

Success Story: Successful Women Entrepreneur



Vill.:Bhusandpur .

Block: Barachana .Dist. :Jajpur

Back ground information

Smt. Sandhya Rani Mahala of village Bhusandapur, Badachana, Jajpur a successful mushroom entrepreneur wanted to find a better way to get answers to her pressing family need as she could hardly get opportunity to earn income through paddy farming and small scale diary activities. The KVK ,Jajpur identified her need and motivated her to take up the mushroom cultivation, which requires low investment and can be utilized her waste land.

Description of Technology

Use of quality spawn, specific method of mushroom bed preparation, grading and packaging of mushroom, harvesting techniques, value added products from mushroom.

Dissemination process

Training, method demonstration, small scale mushroom production, value addition, monitoring & feedback, market linkage(Line dept. ORMAS), Entrepreneurship development, credit linkage(ATMA, NABARD, Bank)

Institute involved

KVK, Jajpur, ATMA, Jajpur & Line Deptt.

Success point

She was cultivated 4950 nos. of beds per annum and produced 50 qtl. of mushroom with an net profit Rs. 2.16 lakh per annum

Out come

S.No	Type of enterprise	Area/ Nos	Production/ annum (Qtl.)	Expenditure(Rs) / Annum	Income / Annum	Net Profit(Rs) / Annum
1.	Mushroom	4950bed/annum	50	1,80,000	3.96 lakhs	2.16 lakhs
2.	Others i)processing of rice in parboling unit	720.0qt/in 6 months	-	50,000(only for boiling of rice)	74,000	24000
3.	Total			2,30,000	3,74,000	2,40,000

Impact

- She has motivated 36 nos. of women SHGs of Badachana & Dharmasala block and mobilized them for taking up entrepreneurship activities on mushroom and also provided employment to women in her enterprise.
- Diagnostic field visit by scientists, linking her enterprise with district mushroom grower federation and forward market link.
- Now she is a successful entrepreneur and became a role model to other women in the village as well as other village. She became a master trainer for all the farm women in Badachana block and also become Executive Member of Jajpur Mushroom Producers Federation.
- She was felicitated in Farmers' Fair organised in KVK, jajpur and also felicitated by Hon'ble MLA, Badacha through ATMA, Jajpur



Success Story: Women Empowerment



Background information

Smt. Pramila Jena is an under matriculate lady farmer of village Barapada, Barchana, Jajpur having of 2 acres land. She was growing paddy and Groundnut in traditional method. Being motivated by KVK scientist she has started with only 5 to 6 beds in 2011 in her farm. Now she has become a successful women entrepreneur.

Description of technology

- Use of quality spawn within one month.
- Treatment of straw with Bavistin @2gm/lit of water.
- Raising technique of mushroom bed.
- Use of additives.
- Watering technique.
- Plucking technique/ harvesting technique.
- Packaging of mushroom.

Dissemination process

Vocational Training, FLD, OFT programme. Distribution of leaflets on Mushroom. Monitoring and diagnostic visit by KVK scientists. Exhibition. Farmer and scientist interaction programme. SHG conveners meet. Entrepreneurship development. Credit linkage (Indian Bank).

Success points

Now she is a successful entrepreneur and became a role model to other women in the village as well as in other villages. She became a master trainer for other farm women in Barchana block and also become president of Badachana “Rural Aradhya Federation”.

Out come

She has motivated 25 nos of women SHGs of Badachana & Dharmasala block and mobilized them for taking up entrepreneurship activities on mushroom. Now eight number of family members are engaged in her farm. She was felicitated in farmers fair cum farmer scientist interaction programme held on 11.12.2014 for her significant contribution in areas of mushroom production throughout year.

Year	No of Beds	Production /annum (qtl)	Expenditure /annum	Income /annum	Net profit (Rs)	Total(Rs)
2014	4500	45	1,80,000	4,50,000	2,70,000	2,70,000



Success story of Diary women farmer

Name: Mrs. Geetanjali Behera

Address: Khairabad, P.O:- Mugupal, Jajpur- 755009

Contact No: 8895779401

Area of Success: Diary Farming

Specific Crop/ Activity: Cross Breed Jersey, Cross Breed Holstein, Red Sindhi

Total Investment (Rs/Unit): Rs 9 Lakh

Total output/ Gains: Rs 18 Lakhs/year

Net Profit (Rs/Unit): Rs 9 Lakhs/ Year

Success story: In the year 2002 Mrs Geetanjali Behera was attracted to dairy farming by the news of newly established milk chilling plant of OMFED at Dasrathpur, about 30 KMs from her home. She purchased cows from milk belts in Salepur area of Cuttack district. Over the next 14 years she has been encouraged by government agencies such as KVK, Jajpur, KSK, Dharmashala, and OMFED through various schemes and training programmes. Now she has 18 numbers of CB Jersey and Holstein cows and fodder cultivation spread over 4 acres of land. She sells 90 litres of milk to state run OMFED at Kuakhia collection centre earning an average of Rs 2000/day. She also sells about 20 litres of milk in local market at rate of Rs 34/lit earning Rs 680/day. With about 40 litres of milk for value addition she produces about 6-7 kg paneer per day fetching her Rs 2500 per day. With a gross income of about Rs 5000 per day and a net income of over Rs 2500 per day she has been a role model for other potential dairy farmers of the district.

Awards & Recognition:

Best Farmer (Animal Husbandry) ATMA Jajpur for years 2011-12, 2012-13, Best Farmer (Dairy) Regional Farmers Fair, Balasore 2014-15, Department of Agriculture, Govt. Of Odisha, Innovative Farmer award, KVK Jajpur, Farmers Fair 2013-14

Impact: Her farm has been a point of attraction for exposure visits by new dairy farmers. Farmers of adjoining areas of barchana, Dharmashala, Rasulpur, Korei, Jajpur, Dasrathpur have been inspired by her success and have been rearing dairy cows following her successful model

