

8. “Green Products, Strong Women: A Waste-to-Wealth Enterprise from Muzaffarnagar”

Profile (in brief)

Name: Smt. Aarzo Siwach

Age: 32 years

Education: Intermediate

KVK: Krishi Vigyan Kendra, Muzaffarnagar-II

District / State: Muzaffarnagar, Uttar Pradesh

Address: Village Nangli Mhasi, Block Jansath

Enterprise: Cow-dung–based eco-friendly products (Waste-to-Wealth)



Background / Situation Analysis

Smt. Aarzo Siwach belongs to a middle-class agrarian family where women were largely confined to domestic and supportive roles in dairy activities. Despite reverence for cattle, cow dung was viewed as a low-value waste, offering little economic return. Limited livelihood opportunities, social stigma attached to dung-based work, lack of technical knowledge, and weak market access restricted income generation and women’s financial independence.

Catalysts of Change (Institutional Support)

The turning point came through Krishi Vigyan Kendra, Muzaffarnagar-II, which provided structured training, demonstrations, and continuous handholding. KVK support enabled her to overcome technical hurdles in processing cow dung using natural binders and herbal additives, adopt semi-mechanised moulding for scale, and improve product quality. Training on value addition, hygiene, packaging, and enterprise management transformed a home-based experiment into a structured women-led enterprise.

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

Guided by Swadeshi principles, Smt. Aarzo developed a diversified portfolio of 100% biodegradable, chemical-free products made primarily from cow dung and herbs, including:

- Developed a diversified product range: eco-friendly diyas, organic dhoop, samrani cups, hawan upley, puja batti, and Vedic art (idols, wall hangings)
- Adopted a multi-channel marketing strategy: **local** markets, SHG door-to-door outreach, B2B e-commerce via IndiaMart.
- Achieved Annual Gross Income of ₹80.60 lakh and Annual Net Income of ₹62.40 lakh, demonstrating high economic viability.

- Eco-friendly Diyas (convert to manure after use)
- Organic Dhoop & Samrani Cups (charcoal-free, air-purifying)
- Hawan Upley & Puja Batti
- Vedic Art: Cow-dung idols, wall hangings (Om / Shubh-Labh), paintings and customised name plates

KVK-facilitated exposure to manual and semi-automatic moulding significantly increased production capacity, while herbal enrichment created differentiated, premium products with strong consumer acceptance.

Marketing Strategy

A **multi-layered marketing approach** was adopted:

- Local grassroots markets in Muzaffarnagar to build trust
- SHG door-to-door marketing, doubling as awareness on sustainable living
- B2B e-commerce via IndiaMart, enabling national-level bulk orders
- Direct supply to temples and religious institutions, positioning products as authentic, chemical-free ritual essentials

Productivity & Income Enhancement / Economic Significance

- **Annual Gross Income:** ₹80.60 lakh
- **Annual Net Income:** ₹62.40 lakh
- **Employment generation:** Self-employment and livelihoods for 20 Self-Help Groups

The enterprise demonstrates a scalable, high-return waste-to-wealth model, converting organic waste into premium eco-products while dismantling social stigma and ensuring strong profitability.

Social / Personal Empowerment & Community Impact

Smt. Aarzo has empowered over 20 SHGs, transitioning women from unpaid domestic roles to regular earners with dignity. She mentors SHG members in processing, mould handling, herbal blending, basic accounting, and professional communication—creating a self-sustaining micro-enterprise ecosystem. Her model promotes a circular economy, replacing plastic and charcoal-based items with biodegradable alternatives and fostering a green lifestyle.

Recognition & Leadership

Recognised as a **pioneer role model** in Muzaffarnagar block, she is frequently consulted by local authorities for women-centric programmes. Her journey—from a small shed to Pan-India sales which exemplifies women-led rural innovation. She has received **Innovative Awards on Kisan Samman Diwas** and wide media coverage in Hindi dailies and exhibitions.

Influence on Other Women / Farmers

Her success has inspired rural women to adopt eco-friendly enterprises, strengthened SHG-based livelihoods, promoted cow protection (Gau Seva), and demonstrated that traditional resources can power modern, sustainable businesses.



Figure 2: Diya making training led by Ms. Aarzoo as Master trainer



Figure 2: Diya making in process led by Ms. Aarzoo



Figure 3: Diya making in process led by Ms. Aarzoo



Figure 4: By-products of enterprise started Ms. Aarzoo