

## **Instant mix preparation : KVK Thiruvannamalai 2009-10**

Mrs. Tamarasi of S.V Nagaram village is a progressive farmer and an active self help group member in Arni block of Thiruvannamalai district. She is owning two acres of land, due to monsoon failure, non availability of labour and low market price the income from the agriculture was not enough to run the family. As a result she approached KVK and got advice regarding alternative income generating activities.



She under gone training on preparation of instant mix items in KVK, during the month of April'09. she had been thoroughly trained on the method of preparation of instant mix. Immediately after the training she started an instant mix unit during the month of August'09.

She is successfully producing and marketing Adai mix & Puttu mix (Cereals millets and pulses based) under the brand name VASANTHAM. She is preparing about 10 kg of instant mix (2 varieties) per day.

The raw materials are purchased from Arni and packing materials from Thiruvannamalai. On an average the production cost comes around Rs400 for 10 kg of mix. The usual size of packing are 100 gm, 250 gm & 500 gms. The selling price for Adai mix is Rs.6/100 gm, Rs.15/250 gm, Rs.30/500 gm and Rs.10/250 gm and Rs.20/500 gms for puttu mix. She is earning an amount of Rs.4,500/- per month as net income from her small unit. She is marketing her products in Vasantham Block level federations shop and super markets.