

Women Energy and Enterprise Building

Solar Dried Food Products
:-A Clean Energy Enterprise

Presented By

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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

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
Hygiene
- 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 womens 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