AMMU FOODS

“THERE IS NO SUBSTITUTE FOR HARDWORK AND NO SHORTCUT FOR SUCCESS”
INTRODUCTION

Ammu foods(A Unit of Akshaya Kudumbashree) started the enterprise on modest terms fetching just above Rs1000 per month. We went from strength to strength brought new machines diversified the product and improved the Infrastructure. In 2006 we joined the Amrutham nutrimix enterprise and converted our position of unit into training hall and started imparting training on food processing. We trained 27 units and now these 27 are fully fledged and functional enterprise now I am a mastertrainer for the Palakkad kondaatam project the ambitious Samagara project to showcase the crisps of Palakkad in Kerala. In Samagara project I trained 60 women and now they are fully fledged.
ABOUT...

STARTED IN 2007 WITH FIVE MEMBERS

WITH AN INVESTMENT OF 10,000 EACH
INITIALLY THE PRODUCT WAS SUPPLIED TO 10 PANCHAYATH

WITH A PRODUCTION OF 15,000 KG/MONTH
TRAINED 27 UNITS AND THEY ARE NOW A FULLY FLEDGED ENTERPRISE
NOW THE PRODUCTION IS 10,000 KG/MONTH (THRS), 15,000 AROGYA MIX FOR ADOLESCENT GIRLS AND PREGNANT AND LACTATING MOTHERS

VALUE ADDED PRODUCTS SUCH AS NELLARA PALAKKADAN THANIMA (PUTTU PODI, PATHIRI PODI), CAKES AND BISCUITS WITH AMRUTHAM ARE ALSO PRODUCED
IN ADDITION TO THIS, AMRURHAM FOOD WAS ALSO SUPPLIED TO CHILD FUND INDIA, MADHYA PRADESH
OUR OFFICE...
PLANT AND MACHINERIES

Wheat cleaning machine
Washing
Roasting
Ground nut Peeling
Pulverizing
Swifter
Blending machine
Cooling tray
Weighing
Packing
Finished goods
AROGYA MIX FOR ADOLESCENT, PREGNENT AND LACTATING WOMEN.
Value added products
FOR THE PROMOTION OF AMRUTHAM FOOD, SOCIAL JUSTICE DEPARTMENT OF KERALA AND KUDUMBHASHREE ORGANISED NUTRITION DAY.
OUR MOTTO...

T-TOGETHER E -EVERYONE A-ACHIEVES M-MORE
FUTURE ENDEAVOUR...!!!

- To make the production process effort less, full mechanization of the unit.
- Looking forward to give employment opportunities by starting tailoring units and flour mills and other seasonal food products.
CONSORTIUM-APPROACH

Unit representatives → dist consortium→ state consortium

**Formed in 2011**

ROLE OF DISTRICT CONSORTIUM

- Raw material (wheat from FCI, bulk purchase)
- Facilitation
- Monitoring/Report to DM - State Mission
- Awareness creation-General, Hygiene and Quality
- Data collection and management
- Dissolution on issues of conflict
- Water quality certification
- Interaction with District Mission and Social Justice Department
Three Steps Of Amrutham Consortium

• Unit Election - General Body Members
  Secretary, President, Raw material procurement Convenor, Market development and Product Diversification Convenor, Quality Assurance Convenor.

• District Consortium - All unit members who are elected by the units become general body members
  Secretary, President, Raw material procurement convenor, Market development and Product Diversification Convenor, Quality Assurance Convenor
District Consortium Executive Committee

It consists of a representative member from each unit from which the five members are selected which includes

• Secretary
• President
• Raw material procurement convenor
• Market Development and Product Diversification Convenor
• Quality Assurance Convenor
CAPACITY BUILDING PROGRAMMES

- GOT → EDP → SKILL Training

- Performance Improvement Programmes (Business Management, Accounting, Production Protocol, Product Diversification etc)

- technical *training*

- food and safety trainings
FINANCIAL ASSISTANCE FROM KUDUMBASHREE

- capital subsidy and bank loan at the initial stage.

- Crisis Management fund,

- technology fund
THANK YOU...

“ALONG WE CAN DO SO LITTLE...TOGETHER WE CAN DO SO MUCH...”