



Enhancement of income through value added products

Aishwarya Dudi and Dheeraj Singh

ICAR, CAZRI, Krishi Vigyan Kendra, Pali (Rajasthan) India

(Email : aishwaryadudi@rediffmail.com)

Value addition as a rural enterprise has potential to generate more local jobs, better income and services. Due to the lack of organized marketing and ignorance about scientific post harvest and value addition knowledge, the available produce is not utilized economically by the rural households. There are many types of traditional snacks popular in Rajasthan, which are eaten by every class of people with great fervor. Traditional food *Khichiya* is one of the most popular types of *Papad* which is very much liked in Pali district as a snack. *Rabodi* is a homemade traditional Marwari recipe. Prepare with Buttermilk and *Jawar* /Corn flour (*Makai*). It looks like pieces of *Papad* but it taste little tangy and use to make curry. It is made by women at home by value addition and preservation method. These are made by sun drying method. The *Khichiya* are prepared from Corn/ Wheat / *Jawar* flour. Nowadays due to being busy women are unable to make it at home and buy it from the market. Due to the increasing demand, many women make it at home and sell it in the market and are adopting it as a business.

Background : Mrs. Kanya Devi lives in Bomadra village of Pali district. Her family's financial condition was not good. She used to make *Khichiya* at home and sell to the family around her house. She wanted to adopt it as a business but she was not proficient in it. She knew some women in her village who wanted to start their own business just like her, but she had no skills and knowledge of how to start a business. This is mainly due to lack of technical information and awareness about the rules and regulations for starting their preferred enterprises, inadequate knowledge of various government/non-government agencies promoting the enterprise. She came in contact with the KVK, Pali during on-campus training.

Thus, in order to provide exposure to such rural women Krishi Vigyan Kendra Pali organized training courses on preparation of various value added products viz., *Khichiya*, *Papad*, *Badi*, *Rabodi* etc. so as to help them to become successful entrepreneurs.

Technology implementation and support: KVK, Pali organized different interest based subject oriented training programmes, so that the participants can start their own business and earn income. Smt. Kanya Devi and others participated in 7 days vocational training programme entitled preparation of different value added products like *Khichiya*, *Rabodi*, *Badi*, *Papad* etc. In this training, she became very skilled in making *Khichiya* and *Rabodi*. The participants also learned about how to start an enterprise, organization provide loan, Self Help Group formation and its functioning, marketing skills and linkages etc.

Pioneer in this field, Smt. Kanya Devi of village Bomadra organized ten rural women into a SHG named Mahadev Samooh. This group initiated the activity of value addition specially *Khichiya* and *Rabodi* preparation. The training component encouraged them to work together with enthusiasm. Today their produce has earned a good name in the area and people prefer to buy their product. Local buyers directly come to their homes to purchase the product. Marketing was started from their own village that has now extended to local fairs, festivals, exhibitions and markets.

Economic impact : Data in table depicts that after intervention each member of the group earn income Rs. 25,000/year with B:C ratio 4:33 in 2018-19 and now this income has increased to Rs. 48,000/ year with B:C ratio 5:14. Before intervention the members of SHG's didn't earn money. After intervention they have increased their

Average economic benefit through selling value added product in market in market

Years	Gross cost of products (Rs.)	Gross income (Rs.)	Net income (Rs.)	Per person income (Rs.)	B:C ratio	Per cent increase in income
2018-19	90,000	3,90,000	3,00,000	30,000	4:33	20.33
2019-20	1,10,600	5,61,600	4,32,000	43,200	5:08	25.15
2020-21	1,45,800	7,48,800	5,76,000	57,600	5:14	30.45
Average	3,46,400	17,00,400	13,08,000	36,333.33	4:91	25.31



Members of SHG's prepare *Khichiya*



Prepared *Rabodi* for packaging and selling

annual income 25.31 per cent average in three years by selling value added products. Now she wants to increase her business further. For this, she has decided that group members will now learn to make other value added

products apart from *Khichiya* and *Rabodi* and sell them too.

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