

LEDP giving a LEAD in the life of the women

Livelihood Entrepreneurship Development Program (LEDP) is a boon for women who come from socially and economically backward families.

Rural and Environment Development Society (REDS) has conducted a 15 days training programme under LEDP imparting training to 90 women in 3 batches of 30 members each. The training was on value addition of Millets which are being cultivated in this area, and for which there is ample demand in the market. It was aimed at promoting the women as women entrepreneurs at the village level, and ensure that they will make a sustainable income by using the locally available material as the resource material.

The trainee women selected come from different categories, single women, women coming from different women groups like Srama Shakthi Sanghas, FPOs promoted by REDS in both Kadiri and Anantapur divisions.



“It was a great training” says Padmavathi, one of the trainees who underwent this training. The training helped them in several aspects like ensuring retaining of nutritional values during preparation, and preparing the items in a qualitative way, storage, marketing aspects etc.

“We have learned about 34 varieties of food items that can be prepared by using the locally

There is a lot of demand for Rotis made with Millets. Majority of the diabetics are preferring rotis made with Finger millet, Jowar and Bajra. In addition to this there are good orders for snack items like Murkulu, Nippatlu made with these millet grains.

Though the business started on a small scale, now, slowly, but constantly, it is growing in size and in reaching more people. Several orders are coming from Government Offices, families for supply to different functions. – **Padmavathi**, one of the trainees

available millets” say Mehataz, another trainee who got trained in Kadiri under the LEDP training. This included preparation of items like regular food items, viz., rotis with millet grains and flour, bakery items like Biscuits,

Cakes, Dipasand, Vegetable Puff, Murkulu, Nippatlu, Atrasas, Soup, Laddu, Dosa, Idli, Porridge, Pulihora etc.

Post training, REDS has formed the trainees into Joint Liability Groups (JLGs) – with 5 members in each group. Some of these teams are working as a group preparing different food items, and supplying them on orders, where as a few members have started the work on their own as individuals. Though the orders have started coming to them on a small scale, but they have picked up within a short period.

“REDS is making our presence felt in this area, by giving us an opportunity to set up stalls in the meetings, or other such programmes being organized at the village level or mandal level by various government departments” says Sivamma, another trainee. This is helping their families to find some sustainable income.

There were several visitors during the training programme, who have gone through the entire programme aspects, and have appreciated the training – both in qualitative and quantitative aspects.

It is worthy to mention that having tasted the items prepared by the trainees during the training period, some of these visitors have ordered certain items for supply for consumption in their houses, and a few for some of the special events in their families.



I have started a hotel at my house itself. I am preparing Dosa, Idli with different millets like Jowar, Foxtail Millet, and Finger Millets, and there is a huge demand for this.

I also prepare cakes and biscuits, and other snacks with millets on orders and supply them for functions and other such events organized by government offices, families etc.

I am making a business of around Rs.3500/- every day, of which I make assured profit of Rs.1500/- “ - **Mehataz**, One of the trained women.

LEDP Training has boosted by Life

M. Mehtaz, A trainee at Kadiri

M. Mehataz, aged 43 years, is married to Sha Mohaddin, a Medical Representative. Mehataz is a housewife. She is educated upto Intermediate. They have 3 children and are all studying in their respective schools.

Name	M. Mehataz
Husband	Sha Mohaddin
Education	Intermediate
Age	43
Occupation	Home Maker



“The income we are getting is not adequate to meet our family needs” says Mehataz, who has to look after the children, their education, and balance the income and expenditures as a responsible housemaker.

It was at this juncture, that she has come to know about the training that REDS is conducting, with the support of NABARD, regarding value addition of Millets. She is, in fact, a person, who is using millets in their household kitchen.

“The business is slowly picking up and giving my family an additional income, which is good enough to meet some of the very essential needs. I am so happy to do the work right from home. I am taking care of my children sitting at home, and also fulfilling the demand of the orders.”

“Initially, I thought that I can join the course to learn preparing varieties of food items with millets which I can serve to my family” explains Mehataz. However, after joining the training, she understood that she can do many more types of items than what she thought of, and they have got a great market demand. “The way the training went off – day-after-day – I started developing the thought that I can take them into market” she explains about how the idea of turning this into a small entrepreneur has emerged in her mind.

Preparation of about 34 types of items, with millets, was explained, which included preparation of items like Rotis, Dosa, Laddu, Soup, Pulihora, Nippatlu, Atrasas, Bakery items like Biscuits, Cakes, Puffs etc.

“After having gone through the entire course of training” says Mehataz, “I thought that I can give a try of preparing these items, in my house, and see if I can sell them out to my neighbours” she explained. She tried this, and as they were good and tasty, there started a demand for them. This has, soon, become a handful work for her, as she started getting orders in a good quantity. Now she is making a profit of around Rs.1,000/- to Rs.1,500/- per day through preparation and marketing of items with Millets.

