

MY ME – Report

Krishna Thulasi Grow bag Unit – Marutharoad CDS

It is a grow bag unit started with 9 members, now there are 11 from 2 NHGs combined together and actively working in 15th ward of Marutharoad CDS. They are bought Grow bags, micro nutrients, fertilizers, vegetable plants and all other things from outside and make it as a complete grow bag package and distribute to beneficiaries of the Panjayath. This unit is run in joining with Krishibhavan and didn't get any assistance from Kudumbashree. The unit provide 25 vegetable plants to a beneficiary and the beneficiary will give RS 500 and Krishibhavan will contribute RS 1500. In total the unit will get 2000 RS and the original cost of production is RS 1600. it is considered as a good unit and now they are dealing with a project of RS 6 Lakh put forwarded by krishibhavan.

Challenge facing

1. The main challenge they are facing is lack of continues order.
2. Main expenditure of this unit is transportation charges. They spend a huge money for rent a vehicle
3. Rate of soil is another big issue they are facing. They need to hire a JCB for in the initial stage
4. There is a wastage and depreciation due to lack of storage space

Scope and opportunities

1. Kudumbashree can provide facilities for start a plant nursery to them. that will help as a job as well as they can reduce cost also. currently they bought vegetable plants from VFPCCK
2. it will be more beneficial if they can buy a vehicle for their own.
3. Kudumbashree can assist them like our grow bag JLG groups can buy grow bags from them

4. They can perform very well if they get a permanent storage space for kept their belonging



Flavors Squash Unit - Marutharoad CDS

Flavors Squash Unit is an Kudumbashree mE unit consisting 10 members of 3 NHGs. It started before 1 year from their own fund, and this unit didn't get any support from Kudumbashree. This unit mainly producing variety of squashes in various flavours like mango, pineapple, Goosberry, nannari, green mango, spinach, ginger, orange, and grape crush. They also producing mixed fruit jams and various pickles also. In off seasons they can't produce their signature products but they focused on local demand and they are selling Seva (local pastry) and grinded rice (used for making idly, dosha etc). Their most profitable product is nannari squash, and they are buying all raw materials from local market. They were selling Squash for RS 95 to retailer and its original MRp is RS 110. In that they will get RS 50 as profit.

challenges facing

1. They are not involved in direct selling
2. no door to door delivery
3. inadequate machinery
4. price of sugar and machinery is varying

scope and opportunities

1. Kudumbashree can provide loan for machinery, so they can produce more varieties as well as qualitative products
2. we can provide them training for marketing



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