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GOVERNMENT OF KERALA

**Income Generation of Women & Nutrition of Children  
An Innovative Model for Convergence  
The Case study of Amrutham Food Supplement Units**

**REPORT**

**Evaluation Division  
Kerala State Planning Board  
October 2015**

## **DISCLAIMER**

The study report has been prepared by Smt.T.R.Maya, Assistant Director, Evaluation Division, State Planning Board. The facts and figures in this report are based on primary data collected by the author from the Amrutham units of the study area using structured questionnaire and discussions with officials of Kudumbashree District Mission Office, Thrissur and secondary data collected from various sources and do not reflect the views or policies of Kerala State Planning Board.

Sd/-

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## **ABBREVIATIONS**

BPL – Below Poverty Line  
CAG – Comptroller and Auditor General of India  
CDPO – Child Development Project Officer  
CFC – Common Facility Centre  
CPCRI – Central Plantation Crops Research Institute  
CST – Central Sales Tax  
DPC – District Planning Committee  
EDP - Entrepreneur Development Programme  
FCI – Food Corporation of India  
GOT - General Orientation Training  
gm – Gram  
ICDS – Integrated Child Development Services  
Kg – Kilo Gram  
NHG – Neighbourhood Group  
PIP – Performance Improvement Programme  
RF – Revolving Fund  
SSI – Small Scale Industries  
THRS –Take Home Ration Scheme  
VAT – Value Added Tax  
WHO – World Health Organization  
NGO- Non Government Organization

## **ABSTRACT**

Trends in malnutrition in India over the past two decades show that the current level of malnutrition is unacceptably high. Kerala is one of the better performing states in India in nutritional states of children but the percentage of malnourished and severely malnourished children in Kerala is 36.92 per cent and 0.08 per cent respectively. In order to provide complementary food, Government of Kerala had been started free noon meal for children at school and supplementary nutritional programme for pre-school children, pregnant and lactating mothers. Kudumbashree takes this occasion as a chance to enter into the supplementary nutritional programme of the state by producing food supplement for the Take Home Ration Scheme through micro enterprises. There is a direct linkage between micro enterprise and women empowerment. Micro enterprises lead to the economic empowerment of women provided there are good and sustained policies, programmes, institutional and infrastructural support by the government and non government entities. Then these micro enterprises can grow sustainably and contribute efficiently towards the larger objective of poverty reduction.

## Chapter 1

### INTRODUCTION

Kudumbashree, one of the largest women-empowering projects in the country was launched by the Government of Kerala in 1998 for wiping out absolute poverty from the state through concerted community action under the leadership of Local Self Governments. This programme now covers more than 50 per cent of the households. Built around three critical components, micro credit, entrepreneurship and empowerment, the Kudumbashree initiative has today succeeded in addressing the basic needs of the less privileged women, thus providing them a more dignified life and a better future.<sup>1</sup>

By equipping the women of the organization to undertake income generating activities through the formation of micro enterprises using local resources as well as skills and considering the local needs is a means for empowering women especially economic empowerment. Micro enterprises can be powerful instruments of economic development of less privileged people, provided there are good and sustained policies, programmes, institutional and infrastructural support.<sup>2</sup>

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<sup>1</sup>[www.Kudumbashree.org](http://www.Kudumbashree.org) accessed on 21.2.2015

<sup>2</sup>*Understanding Micro Enterprises (Theoretical and Empirical Understanding – chapter 6, [www.shodhganga.infilibnet.ac.in](http://www.shodhganga.infilibnet.ac.in))*



Micro enterprise involves identification of innovative and creative activities suited to the specific environment in which poor people are living, which try to solve the problems faced by the community and also by using the skill and technological knowhow already available.

Kudumbashree had utilizing the available opportunities, had been started a lot of micro enterprises like animal husbandry projects (goat village, nature fresh), canteens, Amruthm food supplement units etc.

## **1.1 Review of Literature**

In this section we are analyzing the existing literature on micro enterprises and malnutrition among children in our country and state.

Nisha Bharti & S. Shylendra (2005) says that micro enterprise development is a self reliant development strategy but it need to be supported by enabling environment and proper infrastructure support. There is need for government and non government entities to work together for creation of enabling environment. Then only these micro enterprises can grow and contribute efficiently towards the larger objective of poverty alleviation.<sup>3</sup>

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<sup>3</sup>*Nisha Bharti & S. Shylendra (2005) :Microfinance and Sustainable Micro Entrepreneurship Development*

Vasanthakumari (2012) says that beyond any shadow of doubt, underlines that micro enterprise in India leads to the economic empowerment of rural poor women. This allows them to express and impose their views because if women make adequate economic contributions to the family, they are bound to be treated at par with men.<sup>4</sup>

Jayashree Roy & Joyati Bhattacharya (2013) says that for a country like India where there is large scale unemployment and poverty, SHGs are considered as boon for the poor people. They not only earn money but also learn different entrepreneurial skills and techniques, which were provided to them by the government and Non Government Organizations (NGO). When women get financial independence, then they can avail different opportunities which are very important for overall development of her personality. Thus, there is a direct linkage between micro enterprise and women empowerment.<sup>5</sup>

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<sup>4</sup>Vasanthakumari (2012): 'Economic Empowerment of Women through Micro Enterprises in India with special reference to Promotional Agencies', *International Journal of Multidisciplinary Research*, Vol.2 Issue I.

<sup>5</sup>Jayashree Roy and Joyati Bhattacharya (2013): *Micro Enterprise and Women Empowerment- A study of Badarpur Development Block of Karimganj District (Assam, India)*, - *International Journal of Scientific and Research Publications*, Volume 3, Issue 12.

R. Radhakrishna and C. Ravi ( 2004) says that the trends in malnutrition over the past two decades and shows that improvements in nutritional status have not kept pace with the reduction in poverty and the current level of malnutrition is unacceptably high. About half of the pre-school children are malnourished and are exposed to the risk of functional impairments. Malnutrition levels are uneven across states. Some middle income states such as Kerala and Tamil Nadu have comparatively better nutritional achievements than higher income states like Maharashtra and Gujarat. North-eastern states are comparatively better performing states and some of them have even out-performed Kerala.<sup>6</sup>

K.P.Vipin Chandran (2010) says that Kerala is a model state in the country as far as human development is concerned. The apparent paradox of low average nutritional intake leading to high nutritional outcome in aggregate can perhaps be explained to some extent in terms of the remarkable reach of the public distribution system in Kerala, in providing a wider access to food which is complemented by free noon meal for children at school and

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<sup>6</sup>*R.Radhakrishna and C.Ravi (2004): Malnutrition in India – Trends and Determinants, Economic and Political Weekly, Vol.39No.7 PP671-676.*

supplementary nutritional programme for pre-school children, pregnant and lactating mothers.<sup>7</sup>

K. Padma (2013) says that the incidence of malnutrition among the four southern states in India lower compared to the rest of the states in India. However, within the four southern states nutritional states of children is poor in Andhra Pradesh and Karnataka compared to Kerala and Tamil Nadu. Kerala performs better compared to other three Indian states in the south. Effective public distribution system is responsible for low level of malnutrition in these states.<sup>8</sup>

In Kerala about 25 per cent of the children are underweight. A UNICEF (United Nations International Children's Emergency Fund) investigation report on the recent infant deaths at Attappady says that “Anemia in pregnant mothers and inadequate nutrition” are the main cause for the tragedy.<sup>9</sup>

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<sup>7</sup>K.P.Vipin Chandran (2010): *Health and Nutrition Profile of Children in Rural Kerala: A Call for an Action*, [www.researchgate.net/publication/48375774](http://www.researchgate.net/publication/48375774)

<sup>8</sup>K. Padma (2013) : ‘*Malnutrition – Incidence and Impact (A Comparative Study of Four Southern States in India)*’, *International Journal of Humanities and Social Science Invention* Volume 2 Issue6

<sup>9</sup>*Economic Review 2013: Kerala State Planning Board.*

## **1.2 Intervention of Kudumbashree in Nutrition Programme of Kerala**

Government of Kerala had adopted an action plan for making the state malnutrition free in 2004. As a part of this, Government of Kerala had introduced a scheme 'Take Home Ration Scheme (THRS)' in selected ICDS (Integrated Child Development Services) blocks from July 2004 onwards and this aims at providing nutritional food supplement to below 3 year age group kids belonging to the Below Poverty Line (BPL) category in the state. Government of Kerala had entrusted the distribution of the food mix to a company at Tamil Nadu. At this juncture that Kudumbashree came up with an innovative idea of making the baby food, a micro enterprise activity.

Kudumbashree had taken steps to provide a balanced nutrition supplement consisting of cereals (wheat), pulses (groundnut, gram, soya bean) and had been introduced under the brand name **Amrutham Food Supplement**.

At first Kudumbashree had distributed the food supplement in two districts only and then extended to 99 ICDS blocks. Government of Kerala entrusted the responsibility to Kudumbashree of supplying the food supplement to anganwadi children of all 163 ICDS blocks in the state to save children from malnutrition on 30.9.2006.<sup>10</sup>

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<sup>10</sup>*GO(MS)NO.32/2006/SWD dated, Thiruvananthapuram, 30.9.2006 of Social welfare (B) Department*

As per Economic Review 2013, ‘The nutrition programme under ICDS benefited nearly 8.55 lakh children in the age group of 0 to 6 years during 2012’. <sup>11</sup>



<sup>11</sup>Economic Review 2013: Kerala State Planning Board, Government of Kerala

### **1.3 Innovative Model for Convergence**

The ingredient in the nutritious mix of Amrutham Food Supplement had been suggested by the scientists of Central Plantation Crops Research Institute (CPCRI), Kasaragod, considering the nutritional requirements of the children in the state.

Kudumbashree has established micro enterprise units in the state for the production and supply of Amrutham food supplement. These units are supplying the supplementary food to the anganwadi network. The Amrutham units have providing the food for the THR scheme to the children in the age group of six months to three years in the anganwadi network.

The grama panchayaths and block panchayaths earmarking sufficient fund at a ratio of 2:1 from plan allocation for meeting the cost of the nutrition supplement at a rate of ₹ 56 per kg.

A few grama panchayaths has rented out their buildings to the micro enterprise units at a nominal rate.

The Food Corporation of India is supplying wheat, the main ingredient, at a subsidized rate of ₹ 4.15 per kg to the micro enterprise units for the production of Amrutham. Hence this project is a model for convergence of the departments as well as funds.

## **1.4 Nutrimix Consortium**

Now Kudumbashree Mission facilitated Amrutham units across Kerala to come together to form the Amrutham Society of Kudumbashree Nutrimix Enterprises known as the Nutrimix Consortium.

Nutrimix Consortium was an important step to increase the productivity of units, generate more income and address the common issues and challenges faced by the units.

Main aims of the Nutrimix Consortium are common raw material procurement, developing a centralized distribution channels, developing value added products, product diversify, preparing the units to face competition from the market by using the existing infrastructure and human resources.<sup>12</sup>

District consortiums were formed in all districts, which affiliated to the state consortium also. The district consortium was a self governed collective of nutrimix producers of the district. The district consortium has also its own executive committee.

The district consortium having representation from all the units and purchasing raw materials, packing covers and lifting of wheat from the FCI warehouse for the units.

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<sup>12</sup>[www.Kudumbashree.org](http://www.Kudumbashree.org) accessed on 21.2.2015



## **1.5 Project Profile**

The food supplement is produced and supplied to anganwadies in specific area under the label 'AMRUTHAM' by the Kudumbashree enterprise groups.

The project objective is to set up five member activity groups of interested people from Kudumbashree network, under the Rural Micro Enterprise or Yuvashree scheme.

Kudumbashree has giving trainings to the members of the group and providing bank loan (back end) with subsidy of ₹ 10,000 per member. The unit must have a building with plinth area of 1500 to 2500 square feet with accessibility of drinking water. The building may be owned or on lease or rental.

Considering the performance and member strength of the units Kudumbashree has also providing revolving fund. Ten per cent of the project cost ranging from ₹ 20,000 to ₹ 25,000 to these units.

Each unit is assigned to a particular panchayath and municipality and their job is to meet the demands of all the anganwadies in the panchayath or municipality. Therefore the extent of their production depends on the supervisor of the anganwadies or the Child Development Project Officer (CDPO) of their assigned local body, who places the order according to the needs of anganwadies.

The district consortium is lifting the allotted wheat from the Food Corporation of India's warehouse and purchasing the

provisions in bulk, according to the need of the units and supplied to the units. The units use their machinery to clean, fry and powder the provisions and then they pack and seal them, and supply to the distribution centers of their assigned panchayaths and municipalities.<sup>13</sup>

## **1.6 Background of the Study**

As per the report by the Comptroller and Auditor General (CAG) of India and World Health Organization (WHO) growth standard, the percentage of malnourished and severely malnourished children in Kerala is 36.92 per cent and 0.08 per cent respectively as on March 2011.<sup>14</sup>

In Kerala, children under three years of age group, who are under weight, are about 21 per cent, which is better than any other states in the country.<sup>15</sup> So the malnutrition of the children in our state is still a problem so that the government has to continue the distribution of the food supplement to reduce the malnutrition state of the children. Hence the study of the functioning of these units especially the distribution of food supplement is very relevant.

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<sup>13</sup>*The Micro Credit and Rural Micro Enterprise Scenario in Kerala: A study on Kudumbashree by Shruthi Cyriac*

<sup>14</sup>*Hindu National Daily News Paper Report dated: 29.4.2013*

<sup>15</sup>*Economic Review 2014, Kerala State Planning Board, Government of Kerala*

## **1.7 Objectives of the Study**

As per the existing guidelines of Social Justice Department and Kudumbashree Mission, the distribution of the Amrutham food supplement under the scheme THRS of ICDS programme is limited to supply to Anganwadi only. Amrutham food supplement is a nutritional supplement to the below 3 years age group kids so that this study aims at how far these units fulfill the prescribed nutritional value and the production protocol.

This study also aims to examine; what extend these units developed value added products and diversified products of Amrutham using the existing infrastructure & resources.

This study also aims at the possibility of exploring the sustainable existence of these units by producing the baby food with available and needful nutritious ingredients suitable to our environment and its local market capturing.

Based on the above broad objectives, the following specific objectives are framed for the study:

1. To evaluate the functioning of Amrutham nutrimix units of Kudumbashree
2. To study the possibility of the sustainable existence of these units by producing the baby food and its local market capturing.

## **1.8 Methodology**

On October 2006 onwards Kudumbashree had agreed to supply food supplement through Anganwadi and established 368 Amrutham food supplement units in the state for this purpose. As a part of this 20 Amrutham food supplement units have been established in 2006-07 in 18 grama panchayath of Thrissur district.

### **1.8.1 Respondent Units**

All the units functioning in Thrissur district are fully mechanized. Experimentally the mechanized units were first started in Thrissur district and then extended to other districts. These units are running smoothly and a few of them started to produce diversified products.

Five of the units are situated at Chalakudy block panchayath, three at Kodakara block panchayath, two each at Mathilakom, Mullassery and Irinjalakuda block panchayaths and one each at Wadakanchery, Chowannur, Mala, Cherpu, Puzhakkal and Vellangallur block panchayath areas. See the following table:

**Table 1.1 Distribution of Respondent Units according to Block Panchayaths**

<b>Sl No</b>	<b>Name of Unit</b>	<b>Block Panchayath</b>
1	Athulya, Kadukutty	Chalakydy
2	Gold Star, Kodassery	
3	Five Star, Kodassery	
4	Sree Sailam Nutrimix, Koratty	
5	Bhadradeepam, Melur	
6	Kairali Nutrimix, Alagappanagar	Kodakara
7	Pavithram Amrutham Food Supplement, Kodakara	
8	Five Star Amrutham Food Supplement, Mattathur	
9	Navajyothy Food Products, Edavilangu	Mathilakam
10	Amoolyathejus Amrutham Food Supplement, Edavilangu	
11	Amrutham Food Supplement, Elavally	Mullassery
12	Oruma Amrutham Food Supplement, Mullassery	
13	Amrutham Food Supplement, Irinjalakuda	Irinjalakuda
14	Oorjus, Karalam	
15	Amrutham Food Supplement, Erumapetty	Wadakanchery
16	Jeevan Plus, Kadangode	Chowannur
17	Amrutham Nutrimix, Mala	Mala
18	Five Star, Paralam	Cherpu
19	Amrutham Food Supplement, Tholur	Puzhakkal
20	Kudumbashree Natural Nutrimix, Vellangallur	Vellangallur

*Source: Kudumbashree District Mission Office, Thrissur*

Out of these 20 units, 6 of them are common facility centers (CFC), a cluster of two to four units. Navajyothy Food Products, Edavilangu; Amoolyathejus Amrutham Food Supplement, Edavilangu; Amrutham Food Supplement, Elavally; Amrutham Nutrimix, Mala; Amrutham Food Supplement, Tholur are clusters of two units together. Amrutham Food Supplement, Erumapetty and Amrutham Food Supplement, Irinjalakuda are a cluster of 4 units and Kudumbashree Natural Nutrimix, Vellangallur is a cluster of 3 units.

### 1.8.2 Area of the Study

This study confined to the Amrutham food supplement units in Thrissur district only.



All the units in Thrissur districts availed licenses, prescribed by Government of Kerala for the production and other

license such as small scale industries and value added tax registration etc.

### **1.8.3 Collection of Data**

This study is mainly based on primary data, which collected from the entrepreneurs of the units using a structured questionnaire during December 2014. The investigator collected the primary data through field survey, interviews and discussions. The district consortium members were also helped the survey.

The secondary data were from the official web site of Kudumbashree, official records of Kudumbashree district mission office, nutritrix consortium and from the records of the units.

Simple statistical methods like arithmetic mean and percentages were only used for data analysis.

### **1.9 Scope of the Study**

The findings of the study may be useful to establish innovative and sustainable micro enterprises, suitable to our environment. Also helpful to make the units sustainable in the long run by producing the output profitably. Findings may help the researchers working in the similar field also.

### **1.10 Limitations**

Time at disposal and money are the main constraint which limited the scope of a wide and scientific study.

## **1.11 Organization of the Report**

This report is organized in three chapters. Chapter one is organized in respect of available review of literature closely connected to the objectives of the study, Kudumbashree and nutrition programmes. The intervention of Kudumbashree, model for convergence, nutrimix consortium, project profile, objectives, methodology and scope of the study are reviewed in this chapter. Second chapter contains findings from primary as well as secondary data and in the third chapter summarized the important findings and also given some suggestions based on the findings.



### FINDINGS

The study is based on the Amrutham food supplement units in Thrissur District and the findings are placed in this chapter. Kudumbashree had set up five member activity groups of interested people from Kudumbashree network, under the Rural Micro Enterprise or Yuvashree scheme for the production and supply of Amrutham food supplement.

#### **2.1 Initial Investment of the Units**

Kudumbashree had given trainings to the members of the group and has provided bank loan with subsidy of ₹ 10,000 per member. The group members need to lease or rent a suitable building of 1500 sq ft to 2500 sq ft area with safe drinking water facilities and had to buy the machineries, other equipments & utensils. The details on the initial investment amount of the units are placed below:

**Table 2.1 Distribution of Respondent Units in relation to Initial Investment amount**

Sl No	Name of Unit	Components of Investments (in lakh)			
		Bank Loan	Subsidy	Beneficiary Contribution	Total
1	Kairali Nutrimix, Alagappanagar	1.40	0.50	0.10	2.00
2	Gold Star, Kodassery	1.40	0.50	0.10	2.00
3	Five Star, Paralam	1.40	0.50	0.10	2.00
4	Five Star Amrutham Food Supplement, Mattathur	1.10	0.50	0.50	2.10
5	Jeevan Plus, Kadangode	1.60	0.50	0.10	2.20
6	Athulya, Kadukutty	1.60	0.50	0.10	2.20
7	Five Star, Kodassery	1.60	0.50	0.10	2.20
8	Bhadradeepam, Melur	1.60	0.50	0.10	2.20
9	Oruma Amrutham Food Supplement, Mullassery	1.60	0.50	0.10	2.20
10	Oorjus, Karalam	1.50	0.50	0.25	2.25
11	Sree Sailam Nutrimix, Koratty	1.90	0.50	0.10	2.50
12	Pavithram Amrutham Food Supplement, Kodakara	1.80	0.50	0.25	2.55
13	Amoolya Thejus Amrutham Food Supplement, Edavilangu	2.80	1.00	0.20	4.00
14	Amrutham Food Supplement, Elavally	3.00	1.00	0.20	4.20
15	Amrutham Nutrimix, Mala	4.00	1.00	0.10	5.10
16	Navajyothy Food Products, Edavilangu	4.00	1.00	0.20	5.20
17	Amrutham Food Supplement, Tholur	4.00	1.00	0.20	5.20
18	Kudumbashree Natural Nutrimix, Vellangallur	4.20	1.50	0.30	6.00
19	Amrutham Food Supplement, Erumapetty	6.00	2.00	0.20	8.20
20	Amrutham Food Supplement, Irinjalakuda	8.00	2.00	0.20	10.20

Source: Records of units under study

Sixty per cent of the units were single units<sup>16</sup> and forty per cent were CFCs<sup>17</sup>. By clustering two units together that was doubled the initial investment of the units. The advantage of clustering was that the units had collected more money and had purchased larger machineries and equipments, which would increase the production capacity of the units and also lower the expenditure.

## **2.2 Trainings**

Kudumbashree selected the unit members from Kudumbashree NHG families and given trainings before starting the units. The trainings imparted were General Orientation Trainings (GOT), Entrepreneur Development Programmes (EDP) and Skill Development Trainings.

After setting up of the units, Kudumbashree had conducted Performance Improvement Programmes (PIP) for accounting & book keeping and for producing value added products through Food Craft Institutes at Thrissur and Ernakulam. See the following table:

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<sup>16</sup>*Single Units – Five member activity group of Kudumbashree.*

<sup>17</sup>*CFC - A cluster of two or more single units is functioning under a single roof by sharing the infrastructure facilities.*

**Table 2.2 Distribution of Respondent Units in relation to Trainings**

Sl No	Name of Unit	GOT	EDP	Skill Development	PIP
1	Kairali Nutrimix, Alagappanagar	✓	✓	✓	✓
2	Navajyothy Food Products, Edavilangu	✓	✓	✓	✓
3	Amoolya Thejus Amrutham Food Supplement, Edavilangu	✓	✓	✓	✓
4	Amrutham Food Supplement, Elavally	✓	✓	✓	✓
5	Amrutham Food Supplement, Erumapetty	✓	✓	✓	✓
6	Amrutham Food Supplement, Irinjalakuda	✓	✓	✓	✓
7	Jeevan Plus, Kadangode	✓	✓	✓	✓
8	Athulya, Kadukutty	✓	✓	✓	✓
9	Oorjus, Karalam	✓	✓	✓	✓
10	Pavithram Amrutham Food Supplement, Kodakara	✓	✓	✓	✓
11	Five Star, Kodassery	✓	✓	✓	✓
12	Gold Star, Kodassery	✓	✓	✓	✓
13	Sree Sailam Nutrimix, Koratty	✓	✓	✓	✓
14	Amrutham Nutrimix, Mala	✓	✓	✓	✓
15	Five Star Amrutham Food Supplement, Mattathur	✓	✓	✓	✓
16	Bhadradeepam, Melur	✓	✓	✓	✓
17	Oruma Amrutham Food Supplement, Mullassery	✓	✓	✓	✓
18	Five Star, Paralam	✓	✓	✓	✓
19	Amrutham Food Supplement, Tholur	✓	✓	✓	✓
20	Kudumbashree Natural Nutrimix, Vellangallur	✓	✓	✓	✓

Source: Sample survey

## 2.3 Financial Assistance to the Units

One of the major issues faced by micro enterprise is the shortage of working capital due to delay in payments by wholesalers and departments. Kudumbashree succeeded in providing RF (revolving fund)<sup>18</sup> to units which helped them in enhancing working capital for continuous production and supply. Kudumbashree, after verifying six months performance, had released RF to 85 per cent of the units. Five per cent of the units had received the grama panchayath's RF and 10 per cent got Krishi Bhavan's RF as indicated below:

**Table 2.3 Distribution of Respondent Units in relation to Financial Assistance**

SI No	Name of Unit	Kudumba shree RF	Krishi Bhavan RF	Panchayath RF
1	Amrutham Food Supplement, Erumapetty	0.000	-	-
2	Amrutham Food Supplement, Irinjalakuda	0.000	-	-
3	Athulya, Kadukutty	0.000	-	-
4	Oorjus, Karalam	0.150	-	-
5	Jeevan Plus, Kadangode	0.220	-	-
6	Sree Sailam Nutrimix, Koratty	0.220	-	-
7	Oruma Amrutham Food Supplement, Mullassery	0.220	-	-

<sup>18</sup> Kudumbashree revolving fund is meant for meeting urgent requirement of working capital. Enterprises are eligible for revolving fund @ 10% of the total project cost subject to a maximum of ₹ 25,000 per group.

8	Five Star, Kodassery	0.225	-	-
9	Gold Star, Kodassery	0.225	-	-
10	Kairali Nutrimix, Alagappanagar	0.225	0.250	-
11	Bhadradeepam, Melur	0.225	-	-
12	Five Star, Paralam	0.225	-	0.250
13	Pavithram Amrutham Food Supplement, Kodakara	0.250	-	-
14	Five Star Amrutham Food Supplement, Mattathur	0.250	1.000	-
15	Amrutham Nutrimix, Mala*	0.400	-	-
16	Amrutham Food Supplement, Tholur*	0.400	-	-
17	Navajyothy Food Products, Edavilangu*	0.400	-	-
18	Amoolya Thejus Amrutham Food Supplement, Edavilangu*	0.400	-	-
19	Amrutham Food Supplement, Elavally*	0.420	-	-
20	Kudumbashree Natural Nutrimix, Vellangallur*	0.600	-	-

*Source: Records of the units under study*

\*CFCs

## **2.4 Member Strength of the Units**

One of the threats of micro enterprise units is dropout of members due to lack of co-operation, dispute between members and the low earnings. Going through the survey details, it was clear that 70 per cent of the units had no dropouts, 15 per cent had one member dropout and 5 per cent had 2 member dropouts. At the same time 10 per cent of the units had more than 4 member dropouts.

During the discussion with the members of the units, it was clear that the dropouts had occurred in early years but recently no such cases were reported. They had also informed that some of the dropped out members are willing to come back. This analysis shows that the Amrutham units are running smoothly and their income is better than the other micro enterprise units established under Kudumbashree mission. In Amrutham units the dropout was very low. See the following table:

**Table 2.4 Distribution of Respondent Units in relation to Member Strength**

Sl No	Name of Unit	No of Members in the Unit			
		At the Start	Current	No of Drop outs	Reason
1	Kairali Nutrimix, Alagappanagar	5	5	0	
2	Jeevan Plus, Kadangode	5	5	0	
3	Athulya, Kadukutty	5	5	0	
4	Oorjus, Karalam	5	5	0	
5	Pavithram Amrutham Food Supplement, Kodakara	5	5	0	
6	Five Star, Kodassery	5	5	0	
7	Gold Star, Kodassery	5	5	0	
8	Sree Sailam Nutrimix, Koratty	5	5	0	
9	Five Star Amrutham Food Supplement, Mattathur	5	5	0	
10	Bhadradeepam, Melur	5	5	0	
11	Oruma Amrutham Food Supplement, Mullassery	5	5	0	
12	Five Star, Paralam	5	5	0	
13	Amrutham Food Supplement, Tholur	10	10	0	
14	Amrutham Nutrimix, Mala	10	9	1	lack of interest

15	Amoolya Thejus Amrutham Food Supplement, Edavilangu	10	9	1	Marriage
16	Amrutham Food Supplement, Elavally	10	9	1	Illness
17	Navajyothy Food Products, Edavilangu	10	8	2	Illness & lack of interest
18	Kudumbashree Natural Nutrimix, Vellangallur	14	9	5	Marriage, illness & lack of interest
19	Amrutham Food Supplement, Erumapetty	20	20	0	
20	Amrutham Food Supplement, Irinjalakuda	20	9	11	Illness
	<b>Total</b>	<b>164</b>	<b>143</b>	<b>21</b>	

Source: Sample survey

## 2.5 Production Quota and Supply

Thrissur district's monthly requirement of Amrutham food supplement was 85,500 kg. The District Mission Coordinator has fixed the quota of Amrutham food supplement in consultation with all respondent units. While fixing the quota, the staff strength of the units was the prime factor.

The units have supplying the food supplement at a rate of ₹ 56 per kg to the local bodies. The local bodies have earmarked sufficient fund in their annual budget. Usually the local bodies have paid the amount for the quota of food supplement only after the plan approval by DPC and hence always occurring time lag in getting the money from the local bodies to the units. The local bodies also bearing the transportation cost ranging from 50 paise to ₹ 1.60 per kg.



**Table 2.5 Distribution of Respondent Units in relation to Production Quota and Supply - 2014-15**

Sl No	Name of Unit	Quota (kg)	Supply (kg)
1	Bhadradeepam, Melur	2000	2000
2	Kairali Nutrimix, Alagappanagar	2300	2300
3	Jeevan Plus, Kadangode	2400	2400
4	Sree Sailam Nutrimix, Koratty	2600	2600
5	Pavithram Amrutham Food Supplement, Kodakara	3200	3200
6	Five Star Amrutham Food Supplement, Mattathur	3200	3200
7	Athulya, Kadukutty	3400	3400
8	Oorjus, Karalam	3500	3500
9	Five Star, Kodassery	3500	3500
10	Gold Star, Kodassery	3500	3500
11	Oruma Amrutham Food Supplement, Mullassery	3500	3500
12	Five Star, Paralam	3900	3900
13	Navajyothy Food Products, Edavilangu	5000	5000
14	Amoolya Thejus Amrutham Food Supplement, Edavilangu	5000	5000
15	Amrutham Food Supplement, Elavally	5000	5000
16	Amrutham Food Supplement, Irinjalakuda	5000	5000
17	Amrutham Nutrimix, Mala	5000	5000
18	Kudumbashree Natural Nutrimix, Vellangallur	5500	5500
19	Amrutham Food Supplement, Tholur	6000	6000
20	Amrutham Food Supplement, Erumapetty	12000	12000
	<b>Total</b>	<b>85500</b>	<b>85500</b>

Source: Records of the units under study

Every month these units are producing 85,500 kg of Amrutham food supplement, their quota and supplied to the ICDS centers (Anganwadi) of 100 local bodies in Thrissur district. Every unit supplying food supplement to three local bodies on an average.

## **2.6 District Level Consortium**

A consortium is formed at district level and has started bulk purchase of raw materials and packing covers. Food Corporation of India (FCI) had been supplying the wheat to the consortium for the production of Amrutham at subsidized rate.

The Amrutham Thrissur district consortium has been lifting the allotted wheat from the Food Corporation of India warehouses, Chalakudy & Mulankunnathukavu. According to the need of the units, the consortium had been purchasing the provisions and the packing covers in bulk, by following the tender procedure, and supplying to the units.

## **2.7 Production Protocol**

Since Amrutham is a baby food to 6 months to 3 years old babies, Kudumbashree had been developed a production protocol to these units and strict instructions were given to follow the production protocol.

In units, the members wash and dry the ingredients and then use the machinery to fry and powder the provisions and then pack and seal the food supplement to the distribution centers of their assigned panchayaths or municipalities.

The wheat is lifted from the warehouses of FCI. Then cleaning, washing and drying are required. The other provisions are purchased and supplied by the consortium from the open market so that to clean the provisions the units also requires a lot of water. All the units have drinking water facilities and waste water management system and enough open spaces to dry the provisions.

### **2.7.1 Building Specification**

The units have to keep the wheat and other ingredients separately hence Kudumbashree developed a specific building design for the units. All units are functioning in the buildings with 1500-2500 square feet area and having special machine rooms. Ninety five per cent of the units had separate store rooms for wheat and other ingredients and also has special packing rooms at the time of survey as given in table 2.6.

To prevent the entry of insects and pest into building, the doors, windows, air holes etc of the buildings are covered with net and tiled roof with false ceilings. The unit members are also using, as per the direction of Kudumbashree, some bio-control and indigenous methods to prevent the insects and pest.

**Table 2.6 Distribution of Respondent Units in relation to Building Specifications**

Sl No	Components	No of Units	%
1	Area of the Building is 1500-2500 sq ft	20	100
2	Units have Special Machine Room	20	100
3	Units have Special Store Room for Raw Materials	19	95
4	Units have Special Packing Room	19	95
5	Units have Separate Store Room to kept Wheat, 100 m away from the Units	19	95

*Source: Kudumbashree District Mission Office*

### **2.7.2 Cleanliness of Members and Units**

Kudumbashree and Social Justice Department had given strict instructions to the members to keep the units neat and clean. Before entering into the units everybody needed to clean their feet in a liquid of water and potassium permanganate. During the working days, the members clean the machineries and utensils before and after use.

The members are wearing the caps, gloves etc and also maintained the dress code (churidar) during the production and packing hours. The members are also directed to avoid wearing rings, bangles, nail polish, bindi etc during the working hours.

### **2.7.3 License of Units**

All the units availed license such as panchayath license, food safety, legal metrology, small scale industries (SSI) and value

added tax (VAT) for the food production. Seventy per cent of the units also got the central sales tax (CST) license.

Moreover all the members of the units had health cards and 65 per cent had insurance coverage at the time of the survey.

**Table 2.7 Distribution of Respondent Units in relation to License**

Sl No	License Issued	No of Respondents	No of units got license	%
1	Panchayath License	20	20	100
2	Food Safety	20	20	100
3	Legal Metrology	20	20	100
4	Small Scale Industries (SSI)	20	20	100
5	Value Added Tax (VAT)	20	20	100
6	Central Sales Tax (CST)	20	15	75
7	Health Cards	20	143*	100

*Source: Records of the units under study*

*\* Number of persons*

#### **2.7.4 Nutrient Value of Amrutham**

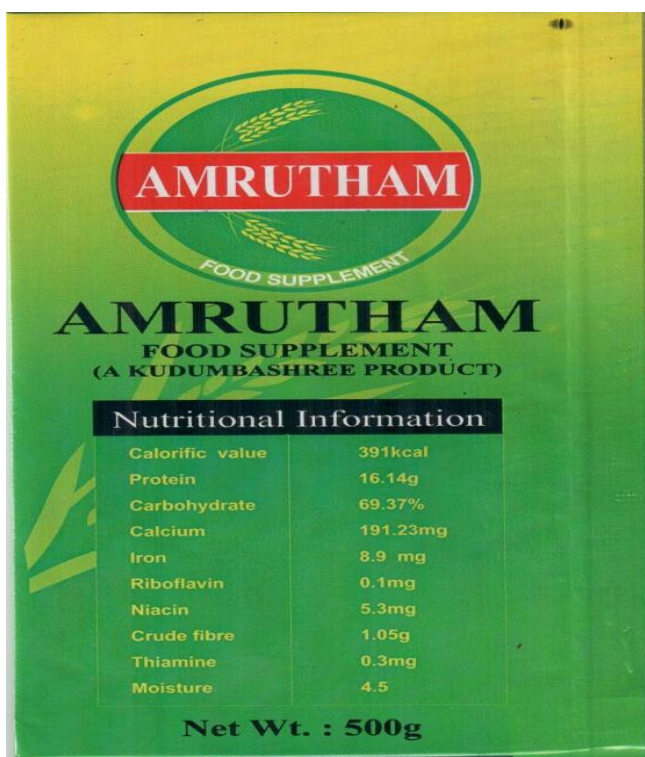
Amrutham food supplement is a palatable and digestible baby food and has good shelf life and contain the required nutrients for children of the age group from 6 months to 3 years.

Amrutham food supplement is made out of simple and freely available ingredients like wheat, ground nut, gram, soya and sugar. One kg of Amrutham contains 405 gm wheat, 125 gm ground nut, 188 gm gram, 62 gm soya and 220 gm sugar.

**Table 2.8 Ingredients in 1kg of Amrutham**

Sl No	Raw Materials	Quantity (gm)	%
1	Wheat	405	40.5
2	Groundnut	125	12.5
3	Gram	188	18.8
4	Soya	62	6.2
5	Sugar	220	22.0

*Source: sample survey*



The calorific value of 500 gm of Amrutham food supplement is 39 kilo calary and it contains 16.14 gm protein, 69.37

per cent carbohydrate, 191.23 milli gm calcium, 8.9 milli gm iron, 0.1 milli gm riboflavin, 5.3 milli gm niacin, 1.05 gm crude fibre, 0.3 milli gm thiamine and 4.5 moisture.

The Amrutham food supplement is a baby food and not a health drink and used as cooked food. One way of using the food supplement is completely dissolves in milk or water and cooked to a paste form in low heat and serves the children and for more taste can add sugar, honey or fruits.

Using the basic mix of Amrutham food supplement, food items such as halwa, murukku, diamond cuts, unniyappam are being experimented.

### **2.7.5 Monitoring of Units**

Kudumbashree officials along with officials of Social Justice Department have inspecting the units frequently. The units have also sending their products to laboratories for quality testing at regular intervals.

Kudumbashree District Mission Coordinator has conducting monthly review meetings of the leaders of the units and general body meetings once in three months to review the functioning of the units. Meetings are meant to discuss the problems faced by the units and sort out solutions. Kudumbashree has given training to the units at regular intervals to improve their performance and to produce products mix other than Amrutham.

## 2.8 Products Mix other than Amrutham

Kudumbashree had given trainings to the members to produce product mix other than Amrutham and value added products of Amrutham food supplement. The Amrutham food supplement units had been started to produce the products mix other than Amrutham and they are morning snacks, kumari plus, ragi powder, nutrition powder, janani plus, balamrutham, rice powder, wheat powder and payasam kit as indicated below:

**Table 2.9 Distribution of Respondent Units in relation to Products Mix other than Amrutham Food Supplement**

Sl No	Product Mix	No of Units	%
1	Morning Snacks	2	10
2	Kumari Plus	1	5
3	Morning Snacks & Payasam Mix	2	10
4	Morning Snacks & Rice Powder	2	10
5	Morning Snacks, Kumari Plus & Nutrition Powder	3	15
6	Morning Snacks, Kumari Plus & Payasam Kit	1	5
7	Kumari Plus, Janani Plus & Balamrutham	1	5
8	Morning Snacks, Rice Powder, Wheat Powder & Ragi Powder	2	10
9	Morning Snacks, Kumari Plus, Janani Plus & Balamrutham	1	5

*Source: Sample survey*

The products mix, morning snacks, kumari plus, ragi powder, nutrition powder, janani plus, balamrutham etc are



produced as per the order placed either by CDPO or by ICDS Supervisor and their market is ICDS centers itself and the cost met from the plan fund of the local bodies. The products mix like rice powder, wheat power etc. had been selling through either direct marketing system or the monthly/weekly/festival markets/home shops<sup>19</sup> of Kudumbashree. The product mix like payasam kit was produced during festival seasons only and marketing through festival markets of Kudumbashree.

### 2.9 Monthly Work Distribution of Members - 2014-15

All the Amrutham food supplement units are fully mechanized. They reported to need a maximum of 15 days for the production and distribution of the food supplement and the product mix. The detailed picture of their work distribution is placed below:

**Table 2.10 Distribution of Units in relation to Monthly Work Distribution of Members - 2014-15**

Sl No	Name of Unit	No of working Days	No of members	No of batch	No of members per batch
1	Amrutham Food Supplement, Erumapetty	24	20	4	5
2	Amrutham Food Supplement, Irinjalakuda	20	9	-	-
3	Five Star, Paralam	20	5	-	-

<sup>19</sup>The managers of the home shop are women of the kudumbashree network who spare a couple of shelves in their home to stock the local products, procured and marketed under common brand names and with attractive packaging, and spend a couple of hours a day meeting NHG members and individuals to sell their ware.

4	Five Star, Kodassery	20	5	-	-
5	Gold Star, Kodassery	20	5	-	-
6	Athulya, Kadukutty	20	5	-	-
7	Bhadradeepam, Melur	20	5	-	-
8	Kairali Nutrimix, Alagappanagar	16	5	-	-
9	Kudumbashree Natural Nutrimix, Vellangallur	15	9	-	-
10	Amrutham Food Supplement, Tholur	15	10	2	5
11	Amoolya Thejus Amrutham Food Supplement, Edavilangu	15	9	-	-
12	Navajyothy Food Products, Edavilangu	15	8	-	-
13	Amrutham Food Supplement, Elavally	15	9	2	5&4
14	Jeevan Plus, Kadangode	15	5	-	-
15	Amrutham Nutrimix, Mala	15	9	-	-
16	Oorjus, Karalam	15	5	-	-
17	Oruma Amrutham Food Supplement, Mullassery	15	5	-	-
18	Five Star Amrutham Food Supplement, Mattathur	15	5	-	-
19	Pavithram Amrutham Food Supplement, Kodakara	15	5	-	-
20	Sree Sailam Nutrimix, Koratty	15	5	-	-

Source: Sample survey

Five per cent of the units are working 24 days in a month, 30 per cent 20 days in a month, 5 per cent 16 days in a month and 60 per cent 15 days in a month for producing the food supplement and product mix. In 85 per cent of the units, all members are working together in all working days and in 15 per cent of the

units, the members are working on batch basis. Five per cent of the units with 4 batches and 10 per cent with 2 batches at the time of enquiry.

## 2.10 Average Monthly Revenue of the Units - 2014-15

As per the existing rules, the Amrutham food supplement is not for sale but exclusively for the distribution to the anganwadies. The Amrutham units has supplying the food supplement through their assured market of ICDS centers while the product mix other than Amrutham through local and Kudumbashree markets. The average monthly revenue of the units from their supply and sale for the year 2014-15 are given below:

**Table 2.11 Distribution of Units in relation to Average Monthly Revenue of the Units - 2014-15**

Sl No	Name of Unit	Revenue (in ₹)		
		Amrutham	Product mix	Total
1	Bhadradeepam, Melur	113000	0	113000
2	Jeevan Plus, Kadangode	136800	1250	138050
3	Sree Sailam Nutrimix, Koratty	145600	2500	148100
4	Pavithram Amrutham Food Supplement, Kodakara	180800	10000	190800
5	Athulya, Kadukutty	192100	0	192100
6	Five Star Amrutham Food Supplement, Mattathur	182400	10000	192400
7	Oorjus, Karalam	199500	0	199500
8	Gold Star, Kodassery	198100	1500	199600
9	Kairali Nutrimix, Alagappanagar	129950	5000	134950
10	Oruma Amrutham Food Supplement, Mullassery	199500	5000	204500

11	Five Star, Kodassery	199850	15000	214850
12	Five Star, Paralamb	224250	5000	229250
13	Amrutham Food Supplement, Elavally	281000	2250	283250
14	Amrutham Food Supplement, Irinjalakuda	285000	0	285000
15	Navajyothy Food Products, Edavilangu	285000	0	285000
16	Amrutham Nutrimix, Mala	288000	4500	292500
17	Amoolya Thejus Amrutham Food Supplement, Edavilangu	285000	13500	298500
18	Kudumbashree Natural Nutrimix, Vellangallur	313500	27000	340500
19	Amrutham Food Supplement, Tholur	342000	120000	462000
20	Amrutham Food Supplement, Erumapetty	684000	0	684000

*Source: Records of the units under study*

The revenue from the supply of food supplement is ranging from ₹ 1,13,000 to ₹ 6,84,000 and other product mix from ₹ 1250 to ₹ 1,20,000. Only 70 per cent of the units were engaged in the production of product mix other than Amrutham and this variation reflects the total revenue of the units. The average monthly revenue of the Amrutham units was ₹ 2,54,392 with a standard deviation of ₹ 1,30,332.

### **2.11 Monthly Rent of the Units 2014-15**

All the Amrutham food supplement units were functioning in rental buildings at the time of survey. The rent amount of the buildings are placed below:

**Table 2.12 Distribution of Units in relation to Monthly Rent of the Units - 2014-15**

SI No	Name of Unit	Rent
1	Five Star, Paralam*	100
2	Oruma Amrutham Food Supplement, Mullassery*	500
3	Amrutham Food Supplement, Erumapetty*	600
4	Athulya, Kadukutty*	798
5	Kudumbashree Natural Nutrimix, Vellangallur*	861
6	Amrutham Nutrimix, Mala*	1250
7	Amrutham Food Supplement, Elavally*	1700
8	Pavithram Amrutham Food Supplement, Kodakara	2000
9	Amrutham Food Supplement, Tholur	2000
10	Kairali Nutrimix, Alagappanagar	2500
11	Bhadradeepam, Melur	3300
12	Five Star Amrutham Food Supplement, Mattathur	3700
13	Navajyothy Food Products, Edavilangu	3750
14	Five Star, Kodassery	4000
15	Gold Star, Kodassery	4500
16	Amrutham Food Supplement, Irinjalakuda	5000
17	Oorjus, Karalam	5000
18	Amoolya Thejus Amrutham Food Supplement, Edavilangu	5200
19	Jeevan Plus, Kadangode	5750
20	Sree Sailam Nutrimix, Koratty	6500

*Source: Records of the units under study*

*\* Panchayath building*

The panchayaths have allotted their buildings to 35 per cent of the units on rental basis. The rent of these units was comparatively lower than the rent of the other units. The rent of

the panchayath buildings varies from ₹ 100 to ₹ 1,700 only. But the rent of the private buildings varies from ₹ 2,000 to ₹ 6,500. Almost all the local bodies still have spare buildings and rooms, and if they allot sufficient infrastructure to the units at nominal rate, which would highly beneficial to the units in terms of increase in profit of the units and the income of the members.

### **2.12 Average Monthly Expenditure -2014-15**

As above, all the units are functioning in the rental buildings. The district consortium was supplying the ingredients and packing cover to the units. The units are using the gas or charcoal for frying the ingredients. Other major expenses are loan repayment, audit fee, maintenance of buildings and repair of machineries.

The members are getting wages daily and dividing the profits yearly. The other expenses are phone charges, license fee, travelling expenses of unit members, consortium membership fee, donation, medicine & miscellaneous.

The expenditure varies from ₹ 80,361 to ₹ 4,71,690 and the average monthly expenses of the units was ₹ 1,66,452 with a standard deviation of ₹ 82,854. The average monthly expenses of all the units are given in table 2.13.

**Table 2.13 Distribution of Units in relation to Average Monthly Expenditure - 2014-15**

Sl No	Name of Unit	Expenditure (₹)
1	Bhadradeepam, Melur	80361
2	Kairali Nutrimix, Alagappanagar	91473
3	Jeevan Plus, Kadangode	99745
4	Sree Sailam Nutrimix, Koratty	108022
5	Pavithram Amrutham Food Supplement, Kodakara	126021
6	Five Star Amrutham Food Supplement, Mattathur	129671
7	Oruma Amrutham Food Supplement, Mullassery	132145
8	Athulya, Kadukutty	133625
9	Gold Star, Kodassery	134628
10	Oorjus, Karalam	137531
11	Five Star, Kodassery	140573
12	Five Star, Paralam	151041
13	Amrutham Nutrimix, Mala	183808
14	Amrutham Food Supplement, Elavally	185508
15	Amrutham Food Supplement, Irinjalakuda	191508
16	Navajyothy Food Products, Edavilangu	197183
17	Amoolya Thejus Amrutham Food Supplement, Edavilangu	206383
18	Amrutham Food Supplement, Tholur	213612
19	Kudumbashree Natural Nutrimix, Vellangallur	214513
20	Amrutham Food Supplement, Erumapetty	471690

*Source: Records of the units under study*

### **2.13 The Cost & Revenue of 1kg of Amrutham**

The total revenue and expenditure details of the units are placed in tables 2.11 & 2.13 respectively. Here examined the cost and revenue of each individual unit.

In the case of Amrutham food supplement unit, Erumapetty total cost of the ingredients is ₹ 29.98. Other expenses is ₹ 18.33, which include 2 packing cover for 1 kg of food supplement. Hence the total expenses for producing 1 kg of Amrutham is ₹ 48.31 and supplying at a prize of ₹ 57 at the time of survey. This shows that the production is profitable (see: table 2.14.1) and the net profit per kg is ₹ 8.69.

Similar analysis of all other units are given in table 2.14.2 to 2.14.20. It is evident from the tables that profit rate varies from unit to unit.



**Table 2.14.1 Amrutham Food Supplement, Erumapetty**

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.18
8	Gas/Charcoal		1.33
9	Wage		8.00
10	Transportation Charges		1.00
11	Miscellaneous		4.82
<b>Sub total</b>			<b>18.33</b>
<b>Grand Total</b>			<b>48.31</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (8.69)</b>

Source: Sample survey

**2.14.2 Kudumbashree Natural Nutrimix, Vellangallur**

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.98
8	Gas/Charcoal		1.00
9	Wage		6.14
10	Transportation Charges		1.00
11	Miscellaneous		4.44
<b>Sub total</b>			<b>16.56</b>
<b>Grand Total</b>			<b>46.54</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (10.46)</b>

Source: Sample survey

### 2.14.3 Amrutham Food Supplement, Tholur

SI No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.65
8	Gas/Charcoal		0.42
9	Wage		12.50
10	Transportation Charges		1.00
11	Miscellaneous		2.06
<b>Sub total</b>			<b>19.63</b>
<b>Grand Total</b>			<b>49.61</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (7.39)</b>

Source: Sample survey

### 2.14.4 Amoolya Thejus Amrutham Food Supplement, Edavilangu

SI No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.50
8	Gas/Charcoal		1.00
9	Wage		10.80
10	Transportation Charges		1.00
11	Miscellaneous		6.84
<b>Sub total</b>			<b>23.14</b>
<b>Grand Total</b>			<b>53.12</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (3.88)</b>

Source: Sample survey

### 2.14.5 Navajyothy Food Products, Edavilangu

SI No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.50
8	Gas/Charcoal		1.00
9	Wage		8.40
10	Transportation Charges		1.00
11	Miscellaneous		5.00
<b>Sub total</b>			<b>18.90</b>
<b>Grand Total</b>			<b>48.88</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (8.12)</b>

Source: Sample survey

### 2.14.6 Amrutham Food Supplement, Irinjalakuda

SI No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.30
8	Gas/Charcoal		1.50
9	Wage		9.00
10	Transportation Charges		1.00
11	Miscellaneous		4.75
<b>Sub total</b>			<b>19.55</b>
<b>Grand Total</b>			<b>49.53</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (7.47)</b>

Source: Sample survey

**2.14.7 Amrutham Food Supplement, Elavally**

SI No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.40
8	Gas/Charcoal		0.80
9	Wage		5.40
10	Transportation Charges		0.20
11	Miscellaneous		3.61
<b>Sub total</b>			<b>13.41</b>
<b>Grand Total</b>			<b>43.39</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>56.20 (12.81)</b>

Source: Sample survey

**2.14.8 Amrutham Nutrimix, Mala**

SI No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.40
8	Gas/Charcoal		1.00
9	Wage		8.10
10	Transportation Charges		1.60
11	Miscellaneous		2.69
<b>Sub total</b>			<b>16.79</b>
<b>Grand Total</b>			<b>46.77</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57.60 (10.83)</b>

Source: Sample survey

### 2.14.9 Five Star, Paralam

SI No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.39
8	Gas/Charcoal		0.41
9	Wage		7.69
10	Transportation Charges		0.75
11	Miscellaneous		5.76
<b>Sub total</b>			<b>18.00</b>
<b>Grand Total</b>			<b>47.98</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>56.75 (8.77)</b>

Source: Sample survey

### 2.14.10 Five Star, Kodassery

SI No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.74
8	Gas/Charcoal		2.86
9	Wage		9.14
10	Transportation Charges		1.10
11	Miscellaneous		5.60
<b>Sub total</b>			<b>22.44</b>
<b>Grand Total</b>			<b>52.42</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57.10 (4.68)</b>

Source: Sample survey

### 2.14.11 Oorjus, Karalam

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.66
8	Gas/Charcoal		2.14
9	Wage		5.36
10	Transportation Charges		1.00
11	Miscellaneous		4.67
<b>Sub total</b>			<b>16.83</b>
<b>Grand Total</b>			<b>46.81</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (10.19)</b>

Source: Sample survey

### 2.14.12 Gold Star, Kodassery

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.40
8	Gas/Charcoal		1.00
9	Wage		7.14
10	Transportation Charges		0.60
11	Miscellaneous		4.95
<b>Sub total</b>			<b>17.09</b>
<b>Grand Total</b>			<b>47.07</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>56.60 (9.53)</b>

Source: Sample survey

### 2.14.13 Athulya, Kadukutty

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.29
8	Gas/Charcoal		0.88
9	Wage		7.35
10	Transportation Charges		0.50
11	Miscellaneous		6.63
<b>Sub total</b>			<b>18.65</b>
<b>Grand Total</b>			<b>48.63</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>56.50 (7.87)</b>

Source: Sample survey

### 2.14.14 Oruma Amrutham Food Supplement, Mullassery

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.43
8	Gas/Charcoal		1.00
9	Wage		5.36
10	Transportation Charges		1.00
11	Miscellaneous		4.12
<b>Sub total</b>			<b>14.91</b>
<b>Grand Total</b>			<b>44.89</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (12.11)</b>

Source: Sample survey

**2.14.15 Five Star Amrutham Food Supplement, Mattathur**

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.94
8	Gas/Charcoal		2.66
9	Wage		7.03
10	Transportation Charges		1.00
11	Miscellaneous		4.90
<b>Sub total</b>			<b>19.53</b>
<b>Grand Total</b>			<b>49.51</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (7.49)</b>

Source: Sample survey

**2.14.16 Pavithram Amrutham Food Supplement, Kodakara**

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.41
8	Gas/Charcoal		2.66
9	Wage		7.03
10	Transportation Charges		0.50
11	Miscellaneous		4.31
<b>Sub total</b>			<b>17.91</b>
<b>Grand Total</b>			<b>47.89</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>56.50 (8.61)</b>

Source: Sample survey



**2.14.17 Sree Sailam Nutrimix, Koratty**

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.69
8	Gas/Charcoal		1.35
9	Wage		5.77
10	Transportation Charges		0.00
11	Miscellaneous		7.80
<b>Sub total</b>			<b>18.61</b>
<b>Grand Total</b>			<b>48.59</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>56 (7.41)</b>

Source: Sample survey

**2.14.18 Jeevan Plus, Kadangode**

Sl No	Ingredients / kg	Quantity	Cost(₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.63
8	Gas/Charcoal		1.46
9	Wage		6.25
10	Transportation Charges		1.00
11	Miscellaneous		7.34
<b>Sub total</b>			<b>19.68</b>
<b>Grand Total</b>			<b>49.66</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>57 (7.34)</b>

Source: Sample survey

**2.14.19 Kairali Nutrimix, Alagappanagar**

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.78
8	Gas/Charcoal		1.09
9	Wage		5.22
10	Transportation Charges		0.50
11	Miscellaneous		7.12
<b>Sub total</b>			<b>17.71</b>
<b>Grand Total</b>			<b>47.69</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>56.50 (8.81)</b>

Source: Sample survey

**2.14.20 Bhadradeepam, Melur**

Sl No	Ingredients / kg	Quantity	Cost (₹)
1	Wheat	405gm	2.07
2	Groundnut	125gm	9.01
3	Gram	188gm	7.41
4	Soya	62gm	3.97
5	Sugar	220gm	7.52
<b>Sub total</b>		<b>1000gm</b>	<b>29.98</b>
<b>Other Components</b>			
6	Cover	2 Nos	3.00
7	Electricity		0.80
8	Gas/Charcoal		1.00
9	Wage		7.50
10	Transportation Charges		0.50
11	Miscellaneous		7.92
<b>Sub total</b>			<b>20.72</b>
<b>Grand Total</b>			<b>50.70</b>
<b>Revenue &amp; (profit)</b>		<b>1Kg</b>	<b>56.50 (5.80)</b>

Source: Sample survey

The consolidated statement showing cost and revenue of 1 kg of Amrutham food supplement produced by 20 respondent units are given in the following table:

**Table 2.14 Distribution of Units in relation to Cost and Revenue of 1 kg of Amrutham** (In ₹)

SI No	Name of Unit	Expenditure	Prize
1	Amrutham Food Supplement, Elavally	43.39	56.20
2	Oruma Amrutham Food Supplement, Mullassery	44.89	57.00
3	Kudumbashree Natural Nutrimix, Vellangallur	46.54	57.00
4	Amrutham Nutrimix, Mala	46.77	57.60
5	Oorjus, Karalam	46.81	57.00
6	Gold Star, Kodassery	47.07	56.60
7	Kairali Nutrimix, Alagappanagar	47.69	56.50
8	Pavithram Amrutham Food Supplement, Kodakara	47.89	56.50
9	Five Star, Paralam	47.98	56.75
10	Amrutham Food Supplement, Erumapetty	48.31	57.00
11	Sree Sailam Nutrimix, Koratty	48.59	56.00
12	Athulya, Kadukutty	48.63	56.50
13	Navajyothy Food Products, Edavilangu	48.88	57.00
14	Five Star Amrutham Food Supplement, Mattathur	49.51	57.00
15	Amrutham Food Supplement, Irinjalakuda	49.53	57.00
16	Amrutham Food Supplement, Tholur	49.61	57.00
17	Jeevan Plus, Kadangode	49.66	57.00
18	Bhadraadeepam, Melur	50.70	56.50
19	Five Star, Kodassery	52.42	57.10
20	Amoolya Thejus Amrutham Food Supplement, Edavilangu	53.12	57.00

Source: Records of the units under study

The cost for producing 1 kg of Amrutham varies from ₹ 43.39 to ₹ 53.12 and the prize from ₹ 56.20 to ₹ 57 with an average expense of ₹ 48.40 with standard deviation ₹ 2.28. The average price is ₹ 56.81 with standard deviation of ₹ 0.37. Hence the average profit is ₹ 8.41.

#### **2.14 Average Monthly Income of Members from the Units 2014-15**

The income earned by the members of the units is from the supply of Amrutham food supplement to the anganwadies in the local bodies and the sale of the other product mix in the open market. The income from the product mix is fluctuating due to the uncertainty of demand in the local market.

All the units reported to retain a part of their profit in business for further development and the remaining part was distributed among the members as dividend.

**Table 2.15 Distribution of Units in relation to Average Monthly Income of Members from the Units - 2014-15**

Sl No	Name of Unit	Income / Person
1	Bhadradeepam, Melur	6528
2	Jeevan Plus, Kadangode	7661
3	Sree Sailam Nutrimix, Koratty	8016
4	Kairali Nutrimix, Alagappanagar	8695
5	Amoolya Thejus Amrutham Food Supplement, Edavilangu	10235
6	Amrutham Food Supplement, Irinjalakuda	10388
7	Amrutham Food Supplement, Erumapetty	10616
8	Amrutham Food Supplement, Elavally	10860
9	Navajyothy Food Products, Edavilangu	10977
10	Athulya, Kadukutty	11695
11	Amrutham Nutrimix, Mala	12077
12	Oorjus, Karalam	12394
13	Five Star Amrutham Food Supplement, Mattathur	12546
14	Pavithram Amrutham Food Supplement, Kodakara	12956
15	Gold Star, Kodassery	12994
16	Kudumbashree Natural Nutrimix, Vellangallur	13999
17	Oruma Amrutham Food Supplement, Mullassery	14471
18	Five Star, Kodassery	14855
19	Five Star, Paralam	15642
20	Amrutham Food Supplement, Tholur	24839

*Source: Sample survey*

The average monthly income per member of the unit from the supply of Amrutham to the anganwadies and sale of other related products in open market was ₹ 12,122 with a standard deviation ₹ 3,867. The income per member of the units varies

from ₹ 6,528 to ₹ 24,839. Also interesting to note that the members of 20 per cent of the units had earning a monthly income in between ₹ 5,000 to ₹ 10,000 but majority (70%) had earning an average monthly income between ₹ 10,000 to ₹ 15,000. The details are given in table 2.16

**Table 2.16 Distribution of Units in relation to Average Monthly Income**

Sl No	Income of Members	No of Units	%
1	5000- 10000	4	20
2	10001-15000	14	70
3	15001-20000	1	5
4	20001-25000	1	5

*Source: Sample survey*

The wide variation in the monthly income of workers of the units is due to the variation of the cost of production mainly in terms of rent of the buildings. The fact is that some firms are functioning in the building, which provided by the local bodies at very low monthly rent (see: table 2.12) and in the case of other units the rent of the private buildings are very high, which varies widely depending upon the locality and bargaining power of the units.

Another reason for the wide variation of income of the workers is that the units, which engaged in the production of other related products earns more income (see: table 2.11) than other units.

For increasing the earnings, the units might have to diversify their works by producing other related products, which

would not adversely affect the production of food supplement.

#### **2.14.1 Income of the Members**

To understand income pattern of the members of the units over the last five years, we examined only five units through convenience sample method. The units are established at Tholur (Puzhakkal Block), Mala (Mala Block), Edavilangu (Mathilakam Block), Karalam (Irinjalakuda Block) and Kadukutty (Chalaky Block) panchayaths. The units at Tholur, Mala and Edavilangu are CFCs and at Karalam and Kadukutty are single units. The units at Tholur, Mala and Kadukutty are functioning in the buildings, which provided by the panchayaths. No dropout of members was happened in Tholur, Karalam and Kadukutty units at the time of survey.

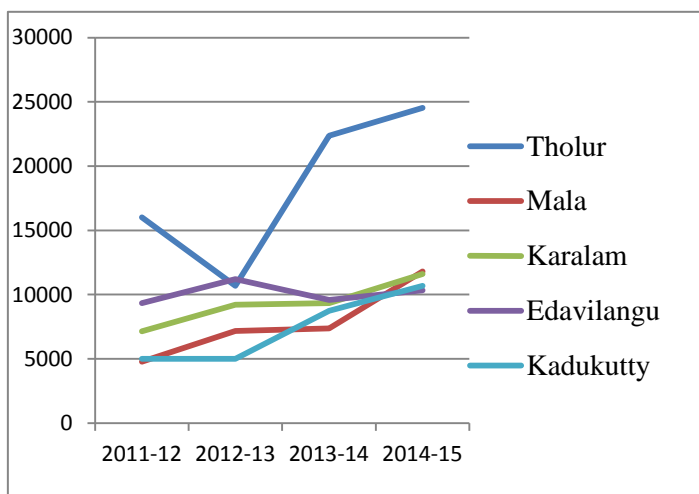
The income per unit member ranged from ₹ 3,475 to ₹ 7,000 during 2010-11, in 2011-12 it ranged from ₹ 4,779 to ₹ 16,025, in 2012-13 from ₹ 4,996 to ₹ 11,198, in 2013-14 from ₹ 7,376 to ₹ 22,360 and in 2014-15 it ranged from ₹ 10,331 to ₹ 24,539. See the following table and figure.

**Table 2.17 Distribution of Income per Person - 2010-15**

(In ₹)

Year	Monthly income of the Members of the Units				
	Tholur	Mala	Karalam	Edavilangu	Kadukutty
<b>2010-11</b>	6441	3475	7000	4645	3623
<b>2011-12</b>	16025	4779	7139	9341	4996
<b>2012-13</b>	10686	7159	9211	11198	4996
<b>2013-14</b>	22360	7376	9350	9576	8746
<b>2014-15</b>	24539	11799	11594	10331	10692

Source: Records of Units



Source: Records of the units

The income path of the units over the last five years has shown a sustainable increase of income over the years. With the help of government policies, all the Amrutham food supplement units are functioning profitably and on the sustainable



development path.

The unit members happily informed that by earning reasonable income in every month, they are now become a strong pillar of their family. Now they are able to contribute some amount of money for the domestic needs such as the construction of new houses, the education and the marriages of their children, purchase of home equipments and gold ornaments etc and thus enjoying a better standard of living.

More over being a member of the unit, they are familiar with the banking activities, purchase rules and formalities and government procedures. All of these knowledge and experience enhanced their empowerment.

### **2.15 Financial Liabilities - 2014-15**

Regarding the financial liabilities, it is found that 35 per cent of the units still have loan liabilities due to the following reasons:

- 15 per cent of the units had purchased land
- Another 15 per cent had purchased additional machineries
- Another 5 per cent had taken loan to purchase raw materials for the timely supply of food supplement

These facts show that 95 per cent of the units have no financial liabilities since 30 per cent of the units had taken loans to purchase fixed assets like land, additional machinery etc for the infrastructure development of the units.

Usually the units are facing the problem of non receipts of money in time from the local bodies. Due to this, the units are not able to purchase the raw materials in time and which would affect their supply. To overcome the situation, they are taking loans to purchase raw materials. Moreover the CFCs with largest member units had incurring much expenses by way of daily wages to the members is the another reason for the financial liabilities.

Majority of the local bodies are waiting for the annual plan approval by the DPC to allot the fund to CDPOs, the implementing officers for supplementary nutrition programmes. Then only the CDPOs are able to allot money to the units, this will take two to three months lag between supply of food supplement and receipt of money.

Supplementary nutrition programme is a mandatory responsibility of every local body so that local bodies have to allot sufficient fund from the beginning of every financial year for the undisrupted running of the programme and could save the food supplement units from falling heavy debt.

## **2.16 Branded Product Mix by Amrutham Units**

All the units have good infrastructure facilities, government prescribed license for food production and the members have a lot of leisure time (see: table 2.10). The units engaged in the production of other products are earning more income than others (see: table 2.11).

The unit members are well equipped and familiar with

the production protocol of the food products so that they can produce and market other related products with a single brand name. The following related products are suitable to produce by the units.

- ❖ Rice & wheat powder
- ❖ Appapodi & puttupodi
- ❖ Bakery items like cake, biscuits, laddoo etc.

The units having enough space and additional pulverize machine can produce chilly, turmeric, coriander & sambar powder. Most of the households are in need of these products so the units can easily market the same but more attention and care is needed in the production and packing of the products.

The main allegation against Kudumbashree products is its high price. Kudumbashree products are pure and non adulterate so the production cost is high, which is one of the reasons for the high price. The units are procuring raw materials individually and not in a collective manner from the nearby market is the other reason for the high price.

In every district Kudumbashree have consortiums and they are managing the raw material, centralized purchase and distribution to the units, for the production of Amrutham food supplement. So Kudumbashree can follow this example for the production of branded items also. Through the bulk purchase of the raw materials in a reasonable rate and in suitable time by the consortiums and to supply the same to production units will

decrease the production cost and the prize of the products.

The monthly markets and the festival markets of Kudumbashree show that people have good faith in Kudumbashree products. If the Amrutham units produce the above products by keeping all the production protocol for the food items and under a single brand name for every item will surely get assured markets.

For this Kudumbashree has to conduct a good awareness campaign regarding the quality, the purity and non adulteration, of the products through the media and Kudumbashree network. Advertising of Kudumbashree branded products through the local channels and newspapers will also attract public attention.

### **2.17 New Nutritious Baby Food by Amrutham Units**

Amrutham is exclusively for THRS programme. Hence Kudumbashree has good opportunity to launch a new nutritious baby food suitable to our environment through these units.

A lot of baby food is now available in the market. Most of these are the products of Multi National Companies and are produced outside the state or even outside the country and perhaps the ingredients are not suitable to our environment and the masalas and the other taste makers added to these products is harmful to the health of the children. Hence the Amrutham food supplement units have another good opportunity in the field of production of baby food.

Amrutham food supplement units has experimentally producing and supplying another baby food by slightly changing the ingredients of Amrutham at a rate of ₹ 100 per kg on demand. This rate was comparatively lower than the products available in the open market (see: table 2.18). So these units have great opportunity to produce and sell baby food at large scale.

**Table 2.18 A Comparison of Available Baby Food in the market with the Baby Food of Amrutham Units**

SI No	Products	Price of 100 gm
1	Nestum	₹ 34
2	Cerelac	₹ 54
3	Lactogen	₹ 67.50
4	Baby food (Amrutham units)	₹ 10

*Source: Market survey*

Kudumbashree has to compete with Multi National Companies and should have to take suitable measures to ascertain the quality of the product to win the battle as follows:

- For a large scale production and marketing of baby food, Kudumbashree has to set up its own quality control as well as quality check up mechanisms and hence Kudumbashree has to set up its own laboratory to ensure the quality of the product especially the nutrient value, taste etc.
- The production of baby food need good attention and cleanliness hence Kudumbashree has to develop a production protocol for the entire units in the state.
- Moreover Kudumbashree has to launch the baby food programme with high publicity and huge mass media coverage is a means for attracting the public attention.

- Frequent advertisement through local channels is a good way to reach more people.
- Fifty per cent of the households in the state is under Kudumbashree network and hence to organize a massive campaign through the Network, will result a lot.

### FINDINGS & SUGGESTIONS

The Amrutham food supplement units are innovative micro enterprises, which lead the rural poor women to economic empowerment and overall development of their personality. Production and supply of the food supplement by the units lessen the malnutrition among poor children. With the convergent support of the government and non government entities, these enterprises now became successful and sustainable model.

Making use of the opportunity, Kudumbashree's entry into the production of food supplement programme is remarkable. Through this brave decision, Kudumbashree could support 2000 Kudumbashree families and till continuing the production and supply of the food supplement to the ICDS centers under THRS programme.

The fully mechanized units were first started at Thrissur district. Thus the area under study was Thrissur district and the sample was 20 Amrutham food supplement units in the district. The information were collected from the sample units and the district mission office of Kudumbashree, Thrissur.

#### **The major findings and suggestions are placed below:**

Kudumbashree has provided the bank loan with subsidy to all the Amrutham food supplement units. The subsidy per member

for a group was ₹ 10,000. In addition to the loan and subsidy, every member had taken a maximum of 5 per cent of the project cost as beneficiary contribution.

Forty per cent of the units are CFCs, a cluster of at least two units. The initial investment of the CFCs are double, thrice or four times of the single units, which helped them to bought high power machineries and large equipments and the CFCs have more human resources also.

Kudumbashree had provided GOT, EDP and skill development trainings before and PIP trainings after the commencement of the units.

The major issue faced by micro enterprises is the shortage of working capital due to delay in payments by wholesalers and departments. Kudumbashree, had provided RF to 85 per cent of the units.

One of the threats of micro enterprise units is dropout of members due to lack of co-operation, dispute between members and the low earnings. Seventy per cent of the units had no dropouts, 15 per cent had one member dropout and 5 per cent had 2 member dropouts. At the same time 10 per cent of the units had more than 4 member dropout, which occurred in early years and recently no such cases were reported.

Amrutham food supplement units had produced an average of 4,275 kg of food supplement.



The average monthly sale of the Amrutham unit was ₹ 254,392.

All the Amrutham food supplement units are fully mechanized and needed utmost 15 days for the production and supply of the food supplement.

All the units are functioning in rented buildings. 35 per cent of the units are functioning in the buildings allotted by local bodies at a nominal rate.

The average expense for producing 1kg of Amrutham food supplement was ₹ 48.40 and the average price per kg was ₹ 56.81. The average income of a member from the unit was ₹ 12,122.

Five per cent of the units had financial liabilities.

Wheat is the main ingredient of the Amrutham food supplement and FCI supplying the wheat at subsidized rate of ₹ 5.10 per kg. But often occur heavy delay from the part of FCI and the consortium has been purchasing the wheat from the open market and supplying to the units for the timely production and supply of the food supplement.

The Amrutham food supplement units by using their infrastructure facilities can produce and market the following branded items.

- ❖ Rice & wheat powder
- ❖ Appapodi & puttupodi

- ❖ Bakery items like cake, biscuits, laddoo etc.
- ❖ The units having enough space and additional pulverize machine can produce chilly, turmeric, coriander & sambar powder

The Amrutham food supplement units can produce and market a nutritious baby food also. Here Kudumbashree has to be competing with Multi National Companies and should have to take the following measures to ascertain the quality of the product.

- Kudumbashree has to set up its own quality control as well as quality check up mechanism.
- Kudumbashree has to launch baby food programmes with high publicity and huge mass media coverage.
- Frequent advertisement through local channels.
- Massive campaign through Kudumbashree network.

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**അനുബന്ധം**  
**സംസ്ഥാന ആസൂത്രണ ബോർഡ്, തിരുവനന്തപുരം**  
**അവലോകന ചോദ്യാവലി**

1. യൂണിറ്റിന്റെ പേര് :
2. പഞ്ചായത്ത്/ ബ്ലോക്ക് :
3. യൂണിറ്റിലെ അംഗങ്ങളുടെ എണ്ണം (തുടക്കത്തിൽ) :
4. യൂണിറ്റിലെ അംഗങ്ങളുടെ എണ്ണം (ഇപ്പോൾ):
5. അംഗങ്ങൾക്ക് മാറ്റമുണ്ടെങ്കിൽ കാരണം :

വിവാഹം	വീടുമാറ്റം	അസുഖം	മരണം	താൽപര്യമില്ലായ്മ	മറ്റുള്ളവ
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6. യൂണിറ്റാരംഭിക്കാൻ ആവശ്യമായി വന്ന മൂലധനം (രൂപയിൽ)
  - 1) ബാങ്ക് ലോൺ :
  - 2) സബ്സിഡി :
  - 3) ഗുണഭോക്തൃ വിഹിതം :
  - 4) മറ്റുള്ളവ :
  - 5) ആകെ :

7. ലഭ്യമായ മറ്റ് ആനുകൂല്യങ്ങൾ (രൂപയിൽ)
  1. റിവോൾവിംഗ് ഫണ്ട്(കുടുംബശ്രീ) :
  2. റിവോൾവിംഗ് ഫണ്ട്(പഞ്ചായത്ത്) :
  - 3.

8. യൂണിറ്റിന് ഇപ്പോൾ ലോൺ ഉണ്ടോ : ഉണ്ട് / ഇല്ല  
 ഉണ്ടെങ്കിൽ തുക :  
 ആവശ്യം :

9. കെട്ടിടത്തിന്റെ വിസ്താരം(സ്ക്വയർ ഫീറ്റിൽ) : 1000/1500/2500

10. മെഷീൻ റൂം പ്രത്യേകമുണ്ടോ : ഉണ്ട് / ഇല്ല

11. അസംസ്കൃത വസ്തുക്കൾ സൂക്ഷിക്കുന്ന റൂം പ്രത്യേകമുണ്ടോ : ഉണ്ട് / ഇല്ല

12. പേക്കിംഗ് റൂം സജ്ജീകരിച്ചിട്ടുണ്ടോ : ഉണ്ട് / ഇല്ല

13.ഗോതമ്പിന് പ്രത്യേക ഗോഡൗൺ ഉണ്ടോ : ഉണ്ട് / ഇല്ല

14. കുടുംബശ്രീ വഴി ലഭ്യമായ പരിശീലനങ്ങൾ (യൂണിറ്റ് ആരംഭിക്കുന്നതിന് മുമ്പ്)

പൊതു ആഭിമുഖ്യം	സംരംഭ വികസനം	വൈദഗ്ദ്ധ്യ പരിശീലനം	മറ്റുള്ളവ
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15.കുടുംബശ്രീ വഴി ലഭ്യമായ പരിശീലനങ്ങൾ (യൂണിറ്റ് ആരംഭിച്ചതിനു ശേഷം)

- 1.
- 2.
- 3.

16. കുടുംബശ്രീ വഴി ലഭ്യമായ പരിശീലനങ്ങൾ (മറ്റ് ഉൽപ്പന്നങ്ങൾ ഉൽപ്പാദിപ്പിക്കാൻ)

- 1.
- 2.
- 3.

17. ഒരു മാസം ആകെ പൊടിക്കുന്ന അമൃതം അളവ് (കി.ഗ്രാമിൽ) :

18. ഇരുപത് കിലോ അമൃതം പൊടിക്കാൻ ആവശ്യമായ വസ്തുക്കൾ (കി.ഗ്രാമിൽ)

ഗോതമ്പ് :  
 കപ്പലണ്ടി :  
 കടലപ്പരിപ്പ് :  
 സോയ :  
 പഞ്ചസാര :

19. അസംസ്കൃത വസ്തുക്കളുടെ ലഭ്യത നേരിട്ട് / കൺസോഷ്യം വഴി :

20. അസംസ്കൃത വസ്തുക്കളുടെ വിലനിലവാരം (രൂപയിൽ/ കി.ഗ്രാം)

ഗോതമ്പ് :  
 കപ്പലണ്ടി :  
 കടലപ്പരിപ്പ് :  
 സോയ :  
 പഞ്ചസാര :

കവർ :  
കയറ്റിറക്ക് കൂലി :

21. ഒരു മാസം അമൃതം പൊടിക്കാൻ ആവശ്യമായ ദിവസങ്ങൾ :

22. അംഗങ്ങളുടെ ജോലി വിഭജനം :

എല്ലാവരും / ഷിഫ്റ്റ് സമ്പ്രദായം  
ഷിഫ്റ്റ് സമ്പ്രദായമാണെങ്കിൽ എത്ര ഷിഫ്റ്റ് :  
ഒരു ഷിഫ്റ്റിൽ എത്ര പേർ :  
ഷിഫ്റ്റ് സമ്പ്രദായമാണെങ്കിൽ സമയക്രമം :

23. പൊടി ലഭ്യമാക്കുന്ന ബ്ലോക്കുകൾ

- 1.
- 2.
- 3.

24. പൊടി ലഭ്യമാക്കുന്ന പഞ്ചായത്തുകൾ

- 1.
- 2.
- 3.

25. പൊടി ലഭ്യമാക്കുന്ന രീതി : ഒരു കേന്ദ്രം / അംഗൻവാടികൾ

26. അംഗൻവാടികൾ വഴിയാണെങ്കിൽ എത്ര കേന്ദ്രങ്ങൾ

27. ഒരു കിലോ പൊടിയുടെ വില :

28. ഒരു കിലോ പൊടി എത്തിക്കുന്നതിനുള്ള ചെലവ് :

29. പണം ലഭ്യമാകുന്നത് : ഒരു മാസം/ കൂടുതൽ  
കൂടുതലാണെങ്കിൽ എത്ര മാസം :  
കാരണം :

30. യൂണിറ്റ് ഏർപ്പെട്ടിട്ടുള്ള മറ്റ് പ്രവർത്തനങ്ങൾ

1. അരി / ഗോതമ്പ് മുതലായവ പൊടിച്ച് നൽകുന്നു
2. അമൃതത്തിന്റെ മൂല്യ വർദ്ധിത ഉൽപ്പന്നങ്ങൾ ഉൽപാദിപ്പിക്കുന്നു
3. മറ്റ് ഉല്പന്നങ്ങൾ ഉൽപാദിപ്പിക്കുന്നു

31. യൂണിറ്റ് ഉൽപാദിപ്പിക്കുന്ന അമൃതത്തിന്റെ മൂല്യ വർദ്ധിത ഉൽപ്പന്നങ്ങൾ

- 1.

- 2.
- 3.

32. യൂണിറ്റ് ഉൽപാദിപ്പിക്കുന്ന മറ്റ് ഉൽപന്നങ്ങൾ

- 1.
- 2.
- 3.

33. മറ്റ് ഉൽപന്നങ്ങളുടെ ഉൽപാദന ചെലവ്

1. അസംസ്കൃത സാധനങ്ങൾ(രൂപയിൽ/ കി.ഗ്രാം)
  - 1)
  - 2)
  - 3)

2. കവർ (രൂപയിൽ/ കി.ഗ്രാം) :
3. മറ്റുള്ളവ :
4. ആകെ :

34. മറ്റ് ഉൽപന്നങ്ങളുടെ വില നിലവാരം (രൂപയിൽ/ കി.ഗ്രാം)

- 1.
- 2.

35. യൂണിറ്റിന്റെ ചിലവുകൾ

- വാടക :
- കറന്റ് :
- വെള്ളം :
- കൂലി :
- വിരക് / ഗ്യാസ് :
- ലോൺ തിരിച്ചടവ് :
- കെട്ടിടം റിപ്പയർ :
- യന്ത്രങ്ങൾ റിപ്പയർ :
- ഫോൺ :
- യാത്രാ ചെലവ് :
- യൂണിഫോം :
- കൺസോർഷ്യം മാസവാരി :
- സംഭാവന :
- ഓഡിറ്റ് ഫീസ് :
- കുറി :
- ലൈസൻസ് ഫീസ് :
- ഇൻഷുറൻസ് ചെലവ് :

മരുന്ന്/ഗ്ലൗസ്/തൊപ്പി :  
മറ്റ് ചിലവുകൾ :

36. യൂണിറ്റ് അംഗങ്ങളുടെ ശരാശരി വരുമാനം

- 1. അമൃതം :
- 2. മറ്റ് ഉല്പന്നം :
- 3. ആകെ :

37. യൂണിറ്റിനുള്ള വിവിധ ലൈസൻസുകൾ

Health Card : ഉണ്ട്/ ഇല്ല  
Panchayat License : ഉണ്ട്/ ഇല്ല  
CST : ഉണ്ട്/ ഇല്ല  
VAT : ഉണ്ട്/ ഇല്ല  
Food Safety : ഉണ്ട്/ ഇല്ല  
Legal Metrology Department : ഉണ്ട്/ ഇല്ല  
SSA : ഉണ്ട്/ ഇല്ല

38. യൂണിറ്റിന്റെ ഭാവി പരിപാടികൾ :

വിവരം ലഭ്യമാക്കിയ ആളുടെ പേര്:

ഒപ്പ്: