

Kisan Chachi

Founder Name: Smt. Rajkumari Devi
Address: Anandpur village, Saraiya block, Muzaffarpur district, Bihar- 843126.
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Number of Beneficiaries: 300+ rural women
Sector: Food Processing



Name of Start-Up: Kisan Chachi Pickles

Overview of the Start-Up: Kisan Chachi, also known as “cycle chaachi”, has set up a non-profit organization that picks up fresh produce from the various SHG-run farms nearby, uses the produce to make homemade pickles, jellies, banana wafers, and jams, packs them, and then sells them in the local market in nearby areas.

Business Model

Rajkumari Devi would initially grow fresh vegetables and fruits in her own one acre of arid land in an organic manner to make homemade pickles, jellies, and jams. In a short span of time, her products became popular and she started selling them in the local market in nearby areas. Currently, Rajkumari has 23 varieties of jams and pickles, which are also sold in metros of Mumbai and Delhi. As sales picked up and her business grew, Rajkumari would cycle from one village to another to meet women and spread the word, which earned her the name ‘Cycle Chachi’. Her fame in the field of agriculture and value addition has earned her the name of ‘Kisan Chachi’. She has helped more than 300 women form SHGs and work on integrated farming and agri-business. These women get the capital to run their farms from bank loans and government support from the Swarna Jayanti Swayam Rozgar Yojna.

Technology Description

Smt. Rajkumari Devi initially took training from KVK, Saraiya, Muzaffarpur, Dr. Rajendra Prasad Central Agricultural University, Pusa, Bihar on cultivation of crops with new techniques and modern practices. After acquiring farming skills and knowledge, Smt. Rajkumari Devi started cultivating vegetables, fruits, trees, and shrubs on her one acre of arid land. She divided her plots in various sections and started growing multiple fruits and vegetables which proved to be profit worthy. She is also leaning towards organic farming to educate farmers regarding its importance. Unlike other farmers who sell their vegetables to the market directly, Rajkumari saw an opportunity to start a business of her own.

Impact Generated

- Kisan Chachi has been able to mobilize more than 300 women in rural areas to form self-help groups (SHGs) and become financially independent, hence uplifting the lives of these women.
- Kisan Chachi has been educating farmers of her region about the modern agricultural techniques that she herself learns through her visits to various agricultural universities

100th episode of Maan ki baat.

On 3rd April, 2023 Hon’ble Prime minister of India Sri Narendra Modi talks about Padma Shree Kisan chachi Smt. Raj Kumari Devi, from Muzaffarpur Bihar and her journey of success which starts from KVK Saraiya, RPCAU, Pusa and her devotional & dedication towards women empowerment in 100th episode of Maan ki baat.