

Technology transfer of eco-holi colour preparation for income generation

■ Sunita Kale, Sangita Naik and Manisha Karhale

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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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See end of the paper for authors' affiliations

Sunita Kale
All India Coordinated Research
Project-Home Science, Vasant
Naik Marathwada Krishi
Vidyapeeth, Parbhani (M.S.) India
Email : sunnikale@rediffmail.
com

Holi, a festival of colours is celebrated all over India irrespective of age and gender. Presently there is an excessive use of synthetic colours estimated at around 100,00,000 tons per annum. Use of synthetic colours may lead to adverse complications, as Holicolors contain harmful chemicals such as oxides, glass particles, metal substances, they are extremely dangerous to the human being. It is very difficult to wash out these colours and will retain for several days on the skin once it gets dry which leads to skin rashes, dry hair and scalp damage, irritation of eyes, dehydration and overall fatigue and weakness. The production and application of such colours release vast amount of waste and unfixed colorants causing serious health hazards and disturbing the eco-balance of nature (Goodarzian and Ekrami, 2010). Now-a-days, fortunately there is

increasing awareness among people towards natural dyes. The natural dyes present in plants and animals are pigmentry molecules, which impart colour to the materials (Saravanan and Chandramohan, 2011). Natural dyes have biodegradability and generally have higher compatibility with the environment. They are non-toxic, non-allergic, non-carcinogenic, easily available and renewable. Environment friendly Holi colours prepared using different parts of the plants are eco friendly and are not harmful to the environment. They will not cause any adverse defects on skin. Being free from harsh, carcinogenic chemicals and pleasantly perfumed they do not cause suffocation. These Eco-colours are easy to use and remove and also require less time and water to wash out.

The material required for eco-holi colour preparation

is easily and locally available. The method of preparation is also very simple. The time and capital investment in the micro-enterprise based on eco-holi colour preparation is very low. As the inclination of using natural and Eco-product is increasing there is a great demand for eco-colour in the market. Keeping all these issues in view, the activity of preparation and promotion of Eco- Holi colour through SHG for income generation was under taken in rural area.

Transfer of technology of eco-holi colour preparation :

The technology was transferred under All India Co-ordinated Research Project on Home Science, Clothing and Textile Component, Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani to the rural masses by conducting the lectures, demonstrations, training programmes, workshops, exhibition cum sales, AIR and TV programmes.

Lecture:

Lectures were delivered for the rural women to

educate them about ill-effects of synthetic holi colours, advantages of eco-holi colours, method of preparing Holi colours, use of locally available natural resources for preparing Holi colours, capital investment in the micro-enterprise, profit ratio, basic requirement for starting an enterprise.

Demonstration :

Demonstrations were given to the self-help group members, college and school students as well as school drop-outs from rural area on preparation of eco-holi colours.

Training programme :

Training programmes were conducted for the self help group members in rural areas through different Krishi Vidhyan Kendras (KVK Kharpudi, Dist-Jalna, KVK Aurangabad, KVK Sagroli Dist-Nanded, KVK Bhuldhana, KVK Ambejogai Dist-Beed etc.) and Self Help Groups working under Mahila Arthik Vikas Mandal, Parbhani.

Table 1: Success story-I

Sr. No.	Personal information	Details
1.	Name of the entrepreneur	Mrs. Yogita Ramesh Khandebharad
2.	Age	37 Years
3.	Education	B.Com
4.	Detail Address (Phone No.)	Om Kishi Prakriya Udyog Plot no.3, Shiv Nagar, Near Datta Mandir Old Jalna Tq. Dist. Jalna-431203 (M.S.) Mob. No.9421323623
5.	Family Information	Family size : 4 member Monthly Income : Rs.35000/- Land holding (Acre) : 3 Acre
6.	Bank Account Holder	Yes
7.	Background information before initiation of the micro-enterprise	Yogita Ramesh Khandebharad belongs to agriculture family. She is house wife as well as social worker. She has 7 years experience of farming. She is member of Gram Panchayat and holding the charge as a Head of Shetkari Sanghatana Aghadi. She has constituted five SHGs in her village and these SHG women are involved in various agro processing business. She is interested in women empowerment by giving them work opportunity to become economically independent
8.	Establishment of Micro-enterprise	Since 2013 she came in contact with Clothing and Textile component of AICRP- Home Science, VNMKV, Parbhani, Maharashtra and participated in different trainings organized by them. She got training of preparation of eco-holi colour from Clothing and Textile staff of AICRP-Home Science through KVK Jalna. Utilizing the skills and knowledge received through trainings on Eco-Holi colours preparation, she started her own business in eco-holi colour preparation with the help of SHG women. She had prepared 5-6 quintals of eco-holi colour in every seasons and sold in local as well as city markets and in exhibitions held at different places all over Maharashtra. She got best stall award for eco-holi colour in Agrowon exhibition organized in 2013 at Jalna. After that she got an opportunity to present herself through interview on Sahyadri Doordarshan programme, Mumbai in 2016 on women empowerment
9.	Income before initiation	Nil
10.	Income after initiation	Every year she has earned approx. Rs.1,00,000 from this business





Workshop :

The workshops were organised on the ‘Preparation of eco-holi colours’ for the Home Science Subject Matter Specialists of KVKs of Maharashtra and they were given with first hand experience in preparation of eco-holi colours.

Exhibition cum sale :

Every exhibition held in the university as well as the exhibitions held at different places all over Maharashtra organised by the government and private agencies had a stall of eco-holi colours. Visitors of the exhibitions were enlightened about the ill-effects of synthetic holi colours, advantages of eco-holi colours,

method of preparing Holi colours. Sale of colours was done in the exhibitions during holi period. One of the micro-entrepreneurs got best stall award for eco-holi colour in Agrowon exhibition (Exhibition of agricultural activities) organized in Jalna, Maharashtra.

AIR and TV programme :

All India Radio station of Parbhani and TV channel Sahyadri Doordarshan, Mumbai had organised programmes based on eco-holi colours to make the crowd aware about it. Successful micro-enterprises were established in eco-holi colour preparation. Two success stories of establishing micro-enterprise are referred (Table 1 and 2) (Gardner and Lal, 2012).

Table 2 : Success story-II

Sr. No.	Personal information	Details
1.	Name of the woman	Mrs. Monika Pandurang Sharma
2.	Age	45 Years
3.	Education	9 th Pass
4.	Detail Address (Phone No./E-mail if)	C/o Shri Pandurang Ramkisan Sharma Behind Hanuman Temple, Dadawadi, Dhoka Mill, Jalna- 431203 (M.S.) Mob.No.9420229275 Email : sharmamonika@gmail.com
5.	Family information	Family size : 9 member Monthly Income : Rs.40,000/- Land holding (Acre) : 50 Acre
6.	Bank account holder	Yes
7.	Background information before initiation of the micro-enterprise	She belonged to Agriculture family, house wife and involved in all agriculture activities in the field. She has 10 years experience in agriculture. She has fifteen Desi cows and has plan of establishing vermicomposting unit on large scale on the farm in future
8.	Establishment of micro-enterprise	Since 2013 she came in contact with Jalna KVK and participated in different trainings organized by KVK such as processing and value addition of agriculture products and also preparation of eco-holi colour. She has taken soya processing training at Bhopal with the help of KVK. She has got the intensive training on preparation of eco-holi colours from the staff of Clothing and Textile component of AICRP- Home Science, VNMKV, Parbhani After that she has started her business in preparation of Eco-Holi Colour. She had prepared 3 Qtl. of eco-holi Colour and sold it in exhibition, local market and other places all over Maharashtra through exhibitions every year
9.	Income before initiation	Nil
10.	Income after initiation	In every year she is earning approx. Rs.30,000 from this business





Conclusion:

Rural women when were trained in preparation of eco-holi colours using locally available natural resources. They had taken up the activity of eco-holi colour preparation on large scale for income generation. There was tremendous demand for eco-holi colours and were sold in local as well as city markets. Through a meagre investment a very successful seasonal micro-enterprises were run by the rural women.

Authors' affiliations:

Sangita Naik and Manisha Karhale, All India Coordinated Research Project-Home Science, Vasantnao Naik Marathwada Krishi Vidyapeeth, Parbhani (M.S.) India

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