

Economic Strengthening through Food Processing: A Study of Rajasthan Mission on Livelihood (RMoL)

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Abstract

The Rajasthan Mission on Livelihoods (RMoL) was initiated on 4th September, 2004 to upgrade the status of livelihood for poor and vulnerable people of the state. It emphasized on strengthening employability by developing skill in various entrepreneurial activities through skill trainings. The present study was conducted to find out the usefulness of Food processing training organized under RMoL and adoption of it as an enterprise by the women. The study was conducted in Udaipur district of Rajasthan. Directorate of Extension Education, MPUAT, Udaipur is one of the organization implementing activities of Rajasthan Mission on Livelihoods in the Udaipur district. A total twenty five women participant, who attended the training were selected for the study. Personal interview technique was used for collecting data. The findings show that the Food processing training was good and increased women's knowledge, skill and efficiency in making various processed items like macca, rice, maida, sago and suji papadi, chana and moong papad, badi, potato chips, khakhare and farfar. Only five respondents out of twenty five had started enterprise on processed items. They earned an average income of ₹ 18528 per year and utilized the income for fulfilling the requirement of their family. Thus the RMoL helped in creating gainful employment for the rural people which enhanced their socio economic status.

Keywords: Training, enterprise, usefulness, food processing

This is the era of the convenience food, as with convenience everything. The fast paced life in a changing socio-environment, with less time for food preparation and larger disposable incomes, has created a growing demand for packaged and processed foods and increasingly seen as a potential source for driving rural economy. Food processing is all about converting raw food and other farm produce into edible, usable and palatable form. It is the conversion of clean, harvested, butchered or slaughtered components into marketable food products with value addition so as to improve their quality, reliability and shelf life.

The Rajasthan Mission on Livelihoods (RMoL) was initiated on 4th September, 2004 to promote skills and livelihoods for the poor and vulnerable people of the state so as to strengthen and sustain employability and livelihoods for them. It focuses on need based short term skill trainings. It was renamed as Rajasthan Mission on Skill and Livelihoods, by adding the word skill in 2009-10, to provide further impetus to the Skill Trainings. A number of training programmes on different

entrepreneurial activities have been organized under RMoL to improve economic status of the people. Looking to the growing demand of processed foods RMoL organised trainings on food processing. Success of any programme depends on the effective participation of the people in the programme and further adoption of activities in future. Thus the present study was undertaken to study usefulness of food processing training programme organized under Rajasthan Mission on Livelihoods (RMoL) as perceived by beneficiaries and their expectations and adoption of food processing as an enterprise by the women. Study also focuses on utilization of income generated from the particular enterprise by women entrepreneurs and constraints faced by them in running this enterprise.

METHODOLOGY

The study was conducted in the district Udaipur, Rajasthan. Directorate of Extension Education (DEE), MPUAT, Udaipur is one of the organisation that executing activities of RMoL in the Udaipur district. DEE

organised various skill training programmes for women participants under RMoL scheme. Training of thirty six days duration on food processing was organised for the rural women of Udaipur district. Twenty five women beneficiaries of food processing training were selected as per their availability for the present study. Interview technique was used for data collection. Frequency and percentages were used for analysis of data.

RESULTS AND DISCUSSION

Reasons for attending food processing training programme

Data presented in Table 1 depicts that women had attended training on food processing for learning new things and experiences as reported by 72 percent respondents. Nearly 50 to 40 per cent women had participated in this training due to their own interest as well as on the advice of their friends, neighbours, panches and extension workers. Around one fourth of the respondents mentioned that utilization of free time,

increasing family income and desire to establish an enterprise were the other reasons for participation in training programme. Some of the respondents (20%) attended training to improve their skills in food processing.

Opinion of respondents towards different aspects of food processing training programme

Data in Table 2 show that all the respondents were fully satisfied with the training time, duration, place, methods, content, practical orientation and technical guidance. With respect to marketing facilities it was found that 20 per cent of women respondents were not satisfied and suggested linkages for sale of product.

Majority of the respondents were satisfied with the financial assistance provided in training programme. The dissatisfaction was expressed towards financial assistance (TA & DA) by 20 per cent of the respondents. They suggested that there should be provision of subsidy and credit facilities for purchasing of raw materials and

Table 1: Distribution of the respondents on the basis of reasons for attending food processing training programme

N= 25*

Sl. No.	Reason	f	%
1	To learn new things	18	72
2	For their own interest	13	52
3	As per the advice of friends, neighbours, panch and extension workers	11	44
4	To utilize free time	6	24
5	To increase family income	6	24
6	To acquire skills	5	20
7	To establish an enterprise	6	24

*Multiple responses

Table 2: Opinion of respondents towards different aspects of food processing training programme

N=25*

Sl. No.	Training aspects	Satisfied f (%)	Some what satisfied f (%)	Not satisfied f (%)
A	Training			
1	Training time	25(100)	—	—
2	Training duration	25(100)	—	—
3	Training materials	21(84)	4(16)	—
4	Training place	25(100)	—	—
5	Training methods	25(100)	—	—
6	Training content	25(100)	—	—
7	Practical orientation	25(100)	—	—
B	Technical Guidance	25(100)	—	—
C	Financial Assistance	20 (80)	—	5 (20)
D	Marketing Facilities	20 (80)	—	5 (20)

*Multiple responses

utensils. However, 80 per cent women were satisfied with marketing facilities and reported that training institution did not provide marketing facilities to sell their products but they developed their own market among their friends, relatives, neighbours etc. They sold the produce in local market aslo.

In case of material provided during training programme 16 per cent of the respondents were some what satisfied. However, a good number of the respondents (84%) were satisfied with raw material provided during training programme but they reported that they spent lots of time and efforts during training in learning of processed items but all prepared items were taken by institution for the purpose of exhibition.

The findings are supported by Bharti (2007) that majority of the respondents (72%) were highly satisfied with training programme organized by KVK in terms of course content, time and duration, physical facilities and training methods.

Overall opinion of respondents regarding food processing training

An overall opinion of women participants regarding food processing training progarmme is given in Table 3. It is evident from the data that majority of the respondents (80%) were of the view that training programme was good and remaining 20 percent and 8 percent perceived training as very good and average respectively.

Table 3 : Distribution of the respondents on the basis of their overall opinion regarding training on food processing

N = 25

Sl. No.	Opinion regarding training	f	%
1	Very Good	3	12
2	Good	20	80
3	Average	2	8

Table 4 Benefits perceived by respondents through food processing training programme

N = 25*

Sl. No.	Perceived benefits	f	%
1	Increased knowledge	21	84
2	Learned to prepare new things	21	84
3	Acquired efficiency	14	56
4	Helped in establishment of self-enterprise	5	20
5	Removed doubts related to enterprise	4	16

*Multiple responses

Table 5: Income generation from food processing enterprise

N = 5

Average quantity of product prepared (kg)	Average expenditure (₹/ yr)	Average annual income (₹/yr)	Net profit (₹/yr)
430.4	10488	18528	8040

Table 6: Range of annual profit earned from Food processing enterprise

N=5

Sl. No.	Profit range (₹)	f	%
1	5000-6000	1	20
2	6000-7000	—	—
3	7000-8000	1	20
4	8000-9000	2	40
5	9000-10,000	1	20

Benefits perceived by respondents through food processing training

In the present investigation an effort was made to collect information about benefits received by respondents from food processing training programme. Majority of the respondents (84%) felt that after getting trained in food processing they had increased their knowledge and learned to prepare new processed food items like moong papad, chana papad, aloo papad, macca papdi, rice papdi, suji papadi, maida papadi, sago papadi, badi, chips, khakhare and farfar (table 4).

More than half of the respondents (56%) also reported that food processing training helped them to acquire efficiency in preparing processed food items. Nearly 16 to 20 per cent women were of the view that training helped them in establishing own enterprise and clarified doubts related to an enterprise.

Adoption of food processing as an income generating activity

Five women out of twenty five had taken up food processing as a business. Thirty six days duration training was given on preparation of different processed food items. It can be observed that prior to training programme Macca papdi, papad and potato chips were prepared by 92, 24, and 12 per cent respondents

respectively but after attending training programme women learned and acquired efficiency in preparing macca papadi (92%), chana papad and moong papad (84%), rice papdi and badi (76%) maida papdi and potato chips (72%), sago papadi (68%), suji papdi and khakhare (64%), farfar (60%), potato papad (56%). During the discussion it was found that due to lack of knowledge and skills about processed food items they were not engaged in these activities.

Time of initiation is important aspect about sustainability of an enterprise. It was also found that all women adopters were running these activities at their home and it easier to manage along with house hold work.

With regard to devotion of time in entrepreneurial activities 80 per cent women were involved for 20 to 25 days for 4-6 hours and 20 percent women were engaged for 15 to 20 days for 2 to 3 hours in a month. All of the women were running the enterprise on individual basis with the help of family members.

During investigation an effort was made to find out the preparation of different processed items for the family use and for commercial purpose. majority of women (92%) were preparing the macca papadi for family use and 60 to 40 per cent respondents were preparing badi, chana papad, moong papad, rice papadi, sago papadi,

Table 7: Utilization of income by women entrepreneurs

N = 5*

Sl. No.	Area of use	f	%
1	To fulfill family requirement	5	100
2	Purchasing of household material and equipment	3	60
3	For children education	2	40
4	For promotion of established enterprise	2	40
5	Savings	2	40
6	For clearing debt/credit	1	20

*Multiple responses

Table 8: Distribution of the respondents on the basis of constraints faced by Food processing entrepreneurs

N = 5*

Sl. No.	Problems	Frequency (f)	Percentage (%)
1	Problems related to raw material	5	100
2	Marketing problem	5	100
3	Lack of money	4	80
4	Heavy house hold responsibilities	3	60
5	Hard work	3	60
6	lack of time	3	60

*Multiple responses

potato papadi, maida papadi, suji papadi for their family members. Farfar and khakhare were prepared by 32 and 24 per cent respondents respectively.

As an enterprise cent-percent women were preparing macca papadi and rice papadi. Chips and sago papadi were prepared by 80 and 60 per cent women respectively. While 40 per cent women entrepreneurs were preparing badi, suji papadi, moong papad and chana papad to earn income.

Income generation from food processing enterprise

In the food processing enterprise women prepared different processed items as papad, papadi and chips (corn, rice, pulses and potato). Total number of processed items prepared in a year was 430.4 kg. and the average annual income from the enterprise was ` 18528 with an expenditure of ` 10,488 hence the net profit from the enterprise was ` 8040 per year.

In depth analysis of the profit earned by the respondents of food processing enterprise is presented in Table 6. Data reveals that 40 per cent of the respondents had earned profit of ` 8000 to 9000 annually, whereas 20 per cent respondents were earning net profit ranging between ` 9000 to 10,000. Same number of respondents (20%) earned profit from processing enterprise ranged ` 7000 to 8000 per year. Out of the total 5 adopters there was only one adopter who was earning the net profit of ` 5000 to 6000 annually.

The findings of the present study are in line to Kalia (2006), in one of the case study she reported that woman was earning ` 1,000 - 2,000 month from Food processing and preservation enterprise. Thus, it can be concluded that Food processing enterprise can provide good income to women to provided that adequate time is devoted on the activity.

Utilization of income by women entrepreneurs

Data in Table 7 clearly show that cent percent respondents had utilized the earned money to fulfil the needs of the family like food, clothes, shelter etc. Sixty per cent respondents purchased house hold material and equipment by the profits made through this enterprise. Children education, promotion of established enterprises and savings were the other areas where women (40%) utilized their income. Only one woman used her income for clearing of debts.

Constraints faced by food processing entrepreneurs

With respect to food processing enterprise all

adopters faced problem related to procuring raw materials and marketing of product. Women of this enterprise were villagers and running the entrepreneurial activity at their residence thus they faced problem in purchasing of raw material in their local area at right prices. They had to procure the raw material from city which was far away from their residence. In case of marketing of processed items women needed proper contract and linkages with different agencies to enhance the selling of their product.

Data presented in Table 8 further depicts that majority of the respondents (80%) reported problem of money for the promotional efforts and large scale production of enterprise. Heavy house hold responsibilities, hard work and lack of time were the other problems of Food processing entrepreneurs as reported by 30 per cent of the respondents. During investigation it was found that it is too much labour and time consuming activity in nature. They also reported that sometimes due to heavy house hold responsibilities women got less time for the entrepreneurial work.

In resemblance to above findings, Singh and Garg (2003) reported that major problems faced by rural entrepreneurs were non availability of raw material, lack of training facility, finance and marketing problem.

CONCLUSION

Food processing industry has a very high employment potential with significantly lower investment. The fruits and vegetable farming for processing is not only employment intensive but also enhances the gross as well as net returns of the farmers. Thus efforts should be made to engage more and more rural people in this venture.

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