

“Ammi Brand” – Homemade Pickles and cooking oil

M. Mary Thangam/ Ammi Brand
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Farmer Introduction

-) Mrs. Mary Thangam aged 54 years from Melapalayam, Tirunelveli District. She did her 12th standard. Her husband got retired from private job. She has two son, both are doing their UG degrees in Chennai. She is a housewife. She has her own house and gave rental for a single family, with the rental income she lead the life. Other than that, she has no income.
-) During 2020, she visited KVK and knows about the training programme conducted by ICAR-KVK-Tirunelveli. Further, She participated in the various training programme on value addition in Fruits and Vegetables, selection of raw materials, FSSAI certification, labeling and marketing linkages and taken up promotion of pickle making in various produce such as Mango, Amla, Ginger, lemon etc.,
-) She started the small venture as a Brand name of “**AMMI BRAND**”.

Achievements

-) She established production unit having capacity of around 120 kgs pickles from lemon, mango, narthangai, amla, ginger and pirandai pickle and 840 litres of edible oil from gingelly, coconut and groundnut.
-) She obtained net income of Rs. 1,52,400/ year

Impact of the activity

Mrs. Mary thangam became a master trainer for pickle making.

- Now she established new unit with increasing capacity.
- Promotion of sales through online.

Recognition

-) During Scientific advisory committee meeting she has been awarded for best Entrepreneur (24.3.2021).



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