

## A case study of Vasundhara bio-products

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To achieve sustainable development in a country each member of a society has to be given an equal opportunity to unfold one's inner potential. In fact, the progress of any nation depends mainly upon its human resources, which indeed, is the key behind utilization of all other resources. All round growth and development of a nation and healthy and harmonious growth of our society will not be possible unless women who constitute about 50 per cent of the country's population are brought into the main stream of national development. Agriculture continues to remain a major sector of Indian economy. It provides 60 per cent source out of living 70 per cent of the population (Balagurn, 1998). Women, whether educated or uneducated possess entrepreneurial skills and can be harnessed to create employment opportunities in the field of agriculture. Unfortunately, women in our country are not recognizing and realizing the power existing in their knowledge, skills and internal motivation, which are essential to any entrepreneurship. However, few women came forward and started different enterprises. The picture of women entrepreneurs in agriculture sector is not so good may be due to the prevailing social values, customs and traditions. Rural development has now become a distinct approach and strategy implemented by private agencies rather than Government and NGOs. Considering all these facts, this case study of Vasundhara Bio-products, Renapur District Latur producing vermicompost first in Maharashtra state by a woman entrepreneur namely, Sou. Ashatai Shivajirao Bhise was undertaken with the following specific objectives to know the personal and socio-economic characteristics of the respondent entrepreneur, to identify the motivating factors responsible to start the agri-business, to study the innovative technology of vermicompost production, to know the economics of the production and to understand the constraints encountered in producing the products.

The data were collected by personal interview method with the help of schedule from purposively selected women entrepreneur Sou. Ashatai Shivajirao Bhise during her leisure and ease at her home at Latur and by observing personally the activities of the production unit Vasundhara Bio-products at Renapur Dist. Latur.

### *Personal and socio-economic characteristics of the respondent:*

Sou. Ashatai Shivajirao Bhise is 42 years old woman with B.Sc. (Electronic) qualification. She served in the Bank of Badoda as a Cashier for 17 years. She took voluntary retirement from bank service in the year 2000 and established a voluntary organization namely, Rajarshi Shahu Pratishthan, Latur. She started the agri-business in the name of Vasundhara Bio-products in the year 2003 at Renapur Taluka, Renapur, Dist. Latur. She was also Chief Secretary of Women Maharashtra State Nationalist Congress Party in the year 2004 and now she is working as a President of Latur District Women Nationalist Congress Party. She is also engaged in the sports activities in the capacity of President of Latur District Table Tennis Association. The respondent is also a Chairman of Shirangrao Bhise, Rural Non-agricultural Co-operative Society, Renapur. As far as the information about the family background is concerned, her husband is educated (M.B.B.S.) and serving as a Medical Officer in Civil Hospital, Latur. Respondent is having two daughters, one studying in First Year B.D.S. and younger in VIIIth standard (English medium). The respondent's main occupation is production of organic manure, bio-fertilizers and bio-pesticide *i.e.* Renaderma (*Trichoderma viride*). Social work and farming are her subsidiary occupations. The annual income from all sources is around Rs. 7 lakh. She was not having an experience in this field prior to start of Vasundhara Bio-products Unit.

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