The details about the various activities in the agricultural sector, the main livelihood programme of Attappady was explained in ‘Making an Impact Article - 179’ and in ‘Making an Impact Article - 180’. Branding is one of the major activities implemented as part of this programme. The agro products from our Kudumbashree farms were processed and packed in the brand name ‘Hill Value’. We hope to get more market share for our branded products.

We decided to market 30 traditional products from farms of Attappady as ‘Hill Value’. They include millets like
Ragi, Chama, Thina, Varagu, Mustard Seed, Honey, Pepper and Corn. At first, these selected products were collected, sorted, graded, packed by our team. The quality of the products were ensured and our team did all processes to launch them in the market as ‘Hill Value’ product. The packing and branding of the products is being done under the leadership of Rushi Kondatta Group working in Sholayur Panchayath. The grains are powdered at Maleeshwara Mill, one of the biggest enterprise unit of Kudumbashree.

The ‘Hill Value’ branded products were made available in many important trade fairs such as India International Trade Fair of Delhi, Mumbai Saras Mela, Gothraperuma Mela held at the Kerala Legislative Assembly complex and Gaddhika Scheduled Tribe Mela. A total sale of Rs.16,17,628/- was recorded from various trade fairs.

‘Hill Value’ is our biggest value addition activity for the tribal farm products. We are planning to make the ‘Hill Value’ Products available at some big super markets in Kerala and also to the online marketing portal of Kudumbashree. The tribal communities got an opportunity to find permanent markets for their products and do value addition of their products through Hill Value branding. We are hoping for the best through this branding process.