

## Success Story

### I. Title of the Success Story:

Gender Main Streaming in Promotion of Millets for Economic Sustainability & Public Health – A Success Stories of Women Agripreneurs of Kurnool dt., Andhra Pradesh.

### II. Introduction:

KVK focused on establishment of small scale food processing units at village level by motivating and involving SHG women in rural areas with locally grown crops. Sri Umamaheswara Self Help Group of Yagantiplle village of Banaganapalle mandal approached Krishi Vigyan Kendra for establishing income generating unit KVK encouraged SHG women to take up Millet processing unit with predominant crops of the village i.e, Jowar and Seteria in 2015.

### III. Previous Background:

Farming and dairy is the basic occupation of the entrepreneurs. They cultivate paddy, maize, Redgram and millets like Jowar and Seteria. Their annual income meets their household expenses and children's education.

Abundant raw material availability is the opportunity for the women and their passion to initiate and sustain the millet startup is the strength. However they were not technically and economically sound to take up the activity. Marketing the output is the challenge in the system. KVK was behind the Woman group in bridging the gaps and converting the weakness into strengths and threats into opportunities.

### IV. Intervention:

KVK took initiative in giving technical guidance and SHG women were taken to the various millet processing units for Primary, Secondary and Tertiary processing of millets at Incubation centers of Indian Institute of Millet Research, and Millet processing Unit, PJTSAU, R'nagar, Hyd.



KVK Motivated and encouraged SHG Women to start Millet processing activities. They hired loan from SHG for construction of shed, got 3 phase electricity supply and installed machineries. They also hired loan from Shree Shakthi for purchase of raw material.

KVK behind the SHGs in unit registration, training in products preparation, Sample analysis, Products Registration with FSSAI, Advertisement of the products, product promotion in various forums, Packing, Labelling and Marketing .

### V. Outout/Impact:

Activities of the Enterprise	Production Capacity	Economics Of the Enterprise		
		Recurring Expenditure	Total Income	Net Income
Preparation of Millet (Sorghum, Foxtail, Proso, Kodo, Pearl, Barnyard ) Primary & Secondary Products i.e, Suji's, Flours, Mixed Millet Suji's, Mixed millet flours etc., Millet Snacks & Savories	14 tonnes/annum	6,30,000	9,10,000	2,80,000

- ✚ They also created employment for three fellow women and paying Rs.150/day for 20 days in a month. The products are being sold to departmental stores, Super markets at Nandyal, Kurnool, and also to the wholesale dealers throughout the state.
- ✚ First Millet Processing Unit established with SHG Women in the State in 2015 and running successfully till to date.

### VI. Supporting Quotes & Images:





**Best women Agripreneurs During kisan Mela Celebrations in 2015-16**



**Appreciation from District Administration In Millet value Addition**



**Participation In International Trade fair On Organics And Millets 2018**



**Participation In Millet Fests**