

# Small Scale Income Generation: Success Story of Farm Women

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**Abstract:** The role small businesses play a vital role in the process of economic development, as well as reduction of poverty among farm women, which can lead women entrepreneurship. To enhance the knowledge and entrepreneurial skill of value addition and processing of locally available fruits and vegetables like – Mango, Cardia Myxa, Capparis Decidua, Lemon, Chili, Bitter guard and Bitter apple (Indrayan)) and to reduce post-harvest losses as well as income generation for farm women. For this purpose KVK organized trainings for value addition and processing under NARI program such as making of squash, muraba and pickle. These training benefitted to Smt. Reshami Devi of Kheda Shyampura to establish a small-scale pickle making unit at her own house for the economic growth and development of her family. She started her venture with an investment of Rs. 164600 and within 4 months, the turnover has reached Rs. 243400. Which show the economic development of her family with the net profit of Rs. 81600 with B C ratio 1.47, which sure the employment as well as monthly income of Rs. 20400 at initial stage to her family. Her entrepreneur also secured the employment of her husband after lockdown he is also involved in this venture.

**Keywords:** Small Scale Business, Poverty Reduction, Value Addition, Entrepreneurship.

## INTRODUCTION

There has been a large increase in the production of vegetables and diversified vegetable products business globally, but the speed of preservation of fruits and vegetables is still slow. Shielding farmers to reduce post-agricultural losses, expand and diversify is an effective way to increase market opportunities for fresh produce as well as increase farmer's income, employment generation in rural areas, economic growth of farmers and farm women have to move forward. India has the second largest place in vegetable production in the world, but is much less (about 7%) than the developed countries in preservation. We need much faster growth in secondary food processing and manufacturing sector to provide employment to our young and increasingly educated population which has high expectations and aspirations. Agricultural growth along with growth in processing sector

will definitely bring more internal growth of economy and generation of employment for youth and women entrepreneurship.

The entrepreneurial capacity of women has made a mark in the areas of value addition and processing of locally available fruits and vegetables. It is time to foster and harness the entrepreneurship of women in a big way to reduce post harvest losses and increase the economic status by small-scale enterprises. For that purpose krishi vigyan Kendra is working for the upliftment of farm women with the mandate of small scale enterprise establishment of women.

To enhance the knowledge and entrepreneurial skill of value addition and processing of locally available fruits and vegetables like – Mango, Cardia Myxa, Capparis Decidua, Lemon, Chili, Bitter guard and Bitter apple (Indrayan)) and to reduce post-harvest

losses as well as for income generation of rural women. For this purpose under NARI program, some training was conducted by kvk for value addition and processing, out of this pickle making training benefitted to Smt. Reshami Devi of KhedaShyampura to establish a small-scale pickle making unit at her own house for her economic growth and development of her family. She was unemployed and her husband was doing labour work with artisan on an average of 3000 to 5000 per month, but she was interested to do something in a innovative manner. For that purpose during Feb.2019 she came at kvk Gunta Bansur for advisory to start an enterprise on pickle making as she has some skill of pickling due to lack of technical knowledge she was afraid to start such work. After that visit she was in regular contact and attended two trainings at kvk on preservation of lemon and pickle making. She kept taking information related to pickle making from the Home Science expert of KVK by regular visit and telephonic contact but due to lockdown it was not possible to come and collect information and her husband work also suffered in this pandemic. This situation motivated her to start her own work for survival and development of her family. She attended the online training conducted by KVK on pickle making methods and she prepared the same product at home and got high appreciation. With this motivation she started a small scale pickle making unit (Bala ji Achar Bhandhar) at her own village.

**Methodology Adopted for Transfer of Technology**

- Practical Oriented Trainings
- Personal Discussion
- Mobile Advisory
- Online method Demonstrations
- Group Meetings
- Mass Media
- Scientist visit to farmers field
- Farmers/ farm women visit at KVK
- Literature Provided

All these technologies were used to provide the technical information on different types of pickle, methods of pickle making, how to

preserve the raw vegetables and fruits for long time for pickle making at household level, making of brine solution for preservation, low cost pickle making techniques, masala making for different type of pickles, blanching of raw vegetables and fruits before pickle making, sun drying after blanching, use of Asafoetida, nutmeg, cinnamon powder to preserve the pickle for long time, health and hygiene practices during manufacturing and packing. Importance of sterilization of jars / containers before packing and labeling etc.

### **Challenges Faced Before KVK Intervention**

- Lack of awareness about the ingredients used in different type of pickle and methods of making pickle without or less use of oil to reduce the cost and to enhance the taste.
- Lack of awareness regarding preservation of pickle.
- Lack of awareness about the brine solution and preservation of fruit or vegetables before pickling.
- Lack of knowledge about establishment of farm enterprise.
- Lack of knowledge about marketable products and labeling and packing.
- Lack of knowledge how to sale the product from home.
- Lack of knowledge about how to fix the price of prepared products.
- Lack of financial support.
- Lack of knowledge about health and hygienic issues regarding selling the food items.
- Lack of knowledge masala making for pickling.
- Lack of knowledge about sterilization of container before packing to enhance the shelf lives of products.

### **RESULT AND DISCUSSION**

After the interventions of KVK, Reshami Devi started her small scale unit of pickle making which provide her a economic value from making pickle of Mango, Cardia Myxa, Capparis Decidua, Lemon, Chili, Bitter guard and Bitter

apple (Indrayan). She started her venture with an investment of Rs. 164600 and within 4 months, the turnover has reached Rs. 243400. Which show the economic development of her family with the net profit of Rs. 81600 with B C ratio 1.47, which sure the employment as well as monthly income of Rs. 20400 at initial stage to her family. Her entrepreneur also secured the employment of her husband after lockdown he is also involved in this venture. All these things are changing the life style of her family.

The results are shown in Table 1 regarding economy of her venture.

S. No.	Production	Expenditure Details including Packing	Sell Rs.	Profit Rs.
1.	1 Quintal Sweet Lemon Pickle	7000	12000	5000
2.	5 Quintal Cardia Myxa (Lasoora) Pickle	45000	60000	15000
3.	4 Quintal Mango Pickle	32000	48000	16000
4.	2 Quintal Lemon Chili Pickle	14000	24000	10000
5.	2 Quintal Capparis Decidua(Kair) Pickle	39000	45000	6000
6.	50 Kg. Garlic Pickle	11200	12800	11600
7.	80 Kg Bitter Guard Pickle	12000	16000	4000
8.	50 Kg. Filled chili Pickle	7200	9600	2400
9.	80 Kg. Bitter Apple (Indrayan) Pickle	4400	16000	11600
Total		<b>164600</b>	<b>243400</b>	<b>81600</b>
<b>Total Expenditure</b>		<b>164600</b>		
<b>Total sell</b>		<b>243400</b>		
<b>Total Profit</b>		<b>81600</b>		
<b>Cost Benefit Ratio</b>		1.47		

## CONCLUSION

The entrepreneurial capacity of women has made a mark in the areas of value addition and processing of locally available fruits and vegetables To enhance the knowledge and entrepreneurial skill of value addition and processing of locally available fruits and vegetables like - mango, lemon, chili, cardia myxa, bitter guard, Capparis Decidua and Bitter Apple (Indrayan) reduce post-harvest losses as well as for income generation of rural women. For this purpose the initiation of Smt. Reshami Devi and efforts of kvk depicts the net profit of Rs. 81600 with B C ratio 1.47 by selling 19 Q. pickle, which sure the employment as well as monthly income of Rs. 20400 at initial stage to her family. She made a model for other rural women for entrepreneurial development in the area.

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