

MARVELLOUS MILLET PRODUCTS MAKE MONEY

Name of the Innovator-Mrs. Prabhasini Meher

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Brief background-Mrs. Prabhasini Meher is a young enthusiastic graduate woman of Bargarh district. She always dreamt of to run a business to raise her family income after her marriage. However, her father -in-law was against her idea, who always told that daughter-in-laws should do household work instead of business. So, she couldn't able to convert her dream into reality. But after nine years of her marriage, when her father-in-law passed away she once again tried to convince her husband to open a restaurant where she will cook and serve the traditional foods (desi items such as greengram dal, horse gram dal-rice, saga, water rice, yam dishes etc) with a low investment. Gradually in addition to this she took orders and supply foods to the home, offices & meetings. One day in a meeting KVK scientist came to know about her & suggested to incorporate millet products into her dishes owing to their nutritional value & rising popularity.

KVK intervention- She was persuaded by KVK scientist to prepare some millet products on day-to-day basis. Then some products have been displayed by KVK to her. She was also trained on preparation of different value-added products of millets. She was advised to sell ragi dosa, idli, uttapam, tea in breakfast, kodo pulao, curd rice in lunch, millet pakoda, bara, samosa in snacks & multi millet roti, payasam for dinner.

Innovation-In addition to these items, she started to sell millet cakes, different types of millet namkeen, mixture, dried samosa, pancakes, & sweets like gulab jamun, laddoo, kalakanda for special occasions. She named her restaurant as "**Desi Cafe**" to attract more customers. She also shifted her restaurant to a near by panchayat college, Bargarh so that more student will be her regular customer.

Output- Now she is earning a net profit of Rs. 27000/- per month by selling the millet based products at her restaurant. She has now given employment opportunity to three peoples in her restaurant.

Outcome-She is now very popular for her millet products in Baragarh district. She is also acting as a master trainer for other trainings organized by NGOs. For her outstanding efforts, She has been awarded by various Institutes &NGOs.

Impact-Many peoples are also made aware of healthy benefits of consumption of millet products. Inspired by her success, many women & SHG members are now showing their interest towards establishing agro entrepreneurship through millet based Value added products.

