

TAMIL ANDU AGRICULTURAL UNIVERSITY  
KRISHI VIGYAN KENDRA, VRIDHACHALAM,  
CUDDALORE DISTRICT

**Bio data**



S.No	Particulars	
1.	Name	Tmt. S. Meenakshi
2.	Address	C.23. Kundamkulam Street Block 11, Neyveli- 3 Cuddalore District
3.	Age	48
4.	Educational qualification	Higher Secondary
5.	Enterprise	Value added products from millets
6.	Activities	<ul style="list-style-type: none"><li><input type="checkbox"/> Tmt. S. Meenakshi had an intension of becoming an entrepreneur. She is much interested in preparing value added products from millets as they are fetching good market demand.</li><li><input type="checkbox"/> She had attended a training programme on “Value addition in millets” and also value addition in fruits at KVK, Vridhachalam. Further, she had joined in an exposure visit organized by the KVK and exposed to millets processing technologies.</li><li><input type="checkbox"/> She gathered the people attended the millet processing training and formed a Sangam called “Value added products producers snagam of Cuddalore District.” Through this sangam she is producing value added products from samai, varagu, thinai and Ragi.</li><li><input type="checkbox"/> The products include rice, puttu flour,health mix and biscuits in the brand of “<b>Aero foods</b>”. Further, value added products from fruits and vegetables (instant food powder, jam, jelly pickle preparation, vathal and vadagam preparation etc.,) also prepared and marketed by her. The products are marketed in Cuddalore district and the near by metro city Chennai.</li></ul>

7.	Profit	Rs. 20,000- 25,000 /month
8.	Achievement	<input type="checkbox"/> Received the “Best stall Award” for the Entrepreneurs during the Farmers day , 2016 at TNAU, Coimbatore.
9.	Publicity and Marketing	<input type="checkbox"/> Products developed by the entrepreneur are sold in Cuddalore, Villupuram, Perambalur and Tanjavur districts. <input type="checkbox"/> This Kendra was involved in promotion of marketing their produce by allowing them to display and sell their produces in Agri-horti fairs, TNAU sponsored exhibitions, CODISSIA Agri-Expo, Pondicherry Agri Fair etc., through stall exhibition cum selling. <input type="checkbox"/> Direct marketing and indirect marketing through shops.
10	Present working condition of the enterprise	<input type="checkbox"/> The KVK, Vriddhachalam is also involved in giving technical backstop improvement by exposing them to higher end learning training IICPT at Thanjavur and fish value addition training by CIFT, Cochin experts was also given to them at this Kendra. <input type="checkbox"/> Now he started producing prawn and fish pickles and vathals.
11	Horizontal spread of enterprise	<input type="checkbox"/> He also developed a similar enterprise unit in Mangalampettai Village.
12	Licence, advertisements etc on product	<input type="checkbox"/> Reg. No: 33/18/4616/SI/09-10 for Food Products <input type="checkbox"/> Reg.No: 53/07/SI 86/13/4645 for value added products of millets
13	Other activities	<input type="checkbox"/> Providing training on value addition to other women groups and self help groups and motivating them to become entrepreneurs. <input type="checkbox"/> Serving as a role model for other farmers and farm women to become an entrepreneur <input type="checkbox"/> Participating in the Uzhavar peruvizha, farmers day and sharing her successful entrepreneur <input type="checkbox"/> Her achievements are published in popular dailies. <input type="checkbox"/> Her success is documented and telecasted by Makkal TV and pothigai TV.