

Chronicles of Hard Work



Md P. M. Kunhi Mohammed, Padinjarakath House, Poovakkodu, Maruthur P.O., Pattambi belongs to a poor rural family. Md Kunhi Mohammed and his family were struggling to meet their both ends with the meagre wages which he obtained from field work as a farm labourer. His family included aged father and younger brothers. Seeking for a better opportunity, he tried the career of Madrassa Teacher, again to be disappointed, as he could not support his big family. Md Yusuf, his brother who was doing B. Com., dropped the college due to financial stringency. At this juncture, two brothers attended one month training course on processing of fruits and vegetables at KVK, Palghat in 1998. Immediately after completion of the training, they started to produce jam and halwa investing a capital of Rs 3000 which they managed to borrow from friends and relatives. Their venture suffered a set back as the products could not catch the attention of the customers in the market and resulted in a complete loss of their investment.

Though their first attempt gave them a bitter fruit, without losing their heart they took it as a challenge and decided to go ahead with some other products. Thus, they purchased mangoes from their neighbourhood and started producing mango pickles using pickle production technology learnt from KVK. They prepared small polythene packets of mango pickle and marketed in the premises of Vanneri High School at Puthanpalli, Perumpadappa, the main customers being the students. Each packet was sold at Rs 0.50. This continued for two months and they could gain Rs 500 from an investment of Rs 50. With this first success, they got motivated and decided to expand the business.

With this Rs 500 they purchased variety of fruits such as mango, lemon, dates and garlic. They started producing different types of pickles and prepared 250 gm pickle packets. Selling price was Rs10 for all pickles, except for garlic which was sold @ Rs15 per packet. They used bicycle for door-to-door marketing of the products. They were getting a profit of



Salient Features

- Started pickle processing with an investment of Rs 50 for the production of 10 kg mango pickle and earned an income of Rs 500 in 1998
- Invested Rs 300 for the production of 40 kg pickles of different fruits and vegetables and earned an income of Rs 2000 in 2000
- Invested Rs 10000 for the production of 1000 kg pickles of different fruits and vegetables and earned an income of Rs 40000 in 2005
- Invested Rs 60000 for the production of 3000 kg pickles of different fruits and vegetables and earned an income of Rs 120000 in 2009
- KVK Palghat acts as the king pin behind their escalation

40% from their value addition activity. In addition they participated in a three days local Vipanana Mela and sold their products. They could gather a profit of Rs 3000 from the sale of pickles in the Mela which increased their confidence. Then, under the technical guidance of KVK, they established pickle processing unit initially at Puthanpalli and gradually shifted to Pattambi with brand name as *Puthuma Achar* with SSI register number 0907/16342. Now they are running the unit in a building of their own. The unit possesses a ginger slicer developed by Md Kunhi Mohammed himself, and also a mixy, an electronic weighing balance and a sealing machine. Products are distributed in neighbouring districts of Malappuram and Thrissur also, for which they purchased 6 carriage vehicles (2 jeeps, 2 auto rikshaws and two wheelers). Presently, there are 22 assistants employed in the unit. Marketing assistants are engaged on 25% commission basis. Puthuma Pickle unit has shown an example of empowerment through value added fruits and vegetables.

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