

### **Enhancing Livelihood Opportunities: Puffed Rice**

Demonstrations of how to make puffed rice were organized by DA and undertaken by Unnayan for the communities of Chainrakolha and Garta in mid-March 2013; 10 village leaders and members representing both communities attended. Unnayan has supported the MayurbhanjaMahilla (MMA), a registered Women Self Help Group Federation consisting of more than 130 women members from different villages of Mayurbhanj district, in undertaking activities related to the growth of puffed rice as a supplementary livelihood. In addition to this they have developed market linkages to sell the product.

The MMA cooperative, buy rice from the members at INR 30/kg and sells it at INR 35/kg at local and regional markets. A single member can earn an additional INR 30,000 to 35,000 per annum in steady income. The group was shown puffed rice processing unit and the preparation process was explained in detail. The puffed rice manufacturers demonstrated how they prepare puffed rice from paddy and identified the materials used for the activity. Members from the MMA further demonstrated how mushrooms could also be cultivated in conjunction with the puffed rice. The visiting members of Chainrakolha and Garta have invited the MMA to their villages to demonstrate the puffed rice techniques in detail and advise them on how to uptake this livelihood.

