

Value Addition and Marketing of Millets - A Success Story of an Entrepreneur

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Krishi Vigyan Kendra, Salem District established in the year 1994 disseminates agricultural technology by supporting initiatives of public, private and voluntary sector for improving the agricultural economy of the district.

KVK, Salem conducted hands on trainings on millets processing and value addition for the benefit of farmers, farm women and rural youth, students and anganwadi workers and other extension officials too.

Mrs. Dhivya, a young software engineer of Salem got instigation and inspiration after attending millets processing and value addition training, started a venture in procuring few chemical free farms produces and supplying the same to the needy consumers in small through online. She became incubate of Entrepreneurship Development and Innovation Institute (EDII), Horticultural College

and Research Institute, Periyakulam, TNAU and got several ideas on product development and marketing. Technological backstopping was given to her regularly by KVK, Salem.

To supply chemical free natural quality farm



produces to the consumers continuously that too directly from the farmers, she started Ana Foods in 2020. Initially she started marketing of jaggery and ghee only and now she markets millets as whole grains, millet flour, value added products of millet, ready to cook products, ready to eat products and health drinks etc., through the marketing platform of her brand “Ana Foods”.

Unpolished millets as such like ragi, *cumbu*, *tenai*, *varagu*, *pani varagu*, *Kuthiraivali*, red and white sorghum, flours of ragi, *cumbu*, *tenai*, *varagu*, *pani varagu*, *Kuthiraivali* etc., millet instant health mixes along with carrot and beetroot for improving nutritional status as well as adding natural colour to the products, instant sprouted health mix, health mix for weight loss, noodles, semiya, vermicelli, pasta from millets are also available in the basket of Ana Foods Start Up Company.

By this way, she encouraged the farmers to go for producing the millets in natural way and supporting them by procuring their products directly from them for her business venture. There are more

than 25 food products in her basket to spread over the earth through online marketing. She has registered her brand “Ana Foods: in FSSAI and MSME too. She used Facebook, WhatsApp, Instagram etc., to market the food products of Ana Foods. Now she created a web site too to do online marketing of products in a better manner. She planned to do marketing in collaboration with online marketing platforms like Amazon, Flipkart, Meso etc., Within a short period of time, she was encouraged with many awards too as

an encouragement from the society. Grow Local, Eat Local and Support Local Farmers is the motto of Ana Foods.

Through the references made by domestic customers to their friends and relatives living in abroad, the variety of Ana Foods reached USA and UK too. Hence the Motto of Ana Foods is changed into Grow Local, Get Local and Spread throughout the World.

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