

# ICAR- Krishi Vigyan Kendra Vivekanandapuram, Coimbatore District

## Women empowerment

### *Women empowerment*

Women play a vital part in the Indian economy, constituting one –third of the national labour force, which implies that women’s productivity/ development is directly related to national development. Facilitating entrepreneurship development among farm women is an important approach in gender mainstreaming in agriculture which helps not only in income generation but also empowers them along with development of appropriate agricultural and allied technologies and business skills. Empowerment of women through SHGs would lead to benefits not only for the individual women and women’s groups but also for the families and the community as a whole through action for development. SHG formation is a step towards empowerment of women. Keeping this view in mind our Kendra has adequately focused on SHG formation.



### *Formation of the SHGs*

Totally in Karamadai Block, 34 SHGs were developed in 6 panchayats covering 18 hamlets. Among them 26 groups are connected with IOB, Vivekanandapuram, 1 group is connected with IOB, Thayanur, 5 groups are with IOB, Karamadai, and 2 groups are with SBI, Mettupalayam for institutional support.

### *Training to SHGs*

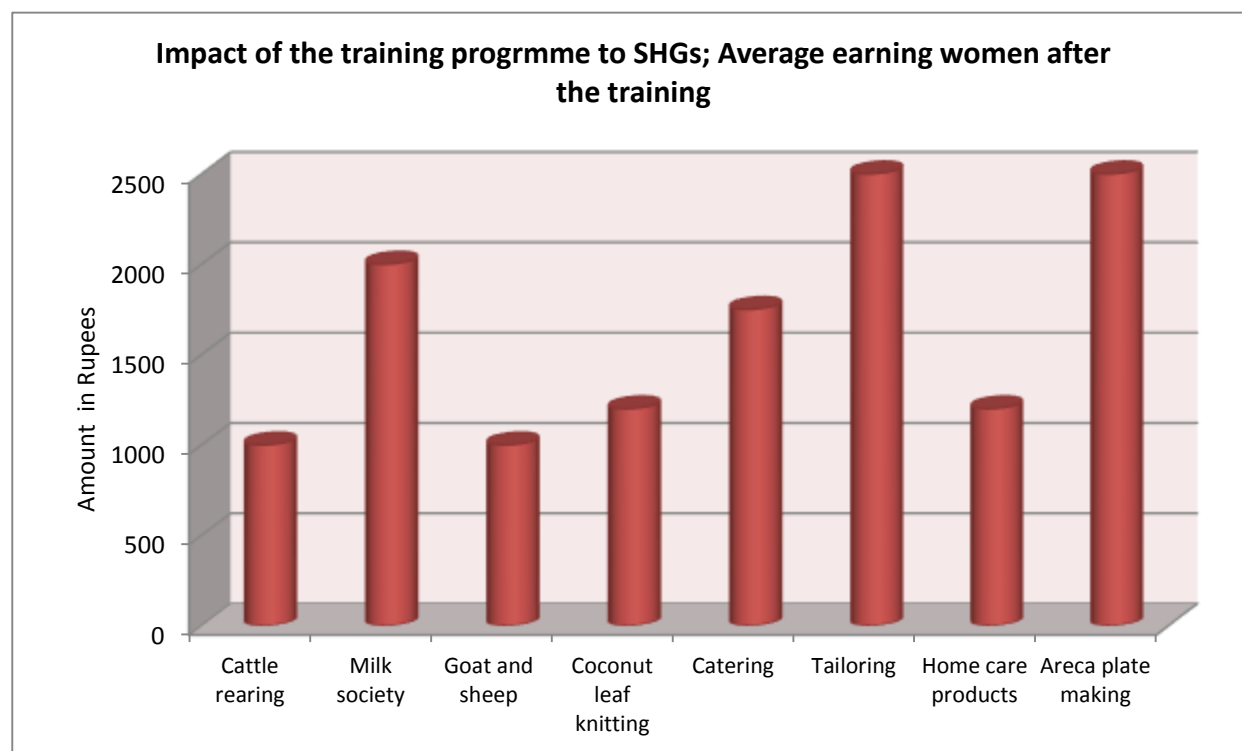
Basic training on formation of groups, rules, regulations and responsibilities of the group members were given. Training on accounts and register maintenance, bank transactions, credit details, documentation of weekly earnings, account keeping, financial assistance and marketing skills were other major areas of training. The Kendra has conducted several need-based and skill-oriented training session for the rural women and training programmes on various aspects of improved technologies. Training programmes organized were either as ‘on campus’ or ‘off campus’ or ‘vocational’ depending on the need. Various training programmes organized by



the Kendra includes cattle rearing, goat and sheep rearing, coconut leaf knitting, catering, home care product preparation and arecanut plate making

### Impact of training programme on SHGs

<b>S.No.</b>	<b>Name of the activity</b>	<b>No. of groups</b>	<b>No. of women involved</b>	<b>Average monthly additional income per farm woman</b>
1	Cattle rearing	10	70	Rs.1000- 1500/month
2	Running women's co-operative milk society	15	160	Rs.1500- 2000/month
3	Goat and sheep rearing	7	34	Rs.800- 1000/month
4	Coconut leaf knitting	1	12	Rs.1000- 1200/month
5	Catering	2	14	Rs.1500- 1750/month
6	Tailoring, readymade garment unit	4	17	Rs.2000- 2500/month
7	Home care products	2	5	Rs.1000- 1200/month
8	Areca plate making	1	3	Rs.2500/month 2500/month



After attending the skill training, 10 groups were involved in cattle rearing and this has helped increase in animal population significantly (10 to 20%) Apart from this 75% women are rearing cattle. The Kendra thus organized one cattle rearing association at Thimmampalyam pudur village of Karamadai block and one goat rearing association in collaboration with ATMA was also formed at Kuthamandi village of Karamadai block. Totally 40 women benefited by this group approach; their total annual income has thus become Rs.1,20,000/-

As the result of several training and extension activities carried out by our Krishi Vigyan Kendra during the years between 2003 and 2012, women groups have developed socially as well as economically. They act as role models for other members of the community and they have realized that group activities could bring prosperity in life. It is worth mentioning here that women groups were more organized beginning 2008 onwards.

### **Joint Liability Groups**

Cattle rearing is one option to enhance livelihood security in rural areas of Coimbatore district. 60-70 percent of the animal husbandry activities are mainly done by women. The activities include collection of fodder, cutting of fodder, collecting and processing dung, cleaning of the shed etc. Keeping this in mind our Kendra focused on animal rearing activities through Joint Liability Groups.



The Krishi Vigyan Kendra in association with Indian Overseas Bank formed various joint liability groups since 2006. JLG Groups have gained momentum since 2008 and among these groups 60 percent are women. JLGs are receiving funds from the Bank for the purpose of agriculture, animal rearing and allied aspects and with technological support of the Kendra, ensuring sustainable income for their families.

### **Impact of Joint Liability Groups**

<b>S.no</b>	<b>Name of the JLGS</b>	<b>Number of women involved</b>	<b>Skill transferred</b>	<b>Impact</b>
1	Pasumai, Thendral, Karamadai, Kamadhenu Komatha, and Nandhini	58	Scientific milch animal management	Everyday milk output was increased by upto one to two litres per animal. Feeding cost was reduced due to adoption of azolla cultivation and other fodder cultivation. The income increased at the rate of Rs2000 per month besides reduced feed cost. The cattle population also increased from one to three per farm woman.

2	Thendral, Karamadai	12	Crop production technology	After getting bank assistance they are actively involved In Agri and horticulture crops cultivation and they achieved higher yield and the cultivation area has also increased.
3	Karamadai	1	Backyard poultry rearing	Through our FLD programme , Namakkal 1 breed was demonstrated .After the demonstration, the member has developed one poultry unit at Therampalayam village of Karamadai block. From the backyard poultry she is earning Rs.3500/ per month.
4	Vellamadai	1	IFS	She has carried out development activities in her farm such as drilling of bore well, and adapting farm mechanization techniques. She has also developed goatery unit. From her farm she is thus earning Rs.5000/per month as an additional income.

### ***Social and economic development through Joint Liability Groups***

From the proper utilization of bank assistance and the Kendra's technical guidance the Joint Liability Group's beneficiaries have earned sizeable income through agriculture and allied activities and they have utilized the income for their children's education and are maintaining a healthy and wealthy family living .They act as role models in their villages.

### ***Role of women in Secondary agriculture***

#### ***Involvement of women in post-harvest operation***

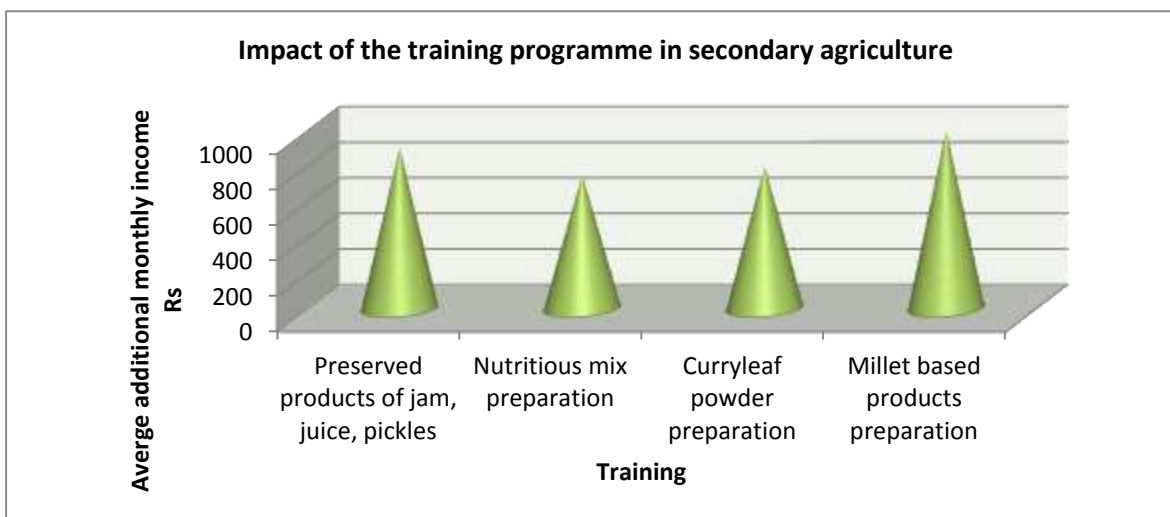
The participation of women in post-harvest operations is much more than men in the operational area of the Kendra. Harvesting, cleaning, grading, etc., is primarily performed by women. Participation of women in transportation of farm produce from field is appreciable. Majority of drying, cleaning and grading at farm level and at trader level is done by women and their participation is more than 80 percent. The main objective of our programmes in support of secondary agriculture is to develop entrepreneurship and skill development for self-employment in food processing and associated activities. Our Kendra has organized skill training on value added products from fruits and



vegetables, value added products from milk, curry leaf powder preparation and value added products from millets.

**Impact of the training programme in secondary agriculture**

<b>S.No.</b>	<b>Name of the activity</b>	<b>No. of groups</b>	<b>No. of women involved</b>	<b>Average additional Monthly income / women (Rs)</b>
1	Preserved products such as jam, juice, pickles	2	7	900 – 1000
2	Nutritious mix preparation	2	6	750 – 1000
3	Curry leaf powder preparation	2	5	600 – 800
4	Millet based product preparation	2	3	750 – 1000



After attending the food processing training, seven women from 2 groups are involved in jam, juice and pickle preparation and they are earning Rs.1000/per month as an additional income per head. Our Kendra has conducted eight method demonstrations on nutritious mix preparation in and around of Karamadai block. After the training 9 women from four different groups were actively involved in Nutritious mix preparation and gaining an additional income of Rs.750- Rs.1000/month and the inclusion of millet in daily diet habit has also developed in families. Curry leaf is a major crop in Karamadai block .Keeping this in view our Kendra has concentrated on value addition in curry leaf. After attending the training 5 women are involved in instant mix preparation and they are getting an income of Rs.600- 800/month. Significantly the inclusion of curry leaf powder in daily food preparation has increased.



**Family health and nutrition**

Our Kendra has organized ‘on’ and ‘off’ campus training on family health and nutrition such as preparation of low cost supplementary mix, incorporation of green gram, adulteration, safe drinking water, correct cooking methods, low cost diet plan and incorporation of soya in product preparation. After attending the training, 50% of the participants have incorporated sprouted green gram in daily diets. The adoption level was 99% and significantly the B complex and iron deficiency was also thus reduced. Another intervention is that method demonstration of appropriate cooking methods was organized at Karamadai block. After attending the demonstration the adoption level increased by upto 70% and the nutrients, time and fuel, energy saving and knowledge were also improved.



**Kendra’s intervention in family health and nutrition**

<b>S.no</b>	<b>Practices</b>	<b>KVK Intervention</b>	<b>Adaption</b>	<b>Results / Impact</b>
1	Preparation of low cost supplementary mix	Training and method demonstration on preparation of low cost supplementary mix with local cereals pulses and	32%	Health status improved

		oil seeds for different age groups		
2	Incorporation of green gram	Training and method demonstration on Incorporation of sprouted green gram in diet	99%	B complex deficiency reduced
3	Adulteration	Training was given on prevention of food adulteration	37%	Food adulteration knowledge improved
4	Safe drinking water	Training was given on safe drinking water	64%	Health knowledge is improved
5	Cooking methods	Training and method demonstration on correct cooking methods	70%	Nutrient, time and fuel energy saving knowledge improved
6	Low cost diet plan	Training method demonstration on low cost diet plan	30%	Nutrient knowledge improved
7	Incorporation of soya	Training method demonstration on incorporation of soya in product preparation	22%	Incorporation and enrichment of knowledge