

Sustainable income generation by millet processing and value addition

A. Situation analysis/Problem statement:

Mr.Karthikeyan

S/o. Kannan

Mootur Village, kalasapakkam Taluk,
Thiruvannamalai district.

Mobile:9566338472

Mr.Karthikeyan 58 aged, he is an active farmer in Mottur village of Kalasapakkam Taluk. He is managing two acres of family land involved in agriculture allied activities for the past forty years and he has been regularly cultivates paddy, groundnut and millets. But he was not satisfied with the monthly income, as other village people regularly earn high income by committing agriculture and skill oriented works at nearby areas. He is also an active member of Meenakshi Traditional Seeds Farm Group from 2010. During monthly meeting of this group, farmers always share their own farming experience viz., positive as well as negative points faced by them and sharing of seeds and other organic inputs mutually on need basis.



In this situation Mr.Karthikeyan heard about the KVK trainings programmes on income generation related activities jointly organized with Department of Agricultural Business and Marketing. He was continuously approaching the KVK to enroll his name in the training Programmes because the Kalasapakkam and Polur blocks are having large area under millets viz., Ragi, Bajra, Little millets, Varagu and Thinai.

B. Plan, implementation of activities and support by KVK

In this situation Mr.Karthikeyan approached KVK team and got detailed explanation from the Scientist about the value addition in millets. He and his group members named Kanchi Farmers Group consists of fifteen members have been attending five days residential training programme on millet based value added products, Fruits and Vegetable preservation trainings organized by KVK Since August 2015. After completion of trainings, he started collecting all the information through SMS – Home Science and finally he has decided to start millet based products production unit as a group in his own farm on trial basis.

Our KVK scientists continuously motivating their group for the expansion of the production unit by visiting on regular basis. Initially they were facing the problems on purchase of packing materials (hesitated how it will succeed), obtain FSSAI license, labeling and marketing. The KVK provided technical support to the group for sourcing packing materials, licensing and branding. Moreover linkage to suppliers, traders and licensing authorities was also established by KVK for running business effectively by the group.

After making all arrangements, they started the production unit in their native place during 2015-16. Initially they started preparing millet based instant mix viz., health mix, adai mix, germinated millets flour and laddu. They sold their products at Uzhavar Sandhai and other meetings conducted by Line Departments regularly. Whenever they find marketing avenues at their nearing areas they supplied samples to them. In this situation Centre of Excellence for Millets has also included his group for their mandated programmes viz., training and demonstrations. The health mix, adai mix and millets laddu receive higher interests among the consumers in terms of taste and shelf life. They

