

Model 1: Livelihood Creation through Millet value addition & product preparation

Paddy is the major field crop grown in Eluru district of Andhra Pradesh which requires plenty of water. In the upland areas of Eluru district the farmers have to depend on bore wells for cultivating the crop. In the upland areas under the agency areas of ITDA, millets are grown in patches in the villages as millets can withstand drought situations and give potential yield in low fertile soils. Millets like ragi and jowar used to be the staple food in good olden days, which slowly reduced due to many reasons, one of the reasons prioritized during the village surveys and focused group discussions is lack of technical Knowhow in primary processing and preparation of value-added products from millets.

Identifying the millet products market potential

Jowar (Sorghum) and Ragi (finger millet) are the major millets grown in the tribal villages of Eluru district. KVK, West Godavari (VR Gudem) conducted trainings to the enthusiastic tribal women who want to take up millet processing as enterprise. The tribal women attended trainings related to primary processing of millets, preparation of various millets products. Thirty tribal women were trained on millet processing and value addition at the KVK under Tribal Sub Plan funds provided by ICAR-ATARI-X.

Group Formation

After successful completion of these trainings and understanding the technicalities in preparation of value added products the women have formed into two groups called Girivanitha and Giriposhana. The ITDA, K.R.Puram provided Rs.30,000 as Revolving fund to each the group for purchase of required ingredients and also provided a work place in ITDA premises.

Product diversification

To minimise risk, expand the markets, bring innovation, ensure competitiveness and resource optimization, the trained women started preparing ten types millet based products as follows:

- Sweet Multi grain malt
- Multi Grain Atta
- Multi Grain sweet biscuits
- Multi Grain Salt biscuits
- Seteria Sweet Biscuits
- Seteria Salt Biscuits
- Sorghum Sweet biscuits
- Sorghum Salt biscuits
- Ragi Sweet biscuits
- Ragi Sweet biscuits.

Registration

The initial trail run for the enterprise got positive results from the customers. KVK, West Godavari (VR Gudem) guided them to get FSSAI registration as they are selling food products and under Food Safety Standards Authority of India every food product manufacturing and sales should be registered under FSSAI act. Thus, the group to get FSSAI certification with registration number **20116015000070**.

Branding

Branding increases Recognition and Improves Customer Loyalty. Positive Word of Mouth Marketing is also possible only through branding. Lower Price Sensitivity can be maintained to the branded products. Technical support for creation of brand and advantages of branding was given to tribal women. Now the women group is selling products at the manufacturing outlet at ITDA K R PURAM by the brand name **SRI FOODS**.

Exponential boost by two factors

The Andhra Pradesh State Skill Development Corporation (APSSDC) provided further training for skill improvement to the group. Diversification of products was also taken up by way of preparing designer suji, Ravva, Flour etc.

Exposure/advertising at workshops

The KVK provided platform to showcase the processed products from millets at exhibitions conducted at Vijayawada, Eluru, Visakhapatnam, Hyderabad, Jharkhand, Odisha and New Delhi with the help of Tribes India. Now they are planning to expand to neighbouring states and also aiming for digital marketing. After registration and branding they got orders for supplying to 26 tribal welfare schools in the agency area. About 800kg of millet-based products per month are being supplied to these schools. The gross income received by the Girivanitha Group is Rs.213000. After deducting the expenditure of 40000 rupees, the net income gained is 173000 rupees. Average monthly income of each member of the group is 8000-11000 rupees.



Value added millet products ready for marketing