

Success story

Title : Value addition of Millet based food products

Background

Mr. B. Muthukumar aged 46 years was a sales representative. During his sales promotion activities, he came to know the market demand for the health based foods. He was interested in doing such business on his own. He came to know such entrepreneurial trainings are offered by Krishi Vigyan Kendra, Agricultural College and Research Institute, Madurai.

Intervention

He attended a training on millet based convenience foods at KVK, Madurai and he also motivated his wife Mrs. Narmadha to participate in a vocational training for 25 days at Home Science College and Research Institute, Madurai. These trainings motivated them to start a millet based small scale enterprises.

Further, as per the guidance of SMS (Food Science), he contacted MADITISSIA, Madurai to register their enterprise in the name of Sachin Health Foods under SSI.

During the initial days of his the business, he utilized the machinery facilities like drier and uruli roaster for drying and frying the grains available in the Food Business Incubator of KVK, Madurai since he could not be able to purchase all the machinery. Initially, he prepared four different laddus viz., kodomillet laddu, cumbu laddu, samai laddu and barnyard millet laddu and distributed to his friends, relatives and the staff and students of the school where his children were studying. Due to the overwhelming responses from the consumers he planned to enlarge the business.

Process:

He shared his experience with the scientists of KVK and was advised to apply for FSSAI licence. He supplied the nutriballs prepared from horse gram, green gram during the FLD pulse workshop as snacks to the participants and got confidence about the business he could get in this field.

KVK Madurai also supported him by providing stalls during the exhibitions organized and was instrumental in publishing articles in dailes like Dinamalar. An article entitled (Laddu Thampathiar) “Nutriball couple” was also published in the Dinamalar, a highly circulated daily in Madurai. His success story entitled “A new life to Muthukumar by minor millets” was published in Uzhavarin Valarum Velanmai.

Impact:**Horizontal spread**

The nutriballs produced by them were sold at the stalls of the exhibitions like Agri Intex, Pre-rabi and Pre Kharif programmes organized by KVK, Madurai. In some of the training programmes, they were provided as refreshment snack. In one such training, the participants were very much fond of these laddu's where the millets are grown as a major crop. Knowing the nutritional importance and taste, he is now getting order from the villages where it is distributed as snack during refreshment.

Mr. Muthukumar now expanded his market to nearby districts of Madurai like Virudhunagar, Ramanathapuram, Theni, Sivanganga, Tirunelveli, Tuticorin etc. Now, he has planned to apply for MSME loan for further expansion of his business.

Economics:

His production capacity has increased from 50kg per month per product to 500kg per month. He is earning a profit margin of 40-50 per cent.

Employment Generation:

Initially he used the machinery facility available with the KVK, Madurai. But now he purchased his own uruli roaster and pulverizer for roasting of grains and pulverizing. At present he is engaging four employees for laddu making.