



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)

RAJESWARI CHELLAIAH – THULIR NILA ARAVAI MILL – A SUCCESS STORY UNDER SVEP

1. Basic Details

| Sl. No. | Description | Outcome |
|---------|--|---|
| 1 | Name of the Business | THULIR NILA ARAVAI MILL |
| 2 | Category | Manufacturing |
| 3 | Name of the Beneficiary | RAJESWARI CHELLAIAH |
| 4 | Age | 55 |
| 5 | Qualification | 9 TH |
| 6 | Mobile No | 77082 06851 |
| 7 | Name of the SHG | Sonaiya SHG |
| 8 | Name of the Panchayat | Melakottai |
| 9 | Amount Received from SVEP | Rs. 40000/- |
| 10 | Production Description | 1. All kinds of Masala Powder 2. Idly, Dosa Mavu Production |
| 11 | Market Location geographical coverage area | Near by Villages of Chekkannurani, Madurai Dt |
| 12 | Per Month Income | Rs. 20000/- |
| 13 | Legal certification | 1.Udyam Certificate now available 2.FSSAI now Applied |
| 14 | Bank Linkage | Got loan thro PMFME Scheme from Indian Bank, Thirumangalam Branch Amount Rs. 159000/- |
| 15 | Identified by CRP EP Name | Ms. Jeevarathinam |

2. Current Livelihood Activities:

| | | |
|----|-------------|--|
| 1. | SHG Product | Masala Powders of different categories |
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3. The Entrepreneurship journey of Rajeswari Chelliah

I am happy to introduce myself as Rajeswari Chelliah, aged 55 years and I studied upto IX standard. I belong to Sonaiya SHG in Melakottai Village. We are running a crushing mill under the name and style, “Thulir Nila Aravai Mill”.

We focus on two categories of business:

1. We have a crushing machine to make Masala Powder of different categories
2. We have a grinder for making “Rice paste” to make Idly and Dosa

In Melakottai, we do not have any other crushing mill or industrial grinder. Therefore, our business is quite popular among the public living in and around Melakottai village and the nearby villages.

Under the SVEP scheme, I met a Community Resource Person – Enterprise Promotion (CRP-EP) Ms.Jeevarathinam who is working under the SVEP scheme implemented by TNSRLM, Madurai with CED (Tamil Nadu) as the PIA. The Thirumangalam Block Office also encouraged me to get benefit under the SVEP scheme.

I got rigorous training from CED (Tamil Nadu) and got the financial assistance of Rs.40,000/- under the SVEP scheme. With the guidance of the PIA, I got the UDYAM certification and I have also applied for FSSAI which is a statutory requirement for any food related business. I got a further loan of Rs.1.59 lakhs from Indian Bank, Thirumangalam Branch under the PMFME Scheme.

Now my monthly income is Rs.20,000/- and I am able to run the business myself. I am grateful TNSRLM, Madurai, CED (Tamil Nadu) and Thirumangalam Block Office for their sustained support and encouragement.

