

Success Story

I. TITLE OF THE SUCCESS STORY

HOMEMADE MASALA PRODUCTS - PRIDE

II. CATEGORY (AGRICULTURE/ HORTICULTURE/ ANIMAL HUSBANDRY/ DRY LAND FARMING/ MECHANIZATION / IFS ETC)

Home Science – Value Addition - Masala Making Company (Small scale).

III. INTRODUCTION

Mrs. Tamilselvi from Tirunelveli (native place) participated in on campus “Homemade masala product” training on 18th Sept 2018. In that training, we demonstrated Curry leaves Idli podi, Sambar podi, Herbal rasam podi, Oil less pickle mix, Garam masala and Rice Mix. Selection of raw materials, FSSAI certification, packaging, labeling and marketing linkages were discussed. Now she started her new business at Mumbai. Pride is the name of the masala product. She submitted her thanks in that label to ICAR RVS KVK Tirunelveli. She started her business in January 2019, producing Sambar podi, Idli podi, Chilli, Jeera, Turmeric powder and Garam masala and gave employment opportunities for 3 female and 1 male. Monthly she is producing approximately 5 quintal.

IV. PREVIOUS BACKGROUND (PERSONAL / ECONOMICAL) ALONG WITH FARMING EXPERIENCE

) Unemployed

V. CHALLENGE (PROBLEMS, ISSUES, OPPORTUNITIES)

) Lack of skill training

) Home-made products are most acceptable

VI. INTERVENTIONS/ INITIATIVES

) KVK Training centre help us to improve our understanding for south Indian masala powder.

) Their training methods are very simple and anyone can easily understand their methodology. The trainers are very friendly and emphatic.

) Guidance on getting FSSAI certification

) Marketing strategies

VII. RESULTS/ INSIGHTS

) Started campaign and promotion for her products

) Gave employment opportunities for 3 female and 1 male.

VIII. OUTPUT/ IMPACT

Nil

IX. PRESENT POSITION (PERSONAL / ECONOMICAL)

Economically she is earning monthly income of Rs. 32,100.

X. AWARDS & RECOGNITIONS

Nil

XI. LESSONS LEARNT

) Believe in yourself, work hard, be honest and keep moving

XII. SUPPORTING QUOTES & IMAGES

) Connecting people and their culture with Pride



Activity 1: Cleaning of raw ingredients



Activity 2: Weighting and Filling the products



Activity 3: Sealing the products



Activity 4: Labelling



Activity 5: Promotion of the products



Activity 6: Issuing the Training certificate

XIII. MESSAGE TO FELLOW FARMERS BY THE ACHIEVER

This is my dream project which was deep into my mind and it practically took shape and came legally into existence in the year 2018. I started making samples of masala and use to give to household ladies and get their feedback accordingly and improve as per the requirements.

“Health is wealth” – Will always produce quality product for our people is what we value and always follow. My inspiration is my father and my husband who really supported me and had that confidence in me and my action.

We started our first advertising campaign on Pongal (2019) and got a very good response. My second campaign was done on Jan 26, 2019 (Republic Day) was again successful which made me feel that we are moving in a right direction. This is just a start -a beginning.

XIV. CONTACT DETAILS OF ACHIEVER INCLOSING E-MAIL, PHONE NO & PINCODE

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