

vegetables costing Rs. 30,975/- and size reduction unit costing Rs.26,250/-which were provided by ICAR-CIPHET, Ludhiana under the CRP-SA project on 'Establishment of modern agro-processing centre for fruits and vegetables'.

Marketing mechanism

The entrepreneur, along with the other members of the self-help group are selling their products viz. green chilli powder, aam papad (mango leather), dried rose petals, amla candy, turmeric powder, etc. with trade name 'Kulraj Natural' through social media and personal contacts. This model is able to generate employment for 10 members throughout the year. The yearly income of this group is around Rs. 4 lakh with annual profit of approx. Rs. 1.5 lakh.

Employment generation

The 10 members of the Kulraj Natural self help group, with its earning, are now meeting out their household expenses and planning to purchase more processing machines.



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PRODUCE PROCESS PROSPER

KULRAJ NATURAL SHG

AGRO-PROCESSING CENTRE SUCCESS STORY



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KULRAJ NATURAL SHG

AGRO-PROCESSING CENTRE

SUCCESS STORY

APC established by

CRP-SA Project on 'Establishment of modern agro-processing centre for fruits and vegetables'

Name of the APC and Address

Kulraj Natural Self Help Group
Mrs. Rupinder Kaur (President)
V.P.O. Pakhowal,
Distt: Ludhiana, Punjab (India)
Email: msg0235@gmail.com
Contact: +91 89682 58855

Year of establishment-March 2021

Introduction

Mrs. Rupinder Kaur belongs to a farming family and was engaged in organic farming. She came to know and contact with ICAR-CIPHET, Ludhiana through ATMA, Ludhiana. Here she interacted with Dr. Mridula D., PI of CRP-SA project on 'Establishment of modern agro-processing centre for fruits and vegetables' and found enormous business opportunity through small scale processing and value addition of agricultural produce, especially horticultural produce. She attended the Entrepreneurship Development Program

under this CRP-SA project on processing and value additions aspects of various products such as green chilli powder, mango leather and amla candy along with 4 others.

She has established an Agro Processing Centre for Fruits and Vegetables Processing with the trade name of 'Kulraj Natural' including 10 women members with the machinery support and technical guidance under CRP-SA project on 'Establishment of modern agro-processing centre for fruits and vegetables' of ICAR-CIPHET, Ludhiana and has started activities with earnings of about Rs. 65 thousand per month.



She has also registered her unit under FSSAI (Registration no. 22121668000290).



The following products are being commercially prepared and sold in local market-

- Green chilli powder
- Aam papad (mango leather)
- Rose petals (dried)
- Amla candy
- Turmeric powder
- Lemon grass powder



As this entrepreneur is also engaged in organic farming (certified 'Organic'), she utilizes the machineries of this APC for processing of those products also.

Inventory of machines installed and investment

The APC is established in a separate portion of Mrs. Rupinder's own house. The initial investment of machineries was Rs. 1.80 Lakh. The APC consists of a tray dryer (loading capacity 24 trays) costing Rs. 89,250/-, pulp and seed separation unit costing Rs. 34, 282/-, extraction system for fruits and