Women Energy and Enterprise Building

Solar Dried Food Products
:-A Clean Energy Enterprise

Presented By
R.Sarala Kumari
Priyadarshini Mahila Samajam
AIWC Neyyattinkara Branch
About The Project

AIWC (ADB) supplied one SDM50 Solar Dryer and AIWC supported training.
Training at SEED Hyderabad.

Solar Dryer food processing training imparted to SHGs, women’s organizations and individuals by Priyadarshini Mahila Samajam.

Selected trained women given intensive training by eminent resource persons.

Trained women engaged in the production of food products such as Mango bar, curd marinated green chillies and bitter-guard, wafers arrowroot powder, black pepper, etc/ in an unorganized way.

A project to establish self sustained unit which gives employment to 5 women was sanctioned by USAID under SGP.
Objectives

Create awareness among women on Solar Energy and other sustainable energy use as a key factor in development and poverty alleviation.

Provide training and capacity/skill development in producing value added solar dried food products and herbal formulations.

Income generation for rural women.

Establish micro enterprise for women.
Why Women’s Enterprise
Differentiated task :- Raw material procurement, cleaning, peeling, chipping, grading, pulping, processing, packing, marketing-
Creating jobs for different skill categories.
Hassle free non polluting:- Clean working condition
Skilled women pick up processing protocol
Have spare time after household chores or manual labour.
Additional income for underemployed women.
Sourcing and Support Systems

• Technological Support
  Solar dryer - supplied by AIWC(ADB)
  Technology Training- SEED Hyderabad
  Protocol - SEED Hyderabad
  KAU for different fruits and vegetables
  Packing labeling SEED

• Institutional Support
  Norms of risk and benefits sharing PMS, SEED Grant AIWC(ADB SARI/E)
  Market information and assessment Local markets, Sankar Coffee, Melas, Schools & Colleges
  Raw material procurement Local farmers
FINANCE

- Capital Assets - Solar dryer AIWC(ADBSARI/E) PMS Equipments,
  Working Capital.

- Running Expenses - Raw materials PMS Local transport
  Packing materials Rent overheads

- Model- SHG supported micro enterprise

- Profit - Shared among participants
Impact

• Income :- Rs.300 –500 per member per month.  
  (Expected to increase when unit establishment)

• Business skill improve :-  
  Book keeping, raw material purchase, sales 
  arrangements including commission to sellers 
  partnership development.

• Technical skill improvements :-  
  Processing protocols.  
  Produce quality  
  Hygene

• Asperation high:-  
  New(traditional)products  
  Network of SHG based micro enterprise  
  under one brand

• Life style improvement :-  
  Change in attitude  
  Time more usefully spent
Problems / Constraints

- Limited infrastructure :-
  - Unit accommodation
  - One solar dryer and equipments
  - Working capital

- Scale effect :-
  - Storage for raw and semi processed materials
  - More units

- Cost increase :-
  - Raw materials, transport, chemical and other materials

- Dryer maintenance :-
  - Limited help

- Grant Model :-
  - Trust needed among members

- Replication :-
  - Cost of solar dryer is high for SHGs and individuals

- Project delay :-
  - Communication with donor Govt. and Bank

- Labour contract :-
  - High labour cost in Kerala
  - NREGS incentives

- Leadership / entrepreneurship :-
  - Second rung unwilling
Options for Scaling up

- High market demand :- Supply slow, volume low

- Models possible :-
  1. Mother unit and small feeder units
  2. Network of small units both with one packing and marketing facility

- Convergence with other agencies :- Ministry of food processing, NABARD, EMC, ANERT

- Start training and capacity building :- For other women micro enterprises and groups
Lessons

• Clean energy + traditional skill base + business skills – High potential combinations

• Technical support + institutional support – KAU, EMC, ANERT, Kudumbasree, SEED

• Market Linkages – Quality is prime, packing and pricing second.

• Time investment + patience – massive demand on leadership
Thank you