

SHG – A way to empower rural women

K.H. Patil Krishi Vigyan Kendra organised the Padmavathi Self help Group in Hulkoti village during the Year 2008, with the objective of promoting Income Generating Activities and Economic Empowerment of Farm Women. The group consists of 10 members and few of them were involved in petty business and few of them were working as agricultural labours. A member was involved in preparation of wheat vermicelli during summer season and rest of the season, she had no work. The Group has savings of Rs. 60,000 and the group members have utilized the savings amount and also taken loan from KVK's host institution. KVK Home Scientist regularly visited the SHG and organized various awareness programmes. Then SHG members visited KVK and desired to get training on value addition as they were not able to get regular wages for their livelihood due to recurring agricultural droughts in Gadag district. Based on the interest and availability of infrastructure facilities, the group members were trained in papad preparation and millet vermicelli preparation during 2013-14

For the present year that is 2014-15, the group was considered for FLD programme on value addition and marketing of sorghum products. Six days training programme on sorghum value addition was conducted during June 2014. So the group was equipped with the various technologies like preparation of varieties of papads, pickles, millet vermicellies and numerous sorghum products.



After training, Group members were very happy that, a wide range of products can be prepared from sorghum and they started to prepare the sorghum products at household level. The members showed lot of interest in preparing the sorghum products, millet products and started marketing of products locally as well as to the KVK sales unit. By seeing the interest and enthusiasm of group members, KVK home scientist contacted State Department of Agriculture and linked the SHG under INSIMP programme in October 2014. From the INSIMP programme the group got various advanced machineries like weighing balance, sealing machine, pulveriser, destoner etc. The group members visited KVK food processing unit and obtained the technical guidance on how to install and run the machineries like pulverizer, sealing machine, temperature to be maintained for pouch packing etc. In addition under FLD programme, KVK supplied the OTG baking oven, papd press and chakkali press during January 2015. Again the group members were trained on how to use the ovens, temperature to be maintained for packing of products, how to pack the food products, labeling etc. Meanwhile the FSSAI license was obtained with the Registration No. 21214081000221 under the "Samaruddha" brand

name. The product labels and the Nutrition labels were developed to increase the marketability of product as well as to increase awareness on importance of Sorghum in diet.



- ಜೋಳದಲ್ಲರುವ ಮೋಷಕಾಂಶಗಳು**
- 1) ಜೋಳದಲ್ಲ ಶಕ್ತಿ ಹಾಗೂ ಶರ್ಕರಕಷ್ಟ ಅಧಿಕವಾಗಿರುವುದರಿಂದ ಎಲ್ಲ ವಯಸ್ಸಿನವರಿಗೆ ಉತ್ತಮ ಆಹಾರವಾಗಿದೆ.
 - 2) ಜೋಳದಲ್ಲ ಅಧಿಕ ಪ್ರಮಾಣದಲ್ಲ ನಾರಿನಂಶವಿದೆ (9.7 ಗ್ರಾಂ / 100 ಗ್ರಾಂ. ಧಾನ್ಯದ್ದು).
 - 3) ಸಕ್ಕರೆ ಬಾಯಲೆ ರೋಗಿಗಳಿಗೆ ಹಾಗೂ ಅತೀ ದಪ್ಪವಿರುವವರಿಗೆ (ಒಬಿಸಿಟಿ) ಖಪಕ ಉತ್ತಮ ಆಹಾರವಾಗಿದೆ.
 - 4) ಜೋಳದಲ್ಲ 'ಐ' ಗುಂಪಿನ ಜೀವಸತ್ವಗಳು ಅಧಿಕ ಪ್ರಮಾಣದಲ್ಲವು.
 - 5) ಹುದುಗುವಿಕೆ ಕ್ರಿಯೆ ಹಾಗೂ ಬೇಕರಿ ಉತ್ಪನ್ನಗಳಲ್ಲ ಜೋಳ ಬಳಸುವುದರಿಂದ ಪದಾರ್ಥಗಳು ರುಚಿಕರವಾಗುತ್ತವೆ.

The group members participated as Entrepreneurs in the Exhibition organized by KVK during



Technology Week Celebration. Participation of this group in the exhibition helped to create lot of awareness among the public that nutritionally rich and locally grown cereal is missing and is replaced by rice in our diet. People got convinced that the varieties of sorghum products can be prepared from sorghum.

The exhibition was visited by Shri H.K. Patil, Honorable Minister for Rural development and Panchayat Raj, Govt. of Karnataka expressed his happiness about the activities taken up by the Self Help Group members.

The production of Sorghum as well as millet products are increasing day by day. On an average group members prepare 40 to 60 Kgs of Sorghum products and millet products and earn additional income of Rs.3000 to Rs.4000/month as an additional income. The economics of the enterprise and cost benefit ratio is detailed below.

The Economics of Enterprise

Sl. No.	Name of the product	Quantity of products prepared	Gross Cost (Rs.)	Gross Return (Rs.)	Net Profit (Rs.)	CB Ratio
1	Sorghum vermicelli	20 Kg	800	1200	400	1.5
2	Sorghum Biscuits	15 Kg	2100	2700	600	1.2
3	Sorghum Chakkali	10 Kg	550	800	250	1.45
4	Sorghum Nippattu	8 Kg	1100	1600	500	1.45
5	Sorghum Papad	5 Kg	1500	2500	1000	1.67
6	Sorghum rawa	15 Kg	250	400	150	1.6
7	Others (Kodabele, Sandige)	7 Kg	840	1400	560	1.6

Further, two of group members namely Smt. Saroja Hosamani and Smt. Adevemma Pujar have undergone training at Directorate of Sorghum Research, Hyderabad on 10th & 11th Dec, 2014 on value addition of sorghum products sponsored by the State Department of Agriculture. This training helped them further acquire more knowledge on sorghum products and other details of machineries.

The Home Scientists of all KVKs of Zone VIII visited and interacted with this SHG during the three days Workshop on Frontier Home Science Technologies for Knowledge and Economic Empowerment organized by UAS Dharwad during 28- 30, October 2014. The Home Scientists of all KVKs appreciated the group members for taking up initiation in value addition of sorghum and other millet products and the forward linkages for doing the business. At present the group members are actively involved in production and marketing of Sorghum & other products.



The group members are very happy that with support of KVK's technical guidance and linkages, they gained lot of knowledge to become economically and socially empowered.