Sales of Rs 11.67 lakhs through the temporary value addition units during onam season

Hope you have read about the Onam Markets, Nattuchantha and its sales in ‘Making an Impact’ Article - 351 & ‘Making an Impact’ Article - 352. In addition to setting up these Onam markets, we encouraged formation of temporary value addition units for manufacturing and marketing of food products. This was another activity that we did during the onam season.

Usually, the NHG members start production through temporary value addition units aiming at the onam season. These units prepared different types of chips and other products for the onam markets. There are Kudumbashree farming group members who harvest plantain and prepare products through value addition units as part of the ‘Intensive Banana Cultivation’ Programme being implemented aiming at onam season.

NHG members organise such value addition units as temporary enterprises. During this onam season, 109 temporary value addition units prepare chips/ other food products. These temporary enterprises were started by our NHG members and are spread all across the state. Sales of Rs 11,67,811 were recorded by our temporary units. Earlier, temporary value addition units had functioned in all districts during Onam season. But due to the crisis of coronavirus, temporary value addition units functioned only in 7 districts this year. These temporary value addition units are set up either by NHG members independently or as a group. A provision
was given to provide a loan Rs 10,000 as revolving funds for buying raw materials. This amount may be repaid within three months time. During this onam season, 40 such temporary value addition units availed the revolving fund.

The details of the temporary value addition started to bring products to the onam market of 2020 and their sales are given as follows. (In the order of the district, number of units and sales)

1. Thiruvananthapuram 12 - Rs 2,09,601
2. Kollam - 7 - Rs 54,580
3. Alappuzha - 15 - Rs 1,54,500
4. Kottayam - 13 - Rs 1,13,750
5. Thrissur - 36 - Rs 5,80,480
6. Palakkad - 6 - Rs 39,660
7. Wayanad - 20 - Rs 15,240
Total - 109 - Rs 11,67,811

Now, we envisage changing these temporary value addition units that are started aimed at the markets during special occasions into permanent units. When the activities to start value addition units would be done in the districts, those who run such temporary units would be targeted first.