

Success Story of Annai Kaveri FPO of Millets in Salem, Tamil Nadu

Malathi, G, P.Kalaiselvi, R.Jegathambal and M.Ravi

Annai Kaveri Collective Farmers Producer Company Ltd., located at Kolathur, Mettur, Salem was registered as a Producer Company on 17/11/2020th with 1000 members covering about 10 revenue villages promoted by TNSFAC under National Mission for Sustainable agriculture scheme (NMSA). In this connection, the Department of Agricultural Marketing and Agri Business, Salem and the Erode Precision Farm Producer Company Ltd, the Resource Institution have conducted preliminary levels of meetings with farmers and had started enrolling farmers who would become potential shareholders. Most of the farmers are small and marginal cultivating predominantly cultivating paddy, groundnut, sesame, millets, banana and chillies in rainfed conditions.

Around 85% of the land holdings are small and Marginal Farmers, being unorganized and divided into small fragments these farmers are not able to get remunerative prices for their produce at the right time. A prosperous and sustainable Agriculture is needed that enables farmers to enhance productivity through efficient, cost-effective cost productive resource use and realize higher returns. In search of avenues for getting higher net profit, the CEO and BODs of Annai Kaveri FPO were imparted knowledge with organic farming practices, waste management technologies, value addition technologies etc., from KVK, Salem through different On Farm Trials, Front Line Demonstrations, trainings, method demonstrations and entrepreneurship development programmes etc., They were imparted their knowledge and skill from the Directorate of Agri Business Development (DABD), TNAU, National Institute of Food Technology Entrepreneurship and Management (NIFTEM), Tanjore and Indian Institute

of Millet Research, Hyderabad too regarding different techniques of millets value addition, packing, branding etc.,

Mrs. Rani Murugesan, one of the BODs of Annai Kaveri FPO applied for getting organic certification for her 3.5-acre land as per the suggestions of KVK and now it is organically certified. She is also encouraging other too in getting organic certification for better remuneration. Being a women board of directors, with assistance of four of the women members of FPO, she started producing the traditional value-added products like murukku, mixture etc., from minor millet produces received from her organically certified land.

The Women Director Mrs. Rani Murugesan from Anna Kaveri FPO, won first prize in the “COOKATHAN” event conducted by Indian Institute of Technology – Madras, RESEARCH PARK, Tharamani with a cash prize of twenty-five thousand.

Few women farmers of Anna Kaveri FPO were converted into traditional entrepreneurs for making confectionery and sweets using minor millets and traditional rice under the brand name of “UZHAVAR MAGAL.”

The list of traditional snack food from millets from Anna Kaveri FPO is as follows.

- Murkku from Little Millet, Pearl Millet, Barnyard Millet, Finger Millet, Kodu millet, Foxtail Millet
- Ribbon murukku from Little Millet, Pearl Millet, Barnyard Millet, Finger Millet, Kodu millet, Foxtail Millet
- Mixture from Foxtail Millet, Finger Millet
- Sweet boondhi from Foxtail Millet
- Finger millet sweet ball (kolu kattai)

	
<p>Packing of snack food items prepared from millets by Annai Kaveri FPO</p>	<p>Branded pack of snack food from minor millets by Annai Kaveri FPO</p>
	
<p>Burfi prepared from Zn fortified cumbu and ground nut by Annai Kaveri FPO</p>	<p>Thenai Buri prepared by Annai Kaveri FPO</p>
	
<p>Participation of Annai Kaveri FPO in Cookathan Competition at IITM, Chennai</p>	<p>Receiving first prize in Cookathan Competition at IITM, Chennai</p>

- Uzhavar magal millet health mix
- Karupukavooni and Foxtail Millet Athirasam.

All these snacks were already launched by our honourable Tamil Nadu Agricultural Minister Thiru M.R.K. Panneerselvam at Dharamapuri.

In Kolathur bus stand, this FPO started a stall for selling their snack food items from traditional millet and rice varieties. So traditional snack foods from traditional millets that too from organically grown millets in the brand name of Uzhavar Magal will be available not only across the country but also across the world in near future.
