

Famous bakers –Bisonvalley, Idukki

Introduction:

Bakery business is one of the largest food processing industries and the third most revenue generating sector among the food processing industries in the country. It is very lucrative as the capital investment required is minimal. The bakery products are consumed at a huge quantity because of its low price and changing life style. Moreover, majority people prefers fresh bakery from local places. Therefore opening bakery unit is a promising business venture for a start-up entrepreneur.

Envisaging the scope of Bakery business, the Kudumbashree CDS functioning in Bison valley, a remote village area in Idukki district of Kerala, took an organised effort in the year 2013 in forming a bakery micro enterprise unit, Famous Bakers.

This Production Sector Group Micro Enterprise was started in 24 November 2013 and is located in Bison valley Panchayath of Devikulam Block of Idukki District.

Development of the organisation:

In 2013, Bison valley Grama Panchayath allotted Rs. 80 lakhs from its plan fund for the construction of building and purchasing of machinery and handed over to the same to Bison valley Kudumbashree CDS on 24 November 2013. Famous bakers started its functioning, after availing a loan of Rs. 5 lakhs from Pottankadu State Bank. The unit when established was governed by 13 members committee and with 10 trained employees including one Unit Manager. Then the manpower is upgraded to 30 workers in the year 2016. The monthly income was boosted to 18 lakhs in December 2016 from 1.25 lakhs in December 2013.

In June 2015, a new unit was started for the production of chips, mixture, laddu etc. The new unit is very helpful to many Kudumbashree members, because their own agriculture products were sold to make chips with a fair market value without agents.

Organisation:

It is a group enterprise with currently 24 members which includes Grama Panchayath President, Grama Panchayath Secretary, Standing committee chair person, Member secretary, CDS chair person, and all CDS members. The above monitoring committee is conducting monthly evaluating meeting for the smooth and transparent functioning of the unit.

Of the 24 members, 20 are Schedule Caste Women and 4 are women from other backward community.

Following is the current staff structure of Famous Bakers.

- Manager-1
- Shef-1
- Sales man-2
- Helper -2
- Store keeper-1
- Other staff-18
- Driver -1

The unit is having a clear HR policy with salary and the allowances being fixed by the decision of managing committee. The staff position has been filled by the instruction from District Mission, with preference given to the NHG members of Bison valley CDS. All staff are well trained in the field of bakery items production.

Current Market:

The Unit is supplying its products mainly through direct marketing. Unit has its own vehicle and driver for the smooth and speedy delivery and the supply chain management is well arranged. As a part of the production unit, a sales outlet is also managed.

The unit has secured D&O trade certificate, pollution control certificate, food safety certificate and tax registration certificate. In the year 2017, famous bakers achieved ISO certification. It has enhanced the market value of the products.

The unique character of the unit is that the Bison valley Grama Panchayath is directly running the establishment and the unit is working in such a way to avail its benefits to all members of the Kudumbashree whether directly or indirectly.

The unit is functioning with a vision of production of healthy food items as social commitment since its beginning along with its goal of empowering the community.