

Data Validation Certificate

Certificate

It is certified that I, Smt. Puspha Gautam have narrated the experience of my enterprise, which has been compiled in the form of a compilation. The data and content mentioned in my case study/success story is based on my experience.

Puspha Gautam

Name & Signature of Woman Farmer:

(With Address)

Smt. Puspha Gautam w/o Sri Bamba Prasad Gautam
Address- Village - Bihara, Block- Kaptanganj, District - Basti
Pin Code - 222155

The content of this story contains reliable data, as told and described by

Puspha Gautam

Wife
Name & Signature of Head, KVK:

(With Address & Stamp)

Name- Dr. P. K. Mishra

Designation- Officer Incharge

Address- Krishi Vigyan Kendra, Basti

Acharya Narendra Deo University
of Agriculture and Technology,
Kumarganj, Ayodhya, Uttar Pradesh

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Dr. Anjali Verma, SMS (H.Sc.), KVK Basti
Dr. Preeti Yadav, Scientist, ICAR-ATARI, Kanpur



Title: “From Waste to Wealth: Women Driving Sustainable Livelihoods through Vermicomposting and Kitchen garden”

1. Profile:

Name: Smt. Pushpa Gautam

Age: 45 Years

Education: Post Graduate

Complete Address: Village Bihra, Block Kaptanganj, District Basti, Uttar Pradesh

Mobile Number: 9721224486

Enterprise: Vermicompost production (Major Enterprise), Agro-Processing and SHG-based enterprise development

Background/ Situation Analysis

Smt. Pushpa Gautam belongs to a small farmer family with a limited landholding of 0.6 ha, where livelihoods depended mainly on traditional agricultural practices. Initially, she faced several challenges, including low productivity and insufficient income from conventional farming, which made the household economically vulnerable. There was limited awareness and technical knowledge regarding vermicompost production and food processing, along with the absence of an organized marketing system further reduced income prospects due to low price realization. In addition, she faced social constraints and traditional mindsets that discouraged women from stepping out of the household to engage in entrepreneurial or business activities, which further limited her opportunities for economic independence and growth.

Catalysts of Change

The major catalyst for her change was desire to become economically independent while improving family nutrition and utilizing farm waste effectively. The intervention by ICAR-Krishi Vigyan Kendra (KVK), Basti was the major turning points in her journey. Krishi Vigyan Kendra (KVK), Basti played a crucial role in transforming Smt. Pushpa Gautam’s livelihood through capacity building, demonstrations, and continuous handholding support. The KVK provided technical training on scientific vermicompost production, along with value addition and food processing trainings to enhance income from surplus farm produce. Regular on-farm demonstrations, supply of quality inputs, and need-based advisory services strengthened her technical

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confidence and skills. Equally important was the motivational support and entrepreneurship development guidance provided by KVK scientists, which encouraged her to overcome social barriers and adopt entrepreneurial activities.

Pathway(s) to Progress:

- **Vermicompost Production (Major Enterprise)**

She established a vermicompost unit by efficiently utilizing on-farm waste, crop residues, and animal dung, converting farm waste into a valuable organic input. The produced vermicompost is used for her own fields and kitchen garden, significantly improving soil fertility, and lowering cultivation costs. Surplus vermicompost is sold regularly to local farmers, kitchen garden growers, and nursery owners, ensuring steady income. Her unit produces approximately **8–10 tonnes** of vermicompost annually, making it a reliable and sustainable enterprise.

- **Kitchen Garden as Raw Material Support: A new approach towards Agro-processing**

Using surplus produce from her kitchen garden and locally sourced raw materials, she prepares a range of nutritious, and market-oriented food products. Major products include pickles (mango, lemon, mixed vegetable, chilli), multigrain and roasted grain flours, amla and seasonal fruit murabba, traditional jaggery-based (gur) products, sahjan (drumstick) leaf powder, chai masala, sabji masala, and other seasonal processed items. She follows traditional recipes integrated with scientific processing techniques imparted by KVK Basti, with strong emphasis on hygiene, quality control, proper drying, grinding, and packaging. All products are prepared without chemical preservatives, making them safe and consumer-friendly.

She has established a **diversified nutrition garden** which serves as a low-cost and assured source of raw materials such as chilli, lemon, drumstick leaves, vegetables, fruits, and herbs, enabling continuous production and minimizing input costs for value addition.

- **Marketing and Market Linkages:**

Her value-added products are marketed through local village markets, direct household sales, SHG networks, and nearby villages, while vermicompost is sold directly to farmers and gardeners. The products enjoy strong local demand due to their organic nature, good taste, assured quality, and trust-based marketing, enabling sustainable income generation and gradual enterprise scaling.

- ❖ **Waste to wealth model:** Farm waste converted into income-generating organic manure
- ❖ **From subsistence to success:** Rural woman builds a green enterprise through vermicomposting and food processing
- ❖ **Women-led change:** Inspired **78 SHG women** to adopt vermicompost, kitchen gardens, and value addition
- ❖ More than doubled her annual income through women-led entrepreneurship

Productivity & income enhancement:

Income Sources: Sale of vermicompost and sale of pickles, flours, murabba, masala powders, jaggery-based product

Before initiating her entrepreneurial activities, Smt. Pushpa Gautam's family primarily practiced subsistence farming, with most of the produce consumed at the household level and very limited marketable surplus. The family could manage savings of only ₹3,000–4,000 per month, reflecting low and unstable income. Following KVK interventions and adoption of vermicompost production and value-added food processing, there has been a significant improvement in household income. At present, her enterprise generates an annual gross income of approximately **₹1.20–1.50 lakh** from combined vermicompost sales and value-added products, with an annual net income of about **₹80,000–1,00,000**, demonstrating a substantial shift from subsistence to sustainable, market-oriented livelihood.

Employment generation:

- Self-employment
- Family labor
- Part-time employment for SHG women

Social/Personal Empowerment/Awards & Recognition:

SHG-based Enterprise Development and Leadership:

She expanded her activities through women Self Help Groups (SHGs), engaging members in processing, packaging, labeling, and pricing activities.

Smt. Pushpa Gautam has promoted organic farming and efficient waste recycling by popularizing vermicomposting at the village level. Her interventions have contributed to the improvement of nutritional security and economic well-being of rural households through kitchen gardens and value-added food products. She has inspired and mobilized **78 women members of Self Help Groups (SHGs)** to adopt vermicompost units, nutrition gardens, and food processing activities, thereby strengthening women-led micro-enterprises.

Awards/Recognition: Smt. Pushpa Gautam's entrepreneurial achievements in vermicomposting and value addition have been widely covered in print and electronic media, highlighting her receipt of prestigious recognitions such as the 'Krishi Samman' Award (Krishi Vipanan category) and the 'Sushil Devi Shobha Award' for her outstanding contribution to women-led agri-entrepreneurship and sustainable rural livelihoods

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Picture 1.1.- Pushpa Gautam and the dedicated women of her SHG standing proud by their organic compost unit



Picture 1.2.- Smt Pushpa Gautam showing her women-led Vermicomposting unit

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Picture 1.3 Pushpa Gautam and her team proudly displaying the branded Vermi Compost bags ready for distribution



Picture 1.4.- A glimpse into the Gram Dukan (Village Shop) featuring a range of organic products manufactured by Self-Help Group led by Smt Pushpa Gautam

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Picture 1.5.- High-quality organic compost, prepared by the Pushpa Gautam-led Self-Help Group (SHG)

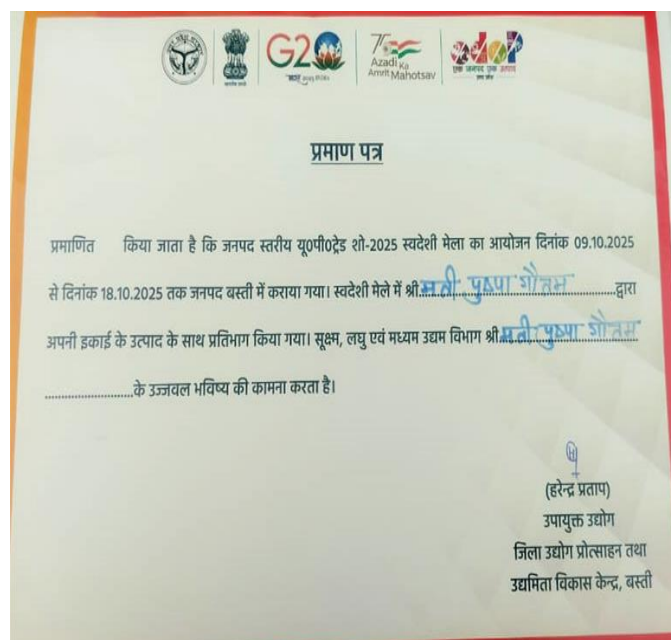


Picture 1.6.- SHG members packaging premium vermicompost prepared from kitchen waste

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Figure 1.7-Smt. Pushpa Gautam receiving the 'Krishi Samman' Award for excellence in agricultural marketing and value-added enterprises.



Picture 1.8: Certificate of Participation awarded to Smt. Pushpa Gautam for successful participation in the District-level Saras Fair–2025, in recognition of her outstanding display and sale of self-

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Picture 1.9: Products developed by Smt. Pushpa Gautam were exhibited by KVK, Basti at the Mandal-level Kharif Gosthi."



Picture 1.10: Smt. Pushpa Gautam exhibited the products developed by her in various district-level programmes.

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