

## Entrepreneurship development through production and marketing of value added products

### 1. Situation analysis/Problem statement:

**Mrs.Reka**

W/o. Arun

Iyyampalayam Village, Arni Taluk,

Thiruvannamalai District.-604407.

Mobile No. 8870591203.

Mrs.RekaArun31 aged, she was an employee (Auxiliary Nurse Midwife) in Appolo Hospital, Chennai for five years during 2010-14. Mrs.RekaArun is the elder daughter of her family. In this situation her mother was expired by an accident, so she decided to shoulder the whole family responsibilities at her village. She is managing two acres of family land involved in agriculture allied activities for the past four years and she has been regularly selling her vegetables and greens at Arni Uzhavar Sandhai. But she 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. But she couldn't able to do like others because of her dignity.

In this situation Mrs.RekaArun heard about the KVK trainings programme on income generation related activities jointly organized by Department of Agricultural Business and Marketing. she was continuously approaching the KVK to enroll her name in the training Programmes because the Arni block is having large area under fruits viz., Amla, Sapota, Banana etc, vegetable viz., tomato, chillies, Pirrandai (*Cissus quadrangularis*) and millets.



### 2. Output

In this situation Mrs.RekaArun approached KVK team and got detailed explanation from the Scientist about the value addition. She has been attending five days residential training programme on Fruits and Vegetable preservation and millets based value added products trainings organized by KVK Since August 2015. After completion of trainings, she started collecting all the information through SMS – Home Science and finally she has decided to start Fruits and Vegetable Preservation on her own on trial basis.



Our KVK scientists continuously motivating her for the expansion of the production cum preservation unit by visiting her on a regular basis. Initially she was facing the problems on purchase of packing materials (hesitated how it will succeed), preservatives, obtain FSSAI license, labeling and marketing. The KVK provided technical support to her 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 her.

After making all arrangements, she started the production and preservation unit for fruits and Vegetables in his native place during 2015-16. Initially she started preparing mango, amla, banana, Pirandai and tomato based pickles. She sold her products at Arni Uzhavar Sandhai along with vegetables regularly. Whenever she finds marketing avenues at her nearing areas she supplied samples to them. The Banana flower, pirandai and Amla pickles receives higher interests among the consumers in terms of taste and shelf life. She named her production unit as **MuthuKumaran** food suppliers. After receiving consumer preferences and interests, she included health mix and other seasonal fruits and vegetable based pickle varieties. Now she standardized all her products by use of quality raw materials during processing, preparation under hygienic condition, use of recommended quantity of preservatives, packing and labeling. This unit is entirely maintained by her family members and engages casual labour whenever necessary during preliminary processing works. She procures millets seasonal fruits and vegetable from nearby areas on need basis.

### 3. Outcome:

Initially she started to prepare 5 kg of pickles/week, now she is regularly preparing 120 kg of pickles/week and 100 kg of health mix and selling entire products to the whole sellers, retailers and at uzhavar sandhai regularly. She is getting an income of Rs. 39,600/month by spending Rs.19,200.00 towards input, packing materials, transportation and labour costs.



### 4. Impact:

By hearing and seeing the economic return obtained by Mrs.RekaArun, other neighbors in the locality have initiated dehydrated vegetables production units and instant mix production units with the guidance of her. At present there are two units were initiated and functioning effectively in Arni and West Arni Block and it is expected that more units will be established in the forthcoming years.

Her future plan is to sale the convenient food products in foreign countries. Mrs.RekaArunis regularly visiting the KVK to update her knowledge on newer technical aspects and machineries.