



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)

M. PASUPATHI – SURENDRAN SNACKS – A SUCCESS STORY UNDER SVEP

1. Basic details

Sl. No.	Description	Outcome
1	Name of the Business	S. SURENDRAN SNACKS
2	Category	Manufacturing
3	Name of the Beneficiary	M. PASUPATHI
4	Age	48
5	Qualification	9 th
6	Mobile No	9943196875
7	Name of the SHG	SHG
8	Name of the Panchayat	Kokkulam – Thengalpatti
9	Amount Received from SVEP	Rs. 40000/-
10	Production Description	- Whole Sale and Retail Speciality : Maruveetu Palakaram Murukku, Mixer, Butter sevu, Appalam, Kara Sevu, Athirasam, Seedai, Masal Kadalai and Laddu items
11	Market Location geographical coverage area	Near by Villages of Chekkannurani, Madurai Dt
12	Per Month Income	Rs. 40000/-
13	Legal certification	1.Udyam Certificate now available 2.FSSAI now Applied
14	Investment	Own Fund
15	Identified by CRP EP Name	Mrs. Rajika

2. Current Livelihood Activities:

1.	SHG Product	Snacks
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3. An Entrepreneurship Journey of M.Pasupathi

I am pleased to introduce myself as M.Pasupathi, aged 48 years and I was studied upto IX Standard. We were involved as a family in the manufacture of snacks for the past 5 years. With great difficulty, we acquired some machinery for manufacturing the snacks but we were not having adequate working capital and marketing skills. Therefore, we could not grow significantly due to lack of training, marketing skills and financial assistance.

I was richly benefitted by the training and financial assistance provided under the SVEP scheme. I underwent a rigorous training programme in management, entrepreneurship and skill building conducted by CED (Tamil Nadu). The Thirumangalam Block Office provided me a financial assistance of Rs.40,000/- to support my business. This financial assistance was very much useful to overcome my working capital difficulties.

Further, the trainers encouraged me to focus on Unique Selling Proposition (USP) and accordingly we came out with a specialized snacks category, **“Maruveettu Palakaram”**. It is a customary practice to provide a bunch of snacks to the family of bridegroom from the family of the bride (the quantity varies depending upon the affluence of the parents of the bride). We focused on quality and therefore we were able to sustain and grow in our business.

The PIA helped me to get the UDYAM certification and I have applied for the FSSAI certification and thus I have fulfilled the statutory requirements of running a micro enterprise. Now I have provided employment to 4 women.

