



# PATH OF SUCCESS

## WOMEN ENTREPRENEURS



**DIRECTORATE OF EXTENSION SERVICES**  
**Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur**

# PATH OF SUCCESS : WOMEN ENTREPRENEURS

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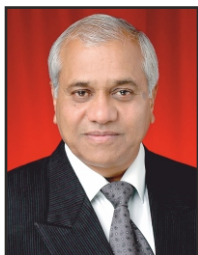
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## FOREWORD

The book Path of Success: Women Entrepreneurs is a wonderful publication from Directorate of Extension Services, JNKVV, Jabalpur which encapsulates success stories of 23 farm women with innovative and progressive attitudes towards the betterment of rural livelihood.

It has been conclusively established that women constitute a backbone of a progressive community even at village level as a positive driving role. The pivotal role of women can not be denied and ignored for the rural economic development.

JNKVV Krishi Vigyan Kendra serves a knowledge centre and has played a very crucial role in technology transfer for promoting profitable agriculture. The book will be a source of inspiration for rural youth towards the entrepreneurship. Value added agriculture is the need of the day and I am confident it will be a motivational step.

The team of Scientists at KVK deserves sincere appreciation for the guide book. I also congratulate the team of Directorate of Extension and hope the spirit shall be continued to nourish the art and science of farming.

(Pradeep Kumar Bisen)

Jabalpur  
March 07, 2021





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## MESSAGE

*'Some historians believe that it was woman who first domesticated crops, plants and thereby initiated the art and science of farming. While men went out hunting in search of food, women started gathering seeds from the native flora and began cultivating them out of interest, from the point of view of food, feed, fodder, fiber and fuel'*

It is well known fact that women constitute of the backbone of the society. Prosperity of the nation mainly depends upon the prosperity of its women. However, despite significant role played by the rural women in economic development but has not been assigned sufficient importance. Pandit Jawaharlal Nehru once said 'When women move forward, the family moves, the village move and the nation move. Agriculture is an important component of rural livelihoods. Women play a pivotal role in all agricultural operations from planting-to-harvesting-to-post-harvest operations. Krishi Vigyan Kendra a scientific institutions promoting women-led sustainable development and has been considered as a driving force for promoting profitable agriculture through technological interventions at the district level.

The publication '**Path of success: women entrepreneurs**' encapsulates stories of 23 innovative and progressive women farmers who have succeeded by adopting new technologies related to agriculture, animal husbandry, organic farming etc. with the help of KVK scientists. In fact, it is a hand tool that describes the practices and procedures needed for succeeding in managing enterprises for women farmers and rural youths in general and farmers and extension officers in particular. Moreover, in one sense, this book is a construction manual. In the second sense, this is a guide book that will take the budding entrepreneurs from dreaming about success to unlocking their potential for carving future success. The path-breaking interventions covered by the true life stories in this book are not limited merely to crops, but cover the entire gamut including allied sectors and enterprises. I am sure; these success stories would also motivate many farmers/women to shift from substance farming to commercial value added agriculture.

I take this opportunity to heartily congratulate all the women farmers whose stories have been narrated here and I also congratulate the team of Directorate of Extension Services which made this publication as the light of the day.

Jabalpur

March 07, 2021

(S. R. K. Singh)



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## PROLOGUE

Rural women are the most productive work force in the economy of India. Agriculture and allied sectors employs 80 percent of all economically active women; they comprise 33 per cent of the agricultural labour force and 48 per cent of self-employed farmers. About 18 per cent of the farm families in India, according to National Sample Survey Organization (NSSO) reports are headed by women.

Twenty-two Krishi Vigyan Kendras under jurisdiction of Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur are playing a key role to empower farm women through successful interventions advocated by KVKs'. Adoption of villages by KVKs' is a scientific approach to provide new technologies and input supports with using existing resources of farmers, farm labourers and other people. Farmers and farm women are updated with information on recent crop improvement, production and protection technologies through skill development training, various field demonstrations to enrich their knowledge and make them self reliant.

This publication 'Path of success: women entrepreneurs' is a compilation of hand-picked stories of 23 farm women who considered agriculture and allied sectors as an entrepreneurship activity for improving their livelihood. The successful examples enlisted in this publication shows many ways how agriculture based enterprises can be made profitable. Present documentation serve as a source of inspiration for future policies and investments apart from farmer- to- farmer learning and interactions. The address and contact numbers will serve as a means for aspirant farmers to reach the farm land of success farm women.

I congratulate the entire KVKs' scientist for their painstaking efforts in documenting these success stories as an additional responsibility. I hope that, this publication provides a valuable window on information for anyone who is budding entrepreneurs. I appeal to all the readers to spread the word of success in the farming community.

I am sure that other farm women will get inspiration and work towards development of new entrepreneurship skills in agriculture and allied activities.

(Om Gupta)

Jabalpur

March 7, 2021

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