

## Entrepreneurship Development Programme for sustainable livelihood

### “Detergent Making Unit”

Manesh aspired to start a business enterprise of his own when he was doing his Bachelor in Commerce course. A product which is part of day to day life was the target, which led him to the production of detergent products. But he hardly knew anything about the raw materials and the production process of detergents, for which he did extensive survey across Kerala. With the information he gathered from various sources, he started a small detergent unit and started selling detergent products through Kudumbashree neighbourhood groups and other likeminded agencies.



After one month of launching his unit he attended 20 days EDP – Entrepreneurship Development Programme conducted by EDII- Entrepreneurship Development Institute of India & Kerala State Youth Welfare Board. After attending the course, Manesh got the knowhow for expanding his business to production of dish wash soaps, floor



bathroom cleaners, bathroom cleaners etc. Few days later he joined Integrated Rural Technology Centre (IRTC), Palakkad and got trained in May 2015. after he launched a new hand-made product – Toilet Soap made of pure coconut oil in the brand name of “Amritha”. The training in IRTC added value and quality to his products. Currently Manesh produces 7,000 kg of detergent and 1,500

soaps in a month & the products are sold in the local markets and nearby areas and makes an income of Rs.30,000/- per month. A group of four local women are supporting Manish to achieve his goal. Manesh is currently in the process of value addition of his products to compete with similar other products available in the market.