Making value added products from these is profitable as well. Also not many decentralised units are functioning in this sector and that itself is a good opportunity. We are planning to support enterprises that will be set up for fruit processing. Also, we are thinking of providing support to existing units as well.

Now, we aim at motivating our members to start at least 140 new value addition units of the fruits such as jackfruit, mango, pineapple and pappaya. 10 units each would be started in every districts. Each unit would have 4 to 10 members. The beneficiaries would be identified and they would be extended general orientation training and skill training. The newly formed units would be given 50% of the

Kudumbashree has been extending needy support to many livelihood activities including group farming in the agricultural sector. There are 68,388 farming groups (JLG) functioning under Kudumbashree. Also there are 472 units (123 medium scale units and 349 small scale units) that do the value addition of agricultural products and 640 agro business enterprises registered with Kudumbashree.

We thought that Kudumbashree should give more opportunities to our farmers and entrepreneurs of value addition units during the crisis of covid-19 pandemic. Therefore we thought of giving more importance to the value addition of fruits. Fruits like mango, jackfruit, pineapple and pappaya are produced aplenty in Kerala.
project cost as grant.

Maximum of Rs 1 lakh would be given as grant. The first 50% of this amount would be given after one month of functioning (registration at CDS, permission of the District Mission, completion of the basic infrastructure development and approved annual action plan calendar is mandatory) of the unit. The remaining 50% would be given after four months of functioning (FSSAI licence, certificate of participation in the trainings of District Mission, geo tag at MKSP mobile application, best quality packing and labeling of the products etc is mandatory) of the unit. The existing units would get 50% of the project cost or maximum amount upto Rs 50,000 as grant. Bank loan is not mandatory. Grading and branding would be done after starting the units.

The activities to identify the interest entrepreneurs to start units in each districts and to extend general orientation training and skill training is progressing now. The grading/branding of the units would be completed by February/March 2021. As fruits get damaged easily, financial assistance for setting up cold storages is also earmarked in this project.

Through such activity we aim at opening up a new livelihood opportunity for Kudumbashree members.