



Amrutham Nutrimix



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The Take Home Ration (THR) to Anganwadis in Kerala is supplied by Kudumbashree Mission s Nutrimix units. Kudumbashree Mission was entrusted with this opportunity in 2006. Amrutham Nutrimix, the food supplement provided to the children of age group of 6 months to 3 years, is produced by the 238 enterprises of Kudumbashree. A livelihood opportunity is offered to 1569 people through this, and this is a unique model in the country.

Nutrimix units were able to create a new beginning to Kudumbashree system of micro enterprises in terms of government convergence. The Nutrimix units have an annual sales of Rs 110 crores at present. Nutrimix units are producing Amrutham Nutrimix powder with utmost responsibility, ensuring complete hygiene and ensures timely supply. The total production of every year is 1200 metric tonnes.



This project is envisaged with the financial support and on the basis of demand requested from Women and Child Development Department and Local Self Government Institutions. The supply order and funds for producing Nutrimix will be given to Kudumbashree by the department in every quarter.

Wheat will be made available to the Nutrimix units through Food Corporation of India at subsidy rates. The other ingredients like soya chunks, bengal gram, groundnut and sugar is being purchased from the market. The ingredients later undergo production process which includes cleaning, drying, roasting and powdering and once the Nutrimix powder is produced, it is tightly packed and are brought to the children.

We aspired to improve the quality of the Nutrimix units during the last two years. Grading of the Nutrimix units was completed at first. Now, 226 units are under A Grade and 12 units come under

B Grade. By 2019, it is endeavored to bring all the units to A Grade class.

We are also planning to get ISO certification for each Nutrimix units. The procedure for the same would be started soon. During the last year, Amrutham Nutrimix was fortified with micronutrients with the support of United Nations World Food Programme (UNWFP). Attempts had already been made to produce value added products of Nutrimix, thereby assisting the entrepreneurs earn more income.

States like Jharkhand, Bihar, Odisha and Punjab had already requested our help to replicate this model in their respective states and we are extending these services as well. In short, Amrutham Nutrimix project has indeed become a pride factor for Kudumbashree and Kerala.

