



Farm Women Gained Income from Home Scale Processing



Problem of lower income in agriculture is due to lack of local value addition. Much of the produce is sold as raw. Value addition is being made at cities and reaching back to the village at a higher price. This can be avoided by setting up value addition facilities at villages and marketing value added products to cities at a higher price. Value addition as a rural enterprise has potential to generate more local jobs, better income and services and reducing rural migration. In this direction, KVK Kancheepuram is working with farm women in formation of SHGs as well as technological backstopping for establishing home scale processing units through various processes including technology standardization, awareness creation, technical and enterprise training, initiating and nurturing income generation activities.

As a result, a total of 25 home scale processing units were established by farm women trained at KVK in the district. Out of which, 7 units on fruit products such as Squash, Jam, 6 units on vegetable pickles, 3 units on milk products, 5 units on masala powder preparation and 4 units on cereal products. The units are selling 60 % of their products to the value of Rs 500 – 1000 directly to consumers by self and remaining 40% selling through hired stages that valued more than Rs1000. Further, KVK helps these units by developing market linkages through various stages like conducting and participating exhibitions/fairs, awareness meetings, sale in the farmers mandies. KVK also providing marketing facilities as arranging weekly bazaar within the premises of KVK. Further, NABARD came forward to assist these units to start Rural Mart at Potheri near KVK.



Salient Features

- Farm women were trained on processing technologies
- Farm women established home scale processing units on various aspects like pickle, fruit products, milk products etc.
- Home scale processing units on average producing products more than 40 kg per month
- Around 60 % of their products are sold by themselves directly to the consumers
- Created self employment and gained better income from home scale processing of cereals, spices, fruits and vegetables

Few of the women who run the home scale processing units are Smt M. Kasthuri (09444761776) from Chengalpet, Smt Venkateshwari (09444323912) from Guduvancherry, Smt Shanthi (09094579501) from Kalpakkam, Smt R. Shantha (09884516019) from Potheri, Smt U. Gowri (09444781997) from Konathi in the district. All farm women from these 25 units opined that there was an increased appreciation from family members, friends and relatives, recognition from officials, self satisfaction, freedom from financial insecurity fears and ability to take up new enterprises.

Dr P. Kumaravel

Programme Coordinator
Krishi Vigyan Kendra, Kattupakkam
Kattangulathur P.O.
District Kancheepuram-603203

Email: kvkpm@yahoo.co.in
kumaravel69@yahoo.com
Ph: 044-27452371, 044-26567229 (R)
M: 09840113681