



Nila – A Herbal destiny of Kudumbashree

In Okkal CDS of Koovappady Block of Ernakulam District in Kerala, there exists an ayurvedic soap making unit named Nila Herbals. It is an individual micro enterprise unit which is furnished and managed by Mrs. Mary Joy from Perumbavoor. She had been doing this business for the last 8 years and had registered the venture as a Kudumbashree unit in 2016. She is getting full support from her family members.

The unit was initially started by making soap for their family use as a remedy for the skin issues of her children as she has an ancestral background of ayurvedic medicines and her graduation in Sanskrit. Her product is made with pure coconut oil that she produces by herself and most of the Ayurveda ingredients used in the soap making viz. thulasi, neem, aloe vera, rose etc are cultivated at her home itself.

Later there arose a demand for the soap among the friends of her son. Gradually she planned to start marketing the product. As public is always attracted towards the products with good advertisements, she couldn't find a platform in the market. Later the unit was registered under the Industrial department. In 2016 the unit was registered as a Kudumbashree enterprise and the marketing reached to its peak state after it was marketed as a Kudumbashree product. She had participated in most of the SARAS Melas, other trade fairs conducted by Kudumbashree, monthly markets, nano markets, and also other fairs conducted by other NGOs outside Kerala.

The unit also got orders from different parts of India and the orders were placed through phone calls and they send the product through courier. The unit also maintain a facebook page “Nila Herbals” as part of the marketing.

The main products under this unit are ayurvedic products like soap, shampoo, face wash, hair oil, balm etc. About 8 types of face washes are produced under this unit.

Reasons for Success?

The reasons that turned to the success of our unit is that the products are purely organic. I am manufacturing the product with a commitment to the society and I also have an ayurvedic family background.

Challenges faced?

The main challenges my unit faced was the marketing. Lack of advertisement was one of the main barriers for marketing. I overcame these challenge with help Kudumbashree marketing facilities like SARAS Mela, fairs and fests, nano markets monthly markets, Kudumbashree bazar etc.

Turning point in business?

The entry into the Kudumbashree family is the commendable turning point in my life. Through the registration as Kudumbashree unit the functioning of the unit changed to an appreciable level. Today my unit has made convergence with agencies like Kera Tech also.

Future Plans/ ambitions?

I am planning to widen the marketing through online marketing platforms like Amazon, Flipkart etc and also plan to convert the products into export quality. I am also trying to develop new products as well.

Most Happy Moment?

There was a high demand for my product among public. I consider it as the most happy moment in my life.

Message to aspiring women?

Be confident in troubles and work with the devoted mind and also keep a commitment to the society.

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