

Entrepreneurship development through Value addition of Millets

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Demand for a healthy diet has brought the Millets back as value added RTE products on to the table. Mrs Uma Devi, Wanaparthy Mandal, Wanaparthy District 35 years old women entrepreneur realized this when she is in a idea to start a Food based enterprise in the Wanaparthy. She had a small business, selling ayurvedic products in Wanaparthy mandal. When is learned about the skill trainings offered by KVK Madanapuram she grabbed the opportunity and enrolled herself into Skill training of value addition of millets.

KVK Interventions/ initiatives

In the year 2019, Mrs Uma Devi got training at KVK, Madanapuram under "Skill training on Millet Processing and Value addition" for 5 days and took assistance from KVK Scientists for establishing Small

Scale Millet Unit that Includes Bakery Equipment's. She also gained knowledge on Organic Millet Cultivation, Post-Harvest and hygiene packing techniques.

Impact of intervention

- She is now able to provide employment for 3 Rural Women on daily basis.
- All the products are packed with brand name of "Arogyamasthu" with FASSI registration.
- At present she could realize a net income of Rs.2,75,000.00 per year.



The achievements in value addition brought her few awards notables among them include:

- Women Entrepreneur award by DRDA of Wanaparthy district. Telangana.
- Best women farmer under Value Addition by KVK, Madanapuram, Telangana

Contact details of the farmer

Name of the farmer	Address	Phone no
Mrs Uma Devi (W/O) of Eshwar Reddy	Wanaparthy Mandal, Wanaparthy District	7286086918

Table 1: Economics

Sr.No	Particulars	Production per month (kg)	Gross income (Rs.)	Net Returns (Rs.)
1	Millet Cookies	100 kgs	25000/-	7000/-
2	Millet laddoo	100 kgs	25000/-	5000/-
3	Millet cake	1000 no.	20000/-	19000/-
Total				31,000/-
