

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Amrutham Nutrimix: A Case Study Exemplifying Women
Empowerment**

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ABSTRACT

This study discusses on one of the product nutritional mix for the children manufactured in independent units under Kudumbashree, a non-profit organization empowered by Government of Kerala. The product is produced in full-fledged units established and managed with active support of the Government by a group of 5 to 20 women entrepreneurs. This is a form of health mix, popularly branded as Amrutham Nutrimix for the children aged between 3 months to 3 years and for pregnant women. This unique mixture is produced only using locally available food grains. This study shows how Government of Kerala through this empowers the women to be independent and self-sufficient.

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