

Success story on value addition

- **Title:** Empowering Farm Women through Value Addition in Pickle Making
- **Details of beneficiary**
 - **Name:** Gita Kumari
 - **Age:** 33
 - **Education:** 8th
 - **land holding:** 1.5 acre
 - **size of family:** 4
 - **Address:** W/o Dhruv Sharma, Village-Basantpur, Panchyat-Baxara, P.O.-Basantpur, Block-Poreiyahat, Godda, 814133, Mobile No.- 8002568245
- **Crop:** Paddy, wheat, maize, pigeon pea, seasonal vegetables, mushroom etc.
- **Value added product:** Mixed pickles, Amla pickles, mushroom pickles

- **Details of value added product**

Amount produced (kg)	Cost of produce/kg	Market price of produce/kg	Net income/kg	Shelf life of produce	FSSAI Certification (yes/no) If Yes, certification number
Mixed pickles (200 kg)	80	300	220	6 months	Yes 21125225000020
Amla pickles (50 kg)	120	400	280	6 months	
Mushroom pickles (20 kg)	200	500	300	6 months	

Success-Point:

Smt. Gita Kumari, 33 years old, a small farmer owning 1.5 acres of land was growing local low yielding varieties of different crops under rain fed condition only. This caused her to have a low income and difficulty maintaining her livelihood. During an off campus training program organized in her village in 2017-18, she had active interaction with KVK team and got knowledge on improved crop production technologies and value addition practices like pickle production. Since then she is visiting KVK, Godda regularly and participating in various training & extension activities. She is also a member of a Self Help Group (SHG) which has also supported her entrepreneurial activities.

Along with pickle production, she also attended a training programme on mushroom cultivation, which motivated her to start mushroom farming as an additional source of income. She began selling fresh mushrooms in the local market and earned a good return. Further, using the knowledge of pickle production gained from KVK Godda, she started utilizing surplus and unsold mushrooms by drying and processing them into mushroom pickles. Along with this, she also prepared mixed pickles and amla pickles using locally available farm produce.

By producing around 200 kg of mixed pickles, 50 kg of amla pickles, and 20 kg of mushroom pickles, she achieved higher income due to better market prices and longer shelf life of processed products. She

invested around Rs. 26,000 in pickle production and sold products worth approximately Rs. 90,000, earning a net profit of about Rs. 64,000 yearly. She also promoted and marketed her products by showcasing them in various government and NGO programmes through stall installations, which helped in increasing visibility and sales. Additionally, she applied for and obtained FSSAI registration, ensuring quality standards and enhancing consumer trust in her products.

This value addition approach has provided her with a sustainable and year-round income, especially during the off-season. Her success has significantly improved her economic condition and confidence, making her a role model for other farmers to adopt pickle-based value addition enterprises for enhanced livelihood.

Feedback:

The trainings and continuous support from KVK Godda have greatly improved her knowledge and income. Value addition through pickle making and mushroom cultivation has helped her utilize resources efficiently and earn throughout the year. She is now confident in running the enterprise and encourage other farmers to adopt such practices for better livelihood.

Good quality photographs:

