

Certificate

It is certified that I, Priyanka Saini 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.

Priyanka Saini

Name and Sig. of women farmer (with add.)

Priyanka Saini W/o Neeraj Saini

House No. 2B/2801 New Navin Nagar Near Shivaji Nagar,

Shaharnpur 247001 UP.

Mobile No:8077671572/865062001

The Content of this story contains reliable data, as told and described by Priyanka Saini.

K. Singh
(SMS-HSE)

Dr. Manoj Singh

Name & Signature of Head, KVK (with address & stamp)

Brishti Vigyan Kendra, Saharanpur

Contributors- Dr. Manoj Singh, Incharge, KVK-Saharanpur
Dr. Kanya Singh, SMS (Home Science)
Dr. Preeti Yadav, Scientist, ICAR-ATARI Kanpur

Title: From Crisis to Compliance: Building a Women-Led Spice Enterprise – The Journey of Priyanka Saini



4. Profile

Name: Ms. Priyanka Saini

Age: 35 years

Education: Master of Arts

KVK: Krishi Vigyan Kendra, Saharanpur

Village / Block / District / State: Saharanpur, Uttar Pradesh

Email ID (if available): priya90saini@gmail.com

Enterprise: Agri-processing – Spice processing, packaging and marketing

Brand Name: *RootZest*

Background / Situation Analysis

Priyanka Saini comes from a middle-class family with limited financial resources and no established business background. The post-COVID period brought significant economic stress due to job loss in the family and losses in a previous business venture. Household income became uncertain, and opportunities for formal employment were limited. Despite having motivation and basic skills, she initially faced challenges such as lack of capital, limited market access, regulatory complexities, and balancing household responsibilities with entrepreneurial aspirations.

Catalysts of Change (Institutional & Capacity-Building Support)

A major catalyst in Priyanka's journey was her engagement with Krishi Vigyan Kendra (KVK), Saharanpur, which provided training and handholding support in food processing, hygiene, packaging, and basic business management. KVK guidance helped her understand statutory compliance requirements, quality standards, and branding essentials. Motivated to build a legitimate and scalable enterprise, she formally registered her brand RootZest, obtained GST registration and an FSSAI licence, enabling her to transition from an informal activity to a compliant, professional food-processing enterprise.

Pathway(s) to Progress (Innovations, Scaling & Success)

Priyanka Saini is engaged in the processing, packaging, and marketing of food-grade spices under the registered brand *RootZest*. The enterprise involves sourcing raw spices from reliable suppliers, cleaning and grading, grinding and blending, and hygienic packaging with proper labelling. Emphasis is placed on quality control, regulatory compliance, and transparency, which has helped build customer confidence.

Marketing Linkages: Marketing is primarily done through direct channels, supported by attractive packaging, consistent quality, word-of-mouth promotion, customer feedback, and participation in local exhibitions and trade fairs. Rather than aggressive advertising, the enterprise focuses on trust-based marketing and repeat customers.

- Established RootZest, a women-led spice brand in the post-COVID period
- Formalisation through GST and FSSAI licensing
- Focus on quality, hygiene, and consumer trust rather than heavy promotion
- Supported by KVK Saharanpur through training and handholding
- Recognised by district administration and featured in regional media

Productivity & Income Enhancement

The establishment of a formal, compliant spice enterprise significantly improved Priyanka's livelihood security. The enterprise generates an annual gross income of approximately ₹12 lakh with a net income of about ₹3.6 lakh. The enterprise also contributes to employment generation for family members and other women, while improving access to safe, unadulterated spice products.

Social / Personal Empowerment & Recognition

Priyanka's journey represents a strong example of women-led entrepreneurship in agri-processing. By building a compliant and quality-driven enterprise, she has enhanced her decision-making role within the family and gained social recognition. She actively shares practical knowledge related to food processing, packaging, and compliance, encouraging other women to explore income-generating activities. Her success has positioned her as a role model for aspiring women entrepreneurs in Saharanpur and nearby areas.

Media Coverage & Recognition

- Featured story: "*Saharanpur woman builds spice business from home*"

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- Recognised by the District Magistrate, Saharanpur (Shri Manish Bansal) on 14 August 2025 during an exhibition at *Jan-Manch*

Participation in Exhibitions / Fairs

- Khadi Gramodyog Mela, 2024 – Company Garden, Saharanpur
- ITC Mela, 2025 – Saharanpur
- Krishi Mela, 2 February 2025 – Saharanpur
- Khadi Gramodyog Mela, 2025 – Company Garden, Saharanpur
- Exhibition at Maa Shakumbhari University, Saharanpur

Influence on Other Women

Her enterprise demonstrates that women can build compliant, scalable, and trustworthy agri-food businesses even after economic setbacks, inspiring other women to adopt formal entrepreneurship in food processing.



Picture 4.1: Awarded by Hon'ble Vice Chancellor of Maa Shakumbhari University Saharanpur



Picture 4.2-Packaging of spices at Root Zest with proper sanitation

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Picture 4.3-Masala Stall in Maa Shakumbhari University Exhibition Saharanpur

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Picture 4.4- Training on Value addition at KVK Saharanpur by Ms Priyanka as Master Trainer



Picture 4.5- Ms. Priyanka Shahi showcasing products during the ITC Mission Sunehra Kal (RSETI) Rural Self Employment Training Programme.

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