



Tamil Nadu Corporation for Development of Women Ltd.
Tamil Nadu State Rural Livelihood Mission - Madurai
Madurai District

Thirumangalam Block

Start-up Village Entrepreneurship Programme (SVEP)

SARANYA – KALYANI SNACKS – A SUCCESS STORY UNDER SVEP

1. Basic Details:

Sl. No.	Description	Outcome
1	Name of the Business	KALYANI SNACKS
2	Category	Manufacturing
3	Name of the Beneficiary	SARANYA
4	Age	32
5	Qualification	+2
6	Mobile No	6374745538
7	Name of the SHG	Omsakthi SHG
8	Name of the Panchayat	K. Puliankulam
9	Amount Received from SVEP	Rs. 40000/-
10	Production Description	<u>Murukku, Mixer, Butter sevu, Appalam,</u> <u>Kara Sevu, Athirasam, Seedai, Masal</u> <u>Kadalai and Laddu items</u>
11	Market Location geographical coverage area	Near by Villages of Chekkannurani, Madurai Dt (Retta kinaru, Panniyan, Kannanur, Kannapuram, Keelapatti, Undangal, Kovilpatti, Pandian Nagar, Pulikankulam and etc.
12	Per Month Income	Rs. 40000/-
13	Legal certification	1.Udyam Certificate now available 2.FSSAI now Applied
14	Bank Linkage	Got loan thro PMFME Scheme from Indian Bank, Chekkanurani Branch Amount Rs. 74000/-
15	Identified by CRP EP Name	Mrs. Rajika

2. Current Livelihood Activities:

1.	SHG Product	Snacks
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3. Saranya of Kalyani Snacks - A life transformation exercise:

I am happy to introduce myself as Saranya, aged 32 years and I belong to Omsakthi SHG Group from Puliyankulam village of Thirumangalam Block in Madurai District. I have studied upto +2. We were doing the popular snacks business as a family. We are quite popular in the nearby villages, such as Retta kinaru, Panniyan, Kannanur, Kannapuram, Keelapatti, Undangal, Kovilpatti, Pandian Nagar, Pulikankulam and etc.

Unfortunately my husband died two years back and we almost collapsed. Slowly we recovered and the challenge, i.e., loss of husband gave me the vigor to protect the family. The SVEP scheme was a god given opportunity to the women like me. I was trained by CED (Tamil Nadu) and TNSRLM, Madurai and received a business loan of Rs.40,000/- from the Thirumangalam Block Resource Centre under the SVEP scheme.

Through the bank linkage programme, I also received a loan of Rs.74,000/- under the PMFME scheme from the Indian Bank, Chekkanurani branch. Through the support of CED and TNSRLM, I have successfully registered for UDYAM registration and also I have applied for the FSSAI licence. I have now understood the statutory requirements to run a food business.

I have a wide network for marketing my different varieties of snacks, i.e., Murukku, Mixer, Butter sevu, Appalam, Kara Sevu, Athirasam, Seedai, Masal Kadalai and Laddu items. I have employed two women in my business. Now, I am confident to sustain and grow. Once again I thank the officers of TNSRLM, Madurai, CED (Tamil Nadu) and Thirumangalam Block Office for their sustained support and encouragement.

