

# CASE STUDY OF A WOMAN ENTREPRENEUR

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## INTRODUCTION:



Smt. Vimla Devi W/o Gabbar Singh Rathore, 2/416, Housing Board Colony, Nagaur-341001 (Rajasthan)

**2. Category:** Nursery Development

**3. Background:** Vimla Devi developed the wasteland of nearby place of her residential area. Developed the nursery through PPP plan and uses her own land to develop seedlings and plants. Also developed walking tunnels and green shed. She uses plastic tunnel for nursery raising of vegetables and flower plants. She uses bio-agents for increasing soil health as well as to control the diseases and insects; *Trichoderma viride* with farmyard manure for soil treatment; Carbendazim and NPK consortia for seed treatment; Waste decomposer for developing compost etc. She also uses mulching method for moisture conservation, as availability of quality water is low. She also prepare and sell bio-pesticides in nearby villages and Nagaur city.

**4. Training and Motivation support:** She is regularly receiving training and guidance regarding plant protection, soil health, nutrient management, and weed management by KVK, Athiyasan, Nagaur-I from last 3 years.

**5. Impact in the area:** She is getting 4-5 lakh net income per year from Nursery. She has given employment to three persons who works part time in the nursery. She also motivate other women for self-employment who visit her nursery.



Selling of saplings



Preparation of saplings in the nursery

**6. Awards and recognition:** People around her area praise her for her hard work. She is a role model for many women who want to establish their own entrepreneurship.

**7. Contributing/enabling factors:** Scientist of KVK, Athiyasan, Nagaur-I motivated me for developing my own nursery. I receive regular support and guidance from KVK scientists as needed.

