part of the village's everyday life — a source of trust for many families, a helping hand in times of need, and a relationship built over generations.

In cities, business is often about bills, payments and calculations. But in village kirana

stores, trust comes before business.

"I don't have the money right now, I'll pay you tomorrow..."

That is enough. The credit is simply written down in a ledger. But there is no receipt for the trust behind that credit.

Even at 11 at night, when the shop would normally be closed, the doors of a kirana store may open when a family is in need.

A child may need a pen or notebook for an exam the next morning. Guests may have arrived unexpectedly. Or during an emergency, a family may need sugar, milk, or some other

essential item.

"The shop is closed" is not always an answer for them.

For ten years... fifteen years... twenty years... and sometimes even fifty years, these kirana store owners have continued serving the same village and the same people. They are the silent soldiers of our rural economy.

Yet, while achievers from many fields receive awards, recognition and appreciation, the kirana store owners who remain so closely connected to the daily lives of rural

communities rarely receive the recognition they deserve.

Bridging this gap is the sincere purpose behind VilCart's "VilCart Kirana Ratna Award."

The vision of VilCart Founder C. Prasanna Kumar is simple:

"We should recognise those who are not recognised. We should honour those who never worked for an award."

The VilCart Kirana Ratna Award is not merely an award. It is an expression of gratitude for years of service.

It is a tribute to those who have delivered essential goods to the doorsteps of village families, stood by people during difficult times, and valued relationships above business.

To those small shops that have brought light into the lives of our villages...

To the big hearts behind them...

The VilCart Kirana Ratna Award is our humble tribute.

A kirana shop may be small.

But the trust that lives within it is truly enormous.

15,000 Teacher Recruitment: New Government Job Opportunities for Rural Youth

Education should never be discontinued due to financial difficulties. The National Scholarship Portal for the 2026–27 academic year opened on June 1, allowing eligible students to apply for various scholarship schemes. Students should check the eligibility criteria, required documents, and deadlines, and submit their applications on time. Rural students and parents should make the most of this opportunity.

With the objective of addressing the shortage of teachers in government schools across the state and improving the quality of education, the Karnataka School Education Department has initiated the recruitment process for 15,000 teachers for the 2026–27 academic year. This recruitment is a significant employment opportunity for aspiring teachers from rural areas, with the application process having commenced on August 18.

Opportunities for Various Teaching Posts

The recruitment includes various teaching positions, including Graduate Primary Teachers (GPTs). According to the available information, out of the total 15,000 posts, 8,500 posts are allocated for Graduate Primary Teachers. Vacancies are being filled in both Kalyana Karnataka and non-Kalyana Karnataka regions.

Opportunity for Eligible Candidates

Candidates must possess the prescribed educational qualifications, teacher-training qualifications, and age eligibility as applicable to the respective posts. Since the eligibility criteria vary from one post to



another, candidates should carefully check the eligibility requirements mentioned in the official notification before applying. The application process began on August 18, and candidates must submit their applications online within the prescribed

deadline. It is advisable to keep educational certificates and other required documents ready while applying.

Competitive Examination in October

The competitive examination for teacher recruitment is scheduled to be conducted

on October 5 and 6. Candidates preparing for the examination can benefit from understanding the syllabus thoroughly, practising previous years' question papers, dedicating a fixed amount of time to study every day, and taking mock tests regularly.

Why Is This Important for Rural Youth?

Government teaching positions not only provide stable employment opportunities for graduates from rural areas, but also give them an opportunity to contribute to the education of children in their own communities. Increasing the availability of teachers in rural government schools can significantly contribute to improving students' learning outcomes and the overall quality of education.

The recruitment of 15,000 teachers is not merely an employment opportunity; it is also an opportunity to shape the future of rural schools. Eligible candidates should carefully review the complete notification, submit their applications on time, and begin preparing for the examination without delay.

The Next Step Toward the Dream of Becoming a Doctor: NEET First-Round Seat Allotment in Karnataka

Seat Allotment Process Begins for Students Qualified in NEET: Key Points Rural Students Should Know

For students aspiring to become doctors, the counselling process after the NEET examination is equally important. In Karnataka, the first-round provisional seat allotment for NEET Undergraduate Medical Admissions 2026 has been published, allowing eligible candidates to enter their choices.

After the NEET results, students must register for counselling and select their preferred colleges and courses in order of priority. Seat allotment is carried out based on NEET scores, reservation criteria, and the availability of seats.

While choosing a college, students should look beyond its reputation and carefully consider factors such as infrastructure, hospital facilities, clinical training, accommodation, fees, and travel

convenience. Rural students can also explore government medical colleges, available scholarships, and education loan facilities.

Before counselling, students should keep all necessary documents ready, including educational certificates, identity proof, caste/category certificates, and income certificates, wherever applicable. Seeking guidance from teachers, lecturers, or experienced seniors can also help students avoid missing opportunities due to a lack of information.

With the right information, careful college selection, and proper document preparation, post-NEET counselling can become another important step toward fulfilling students' dream of becoming doctors.



Government Job Opportunities Coming in September: Which Qualifications Open Which Opportunities? Upcoming Recruitments and Examinations for Rural Youth: Opportunities from SSLC to Graduation

For young people preparing for government jobs, every new recruitment notification is an opportunity. However, instead of starting preparation only after a notification is released, it is more effective to learn about upcoming recruitments in advance and begin preparing early.

In September 2026, recruitment activities and competitive examinations for various government and public-sector positions are expected to continue. While some recruitment notifications are expected to be released in September, certain examinations that have already been announced are also scheduled to be conducted during the month. Therefore, it is important for rural youth to identify opportunities that match their educational qualifications and prepare accordingly.

SSLC: Focus on Central Government Jobs

Those seeking government employment after SSLC should regularly follow recruitment notifications issued by both the Central and State Governments. In particular, candidates should keep track of announcements from the Staff Selection Commission (SSC), Railways, and state-level recruitment agencies.

According to the 2026 Central Government recruitment schedule, a notification for the recruitment of Constable posts in the Central Armed Police Forces (CAPFs) is expected in September. The application process is likely to take place in October.

PUC: Banking and Other Competitive Examinations

Those who have completed PUC and are looking to enter government employment can follow notifications from the banking sector, Railways, SSC, and state government departments.

The IBPS Clerk recruitment notification is expected to be released in September, with the preliminary examination scheduled to be conducted in October.

Graduates: New Opportunities in Banking

For rural youth who have completed graduation, the banking sector offers promising employment opportunities. According to the IBPS 2026–27 recruitment calendar, notifications for the recruitment of Officers and Office Assistants in Regional Rural Banks (RRBs) are expected in September.

This is particularly significant for rural youth. Since these jobs are directly connected with the rural banking system, they can also play an important role in supporting local economic development.

Engineering Graduates

Engineering graduates should keep an eye on recruitment opportunities in Railways, public-sector organisations, technical departments, and Central Government institutions. The Railway Junior Engineer recruitment examination is also among the important examinations scheduled to take place in September.

Opportunities for Trained Teachers

Candidates with teacher-training qualifications such as B.Ed. and D.Ed. should follow recruitment notifications from the State School Education Department, Central schools, and various educational institutions.

In teacher recruitment, eligibility is not based solely on educational qualifications. Teacher Eligibility Tests (TET) and subject-specific eligibility criteria may also be important. Therefore, candidates should read the recruitment notification carefully and understand all the requirements.

What Should You Do Before September?

Young people waiting for recruitment notifications in September can begin preparing now: Prepare a list of posts that match your educational qualifications.

Regularly check official recruitment websites.

Practise previous years' question papers. Keep the required educational and personal documents ready. Apply early instead of waiting until the last date. Give priority to official notifications rather than information circulating on social media.

A Step Ahead: Preparation for Rural Youth

Instead of beginning preparation only after a government job notification is released, learning about upcoming recruitments in advance and preparing early can improve the chances of success. Rural youth, in particular, do not necessarily need to travel to cities to access employment information; most details can be obtained through official websites. September should not be a month for simply waiting to see which job notifications will be released. It should be a month to decide which opportunities you want to prepare for and take the first step toward achieving them.



In September 2026, various government recruitment processes and competitive examinations will continue. Candidates with SSLC, PUC, graduation, engineering, and teacher-training qualifications should keep track of upcoming recruitments that match their educational background.

Starting preparation before recruitment notifications are released can help rural youth stay one step ahead in the competition for government jobs.

Education Should Not Stop Due to Financial Constraints: Scholarship Opportunities for Rural Students

Financial Support for Eligible Students' Higher Education Dreams: Applications Open Through the National Scholarship Portal for 2026–27

With the objective of ensuring that talented students do not have to discontinue their education due to financial difficulties, the Central and State Governments have introduced several scholarship schemes. Information about various schemes is available on the National Scholarship Portal (NSP) through a single platform.

The portal for the 2026–27 academic year opened on June 1, allowing eligible students to apply for schemes based on their educational, social, and economic eligibility. Scholarships are available for students across different categories, from school education to higher education.

While applying, students should keep the required documents ready, including Aadhaar/identity details, educational records, bank account details, income certificates, and caste/category certificates, as applicable to the scheme. Since the eligibility criteria and documentation requirements differ from one scheme to another, it is important to check the requirements in advance.

Different schemes have different application deadlines, and some 2026–27 scholarship schemes allow applications until August 31. After submitting an application, students should also regularly track its verification and application status.

Parents and educational institutions have an important role to play in ensuring that scholarship information reaches rural students. By obtaining the right information and applying on time, rural students can gain greater access to higher education opportunities despite financial challenges.

Education should not be discontinued due to financial difficulties. The National Scholarship Portal for the 2026–27 academic year opened on June 1, allowing eligible students to apply for various scholarship schemes.

Students should carefully check the eligibility criteria, required documents, and application deadlines for the respective schemes and submit their applications on time. Rural students and parents should make the most of this opportunity to support higher education.



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A Malnad-Like Paradise in the Drylands: Multiple Crops Across 9 Acres, Generating Year-Round Income!

A Diverse Farm Built Despite Drought and Water Scarcity: The Inspiring Journey of Basavaraddi and Gangamma



Uncertain rainfall, declining groundwater levels, and water scarcity are major challenges for agriculture in the dryland regions of Karnataka. However, Basavaraddi Gaddikeri and Gangamma have demonstrated that successful horticulture is possible even under these conditions through suitable crop selection and efficient water management. On their 9-acre farm, the couple has cultivated several perennial and commercial crops, creating a farming model that generates income throughout the year.

Multiple Crops on a Single Farm

The couple's farm includes 2 acres of pomegranate, 1.5 acres of sapota, and another 1.5 acres of coconut plantation. Alongside these crops, they have grown lemon, arecanut, curry leaves, mango, jamun, and amla as intercrops.

On 2 acres, they planted around 1,000 pomegranate saplings at a spacing of 12 × 8 feet. They are currently harvesting their third-year crop. So far, they have spent around ₹2 lakh and earned approximately ₹4.5 lakh from fruit sales, making a profit of about ₹2.5 lakh after expenses.

On 1.5 acres, they have cultivated 65 sapota trees, generating an average annual income of around ₹80,000. Another 1.5 acres has 90 coconut trees, along with 90 lemon and 200 arecanut plants. Lemon sales generate approximately ₹25,000 per year, while the arecanut plants have not yet started producing.

Income-Generating Crops Along the Farm Boundaries

The couple has also planted 140 coconut trees along the boundaries of their farmland, earning approximately ₹1 lakh annually from the sale of tender coconuts and coconuts.

Curry leaf plants have been grown between the coconut trees and harvested three times a year, generating around ₹35,000 in annual income. The mango, jamun, and amla trees are also expected to start yielding crops in the coming years.

Family's Commitment to Agriculture

Basavaraddi and Gangamma are supported by their son Vasanth and his wife, who are actively involved in managing the farm. Vasanth, who works in a government job, visits the farm every morning at 5 a.m., completes the agricultural work, and then leaves for work.

The pomegranates are sold to traders in Bengaluru and Pune. Sapota, lemons, curry leaves, coconuts, and tender coconuts are sold in local markets as well as in Mundargi, Alavandi, and Koppal.

By combining crops with different harvesting periods instead of depending on a single crop, the couple has created a farming model that demonstrates how farmers in drought-prone regions can select crops according to water availability and build a path toward continuous income throughout the year.

Despite drought and water scarcity, Basavaraddi and Gangamma have cultivated a variety of crops—including pomegranate, sapota, coconut, lemon, arecanut, and curry leaves—across their 9-acre farm. By using drip irrigation and crop diversification, they conserve water and generate income at different stages from multiple crops.

Fresh Dates Farming Generates 10 Lakh Income: Former ISRO Scientist's Unique Agricultural Experiment

A New Form of Dryland Farming in Karnataka: Divakar Finds Success Growing Dates Organically

Gauribidanur-based Divakar has demonstrated that trying new approaches in agriculture can create alternative income opportunities beyond traditional crops. Having previously worked as a scientist at ISRO, he now cultivates fresh dates using organic farming methods on his agricultural land and earns an annual income of around ₹10 lakh.

Dates are generally considered a crop suited to regions with high temperatures and dry climates. However, Divakar's experiment shows that with proper crop management, controlled water usage, and scientific farming practices, there is potential to cultivate dates successfully in Karnataka as well.

Preference for Organic Farming

Divakar has reduced the use of chemical inputs on his farm and adopted organic farming practices. He manages the crop by maintaining soil quality, providing the required amount of water, and continuously monitoring plant growth.

Maintaining good-quality fresh dates requires special attention to plant care, soil conditions, water availability, and climate suitability. By managing these factors effectively, he is working toward achieving good yields from his farm.



Growing Market Demand for Fresh Dates

While dates are commonly associated with dried fruit, fresh dates also have growing demand among consumers. Supplying good-quality fruits directly to consumers or markets can help farmers increase their returns through better value realization.

Therefore, along with traditional crops, choosing alternative crops that have strong market demand can become an additional source of income for farmers.

Bringing Scientific Thinking into

Agriculture

Divakar has applied his experience from the scientific field to agriculture, giving importance to a scientific approach in crop selection and management. Rather than relying solely on conventional farming methods, he studies the potential of new crops and experiments with them, which is a distinctive aspect of his farming journey.

However, before choosing a new crop, farmers should carefully assess soil quality, local climate, water availability, cultivation and manage-

ment costs, and market demand. **A New Direction for Farmers** Divakar's fresh dates farming is an example of how innovative thinking and scientific farming methods can create alternative income opportunities in agriculture.

This does not mean that every farmer should cultivate the same crop. Instead, the experiment offers an important message: farmers should study which crops are suitable for their region, whether there is a market for them, and what kind of management is required to make them profitable before making farming decisions.

Divakar's fresh dates farming in Gauribidanur is an example of how different crops can generate good income in Karnataka. A former ISRO scientist, he cultivates dates using organic farming methods and earns an annual income of around ₹10 lakh. Scientific thinking, the right crop selection, and an understanding of market demand can open up new opportunities in agriculture.

Foreign Visitors Step into a 5-Acre Farm: Mandya Farmer Earns 10 Lakh Through Agri-Tourism!

A Unique Initiative by Venkatesh of Srirangapatna: Tourists Experience Farming, While the Farmer Earns Additional Income



A farmer's income does not have to depend solely on the sale of crops. Venkatesh, a farmer from Palahalli village in Srirangapatna taluk of Mandya district, has demonstrated that agriculture itself can be transformed into an experience and become an additional source of income.

He has developed his 5-acre farm as an agri-tourism centre, attracting visitors not only from different parts of India but also from several foreign countries. Through this initiative, he earns approximately ₹10 lakh annually.

Foreign Tourists Step into the Farm

Visitors to Venkatesh's farm in Palahalli get more than just an opportunity to observe agriculture from a distance—they can experience farming firsthand.

Young visitors and farming enthusiasts from countries including Ireland, France, Hungary, Zimbabwe, and Australia participate in various agricultural activities. Along with farmers, they experience activities such as planting saplings, applying organic manure, transplanting paddy, and harvesting.

Visitors from different Indian states, including Delhi, Uttar Pradesh, Maharashtra, and Punjab, also visit the farm to learn about agriculture.

An Opportunity to Experience Real Farming

The primary objective of this agri-tourism initiative is to provide people accustomed to urban life with an authentic experience of farming. Visitors get to understand various aspects of agriculture firsthand—from working in the soil and learning about crop growth stages to understanding the challenges faced by farmers.

The growing interest among international tourists in learning about Indian rural life and traditional farming practices makes this model particularly unique.

An Additional Source of Income Alongside Farming

Agri-tourism provides farmers with an opportunity to earn additional income beyond crop sales. By offering visitors farming experiences, an introduction to rural life, local food, and agricultural activities, a farm can be transformed into an additional income-generating centre.

Venkatesh's initiative demonstrates this model effectively. The key feature is that he continues farming on his 5-acre land while adding a tourism

dimension to his agricultural activities.

New Opportunities for the Rural Economy

Agri-tourism can provide more than additional income to an individual farmer. It can also create employment and business opportunities for others in rural areas.

As tourist footfall increases, demand for local food, accommodation, transportation, handicrafts, and rural products can also grow. This creates an opportunity to strengthen the rural economy by building a connection between agriculture and tourism.

A Different Approach for Farmers

This does not mean that every farmer needs to start an agri-tourism venture. However, Venkatesh's initiative demonstrates that farmers can develop complementary activities alongside agriculture by considering their land, local environment, tourist attractions, farming practices, and market potential.

A farm is not merely a place to grow crops. With the right idea and planning, it can also become a centre for knowledge, experiences, and income. Venkatesh's 5-acre agri-tourism model in Mandya is a strong example of this approach.

No More Guessing by Looking at the Sky: Farmers Can Now Get Weather Information Directly from the Field!

Weather Monitoring Stations Bring Rainfall, Temperature and Climate Updates to Farmers: Technology-Driven Support for Better Agricultural Decisions



When will it rain? How much rainfall can be expected? Is this the right time for sowing? Such questions play an important role in a farmer's agricultural decisions. With increasing uncertainty in rainfall patterns, technology is helping farmers plan their agricultural activities based on reliable weather information.

In Karnataka, local weather data is being collected through thousands of rain gauges and weather monitoring stations. The state has more than 6,500 telem-

etric rain-gauge stations, along with weather stations at the hobli and micro-watershed levels. Based on this information, farmers are provided with weather alerts and agricultural advisories. **Information That Supports Agricultural Decisions** Weather forecasts provide information about the possibility of rainfall, temperature, and other weather conditions. Farmers can use this information to plan sowing, irrigation, fertilizer application, pesticide spray-

ing, and harvesting. If rainfall is expected in the coming days, farmers can postpone irrigation. If heavy rain is forecast, crops that are ready for harvest can be harvested early to reduce potential losses. **Weather Advisories Delivered to Farmers' Mobiles** Systems have also been established to deliver weather information directly to farmers' mobile phones. In collaboration with the Department of Agriculture and the Karnataka State Natural Disaster Monitoring Centre, weather updates and agricultural advisories are being provided to around 30 lakh farmers.

Farmers cannot control rainfall or weather conditions, but they can change their farming decisions based on forecasts. Therefore, "farming with weather awareness" is emerging as an effective approach to help farmers reduce losses and achieve better productivity amid changing climatic conditions.

Karnataka's Millets Find Markets Overseas: From Village Farms to Plates of Global Consumers!

Karnataka's First Sea Shipment to New Zealand: New Opportunities for Millet Value Addition, Processing, and Exports

Millets grown in Karnataka's fields are now reaching markets across the seas. On June 3, 2026, Karnataka's first sea shipment of millet-based value-added food products to New Zealand was made. Bengaluru-based Infini Agrotech LLP exported one metric tonne of plant-based, ready-to-cook millet products with support from the Agricultural and Processed Food Products Export Development Authority (APEDA).

Demand Extends Beyond Grains to Ready-to-Use Products

The significance of this development lies not merely in exporting millets as raw grains. The millets were processed and converted into ready-to-use food products that are convenient for consumers in international markets.

This opens up new possibilities for farmers—not only to cultivate millets but also to create greater market value through processing and value addition.

A Significant Opportunity for Karnataka

Karnataka is one of India's leading millet-producing states. According to estimates for 2024–25, Karnataka accounted for approximately 12.91% of



India's total millet production. In 2025–26, India exported more than 1.38 lakh metric tonnes of millets, valued at over ₹543 crore.

With growing global demand for nutritious, sustainable, and climate-resilient foods, opportunities to explore new international markets for millet-based products are also expanding.

A Larger Value Chain from Farmer to Exporter

An increase in millet exports can benefit the entire value chain—from farmers to processing, packaging, transportation,

and export businesses. In particular, farmers can increase the value of their produce by working collectively, maintaining quality standards, and building connections with food-processing units. A small grain grown in a village field can become a major opportunity in the global market when supported by the right processing, value addition, and market linkages. Karnataka's first sea shipment of millet products to New Zealand marks a promising step toward the future potential of the millet sector.

The Perfect Meal Plate: A Balanced Approach to Good Health

Protein, Fibre, and the Right Portions
Make Them Part of Every Meal



A balanced diet means eating a variety of foods in the right proportions. Along with rice or roti, include nutritious foods such as pulses, legumes, vegetables, leafy greens, curd, and eggs.

Protein: Protein is essential for the growth and development of the body and for building muscles. Pulses, legumes, milk, curd, and eggs are good sources of protein.

Fibre: Vegetables, leafy greens, fruits, legumes, and whole grains provide fibre, which helps support healthy digestion.

The Right Portion on Your Plate:

Half of your plate can be filled with vegetables and leafy greens, one portion with protein-rich foods, and the remaining portion with rice, roti, or other grains. You can also include fruits, curd, or buttermilk according to your needs.

Healthy eating does not require expensive ingredients. Nutritious meals can be prepared using affordable, locally available foods such as pulses, legumes, leafy greens, vegetables, millets, and eggs.

A healthy plate is not about eating more food; it is about eating the right foods in the right portions.

Healthy eating is not just about eating until your stomach is full; it is about getting the nutrients your body needs in the right amounts. Our daily meals should include protein, fibre, vegetables, fruits, and grains. Maintaining balanced portions on your plate not only provides energy to the body but also helps support overall health.

Mental Health Is an Essential Part of Our Overall Health

Just as important as taking care of our physical health, it is equally essential to care for our mental health.

What Is Mental Health?

Mental health is a state in which our thoughts, emotions, and behaviours remain balanced, enabling us to handle the challenges of everyday life effectively. Happiness, sadness, anger, fear, and anxiety are all natural emotions that are part of life. However, if these feelings persist for a long time and begin to affect our normal daily life, it is important to pay attention to them.

Mental Health Matters in Rural Life Too

People in rural areas often manage many responsibilities. Agricultural losses, crop damage, debt-related stress, family responsibilities, concerns about children’s future, employment problems, and social pressures can all affect mental well-being.

Sometimes, a person may appear perfectly normal on the outside while experiencing significant worry or emotional pain within. Therefore, it is important not to

ignore someone who becomes unusually quiet or whose behaviour changes. Talking to them and offering support can make a difference.

What Signs Should We Look Out For?

Changes such as persistent sadness, excessive anxiety, frequent anger over small things, changes in sleep, loss of interest in activities, feeling constantly tired, or withdrawing from others should not be ignored.

Feeling low for a day or two does not necessarily mean that someone has a mental health problem. However, if such changes continue for a long time and begin to affect a person’s daily life, seeking professional advice is advisable.

Talking Is the First Step

Keeping emotional struggles bottled up is not the solution. Sharing your feelings with family members, friends, or someone you trust can provide relief.

When someone opens up about



their problems, avoid making fun of them, dismissing their concerns by saying, “It’s not a big deal,” or blaming them.

If necessary, seek advice from a doctor or mental health professional. Just as we seek treatment for physical illnesses, getting appropriate help for mental health concerns is completely normal.

Small Habits for a Healthy Mind

Getting enough sleep every day, staying physically active as much as possible, eating nutritious food, spending quality time with family, and sharing emotional stress with trusted people can all contribute to better mental well-being.

Talking about mental health is not a sign of weakness. It is part of our responsibility to keep ourselves and

Kidney Stones: Don’t Ignore Even Mild Pain!

Be cautious about this condition, which can occur due to several factors, including inadequate water intake.

What Are Kidney Stones?

The kidneys are vital organs in our body that filter the blood and remove waste through urine. Sometimes, certain minerals and salts in the urine can accumulate in high concentrations, forming tiny crystals that may eventually develop into hard stones.

If the stone is very small, it may pass out of the body naturally through urine. However, when a

Symptoms to Watch For

Symptoms may include severe pain in the side or lower back, burning or pain while urinating, a frequent urge to urinate, blood in the urine, nausea, or vomiting. If these symptoms occur along with a fever, seek medical attention immediately.

Diet and Treatment

High salt intake, inadequate water consumption, and certain health conditions can increase the risk of

kidney stones. Treatment depends on the size and location of the stone. Small stones may pass naturally, while larger stones may require medical treatment.

Drinking enough water, eating a healthy diet, and consulting a doctor on time without ignoring symptoms are essential for maintaining kidney health.

Can’t Start Your Day Without Tea or Coffee?

When Does a Habit That Starts with One Cup Become Too Much?



Why Do We Like Tea and Coffee So Much?

Tea and coffee naturally contain caffeine, a stimulant that can provide a temporary feeling of alertness and energy. This may be one reason some people develop the habit of having tea or coffee as soon as they wake up in the morning.

Once the body becomes accustomed to caffeine, a person may start consuming it in larger amounts or more frequently to achieve the same feeling of alertness. As a result, what starts as “one cup” can gradually become a habit of several cups a day.

What Happens If You Consume Too Much?

Excessive consumption of tea or coffee may cause sleep problems, restlessness, a faster heartbeat, stomach discomfort, or headaches in some people. Consuming too much caffeine, especially in the evening or at

night, may affect sleep quality.

However, its effects are not the same for everyone. They can vary depending on age, health condition, amount consumed, and individual sensitivity to caffeine.

“I Get a Headache If I Don’t Have It” — What Does It Mean?

People who consume large amounts of caffeine every day may experience headaches, tiredness, irritability, or difficulty concentrating when they suddenly reduce their intake. These can be symptoms of caffeine withdrawal.

In such cases, gradually reducing the amount rather than stopping completely all at once may be easier for some people. If symptoms are severe or persistent, it is advisable to consult a doctor.

Who Needs to Be More Careful?

Children and teenagers, pregnant women, people with sleep problems,

and those undergoing treatment for certain health conditions should be especially mindful of their caffeine intake. It is advisable to seek medical guidance regarding an appropriate amount for their individual needs.

How Can You Control the Habit?

Start by keeping track of how many cups of tea or coffee you drink each day. Avoid drinking it when it is not necessary. In particular, reducing caffeine intake before bedtime can help support better sleep.

Along with tea and coffee, make sure to drink enough water, eat meals on time, and give priority to getting good-quality sleep.

Tea and coffee are not the enemy. However, caution is needed when the habit becomes a dependency and you feel that you “must have” them. Let’s be mindful of the quantity and timing so that a cup enjoyed for its taste does not take control of our health.

Tea and coffee have become part of our daily lives. Many people enjoy them during work breaks, at the start of the morning, or when they need a boost of energy. However, drinking tea or coffee several times a day, or experiencing headaches or irritability when you do not have them, may indicate that the body has become accustomed to caffeine. It is important to consider the quantity, timing, and individual health condition when consuming caffeinated beverages.

Spiritual Health Is Also Essential for a Meaningful Life

Along with physical health, peace of mind and inner fulfilment are equally important.

What Is Spiritual Health?

Spiritual health means being aware of our thoughts, emotions, and sense of purpose in life. Accepting difficulties with a balanced mind, maintaining a positive outlook, and finding peace and contentment in life are also part of spiritual well-being.

A Peaceful Break from Stress

Stress can increase due to agricultural responsibilities, family concerns, and financial worries. Spending a few minutes each day in meditation, prayer, breathing exercises, or simply connecting

with nature can help bring peace of mind.

The Importance of Self-Reflection

Asking ourselves questions such as, “Am I happy?” and “What is troubling me?” is a form of self-reflection. It helps us understand our emotions and make necessary changes in our lives.

Start with Simple Practices

Sitting quietly for a few minutes, speaking lovingly with family members, helping others, and developing an attitude of gratitude can help increase positivity and





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Commonwealth Games – A Platform to Showcase Talent to the World

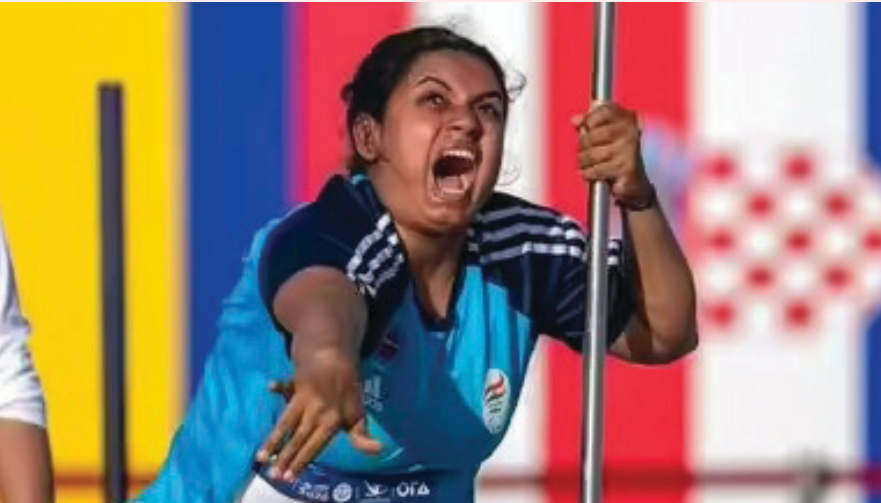
What is Glasgow 2026?

The 2026 Commonwealth Games were held in Glasgow, Scotland, from 23 July to 2 August 2026. Athletes from 74 countries competed across 11 sports. India won a total of 39 medals, including 13 gold, 17 silver, and 9 bronze, securing fourth place in the medal table.

The Commonwealth Games are a multi-sport international event in which athletes from Commonwealth nations participate. Like the Olympics, the Games feature competitions across multiple sports.

Daughter of a Village Farming Family; Shilpa Wins Bronze in Glasgow

She Lost a Leg in an Accident but Never Gave Up on Her Sporting Dreams; Karnataka’s Rural Talent Earns International Recognition.



K.S. Shilpa, from a farming family in Kanchigar Koppalu village of Mysuru district, lost her left leg in an accident during childhood but never lost her confidence. Through consistent practice and determination, she made her mark in para sports and won a bronze medal in the Women’s F57 Shot Put at the Glasgow 2026 Commonwealth Games.

Having previously won gold at the 2025–26 World Para Athletics Grand Prix, Shilpa has now brought pride to Karnataka on the international stage. Her journey is an inspiration, showing that with the right opportunities and persistent effort, rural talent can shine at the world level.



A Farmer’s Son Runs to Glory in Glasgow

From Working on a Farm in a Village to Becoming India’s First Male Para Athletics Commonwealth Champion

Dilip Mahadu Gavit, who grew up in a farming family in Toran Dongari village of Maharashtra, made history at Glasgow 2026. By winning gold in the Men’s 100m T47 category, he became the first Indian male para-athlete to win an athletics gold medal at the Commonwealth Games.

Gavit’s background reflects the lives of many young people in rural India. Raised in a farming family, he spent his childhood in a rural environment, where agricultural work was also a part of his life alongside sports.

However, his life took a different direction after his sporting potential was recognised. Through training, consistent practice, and competitive experience, he progressed to the national and international level.

At Glasgow, he completed the 100m race in 10.71 seconds to win gold, writing a new chapter in the history of Indian para athletics.

The significance of Gavit’s achievement goes beyond the medal. A young man from a village farming family raising the Indian flag high on an international sporting stage is a powerful source of inspiration for rural youth.

Dilip Gavit’s achievement shows that with the right training, guidance, and opportunities, talent from even the smallest villages can reach the world stage. His journey delivers an inspiring message to rural youth: **“The beginning may be small, but let the goal be big.”**

From the Fields to the Glasgow Track: Gulveer Singh Wins Two Medals

Silver in the 10,000m and Bronze in the 5,000m: A Remarkable Achievement by a Runner from a Rural Background



Hailing from a rural background in Uttar Pradesh, Gulveer Singh has captured India’s attention at Glasgow 2026, winning a silver medal in the 10,000m and a bronze medal in the 5,000m.

Coming from a simple farming family, he has showcased his talent on the international stage through hard work, consistent training, and mental strength. By developing the physical fitness and discipline required for long-distance running, he established himself at the national level.

Winning two medals at a single sporting event is a significant milestone in his career. Gulveer’s journey is a powerful example of how sporting talent from rural areas can shine at the world level when provided with the right training and opportunities.

His achievement has inspired rural youth with the belief that “Big dreams don’t require a big city.”

A Landless Farmer’s Daughter Wins Commonwealth Silver

Harjinder Kaur’s Achievement from a Small Village in Punjab; Second Consecutive Commonwealth Medal in Weightlifting



Harjinder Kaur, from Mehas village near Nabha in Punjab, won a silver medal in the Women’s 69 kg weightlifting category at the 2026 Glasgow Commonwealth Games. What makes her achievement particularly remarkable is that she comes from a landless farming family.

Growing up in a family dependent on agriculture, Har-

jinder did not have an economically comfortable upbringing. However, difficult circumstances never stood in the way of her ambitions.

Weightlifting requires quality training, nutritious food, and consistent practice. For a young woman from a rural and financially modest family, accessing these opportunities is not easy. Yet, through her talent and hard work, Harjinder established herself at the national level and went on to compete on the international stage.

By winning silver in Glasgow, she secured her second consecutive Commonwealth Games medal.

Another important aspect of Harjinder’s story is the message it sends to girls in rural areas. Her achievement shows that sport can be more than just a hobby—it can also be a pathway to building a better future.

Financial circumstances, rural background, or lack of facilities do not have to be permanent barriers to talent. With the right guidance and opportunities, rural girls too can win medals for the country on the international stage.

Coming from a landless farming family, Harjinder Kaur has today carved out her own identity in Indian sport.

From a Mud House to the Glasgow Gold Podium

Daughter of a Bicycle Repairman; Asmita De Makes History by Winning Judo Gold at the Commonwealth Games

Asmita De, who grew up in a modest family in Tripura, wrote a new chapter in Indian judo history at Glasgow 2026. By winning gold in the Women’s 48 kg category, she became the first Indian athlete to win a judo gold medal at the Commonwealth Games.

Asmita’s family came from a very modest financial background. Her father worked as a bicycle repairman and supported the family with an income of around ₹300 a day. The family lived in a mud house.

Coming from such humble circumstances and winning gold for India at an international sporting event makes her achievement even more remarkable.

Asmita gradually progressed through the ranks while training in judo. Despite financial challenges, she continued to pursue the sport. Her father’s support played an important role in her journey. However, he was not there to witness her historic victory in Glasgow. He passed away in 2025. As a result, the joy of her victory was accompanied by the pain of remembering her father.

Asmita’s story sends a powerful message to children from rural and low-income families: opportunity, proper training, and consistent effort can matter more than money when it comes to nurturing talent.

Standing beneath the Indian flag and receiving the



gold medal in Glasgow, Asmita became an inspiration not only to her family but also to countless young people from the small towns and villages of Tripura.

A dream that began in a mud house came true on the Commonwealth gold podium. That is why Asmita De’s story is much more than a sporting victory.

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