

Scaling up the reach of appealing small millet food products in Tamil Nadu Region



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Scaling up Small Millet Post-harvest and Nutritious Food Products Project

Scheme of presentation

- Context
- Approach followed for scaling up
- Onsite business incubation support for small millet food MSMEs
 - Efforts taken
 - Results
 - General
 - Gender impact
 - Learning
- Overall learning
- Scope for scaling up to make larger impact



Context

- The market for small millet food products in the nascent stage and growing at a good pace
- Most of the small millet enterprises were catering to the demand from health conscious elite and middle class
- In this market situation, to reach the common people with small millet food products with a consideration for the food cultures in the pertaining region, the development of local or regional small millet food enterprises is deemed to be necessary



Profile of the existing SM food enterprises

- Mostly cottage, micro and small enterprises; very few were medium scale enterprises
- Most of them family-run operations, with limited investment and manpower
- The majority were first generation entrepreneurs
- SM food products were competing with other cereal products
 - **Onsite business incubator approach** is considered suitable for improving their performance and to scale up their operations.

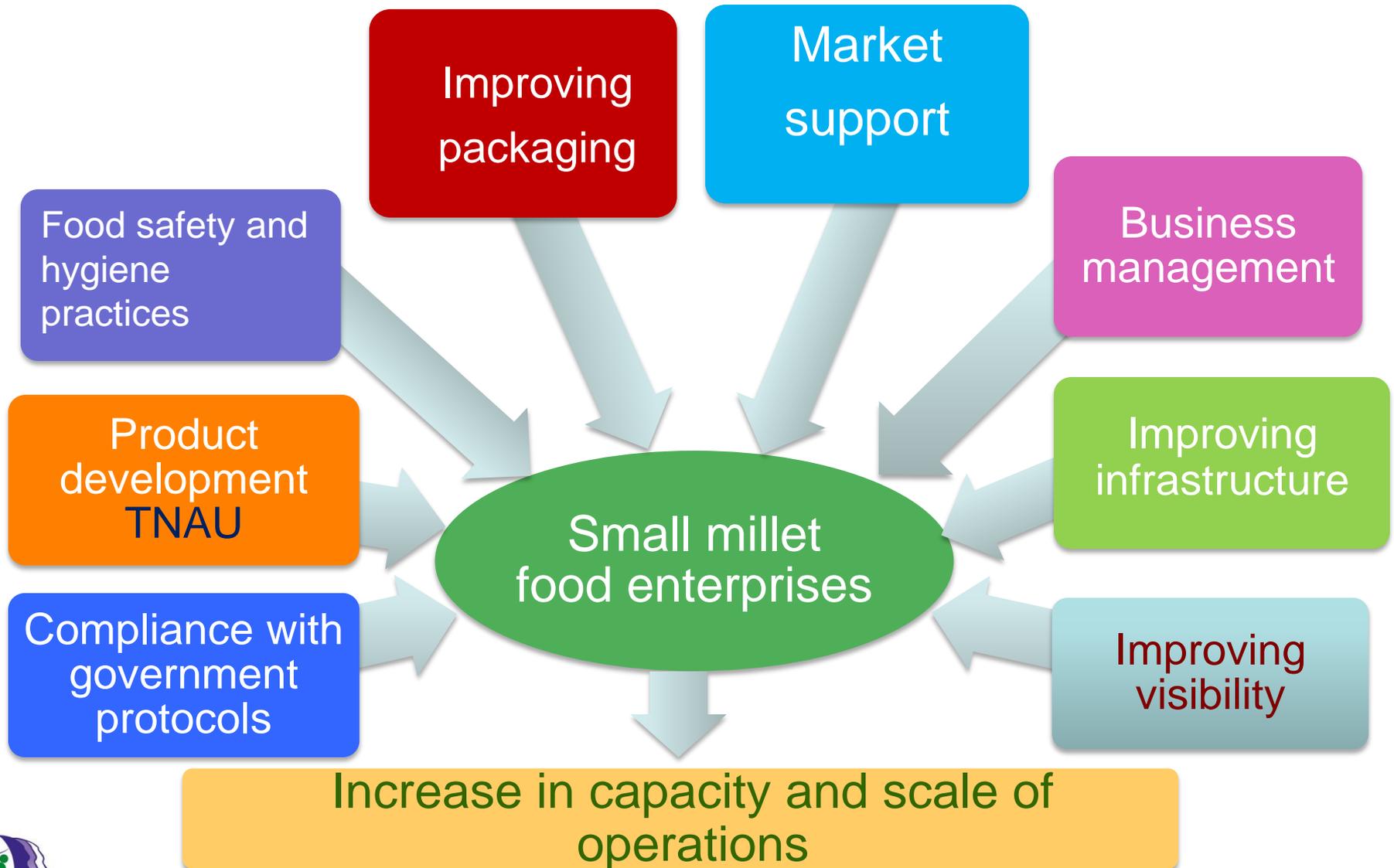


Food enterprises enrolled

Sl. No.	Type of enterprise	Southern Tamil Nadu (TN)	Western TN	Northern TN	Central TN	Eastern TN	Other region	Total
1	Medium	1	5	2	2	4	5	19
2	Small	6	0	3	2	0	0	11
3	Micro	9	8	12	4	3	0	36
Total		16	13	17	8	7	5	66



On-site incubation support to small millet enterprises



Compliance with government protocols

- Information on registering with National Small Industries Corporation (NSIC) circulated to **50** food enterprises
- **14** food enterprises got FSSAI registration during the project period and one enterprise got MSME certificate
- **12** food enterprises oriented on relevant government schemes



Product development

- **18** training sessions were organized for **360** enterprises on value added small millet food products including **14** therapeutic food products developed in the project
- Support was offered to **29** enterprises for nutritional analysis of **59** products
- Sensory evaluation was done by TNAU for **68** products of **23** enterprises



Bakery products training at TNAU



New products by Akshaya Foods, Coimbatore



Food hygiene and safety

- Inadequate adoption of food hygiene and safety practices is a general problem
- Two training sessions organized for 45 food enterprises covering
 - i. Food safety and quality control practices in food industries
 - ii. Food safety issues and challenges faced by small entrepreneurs
 - iii. Hazard Analysis and Critical Control Points (HACCP)
 - iv. FSSAI norms



Food hygiene and safety...

- **Five** enterprises were supported for improving the hygiene and safety of their food products through use of aluminium trays for drying and aluminium drums for storage
- **Twelve** food enterprises were supported for the microbial analysis of **28** food products



Improving packaging

- Most of the small food enterprises were using aluminium foil based covers and standing pouches
- Labeling on the packs did not follow the statutory procedures specified by FSSAI
- Bar coding and batch coding not followed by most of the enterprises



Improving packaging...

- 4 training sessions were organised for 47 food enterprises covering
 - i. Functions and classification of packaging
 - ii. Packaging materials
 - iii. Packaging with flexible films and multilayer films
 - iv. Partition packaging
 - v. FSSAI protocols for labeling
- Support given for
 - Trying improved packaging options
 - Batch coder and bar coding to improve acceptance in supermarkets and shopping malls



Improvement in packaging by Sri Velavan Agro

Before



After



Exhibition support for food enterprises



Market support

- Market linkages with following channels:
 - i. Super markets
 - ii. Organic shops
 - iii. Distributors
 - iv. Wholesale dealers
- 24 food enterprises got queries and new purchase orders
- Total of 1600 kg of SM food products worth of Rs. 4,16,000 was sold



Business management

- The capacity building on the following aspects through training, workshop, exposure and seminars
 - i. Capital Investment
 - ii. Market research
 - iii. Market segmentation
 - iv. Costing and pricing
 - v. Book keeping and accounts
 - vi. Government schemes
 - vii. Digital marketing
 - viii. Organic and millet business
- 15 food enterprises improved their capacity on various aspects of the business management



Improving infrastructure

- Credit support for following improvements:
 - i. Machineries (pulverizer, roaster)
 - ii. Instruments purchase (Weighing machine, Batch coder, Sealing machine and Sewing machine)
 - iii. Establishment of unit (sun shade, rat proofing)
 - iv. Repair and modernization of unit (roof top change)
- 14 food enterprises improved their infrastructure through credit linkage activities



Improving visibility

- Support was given to food enterprises for promoting their small millet food products through
 - i. Local TV channel
 - ii. Bus panel & Auto (back side)
 - iii. Advertisement in magazine
 - iv. Brochures / Pamphlets
 - v. Banners
 - vi. Digital boards
 - vii. Website creation
- Profile of 46 enterprises was showcased in the project web link



Improving visibility...

- Exhibition support (State, National and International)
 - CODISSIA 2017, Tamil Nadu (8),
 - Agri Tech 2017 & 2018, Madurai, Tamil Nadu (9)
 - Food Pro 2017, Chennai (6) and
 - World Food India 2017, Delhi (8).
 - Organic and millets trade fair 2017 & 2018 Bangalore (8)
 - Food Tech, 2018, Cochin (5)
- 44 food enterprises got popularized their products
- Sales achieved: Rs.6, 67,000
- Enquires from over 220 distributors and dealers



Overall results

- Food enterprises exposed to the wider food processing sector, developed contacts and soft skills, and received moral support
- Sales volume was increased by more than 15% by 30 enterprises, with an additional reach to 32 districts in five states
- 67 tones of different value added products were produced, reaching to additional 1,54,000 consumers



Gender impact

- Commercialisation of food products that can be prepared easily without much capital investment- aided entry of women in the sector
- Increase in the capacity and performance of food enterprises run by women entrepreneurs or in which women play key roles



Learning

- **Onsite business development support** is appropriate for small millet food MSMEs
- Presence of technology transferring organisations plays a crucial role
- The success of the incubation approach depends a lot on the initiative taken by the enterprises; it must be demand based
- Support schemes are needed for entry of new food enterprises and for inclusion of small millet based food products in the product portfolio by existing food enterprises



Learning...

- The involvement of MSMEs has made it possible to transform small millet based food products from the elite food category towards the mass food category
- Growing market for small millets as part of the expanding market for health foods helped in scaling up sales volume



Scope for scaling up to make larger impact

- Small millet food MSMEs are yet to emerge as an important category in the small millet value chain in Central, Eastern and Northern India.
- There is vast scope for scaling up **on-site incubation approach** for bringing in new enterprises in Tamil Nadu and in other regions





Thank you!



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