

Manasi Ksheerasagaram Unit – Success Story

Livelihoods (Farm Sector)

Manasi Ksheerasagaram unit is a successful entrepreneurial venture of five women, Moli Varghese, Shylaja Raju, Rajini, Padmini and Lalitha Surendran. The unit is working under Kudumbashree CDS of Melur Gramapanchayat, Thrissur district. The unit is the bread winning venture of the ladies involved. All the members are exceedingly satisfied with their farming activities and the income they acquire out of it.

A total of 14 cows are there in the unit including both heifers and lactating cows. Milk, ghee, curd and dung are the outputs they sale from the unit.

The unit started in 2019 with the subsidized loan amount got from the Kudumbashree. The mentors were finding it difficult to get an income for their livelihood then. At that time, Kudumbashree came up with this funding to start a farm. The ladies took this as an opportunity and took up the venture in valor and hope.

Now they are getting feed at a subsidized rate from the milk society. Also they are doing fodder cultivation. Kudumbashree helped them to build cattle shed to purchase cows to start a fodder cultivation unit etc. in form of granting subsidized loan.

Now the mentors are really happy with their life. The unit caters their routine financial needs, education of children etc thereby serving as the fiscal backbone of those families. The mentors says that such initiative from Kudumbashree helps women to get both social and financial status and there by helps in women empowerment.

Income Statement

- Milk
 - 165 Ltr X 40 (one day)
 - 6600 X 30 = 1,98,000/- (one month)
- Other Products
 - (a) Ghee & Curd - 6500/-
 - (b) Cow dung fertilizer - 200 X 10 = 2000/-
 - = 8500/-

Expenditure

- Feed - 1225 X10 = 12250/-
- Other expenses - 10000/-
- Total - 22250/-

Profit = 206500-22250

= 1,84,250/-

Kudumbashree, The Poverty Eradication Mission of the state reveals to be the real bread winner for the aforesaid women and thereby for their families. A fair amount of profit obtaining by this group of women is a role model to the society and many such groups formed near and around the area, thereby laying a footstep for the development of locale.

Some additional projects and helps should have been destined for these industrious women, as it would be an asset to the society as well as the state itself.