

Certificate

It is certified that I, **Name** of **women entrepreneur**.....Mrs. Durga Maurya....., 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.

दुर्गा माय्या

Name & Signature of Woman Farmer:

(With Address)

Mrs. Durga Maurya.

FPO: Rishitha Farmer Producer company limited

Add: Village - Baksha, Post - Nawpedra, Jaunpur-22109

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

Women Entrepreneur, Mrs. Durga Maurya.....

Suresh Kumar Kannaujiya

Name & Signature of Head, KVK:

(With Address & Stamp)

(Suresh Kumar Kannaujiya)

Sr. Scientist & Head

Krishi Vigyan Kendra, Buxa, Jaunpur-Ist

FORMAT FOR WOMEN INNOVATORS IN AGRI-FOOD SYSTEM

3. Title: A Women-Led Rural Food Processing Business
Transforming Livelihoods in Jaunpur

Profile (in brief):

Name: Smt. Durga Maurya

Age: 57 years

Education: Graduate

KVK: Krishi Vigyan Kendra, Baksha, Jaunpur

Village / Block / District / State:

Village Baksha, Block Baksha, District Jaunpur, Uttar Pradesh

Enterprise: Namkeen Making & Food Processing Unit



Background/ Situation Analysis

The entrepreneur belongs to a small rural farming family where income was mainly dependent on seasonal agriculture. Due to limited landholding and uncertain crop returns, family income remained irregular and insufficient to meet household needs. Like many rural women, she had limited access to formal employment opportunities and financial resources, which motivated her to explore self-employment options within her local environment.

Challenges faced initially (financial, social, technical, etc.)

- At the initial stage, the entrepreneur faced multiple challenges including lack of technical knowledge related to food processing, standardization of recipes, hygiene practices, and quality control.
- Limited financial resources restricted the purchase of basic machinery and raw materials.
- She also lacked awareness about proper packaging, labelling, pricing, and market linkage, which made it difficult to compete with established products in the local market.

The primary motivation was to generate a regular and reliable source of income to support her family and reduce dependency on agriculture alone. She aspired to become financially independent and contribute meaningfully to household decision-making. The growing demand for ready-to-eat snacks and namkeen products in rural and semi-urban areas further encouraged her to take up this enterprise.

Contributors: Suresh Kumar Kannaujiya) Sr. Scientist & Head Krishi Vigyan Kendra, Buxa, Jaunpur-Ist
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Catalysts of Change

Krishi Vigyan Kendra (KVK), Baksha, Jaunpur played a decisive role in transforming Smt. Durga Maurya from a home-based activity into a skilled and confident food processing entrepreneur. The KVK provided, need-based training on scientific namkeen processing, covering selection of quality raw materials, standardized formulations, improved processing techniques, oil management, and safe frying practices to ensure uniform taste and product quality. Emphasis on hygiene, sanitation, and food safety standards enabled her to maintain cleanliness at the production unit and comply with essential quality norms. KVK further supported her in adopting improved packaging and labelling practices, highlighting accurate weight measurement, attractive packaging, basic branding, and regulatory information. Training on cost economics and pricing helped her calculate production costs, fix competitive prices, and ensure profitability.

Pathway(s) to Progress

Smt. Durga Maurya has emerged as a successful rural woman entrepreneur by establishing a Namkeen Making Factory with brand name “Shresth” with continuous technical support from Krishi Vigyan Kendra (KVK), Baksha, Jaunpur.

• Namkeen Production Unit

She is actively engaged in the production of a variety of namkeen products such as sev, bhujia, mixture, and fried snacks. With technical guidance from KVK, she adopted improved processing methods, ensured the use of quality raw materials, and followed standardized recipes to maintain uniform taste and quality. Emphasis on hygienic preparation practices has enhanced product acceptability and consumer trust.

• Packaging and Quality Control

To improve shelf life and market appeal, proper grading, weighing, labelling, and attractive packaging practices are followed. Quality control measures introduced by

- Established a women-led rural food processing enterprise (Namkeen Making Unit) under the brand “Shresth”.
- Transitioned from seasonal agriculture-dependent livelihood to a sustainable agri-processing business
- Annual income increased more than threefold, from ₹3.00–4.00 lakh to ₹10.00–12.50 lakh after intervention
- Actively supports and motivates Self-Help Groups (SHGs) by sharing technical knowledge & experiences.

KVK have helped in maintaining consistency, reducing wastage, and improving overall product presentation.

- **Marketing and Market Linkages:** Products are marketed under an organised FPO platform, Shiv Shakti Producer Company, Baksha, Jaunpur. The products are marketed through local retail shops, village markets, weekly haats, Self-Help Groups (SHGs), exhibitions, fairs, and direct consumer orders.

Productivity & income enhancement: The adoption of scientific namkeen processing and value addition resulted in a substantial enhancement in productivity and income for Smt. Durga Maurya. Standardized processing techniques, improved oil management, and better quality control significantly reduced wastage and lowered the cost of production, while improved packaging and shelf-life enhancement increased product demand and market acceptance. As a result, her annual income witnessed a remarkable rise—from ₹3.00–4.00 lakh before intervention to ₹10.00–12.50 lakh after intervention, reflecting a more than threefold increase in earnings. During the same period, the enterprise achieved an annual gross income of ₹45.00 lakh, with a net income of ₹10.00–12.50 lakh, ensuring a stable and sustainable livelihood.

Social/Personal Empowerment/Awards & Recognition: Smt. Durga Maurya has emerged as a recognized role model for rural women in her village and surrounding areas by successfully establishing a food processing enterprise through scientific practices. Her journey has inspired many women to explore self-employment opportunities particularly namkeen production. She actively promotes women's participation in income-generating activities and supports Self-Help Group (SHG) initiatives by sharing her experiences, technical knowledge, and motivational guidance.

Awards and Recognition: Smt. Durga Maurya was honoured with a Certificate of Appreciation (Samman Patra) by the Department of Agriculture, Government of Uttar Pradesh, District Jaunpur, in the year 2025. The recognition was awarded for her outstanding performance and highest production of ragi in Jaunpur. In addition, she successfully completed the Training of the Trainers (ToT) Programme on Direct Seeded Rice (DSR) conducted by the International Rice Research Institute (IRRI) at the IRRI South Asia Regional Centre (ISARC), Varanasi.

Influence to Other Farmers

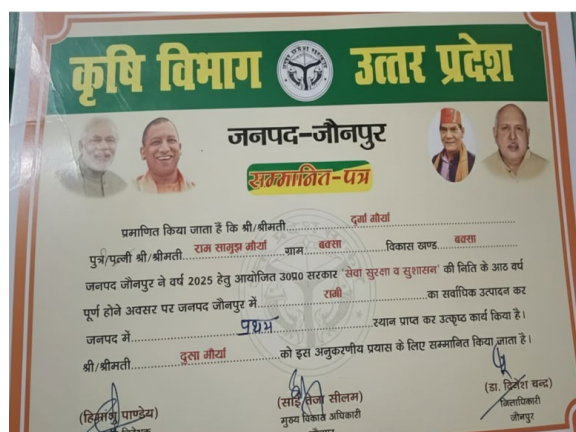
By promoting hygienic and safe food production practices, she has raised awareness of food safety and quality standards at the village level. Adoption of improved

processing, packaging, and cleanliness norms has positioned her enterprise as a model of responsible and sustainable rural entrepreneurship, contributing to women-led enterprise development and inclusive rural growth.

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Picture 3.1: Ms. Durga receiving Certificate of Appreciation from honourable Governor of Uttar Shri. Anandiben Patel



Picture 3.2: Certificate of Appreciation (Samman Patra) by the Department of Agriculture, Government of Uttar Pradesh



Picture 3.3: Participation in various state and national exhibitions and conferences

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Picture 3.4: Smt Durga Mauraya presenting her products to honourable Chief Minister of Uttar Pradesh



Picture 3.5- Ms. Durga Mauraya's Namkeen Production Factory (Shretha) led by women workers

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Picture 3.6: Ms. Durga Maurya conducting a village-level awareness session to educate women on nutrition



Picture 3.7-Inspection of equipments by KVK officials at “Shresta Namkeen factory” started by Ms. Durga Mauraya

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Picture 3.8: FPO formed by Smt. Durga Mauraya



Picture 3.9: Ms. Durga Maurya displaying branded and packaged namkeen products ready for sale.

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Picture 3.10_Products from Smt Durga Mauraya agro-processing unit



Picture 3.11-Smt. Durga Maurya representing her enterprise at the IRRI South Asia Regional Centre.

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