

Marketing mechanism

The entrepreneur, along with the other members of the self-help group is selling the products viz. rose petal jam, amla candy, green chilli powder, mixed pickle, etc. with trade name 'Swaadaum labh' through exhibitions, fairs, 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. 6-7 lakh.



Green chilli powder
(30 g packet @ Rs. 30/-)



Rose petal jam
(200 g packet @ Rs. 275/-)



Mixed pickle
(450 g packet @ Rs. 120/-)



Amla candy
(50 g packet @ Rs. 30/-)

Employment generation

The Swaadaum labh self help group is comprised of 10 members who are working together. With the earning, the group has purchased weighing and small packaging machine, and planning to purchase spice grinding machine. They are now also meeting out their household expenses with the earning.

© 2023, ICAR – Central Institute of Post-Harvest Engineering and Technology, Ludhiana

Compiled and Edited by
**Deepika Goswami, Mridula D.,
Manju Bala and Akhoon Asrar**

Published by
Dr. Nachiket Kotwaliwale
Director, ICAR-CIPHET, Ludhiana

For more information contact
Director
ICAR – Central Institute of Post-Harvest
Engineering and Technology,
Ludhiana-141 004, Punjab, India
Phone: +91 161 2308669,
Fax: +91 161 2308670



हर कदम, हर डगर
किसानों का हमसफर
भारतीय कृषि अनुसंधान परिषद

Agrisearch with a human touch

PRODUCE

PROCESS

PROSPER

SWAADAUM LABH SHG

AGRO-PROCESSING CENTRE SUCCESS STORY



ICAR – Central Institute of Post-Harvest Engineering and
Technology, P.O. PAU, Ludhiana, Punjab, India
www.ciphnet.icar.gov.in
(ISO 9001:2015)

SWAADAUM LABH 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

Swaadaum Labh Self Help Group,
Ms. Shruti Goyal (President)
C/o Baldev Krishan Goyal
H.No. 2628, Filly Gate,
Jagraon, Ludhiana - 142026, Punjab (India)
Email: shrutigoyal768@gmail.com

Year of establishment - March 2021

Introduction

Ms. Shruti Goyal was initially looking after 'Zaika', the venture of her mother Mrs Anita Goyal, engaged in processing of products such as pickles, spices etc. However, participation and appreciation in one fair organized by SIDBI in 2020 proved to be a turning point in her career. She realized that she should take up a leading role and start her own venture. She had already attended a training earlier along with her mother at ICAR-CIPHET, Ludhiana under the CRP-SA project on 'Establishment of modern agro-processing centre for fruits and vegetables'. Hence, she showed her interest

in starting a new venture on processing of fruits and vegetables and requested for Entrepreneurship development program in related field. She attended an EDP on 'Processing and value addition of rose petals' to prepare Rose petal jam at ICAR-CIPHET, Ludhiana. Besides she learnt the process and technique for green chilli powder and puree, amla candy etc. also in the institute. She has also got licensed a technology 'Process for Preparation of Rose Petal Jam (Patent application no. - 202011021332)' from ICAR-CIPHET, Ludhiana under the CRP-SA F&V project.



Later she formulated a firm with the trade name of 'Swaadaum Labh' including 10 women members and now has started Agro Processing Centre for fruits and vegetables processing activities with the machinery support and technical guidance under this CRP-SA project and earning about Rs. 0.50 Lakh per month.

She has also registered her unit under FSSAI (Registration no. **302206091108**).



Inventory of machines installed and investment

The APC is established in a rented space. The initial investment of machineries was Rs. 2.57 Lakh. The APC consists of a tray dryer (loading capacity 24 trays) costing Rs. 1,50,000/-, Double jacketed boiler (capacity 10 litre) costing Rs. 80,000/-, pulper costing Rs. 50,000/- and juicer costing Rs. 20,000/- which were provided by ICAR-CIPHET, Ludhiana under the CRP-SA project on 'Establishment of modern agro-processing centre for fruits and vegetables'. The APC also consists of a weighing balance (50 kg capacity) purchased by the entrepreneur at Rs. 7,000/-