

**A CASE STUDY :**

Adoption of allied agriculture enterprise for sustainable life

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SUMMARY : A woman entrepreneur engaged in food processing activities under the expertise advice and also recognized intricate skills and required capability to put the skills into economic activities through the adoption of knowledge acquired through the trainings. A case study was undertaken to analyze the involvement of woman in various entrepreneurial activities and also summarize the benefits gained after involving herself in processing activities. For this, the achievements gained by a progressive woman Mrs. Gurdeep Kaur, village Alhoran Kalan, tehsil Nabha, District Patiala were assessed through interview method. Though, her family having marginal land, but she has made continuous efforts to establish her identity in processing unit through her hard work and family support. According to her, it could be possible to focus her mind to use the surplus agriculture produce after getting the technical knowledge of usage of fruits and vegetables. After attaining expertise, she has gained the experience of new products, improved methods and skills of commercial level processing. She has made a milestone in fruits and vegetable processing. In this manuscript, her achievements in processing of products have been presented so that the women can get new directions and lessons to uplift their economic status.

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BACKGROUND AND OBJECTIVES

In under developed economies the need of entrepreneurship is being recognized as the major factor of growth in an economy. An entrepreneur is a person who organizes and manages an enterprise, especially a business, usually with considerable initiative and risk. Overall, 40 to 50 per cent of all small businesses are owned by women in developing countries. As the number of entrepreneurs increasing in an economy the growth rate is

high, reduction of employment and it also helps in the economic growth of the country. Entrepreneurship serves as a catalyst of economic development of the country. It is one of the largest sections for capital accumulation. In fact economic growth is the result of the efforts taken by the entrepreneurs (Moharana and Das, 1996). Entrepreneurs can dictate the economic growth by their actions and decisions. Now many have begun to realize that for achieving the goal of economic

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development, it is necessary to promote entrepreneurship both qualitatively and quantitatively in the country. Only active and enthusiastic entrepreneurs fully explore the potentialities of the country's available resources – labour, technology and capital (Bharathvajan, 2014).

According to Blair (2014) studies have shown that unlike men, women return 90 per cent of their income to their families and their communities. When women are financially independent, their families flourish. They have the power to make household financial decisions and gain greater control over their own lives and the lives of their children. Even being seen to earn money gives women a status, a more influential voice in their own communities, to tackle injustice and discrimination, to drive advances in health and education. Put simply, empowered women can and do change societies.

Women in the rural context have been playing an important role in all the economic activities to meet the livelihood requirements of the families. Agriculture being the main source of livelihood in rural areas, women have supplemented the income earnings of the families by undertaking farm based entrepreneurial trades thus contributes to the overall improvement of the families (Mahadeva, 2008). Entrepreneurial activities like preparing preserved products, bee keeping, mushroom cultivation have not only provided additional employment to rural women but have also generated additional income. In spite of these, women also engage themselves in other household related entrepreneurial activities like stitching and embellishment of garments and making functional and decorative articles. These activities of the women have also brought self esteem to the women besides improving their status in their families and the society. Education and training programmes provide invaluable information and guidance to rural women for starting an enterprise and own a business. Having recognized the contribution of the women entrepreneurial trades in rural areas, Central and state governments have also initiated a number of initiatives to provide the necessary input to the women entrepreneurs. Women are also being targeted in all the development programmes schemes specially devised for them categorically into: Skill development/up gradation; to undertake income generating activities and to sensitize and mobilize themselves. These initiatives have been aiming at improving their efficiency and productivity and finally in providing assistance for marketing facilities and involve them in decision making

process. Women in the leisure time by engaging in beneficial works may add additional income to the household. Self-employed women lead the independent life with education and awareness. Hence, the study focuses on involvement of woman in the viable entrepreneurial activities, employment and income generation.

RESOURCES AND METHODS

The present case study of woman entrepreneur, who has won many awards at National level was undertaken to analyze her involvement in different allied agriculture enterprise after getting the knowledge of different entrepreneurial activities from KVK and summarize the benefits she attained after adoption of different allied enterprise. A team of experts from PAU, Ludhiana made a visit to her native village Alhoran Kalan which is 23.6 km from Patiala. A personal interview was conducted with her and important information of the interview was collected. In the interview, she told that being the president of self-help group registered under ATMA and member of review committee of Agriculture Production Committee, Chief Agriculture Office, Patiala attended several trainings conducted by KVK Patiala; CAO Patiala; CIAE, Bhopal and Thapar University, Patiala. Besides these, she visited various places under the direction of Agricultural experts. Based on her knowledge acquired from trainings under the expertise of KVK Patiala, she improved preservation methods and know how about commercial level processing.

OBSERVATIONS AND ANALYSIS

In this paper, the assessment of achievements of a progressive woman entrepreneur named Smt. Gurdeep Kaur w/o S.Chamkaur Singh after she adopted allied agriculture enterprise for income generation. She did schooling upto fifth standard. But she desperately wanted to become self dependent and educate her daughters. Neither illiteracy nor domestic problems could stop her from making her way to success. Before her marriage, she used to work in fields with her father and brother. Her parental occupation was vegetable cultivation. After marriage, her in-laws did not have agricultural land. Her mother in-laws always inspired her to work for the family and upliftment of society.

Processing of fruits and vegetables:

Food processing coupled with marketing has the potential of solving the major problems of agriculture surplus, wastages, unemployment and uncertain prices to the farmers. So keeping in view this, she attended various short and vocational training courses. Over the years, she learned new products, improved methods and skills of commercial level processing. She not only learned to express herself at public gatherings, but also improved her confidence level through regular interactions with experts. She is well acquainted with purchase of raw material, proper packaging and labeling of products. After attaining expertise, she started preparing bael squash on commercial level as this fruit was underutilized and locally available in addition to various squashes, jams and pickles from seasonal and locally available fruits and vegetables.

Soybean processing:

Besides the processing of fruits and vegetables, Smt. Gurdeep Kaur, started processing of soybean in 2008 in form of soy milk, tofu, soy atta and soy nuts after attending training on soy processing at KVK and CIAE, Bhopal. She told that soybean can play a major role in diversification. It is profitable cash crop when linkages are established between farmers and processors. According to her, soybean not only provides raw material for a wide range of agro- industries, including oil extraction and animal feed but also yields more protein per unit of land than any other commercial crop. Its nutritional attributes, particularly its high protein and fat content, endow it with the great potential for cost-effective improvement of daily diets and thus for

substantial reduction of levels of protein –energy malnutrition. She established a soy processing plant in 2010 and sold soy products under the brand name of “Protein Shakti”. The infrastructure of soy processing plant includes soy milk machine, filtration unit, tofu box, sealing and corking machine, sterilizer and refrigeration unit. Earlier, she faced a lot of problems during setting up of this venture, but after all, she solved them very carefully. With her continuous efforts, the unit has been registered under FSSAI number (Food Safety and Standards Act of India). But soybean processing unit could not sustain after 2012 due to low cost benefit ratio.

Other products:

She also prepares milk products such as yogurt, *Chatti di lassi*, *Namkeen lassi*, *Mithi lassi*. After attaining training from PAU, she also started preparing natural vinegar from *Jamun*, sugarcane, grapes and apple. She is producing mushroom. Initially, she started cultivating mushroom from ten quintal compost. Now she has increased the production of mushroom from 70-80 quintal compost. She is getting button mushrooms 2 quintal during the season and selling on an average 100/ kg in the market. She also started *Dhingri* mushrooms from 1000 bags and selling these mushrooms in Delhi market as per daily rates shown on internet.

Marketing of products:

She told by sharing her experiences that first time, she sold her products during regional and state level *Kisan melas* organized by PAU, Ludhiana. She got a good response from consumers which increased her

Name of product	Average production cost (Rs.)	Average sale price (Rs.)	Average net profit (Rs.)
Squashes	40/ bottle	90/ bottle	50/ bottle
Ready to serve beverages	6/ bottle	10/ bottle	4/ bottle
Pickles, Chutneys, Murrabbas	52/ kg	80/ bottle	28/ bottle
<i>Sevian, Papad, Pakoras</i>	65/ kg	100/ kg	35/ bottle

Name of product	Average production cost (Rs.)	Average sale price (Rs.)	Average net profit (Rs.)
Soy milk (bottle)	7/ pack	12/pack	5/pack
<i>Soy paneer</i>	60/ kg	85/kg	25/kg
<i>Soy atta</i>	62/kg	85/kg	23/kg
Soy curd, <i>Lassi</i>	14/litre	25/litre	11/kg
Soy fortified biscuit, Pakoras	70/kg	120/kg	50/kg

confidence. She further widened her basket of products by adding tomato and mango *Chutneys*, *Moong* and mash *Dal varian*, rice papad, ready to serve beverages (RTS) and handmade *sevian* (vermicelli) etc. People have started approaching directly to her for purchasing the products. She participates in every *Kisan melas* and sell her products at reasonable price.

Conclusion:

It is clear that Smt. Gurdeep Kaur made identity in her area through adoption of food processing enterprise and achievements she earned in her life was possible due to hard work and honesty. She emerged as a successful entrepreneur and made example for other women. In addition to these, she along with other fellow women made a milestone in *Phulkari* work and received

appreciations during *Kisan melas*.

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