

Technology transfer of eco-holi colour preparation for income generation

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■ **ABSTRACT :** Holi, a festival of colours is celebrated all over India irrespective of age and gender. Synthetic Holicolors contain harmful chemicals such as oxides, glass particles and metal substances. They are dangerous to the human being as well as to the environment. As the inclination for using natural and eco-product is increasing there is a great demand for eco-colour in the market. Rural women were trained in preparation of eco-holi colours using locally available natural resources. Trained rural women had taken up the activity of eco-holi colour preparation on large scale for income generation. The colours were sold in local as well as in city markets. Through a meagre investment a very successful seasonal micro-enterprises were run by them.

■ **KEY WORDS:** Eco-holi colours, Natural dyes, Micro-entrepreneur

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