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## Economic empowerment of women through value addition of agricultural and horticultural produce: A case study in Kolar, Karnataka

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### Abstract

Women have some strong qualities of desirable and relevant to entrepreneurship development such as their ability to manage details, dedication to the work they take up, tolerance and kindness towards people etc. In this context one good example is Mrs. Lilavathi, 49 years, was a house wife and running provisional store at S G Kote Village, Bangarpet. They are selling different value added products of agricultural and horticultural products, instant R-T-C mixes and masala powder in her shop from 1996. She have attended training programme on “Value addition and marketing Agricultural and Horticultural products” conducted by ICAR-KVK, Kolar on Dec 2016. So KVK has helped to preparation of products like Rava idly mix, Ragi idly mix, Palav rice mix, Ragi malt, Bisibele bath, Pongal Ready to cook, Avalakki R-T-C, Broken wheat pongal mix, Rava Dosa mix, Vangi Bath mix, Puliogare Mix, Rasam Powder, Sambar powder, Semya bath, Semya payasam, Upam mix and Kesari bath mix. We helped to purchase required equipments for preparation of R-T-C products like Dry roaster, Pulverizes, Mixing machine, Vegetable cutter, Band sealing machine and Solar dryer.

The KVK provided technical support to her for raw material source, packing materials, FSSAI licensing and branding. She named her value added products as “Sai Benaka Food Products”. After receiving consumer response and interests, she started preparation of fully fledged R-T-C products. Initially she started to prepare 25 kg of Ready to Cook products/Month, now she is regularly preparing 850 kg of Ready to cook products /month and selling entire products to the whole sellers, Melas organized by universities, Exhibition, Dasara festival, retail shops and Kolar super markets regularly. She is getting an income of Rs.4.00 Lakh/Year. She was awarded “Best Stall award” by IIHR, Bangalore. This helps to get home made nutritious products for the people.

**Keywords:** R-T-C products, women, value addition, cereals and pulses

### Introduction

Women's issues are developmental issues and bypassing them in development programmes means leaving almost half of human resources outside development intervention. Women belonging to poor families in rural areas suffer from double deprivation (Holvoet 2005, Tesoriero 2006) <sup>[1, 2]</sup>. They are poor because they belong to poor families. They are also poor because they are women members of those families. The common characteristics of rural women are poverty, virtual lack of assets, a constant battle with insecurity, unemployment and under employment, low wages and low returns for their labour. Women have some strong qualities of desirable and relevant to entrepreneurship development such as their ability to manage details, dedication to the work they take up, tolerance and kindness towards people etc. In our society, the mother is the complete manager, as she plans budgets, executes and shows results in the day to day life. Therefore, to raise the status of rural women it is important to empower them by increasing income level. In this context, the Income generation and women empowerment through preparation of R-T-C products may be the potent tool for upliftment of the rural women in Karnataka. Home based cottage industry is being recognized as important component of socio economic improvement of the poorest of the poor. Besides income generation R-T-C products provides nutrition supplementation at relatively low cost and empower rural women. In this context one good example is Mrs. Lilavathi, 49 years, was a House wife and running provisional store at S G Kote Village, Bangarpet, Kolar district.

They are selling different value added products of agricultural and Horticultural products, instant R-T-C mixes and masala powder in her shop from 1996.

### Objectives

- Skill development among women for processing and value addition of Agricultural and Horticultural crops.
- To generate rural employment by linking women to market.
- To make the women economically independent.

### Methodology

#### Technology

Considering the importance to conduct training programme on “Processing and Value addition of Agriculture and Horticulture produce” improves the women’s economic security and increases employment and nutritional security. (TNAU, Coimbatore).

**Table 1:** Training methods preferred by SHG women

Training method	Percentage of preference
Demonstration	85
Lecture with projected aids	93
Video film	88
Exhibition	78
Field visit	94



**Fig 1:** Vocational Training programme conducted at ICAR-KVK, Kolar



**Fig 2:** Display of R –T- C value added products



**Fig 3:** Processing Unit at S. G. Kote Village, Bangarpet

### Interventions

She is interested to do agricultural and horticultural products value addition and other instant mixes. In this situation Mrs. Lilavathi heard about the KVK trainings programme on entrepreneurship development programme. In this situation Mrs. Lilavathi approached KVK and got detailed explanation from the Home Scientist about the value addition. She have attended training programme on “Value addition and marketing agricultural and Horticultural products” conducted by ICAR-KVK. So KVK has helped to preparation of products like Rava idly mix, Ragi idly mix, Palav rice mix, Ragi malt, Bisibele bath, Pongal Ready to cook, Avalakki R-T-C, Broken wheat ponal mix, Rava Dosa mix, Vangi Bath mix, Puliogare Mix, Rasam Powder, Sambar powder, Semya bath, Semya payasam, Upam mix, Kesari bath.

**Table 2:** Socio – demographic profile of women enterpreneur

Variables	Category
Age	55 Years
Education	High School
Occupation	Housewife
Type of family	Nuclear
Family size	3 members
Number of children	One

**Table 3:** Survey on knowledge about preparation of RTC products

Variables	Before training	After training
Awareness	Yes	Yes
Consumption	Yes	Yes
Cultivation	No	No
Value addition	No	Yes

### Result and Discussion

#### Impact

She is interested to do agricultural and horticultural products value addition and other instant mixes. In this situation Mrs. Lilavathi heard about the KVK trainings programme on entrepreneurship development programme. After completion of trainings, she started collecting all the information through Scientist– Home Science and finally she has decided to start preparation R-T-C value added products on her own on trial basis. She was frequently visiting KVK for improvement of quality, standardization of products and preparation of other products. Our KVK scientists continuously motivating her for the expansion of the production and purchase of machines required for processing of R-T-C value added products by visiting her on a regular basis. Our Home scientist helped to purchase required equipments for preparation of R-T-C products like Dry roaster, Pulverizer, Mixing machine, Vegetable cutter, Band sealing machine and solar dryer. Initially she was facing the problems on purchase of packing materials, obtain FSSAI license, labeling and marketing. The KVK provided technical support to her for raw material source, packing materials, licensing and branding. Moreover linkage to suppliers, traders and licensing authorities was also established by KVK for running business effectively by her. After making all arrangements, she started the production unit for R-T-C products in her native place S G Kote village, Bangarpet. Initially she has sold R-T -C products in her own shop. After good response from consumers in her native place she has started to supply to different shops in taulk places and district shops. She named her value added products as “Sai benaka Food Products”. After receiving consumer response and interests, she started preparation of fully fledged R-T-C products. Now she standardized all her products by use of

quality raw materials during processing, preparation under hygienic condition, use of recommended quantity of preservatives, packing and labeling. This unit is entirely maintained by her family members and engages casual labour whenever necessary during preliminary processing works. She procures raw material from nearby markets and APMC Bangalore on need basis.

prepare 25 kg of Ready to cook products/Month, now she is regularly preparing 350 kg of Ready to cook products /month and selling entire products to the whole sellers, Melas organized by universities, Exhibition, Dasara festival, retail shops and kolar super markets regularly. She is getting an income of Rs.5 Lakh /Year by spending Rs.8 Lakh towards input, packing materials, transportation and labour costs.

#### Marketing Support to beneficiaries with established agencies to market their produce: Initially she started to



Fig 5: Display and sale of R-T-C products at International Minor Mela at Palace Ground, Bengaluru

#### Economic gains

#### Economic analysis of value added products of R-T-E products

Table 1: Amount Spent on purchase of raw material

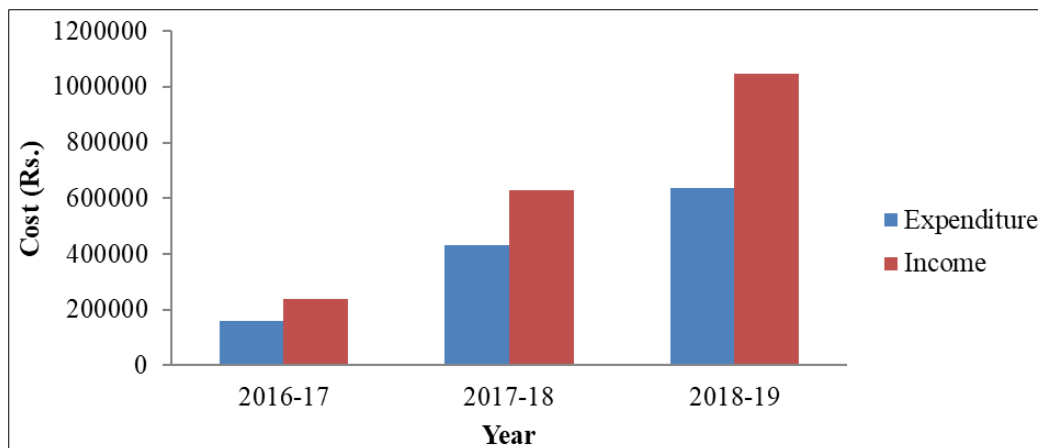
Sl. No	Raw material	2016-17, Cost (Rs.)	2017-18, Cost (Rs.)	2018-19, Cost (Rs.)
1	Ragi	50000/-	150000/-	250000/-
2	Chilli	15000/-	65000/-	85000/-
3	pulses	25000/-	95000/-	140000/-
4	Cardamom	15000/-	25000/-	30000/-
5	Clove	8000/-	10000/-	13000/-
6	Masala Products	45000/-	85000/-	120000/-
Total		1,58,000/-	4,30,000/-	6,38,000/-

The above table 1 depicts investment of Rs. 158000/-, 4,30,000/- and 6,38,000/- was invested on purchase of raw

material in the year 2016-17, 2017-18 and 2018-19 respectively.

Table 5: Economic analysis of minor millets value added products

Sl. No	Value added products	2016-17, Cost (Rs.)	2017-18, Cost (Rs.)	2018-19, Cost (Rs.)
1	Ragi malt	85400/-	245000/-	465000/-
2	Puliogare mix	25600/-	76500/-	150000/-
3	Vangi Bath powder	25000/-	45000/-	85000/-
4	Rasam powder	15250/-	55650/-	96400/-
5	Sambar Powder	25600/-	65700/-	10500/-
6	Biriyani powder	26300/-	54000/-	83500/-
7	Palav powder	26000/-	76500/-	144520/-
8	Chutney powder	7800/-	10200/-	11400/-
Total		2,36,950/-	628550/-	1046320/-
Net Profit		78950/-	198950/-	408320/-
B:C ratio		1:3.00	1:3.20	1:2.60



**Fig 6:** Show the Expenditure and income

The entrepreneur had expressed the details of income generated was Rs. 2,36,950/-. This results in the net profit of Rs. 78,950/- and B:C ratio 1:3.00 in the year 2016-17. In the year 2017-18, She had expressed the details of income generated was Rs.6,28,550 /-. This results in the net profit of Rs. 198550/- and B:C ratio 1:3.20. In the year 2018-19, entrepreneur had expressed the details of income generated was Rs.6,28,550 /-. This results in the net profit of Rs. 408320/- and B:C ratio 1:2.60.

#### Awards recognition

She was awarded “Best Stall award” at Horticulture Fair, IHR, Bangalore.

#### Conclusion

Significant Achievements made under the Vocational training:

- Under the Vocational training total 10 women members from S G Kote Village, Bangarpet Tq Kolar District have been trained for preparing different value added products from Agricultural and Horticultural crops.
- One processing unit of have been established at S G Kote Village, Bangarpet Tq Kolar District and she earned average Rs. 400000/- from three year.
- Marketing of products being prepared by beneficiaries, under the project have been done through Krishi melas, Dasara Festival, Udyana Mela, Mago and Jackfruit Mela, Lalbagh Bengaluru, Flower Show organized by Dept. Horticulture, Kolar, and KVK programmes. Thus good market has been provided to the beneficiaries.
- This unit creates good employment generation in the village for women farmers.
- This project given an opportunity to rural as well as urban consumer to purchase good quality homemade value added products at reasonable price and good quality nutritious products.

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