

Inspiring story of a successful women entrepreneur

Mrs. Swarnaprava Pattnaik is a resident in Sunabeda village of Koraput district, Odisha. She is a house wife and her husband is working as Govt. employee at Sunabeda, Distt.- Koraput, Odisha. She had absolutely no experience of doing business, but, wanted to do something from her own. At first, she formed one SHG group after she came in contact with Koraput Krishi Vigyan Kendra and her group was trained on mushroom production, value addition and food processing activities by KVK. Within one year, her group became a successful mushroom producer. As she is very kind hearted person, she wanted to solve the problems of poor needy women. She formed another 40 SHGs involving around 600 needy women and also formed '*SASWATI MAHASANGHA*' within 6 years. Her SHG groups are now producing mushroom, pickles, papad, masala powder, candle, leaf plates, broom and malted ragi powder. The '*SASWATI MAHASANGHA*' has become popular in Sunabeda. Initially, the job of convincing other women to form SHG groups was very tedious for her, but, with the passage of time after success of Mahasangha, it was easy for her. Again, after few years, she was able to form another SHG Mahasangha named '*JAGRUTI*' with 40 SHGs involving around 560 members. She empowered those groups by sending them in different skill development training programmes. All the SHG groups are being engaged in various types of activities mentioned above. Now-a-days, she is supplying food items to Anganwadi centres in coordination with ICDS.



Not only that, to increase her business area, few years back she established one small dairy farm with 10 cows and were producing milk products and were selling at the local market. She extended her dairy business from the profit of her farm, set up a chilling plant with the help of OMFED and provided the available service to 100 farmers in Koraput. Her annual income has become around Rs. 4, 50,000/- and she has created assets of 10 lakh from her own effort. She has created employment for 35 persons at her own farm and empowered more than 1000 SHG members. Each member of SHG is getting an income of around Rs. 5000/- per month. Apart from this, she is also involved in various kinds of social activities viz. organizing blood donation camp, ambulance service to needy people etc. She has been awarded with '*Koraput Gourab Award*' from Govt. Press Club, Semiliguda, Koraput and also received many such felicitation by different Govt. Departments. She has become a source of inspiration to other farmers in her district.

Scientific mixed farming: A tremendous opportunity for rural women farmers to change livelihood income

Mrs. Rasmita Swain, is an enthusiastic women agricultural farmer from Village-Sankulei, P.O.- Tarava, Block-Dhenkanal Sadar, District- Dhenkanal, State-Odisha. She passed matriculation a long back. She had only 2 acres of land with her and she used to cultivate paddy and some vegetables under conventional methods which were not economic due to very low production. Then, Mrs. Swain approached to the scientists of Dhenkanal KVK to get trainings/ demonstrations, guidance and support for scientific agricultural farming. Scientists visited the fields of Mrs. Swain and suggested her for mixed farming with latest scientific technologies. As a result, she started goat farming, backyard poultry farming, mushroom and vegetable cultivation, and paddy cultivation in 2 acres land. During the year 2019, she started one goat unit with 105 heads under MKUY scheme and earned a net income of Rs. 55000/- within a span of two years. She also started a backyard poultry unit with 100 birds which fetched a net income of Rs. 39500/- by selling both eggs and meat. She restricted her paddy cultivation to only one acre area and adopted latest technologies. It resulted a net income of Rs. 25000/- per year which was quite higher than the income of previous years. Not only that, she cultivated seasonal vegetables in only 0.5 acre land which gave her a net income of Rs. 62000/- per year. Thus, within a short period of time, the income of Mrs. R. Swain has substantially increased due to adopting scientific technologies in her farming. Farmers from her village and from the adjacent villages have also started adopting latest technologies in their agricultural production.



Kadaknath and Aseel chicks production through micro hatchery empowered rural farm women

Mrs. Gouri Bala Naskar is a resident of village- Badukulla, P.O. Herobhanga, Canning, South 24 Parganas. Her family owns a land of 0.3 h which is used for agricultural activities. In her village, she was known as *Pranimitra* as she was engaged to provide first-aid treatment and immunization to farm animals. Though she was working as *Pranimitra*, she was searching a suitable option for livestock farming to enhance her income. During 2019, Mrs. Naskar attended a training programme on scientific backyard poultry farming-

supplementary feeding and health management at KVK Narendrapur. She came to know about *Kadakhnath* and *Aseel* poultry birds. Both *Kadakhnath* and *Aseel* are popular Indian backyard poultry breeds. Out of her interest, she started a small poultry farm with both the birds. Later, she procured a small incubator. Since 2020, she is using her incubator for hatching of fertile eggs from *Kadakhnath* and *Aseel* poultry birds. The incubator, which is being used by Mrs. Naskar, is environmentally friendly and it also consumes very less power/energy compared to other incubators. Mrs. Naskar reported that both backyard poultry birds showed higher growth rate compared to desi birds with higher returns and thus, created entrepreneurship opportunities. Both *Kadakhnath* and *Aseel* birds have good laying capacity in the agro-climatic conditions of South 24 Parganas. She is not only selling good quality chicks but also selling fertile eggs to her fellow villagers. She is selling each chick @ Rs. 30- 45/- per chick. From one cycle, she is earning about Rs. 1000/- to 1200/- from the selling of 25- 30 chicks. By using the small incubator, she is earning about Rs. 15,000/- in a year. After witnessing the success of Mrs. Gouri Bala Naskar, other farm women of Badukulla and its surrounding villages have shown their interest towards rearing of *Kadakhnath* and *Aseel* birds. Earlier, the villagers had to depend upon middlemen and traders for poultry chicks. Now, the villagers find a new authentic source of popular indigenous poultry breeds like *Kadakhnath* and *Aseel* chicks within the village itself. Backyard poultry farming with *Kadakhnath* and *Aseel* birds has become a promising enterprise to improve the socio-economic status and to provide livelihood security of the villagers in rural areas with low-cost initial investment and securing the availability of animal protein to the rural family in Sundarban areas of South 24 Parganas of West Bengal.

