

Waste to Wealth for Rural Women Entrepreneurs in Horticulture




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Horticulture sector contributes to the nutritional security, and steady income in the case of perennial crops, utilizing marginal lands which otherwise could not been used for demanding crops, their contribution to the nutritional security for growing population cannot to be discounted. India the horticulture sector *per se* contributing over 30% share in agriculture GDP and 38% of the total exports of agricultural commodities from about 13.08% of area. But India dominated by smallholder farmers and post-harvest losses in fruits and vegetables are high ranging between 20-44 percent. These high levels of losses are largely related to improper handling, transportation and packaging, poor storage and weak basic and post-harvest infrastructure and result in seriously diminished returns to producers while reducing the net availability of these food commodities for consumption. An underlying cause of these losses is the limited awareness and knowledge base of stakeholders in the traditional supply chains where these losses occur. These high levels of losses also negatively impact on food availability, food security and nutrition. The vibrant food industry has unlimited potential in the form processed or value-added products and consumers all over India can get an opportunity to enjoy them throughout year. Dr. J. Shankaraswamy, Professor in post-harvest technology working extensively on new value-added products standardization and market survey for consumer preferences, simultaneously he is empowering the rural women to make them as entrepreneur by training to make wealth from horticulture waste. In this attempt he made several premier value-added products from horticulture wastes at different stages such as collection, handling, processing and unsold fruits and vegetables as well as pruned material of moringa twigs in order to reduce post-harvest loss to create waste to wealth through rural women entrepreneurship. Since, year 2019 Value addition enterprises are aimed at giving value to the raw commodities into multiple products car airfreshners from aromatic crops, aromatherapy service, incense sticks, soaps from fruits and vegetables, face gels, masks, creams, lip balms, hair serum, shampoo and oils and moringa leaf and pod powder capsules

and garcinia and inulin capsule, soft drinks from Nannari roots to endure extreme summer temperature, Halwa from watermelon juice, fruit bars from mango fruit pulps, tea dip bags from lemongrass and mouth fresheners from rainy season pomegranate fruit arils and Ubtan and face scrubbers from peel of pomegranate, face gels from unsold dragon fruits. Adding value to the original crop also helps the farmer not only to overcome the spoilage and losses, but also fetches high returns due to the newly added technology. Value addition enterprises are aimed at giving value to the raw commodities of horticulture waste into multiple products like fruit candies and dehydrated products and semi-processed food etc. which we can envisage in this category as well as remunerative prices to farmers. It provides convenience and safe food to consumers and promotes diversification and commercialization of horticulture by providing effective linkage between consumers and farmers. Moreover, it will make farm produce more exportable. But the need for technology generation and commercialization at small scale are of critical importance to growth and diversification. Hence, we have developed several products with low-cost technique in Post-harvest Technology lab, College of Horticulture, Mojerla, Sri Konda Laxman Telangana State Horticultural University in India and marketed through online. Several value-added products are prepared from pomegranate (Pomegranate scrubber from fruit peel, Pomegranate Ubtan, Mouth fresheners from dried aril, Soaps and face creams from pumpkin, dragon fruits, lip balms and capsules from moringa leaves from pruned twigs and mixed with garcinia inulin formulations, dried banana fig, watermelon halwa, from aromatic oils we have prepared car air fresheners, from horticultural waste incense sticks.

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| Onion hair serum | Oil based hair serum | Face gel for UV-light protection |
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| Face gels from dragon fruits | Incense sticks from pomegranate peel powder | Car airfreshners |



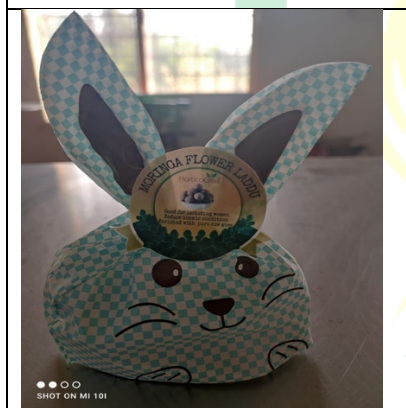
Shampoos



Lip gloss



Lip valms



Moringa laddu



Sale point



Exhibition stall



Trained womens



District collector and agriculture minister appreciation



Training

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| <p>News coverage</p> | | |

The development of a dynamic Horticulture-food industry will depend on innovative research and the deliberate engagement of the national inventive system comprising academia, industry, and government sector. Concurrently, research efforts in post-harvest Technology lab, College of Horticulture, Mojerla, Sri Konda Laxman Telangana State Horticultural University, are being focused on processing and value addition in fruits and vegetables and Dr. J. Shankaraswamy created registered trademarks ‘Horticogen®’, SKLTSHU®, ‘Plantaessence®’, Dravyagunabhojnagar®. YouTube channel is created on the name of Post harvest Technology lab coh mojerla, with url, <https://youtube.com/@phtchm> to update day to day activities in value addition to empower rural women. Here in training, we focussed on rural women, who contribute around half of the total world population and play a vital role in the farm activities and household management. However, they often deprived from decision making process due to lack of independent income source in hand. Entrepreneurship development among rural women not only increase national productivity and generates employment but also helps to develop economic independence and personal and social upliftment. With this reason we made an attempt to train rural women self-help groups in preparing value added products from lemon grass and engage them in business enterprise and to have an occupation and stand on their own feet and for training curriculum also included to give self-confidence, enhanced awareness, and to improve in decision making status, and increased social interaction and improve leadership activities. A value-added horticultural product can ignore the risk of seasonality in crop availability and market vagaries and make the products available throughout year. Rural women based entrepreneurship awareness and motivation is necessary for development of basic skill to develop and manage the enterprise is utmost important and this leads to Successful women entrepreneurs and will contribute in



family income, uplift social status and will motivate others to come forward for women entrepreneurship development in rural areas which in turn leads to increase in purchasing power parity for physical, social and economic access to sufficient, safe and nutritious food to meets their family dietary and food preferences for an active and healthy life.

