



NATIONAL INSTITUTE FOR EMPOWERMENT OF PERSONS WITH MULTIPLE
DISABILITIES (DIVYANGJAN)

(DEPWDs), (Divyangjan) Ministry of Social Justice & Empowerment, GOIECR, Muttukadu, Kovalam post, Chennai-603112
Department of Adult Independent Living

NIEPMD/DAIL/30(5)/2023-24/2046

Date:26/04/2023

OPEN DAY MEET REPORT- MARCH'2023
(Sharing for caring)

The DAIL has organized the Open Day Meet for Parent's of DAIL clients on 31st March '23. As part of the meet, also conducted an awareness programme on "Aavin Retailership" under promotion of self Employment facilitating for the commencement of a self employment venture. This is a special program on observance of World Autism Awareness Day 2023.

Mrs.C.Mala, Voc.Instructor, placed greetings on the occasion of world autism awareness day to the Parents participated. Shared the objectives of the meet, responsibilities of the parents with reference to feedback mechanism, and the significance of unique approach of Parents & DAIL in mentoring progress of the clients. Also highlighted the significance of parenting in upbringing the children with Autism spectrum disorder, Further shared on each & every activity of DAIL with special reference to the Open Day meet on 31/03/2023. About 27 parents & 15 students of Job Coaching unit have participated in the said meet.

Team Members:-

Mr.J.V.Subbaraman	Rehabilitation Officer
Mr.D.Jayachandran	Deputy Manager (Aavin)
Mr.V.Gowri	Deputy Manager (Aavin)
Mr.K.Edwin	Deputy Manager (Aavin)
Mrs.R. Anandhanayaki	Placement Officer
Mr.E.Raja	Vocational Instructor
Mrs.C.Mala	Vocational Instructor



Following Mr.E. Raja with a welcome address to the special invitees introduced the Aavin officials to the participants. Also precisely briefed the purpose of the special session on "Aavin outlets" and advised to make use of this rare opportunity that facilitate for income generation and with the above introduction the special session commenced .



Address by Mr.D.Jeyachandran Dy-Manager in the Aavin Training Programme.

The first session was presented by Mr.D. Jeyachandran Deputy Manager Aavin who detailed about the origin of Aavin where in stated that.

- Dairying plays an important role in socio-economic development in the country.
- Earlier days the dairying was an occupation subsidiary to agriculture and now became major in the livelihood
- Income from agriculture is seasonal, whereas dairying provides year-round income and generates gainful employment.
- The milk & dairy products in India are the all time need irrespect of season & age.
- The demand for milk & dairy products are always at ascending trend because of population growth, urbanisation and increasing per capita income.
- Thus the dairy sector is an important source for inclusive development in the country.
- Addingly stated that upon the said lines the Aavin dairy development launched at Chennai in 1974. Aavin is the trademark of Tamil Nadu Co-operative Milk Producers' Federation Limited, a Tamil Nadu-based milk producer's union.
- The commercial activities of milk procurement, processing, chilling, packing and sale of milk & delicious dairy products are the priorities.



Address by Mr.K.Edwin Dy-Manager in the Aavin Training Programme.
Sequentially at the second session Mr.K. Edwin Deputy Manager Aavin has highlighted the objectives viz ..

- To bring the un-organised dairy sector into an organised structure.
- To regulate & supervise the activities of dairy Co-operatives.
- To ensure consistent growth of dairying on par with other enterprise
- To introduce modern technology in the dairy activities and to produce products
- To develop infrastructure for storage, selling and processing of milk to handle surplus milk.
- To pay the remunerative price to the milk producers based on the quality
- To ensure availability of quality milk & dairy products to the consumers at best quality with affordable prices

Aavin Franchise:-

The Aavin is engaged in the manufacture of milk products such as Yogurt, ice cream, Khova, Kulab Jamoon, Buttermilk, Curd and Mysore pa as these trend will lead to further growth in milk consumption. Inspiringly stated that setting up Aavin Milk Franchise Retail outlet is evidently a booming business opportunity for those looking for profitable business.

Aavin FRO:-

- Any individual with a minimum qualification of plus two can apply for the Aavin Franchise Retail Outlet.
- Experience in the franchising is not essential for setting up an Aavin FRO
- Agreement and Term Details: official nomination as a franchisee for Aavin FRO, a contract agreement will be signed by Tamilnadu Co-operative Milk Producers Federation Limited.
- Agreement will be for a valid for lifetime.

Criteria for Infrastructure:-

- Outlet require an area of about 120 square feet at ground floor level, and the location of the outlet should be minimum 1/2 KM away from any other existing Aavin outlets.
- Aavin FRO will be on leased or rented or own premises.
- If owned space for FRO – a copy of Electricity Bill / Tax Bill
- If Rental space for FRO – a copy of Rental Agreement valid for two year.
- Agreement and Electricity bill.

General Conditions:-

- Only Aavin products will be allowed for selling through these Aavin outlets.
- Unsold Products will not be taken back.
- All products to be sold on MRP.

Required Investments:-

- Rs.1 lakh. Necessary loan arrangements will be made with leading banks.
- For setting up an Aavin Franchise outlet at Airport, the applicant requires to deposit an amount of Rs.25000.

Documents Required:

- Should attach the following documents along with the duly filled in application form:
- Identification Proof – Aadhaar card, Pan Card, Voter ID or Driving Licence
- Bank Statement for last six months
- Passport size photographs – 2 Nos.

Training and Support from Aavin Federation:

- Aavin Milk Federation will provide training and support in all aspects of business management and operations.
- Necessary Infrastructure like a Deep freezer, Bottle cooler, will be provided by Aavin Federation.
- The Federation will do essential branding
- All transaction will be on cash on carrying basis
- Aavin will support in client Acquisition support , client interaction training, Relationship Manager support, Interior designs support , Interior developmental support, Marketing support, Monetary support, Online Tie-up support-Delivery.
- Marketing Support is provided by Aavin Milk Parlour to their Franchise, Marketing Support by Brand , unit Interior & Exterior ads , Training by brand , Extent of Support Provided by Aavin Milk parlour to its franchises.



NIEPMD College Students tasting delicious Aavin products.



Aavin Mobile Outlet -A View



Address by Mrs.V.Gowri Dy-Manager in the Training Programme.

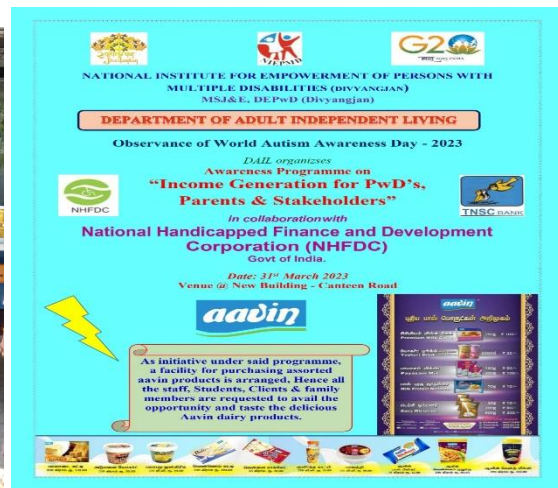
Following Mrs Gowri DeputyManager(mktg) captivantly shared that the features of the Aavin are by virtue the best ever and perfectly suits the state of the PwDs to step in and earn comfortably.

- The Banks and the Governmental schemes are very much on favour of PwD for enhanced economic development.



Fetilitations to Mrs.V.Gowri , Mr.D.Jeyachandran, Mr.K.Edwin.-Dy.Managers

To next Mr Raja Vocational Instructor organised the feedback session wherein numerous queries were placed by the participants on FRO and was answered by the Aavin officials. The Aavin team was honored with shawl & mementos on behalf of NIEPMD



Aavin Training Programme Banner &Aavin Mobile Outlet

Concludingly the participants thanked the Aavin officials & NIEPMD management for the initiative and Mrs Mala Vocational Instructor thanked the participants for active participation and advised to make use of Aavin services for economic independence.

