



Name: R. Jeyalakhmi, B.A.

DoB: 12/06/1996 - age: 25

W/o Ramesh,

Address: 1/18(1), Ponvizhaveedhi, Urmelazhagian, Kadaiyanallurtk, Tenkasi-627852.

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Mrs. Jayalakhmi, 25 years old, completed her under graduate degree, residing in Urmelalagian village, Tenkasi district. . In the brand name "AGAM", past two years she is doing Beetroot malt, which is rich in fibre, Iron, Vitamin C, magnesium and potassium. We preparing monthly 480kgs and yearly, our overall Gross cost is Rs.7,80,000, expenditure Rs.3,00,000 and we getting profit of Rs.1,80,000 /year(**BCR:2.6**). Previously we did Beetroot Malt by stirring the malt for 5hours. KVK team suggested for drying the sliced beetroot, adding masala items and make it as powder, there by our work has been simplified. KVK staffs helped in selection of packaging materials, getting FSSAI and labelling. Now she rented mobile vehicle for marketing her products. She got training in KVK for masala products and oil less lime pickles. She is preparing and selling it. She displaying her products and as well as started providing tea, snacks and lunch along with that. We are selling 250kgs of Malt at the rate of Rs.250. Our KVK team assisted in getting One district and One Product scheme (under PMFME).



