

Research Article

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Women Entrepreneurship leading Homestead Technologies at Krishi Vigyan Kendra, Nizamabad

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ABSTRACT

Women's entrepreneurship directly affects income, employment, and capital formation while indirectly benefiting household-level resource allocation. Women's population constitutes half of the total population i.e., 48.5 percent indicating their potential strength in the total human resource in the country. The challenge is that the women in rural areas even today are disadvantaged with lack of emotional, mental, social wellbeing and financial uplift to support themselves and their families. Therefore, the present study focused on the challenge of extending helping hand and opportunities to empower them with implementable homestead technologies leading them towards entrepreneurship. The present study was conducted with the objectives 1) to study homestead technologies that were On Farm tested and Front Line Demonstrated in adopted villages of Krishi Vigyan Kendra (KVK), Nizamabad, and 2) to promote startups with homestead technologies for women entrepreneurship. Nizamabad and Kama Reddy districts were selected purposively as these two districts fall under the operational area of KVK, Nizamabad. A total of 191 beneficiaries comprising 40 adolescent girl students of Seed Technology Poly technique college, Rudrur, 91 malnourished infants whose weights fell under grade 2 & grade 3 in the growth chart, and 60 Farm and Home women from KVK adopted villages were selected for the study. Four homestead technologies were selected to address the identified problems among women leading to entrepreneurship. The results showed that Infant's health, cognitive, and motor skills were improved with the feeding of a pushti weaning mix. Anemic adolescent girls improved their health and social status through supplementation of raagiladdu (Finger millet) and drumstick leaf powder. Farm women's drudgery was decreased with a rolling brush stem applicator. Farmer's health risks were minimized with the use of protective clothing while spraying. Some SHG women started entrepreneurship by marketing Pushti weaning mix, Raagiladdu, drumstick leaf powder, Rolling brushes and Protective clothing and supported the family financially for their livelihood.

Keywords: Homestead technology, farm women, entrepreneurship, pushti weaning mix, raagi laddu, rolling brush stem applicator, protective clothing. On Farm Test (OFT), Front Line Demonstration (FLD), infants, adolescent girls, farmers, drumstick leaf powder, malnutrition, anemia, health hazards, cotton, KVK, drudgery reduction technology, adopted villages, marketing, extension methods, beneficiaries, SHG women, women's population, PJTSAU, Home Science and training programmes.

INTRODUCTION

Women's entrepreneurship directly affects income, employment and capital formation while indirectly benefiting household-level resource allocation. When provided with equal access to inputs, women-owned enterprises produce equally strong economic outcomes compared to enterprises led by men. [1] India has more women-owned enterprises than many other countries, with an estimated 13.5 million to 15.7 million

MSMEs (Micro Small and Medium Enterprises) and agribusinesses as per published sources [1].

Women's population constitutes half of the total population i.e. 48.5 percent indicating their potential strength in the total human resource in the country. As Swamy Vivekananda said "Just as a bird may perhaps not fly with one wing only, a nation would not amble advance if women are left behind", the time and energy contributed by women to the nation's growth needs not just high appreciation but great recognition and concern on par with men. Money in the hands of women often means more nutrition and education for the children. Therefore when a woman controls the household income the family gets benefits; hence their economic independence is the need of the hour [2]. Since women are the backbone of the family, Home Science is dedicated to the overall development of women folk. Certain low-cost technologies for alleviating drudgery in women's life

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were developed by the Home science department like simplification of working patterns, consumer education on health and hygiene, the introduction of improved equipment, the importance of food pyramid and nutritious food for vulnerable groups etc [4].

In the Nizamabad district, the women population dominates over men with 51 percent, but a literacy percentage of 52.33 indicate the need for more emphasis on educational development and economic empowerment.

In this connection Krishi Vigyan Kendra, Nizamabad conducted On Farm Testing followed by Front Line Demonstration on Homestead technologies for women empowerment through entrepreneurship in adopted villages to promote their livelihood opportunities for sustainable development.

The following objectives were taken for the study:

1. To study homestead technologies that were tested and demonstrated in adopted villages of KVK, Nizamabad.
2. To promote startups with homestead technologies for women entrepreneurship.

MATERIALS AND METHODS

Krishi Vigyan Kendra, Nizamabad conducted Participatory Rural Appraisal (PRA) during 2015-16 to 2019-20 to address the identified problems in adopted villages with suitable Homestead technologies. To study the supplementation of Pusthi weaning mix to infants of 6 months to 2 years to combat malnutrition, data from 2012-13 to 2015-16 was considered.

Selection of the districts: Nizamabad and Kama Reddy districts were selected purposively as these two districts fell under the operational area of KVK, Nizamabad.

Selection of adopted villages and mandals

Name of adopted villages	Name of mandal	District
Jalalpur, Laxmapur, Sankora, Vakheel farm	Varni	Nizamabad
Suddulam, Rampur, Takli, Sunkini and Hegdoli	Kotagiri	
Neela	Renjal	
Rythunagar, Kistapur, Thimmapur, Mirzapur, Chincholi	Birkur	Kama Reddy

PRA methods used: The following PRA methods were used to identify the problems

- Social mapping
- Resource mapping
- Transect walk
- Venn diagram etc.

Problems identified: The following major problems were identified that needed immediate attention

- Malnutrition among infants
- The anemic problem among adolescent girls
- Drudgery among farm women
- Lack of enterprises among rural women for their economic empowerment

Homestead technologies selected: Four homestead technologies were selected to address the identified problems among women leading to entrepreneurship

- Supplementation of Pusthi weaning mix to infants of 6 months to 2 years to combat malnutrition
- Improvement of hemoglobin through supplementation of Raagiladdu and Drumstick leaf powder among adolescent girls,
- Rolling brush stem applicator in cotton for the management of sucking pests as a drudgery reduction technology
- Use of Protective clothing while spraying chemicals in the field

Selection of beneficiaries:

A total of 191 beneficiaries comprising 40 adolescent girl students of Seed Technology Poly technique college, Rudrur; 91

malnourished infants whose weights fell under grade 2 & grade 3 in the growth chart and 60 Farm and Home women from KVK adopted villages were selected for the study.

Extension activities conducted

The Subject Matter Specialist (Home Science) under the guidance of the Head and Programme Coordinator formulated On-Farm Tests (OFTs) and tested the technological feasibility, economic profitability and cultural compatibility of selected technologies which proved scientifically for acceptance and moved to Front Line Demonstrations (FLDs) for popularization. These technologies horizontally expanded leading to women's entrepreneurship development.

The sequential extension methods used: Different need and situation-based extension methods were used while conducting OFTs and FLDs on the above technologies. An example of one such model while conducting FLD on a Rolling brush stem applicator in cotton for the management of sucking pests as a drudgery reduction technology

MEASUREMENT PROCEDURES

1. Supplementation of Pusthi weaning mix to infants of 6 months to 2 years to combat malnutrition

Experimental group: Pushti weaning mix was given 50 gm thrice a day. Pushti weaning mix was mixed with water and boiled for 20 minutes till it attained semi-solid consistency later added milk or ghee to make it energy dense. Along this, breast milk feeding was advised to continue.

Control group: Along with breast milk, Balamrutham or homemade mashed food was advised.

Follow-up study: After the completion of 4 months, the children's growth chart was prepared and obtained feedback from the mothers about the weaning mixed nutritive values.

2. Improvement of Hemoglobin through supplementation of Raagiladdu, Drumstick leaf powder and Iron tablets

Under this technology, Normal Diet + Iron tablets were administered to the Check group and Normal Diet + supplementation of raagi laddu, drumstick leaves powder & iron tablets were administered to the Demo group.

Calculation of BMI: Calculated Body Mass Index (BMI) = Weight (in Kg)/ Square of Height (in mt)

BMI between 18.5 to 24 is normal; >24 are overweight; <18.5 are underweight

The adolescent girls de-wormed 10 days before supplementation to avoid worm infestation

3. Rolling brush stem applicator in cotton for the management of sucking pests as a drudgery reduction technology

The normal practice of spraying in cotton crops as Check and Rolling brush stem applicator as Demo was taken for conducting FLD. After conducting FLD collected women farmers' feedback regarding the use of rolling brushes for stem application.

4. Protective Clothing while spraying

Farmers' practice i.e without any protective clothing as Check and protective clothing set including mask, apron, glasses, gloves, and cap as Demo were framed as per the recommendations of the Professor, AICRP (Textiles & Clothing) Home Science, Professor Jaya Shankar Telangana State Agriculture University (PJTSAU), Rajendra Nagar during the Annual Action Plan meeting during the year 2015-16. Conducted training programs, and method demonstrations to the farmers on the use of protective clothing and distributed protective clothing sets to the farmers with clear instructions, and the observations were recorded for one month.

RESULTS AND DISCUSSION

Results of four homestead technologies tested and demonstrated in adopted villages of KVK, Nizamabad.

The results of four homestead technologies led to women entrepreneurship after a series of On-Farm Testing's and Front Line Demonstrations in the farm and homes of farm women in adopted villages of KVK, Nizamabad are presented below.

1. Supplementation of Pushti weaning mix to infants of 6 months to 2 years to combat malnutrition

As observed from Table.1 out of 91 selected Infants, 26 were male and 65 were female. It was noted that maximum number of infants belonged to the age group of 6 to 12 months under the study. That means the finding of 71.42 percent of female infants conforms with 51 % of women population statistics in Nizamabad.

During 2012-13, the initial mean weight of the infants in Demo group before supplementation of pushti weaning mix was 6.729 kgs. After the completion of the intervention, the mean weight was 8.829 kgs. There was 31% improvement within the Demo group at P value < 0.05 on applying the paired 't' test within the group. In 2013-14 pretest weights of infants in the Demo group before starting the weaning food was 6.91kg. After the completion of the intervention the mean weight was 8.374 kg. There was 21% improvement within the Demo group at P value 0.05 on applying the paired - test within the group. Before starting the pushti weaning supplementation mean pre-test weight of infants was 7.905 kg and the posttest weight was 9.582kgs in 2014-15. Pretest weight of infants in Demo group during 2015-16 was 7.41 kg. After the completion of 4 months post test weight of infants was 9.19kg. There was 24% improvement within the Demo group at P value 0.05 on applying the paired't'- test within the group.

The above results indicate that pushti weaning mix greatly impacts the health status of children. As per the quality control lab report, pushti weaning mix has a good amount of nutritive values like moisture-9.42, ash-1.65, fat-0.09, fiber-1.70, and protein content 13.58 gm. The nutritive values in the Pushti weaning mix contributed for development that was observed among infant viz good physical development; increased body weight; cognitive development; identification of objects; psycho motor skill development; doing small activity; playing games and social development; mingling with others by actively responding to others after completion of intervention.

2. Improvement of hemoglobin through supplementation of Raagiladdu and Drumstick leaf powder among adolescent girls

It is obvious from table 2 that 24(100%) Cent percent of the adolescent girls presented clinical signs of iron deficiency anemia like pale conjunctiva 12 (50%), pale tongue 11 (46%), and flattening of nails 1 (4%). Out of 24 subjects, 15 (63%) expressed dizziness, menses irregularity, legs and back pain during menstruation and hormonal problems as other problems due to lack of hemoglobin.

Cent percent 24 (100%) of the adolescent girls were under weight, 8 (33%) were having low hemoglobin levels and mean hemoglobin 8.9 mg/dl lower than normal hemoglobin level was recorded.

Supplemented daily one raagiladdu with the weight of 33 gms containing 57.4mg calcium, 23.46 calories, 1.05g protein, 1.425 mg iron 7.01µg beta carotene, 3.05mg total folic acid & 1.67 gms fat and daily 2gms drumstick leaf powder containing calcium - 400.06mg, calorie - 4.1, protein - 0.542gms, iron - 0.564 mg, beta carotene - 0.378µg, vitamin c - 0.346mg, fat - 0.046gms and weekly one iron tablet containing 100 mg iron & 500 mg folic acid for four months regularly to the selected adolescent girls for improvement of hemoglobin.

The results exposed that out of twenty-four (24) adolescent girls sixteen (16) had exhibited that pale color conjunctiva to red color conjunctiva and pale color tongue to pink tongue. Other problems like dizziness, menses irregularity, legs and back pain during menstruation were diminished after the consumption of raagiladdu and drumstick leaf powder. This was due to supplementation of drumstick leaf powder, raagiladdu and iron tablets they got daily calcium - 457.46mg, calorie - 27.56, protein - 1.592gms, iron - 16.289 mg, beta carotene - 7.388µg,

folic acid- 503.05mg, fat - 1.716 gms for improvement of hemoglobin level.

The remaining 8 adolescent girls improved their mean hemoglobin level from 8.9 mg/dl to 9.5 mg/dl but their hemoglobin level was lower than the normal hemoglobin level. It was observed that 5 percent hemoglobin level increased among adolescent girls. Though their BMI showed they were underweight the average BMI increased from 16 to 16.7 after four months.

The present investigation revealed that the hemoglobin level of girls improved significantly with supplementation of raagiladdu, drumstick leaf powder, and iron tablets within four months which is evident from observation of clinical sign of iron deficiency anemia and hemoglobin level. Hence, food-based technical program need to be implemented for eradicating nutritional deficiencies as it assumes greater significance for the health improvement of rural masses.

3. Rolling brush stem applicator in cotton for the management of sucking pests as a drudgery reduction technology

Cotton is known as white gold and is a premier commercial crop in India. In Bt era sucking became more serious inviting indiscriminate use of pesticides. Stem application in cotton with monocrotophos (1:4) was an effective method of control of sucking pests having compatibility with Integrated Pest Management (IPM). The study concluded that to control sucking pests effectively, use of stem applicator is cost effective and eco-friendly.

The Table.3 depicts that the time requirement for spraying under Demo by rolling stem applicator was less i.e 18 hrs during crop season covering more acreage i.e 1.5 - 2 ha @ 6 hours per day for 3 times with 3 labors. Whereas in Farmers Practice of normal spraying less area i.e 1.0 - 1.8 ha consuming 30 hrs during crop season @ of 3 hours in a day for 5 times with 3 Laboure's. Thus, the result of covering more area in a less time with reduced cost of cultivation enabling the farmer to go for timely plant protection measures attracted the farmers for the acceptance of the Rolling brush technique. The use of a Rolling stem applicator also reduced drudgery, saved input and natural enemies.

The rolling brush technique required 250 ml of monocrotophos per acre which was less compared to Farmer's practice of spraying 1 lit monocrotophos per acre. As the quantity of chemicals required for application by rolling brush was very less, subsequently the cost was also reduced. Concerning labour charges, the rolling brush method required one labor for three times i.e. after sowing of seed, at the age of 30 days, 45 and 60 days. Hence, the total investment for the rolling brush was Rs.650-1500/-. But spraying of chemicals required 2 labors for 5 times (local farmer practice) during the crop period with a total investment Rs. 1400-3500/- recorded in the period of three years.

The women farmers expressed the benefits of rolling stem applicators like labor savings because of ease of handling of the applicator with no drudgery, water saving, chemical saving, and time saving as the chemical will be absorbed into the sponge which will be directly applied to the plant without any wastage as against hand spraying where the chemical gets wasted because of drift and more requirement of water. No environmental pollution because the chemical is not exposed to the environment; No drift hazards as against normal spraying where chemical gets drifted when applied to the plants because of wind and other factors.

4. Protective clothing while spraying

The features of protective clothing selected for the study were suitability, comfortability, durability, adoption feasibility, and morbidity pattern of protective clothing while spraying. Protective clothing can be defined as clothing including those protectors which cover or replace personal clothing designed to protect against hazards.

The overall WMS score 4.26 indicates the fabric protecting the body from external matter excellently. Out of 30 farmers 16 provided excellent feedback regarding absorbency of perspiration/ pesticide. The overall WMS score 4.4 indicates excellent absorbency of perspiration of old shirt as the starched shirt cannot absorb pesticide/ chemical during crop period. Old starched shirt acted as a barrier between the skin and chemical. Hence each usage of old shirt needs starching The overall WMS score 4.03, indicates the suitability of placket opening & fasteners of the garment to the protective clothing whether it is the old garment or new, which could be easily used for the entire crop period with utmost satisfaction of farmers. The farmers were comfortable spending money on protective clothing rather inviting health issues.

Ignoring safety measures, the majority suffered from various health hazards like longing, irritation, skin allergies, flaming, vomiting, headache and dizziness during spraying as indicated in Table 5. The use of protective clothing which includes a cap, old shirt, gloves, mask, and sunglasses protected the individual from pesticide inhalation, and decreased the health hazards and morbidity pattern over a period of time, from day one to day, 30.

II. Promoting startups with homestead technologies for women's entrepreneurship

Extensively village visits were made by the Programme Co-ordinator along with Home Scientist to motivate the women with the help of success stories written on homestead technologies and identified few interested and needy women to initiate startups for entrepreneurship by themselves for their livelihood promotion as shown in below table 6.

Women's entrepreneurship for livelihood promotion needs building an enabling environment. Entrepreneurship-driven farm homestead technologies enable women to contribute to the economic growth of the family in developing countries. For many rural women, entrepreneurship is a part of a broader livelihood strategy often undertaken partially where it is difficult to separate production and reproduction tasks and market and non-market work. When women adopt gender-sensitive practices, they can empower themselves, voice and represent decision-making, provide business networks, enhance access to market services and facilitate economies of scale (FAO, 2010). In this direction Krishi Vigyan Kendra, Nizamabad exerted efforts to disseminate Home stead technologies with a series of On-Farm Tests and Front Line Demonstrations with the integration of Sequential Extension Methodology and Technology that transformed into small-scale startups helping women realize income to support the family financially in turn contributing to their livelihood promotion.

Conclusion:

Krishi Vigyan Kendra, Nizamabad worked for the empowerment of women and vulnerable groups like malnourished children, anemic adolescent girls, and poor rural women. Women's social, economical and educational status was empowered and health status was improved through homestead technologies developed by the College of Home

Science, Professor Jayashankar Telangana State Agricultural University (PJTSAU) and disseminated through Front Line Demonstrations conducted by KVK. The infant's health, cognitive and motor skills were improved with pushti weaning mix. Anemic adolescent girls improved their health and social status through raagiladdu, and drumstick leaf powder as these improved their hemoglobin levels. Girl's participation in all activities was improved. Their social movement in all activities was also improved. Farm women's drudgery was decreased with the technology provided by Krishi Vigyan Kendra, Nizamabad viz., rolling brush stem applicator. Farmer's health risks like vomiting & nausea sensation, headache, skin problems and burning sensation were minimized with the use of protective clothing while spraying.

These technologies not only improved the health status of the vulnerable group but also developed the economic status of rural women through the marketing of pushti weaning mix, raagiladdu, drumstick leaf powder, a rolling brush and protective clothing. In this way, homestead technologies leading

women entrepreneurship in the Nizamabad district of Telangana state.

Future scope of the study

The study definitely would impact and influence women of similar category in other areas in the district to adopt these strategies to initiate micro entrepreneurship to empower themselves.

Conflict of interest

Authors declare that there is no conflict of interest in the study.

Acknowledgements

We are thankful to Professor Jaya Shankar Telangana State Agricultural University (PJTSAU) and Indian Council of Agriculture Research (ICAR), ATARI- Zone X, Hyderabad for helping in implementation of On-farm tests and Front Line Demonstrations and providing fund and technologies.

Figure 1, Sequential Extension Methodology and Technology used in Rolling brush stem application

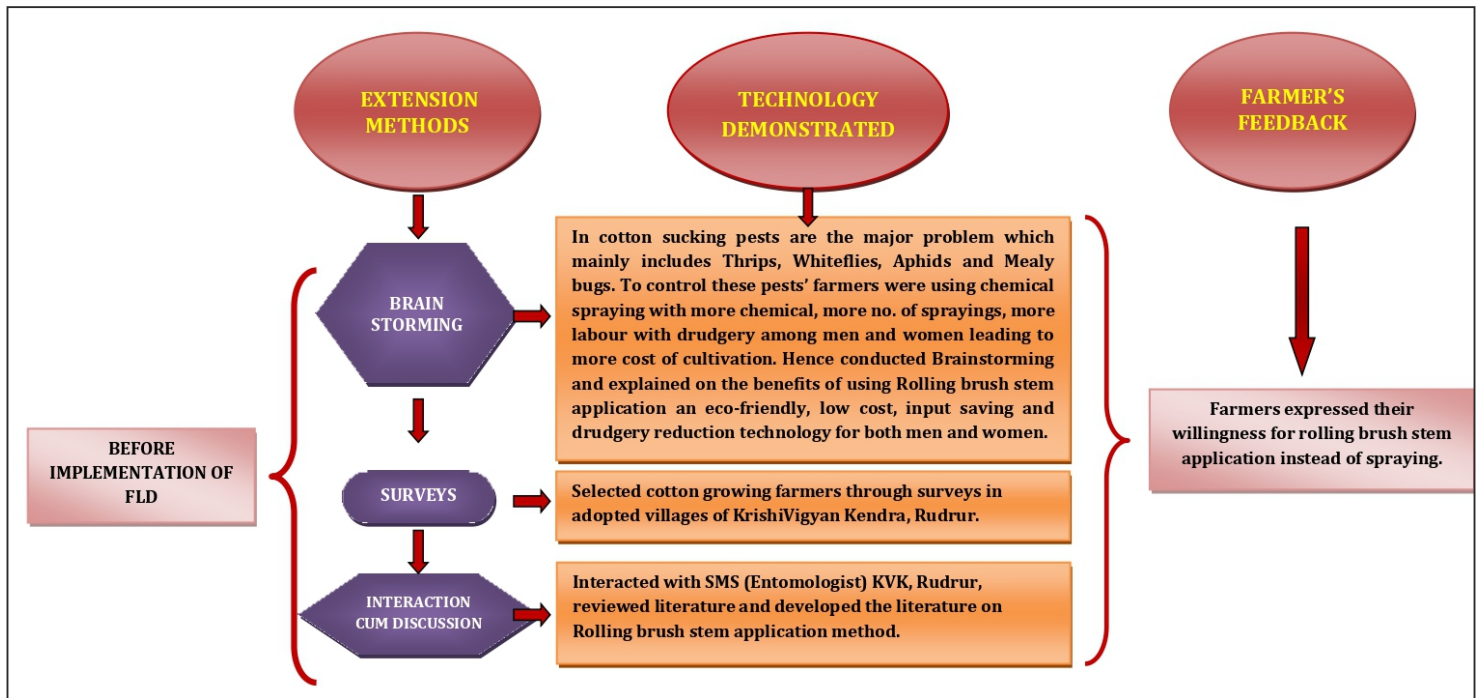


Table 1: Paired t-test in pushti weaning mix fed infants weights

(n=91)

Year	Male	Female	Pre- Test weights Mean	Post Test weights Mean	Mean difference	SD	SE	T value	P value
2012-13	7	14	6.729	8.829	2.1	0.34	0.22	9.57	0.05
2013-14	6	24	6.91	8.374	1.46	0.73	0.27	5.43	0.05
2014-15	8	12	7.905	9.582	1.68	0.46	0.21	7.86	0.05
2015-16	5	15	7.41	9.19	1.78	0.34	0.18	9.66	0.05

Figure 1, Sequential Extension Methodology and Technology used in Rolling brush stem application

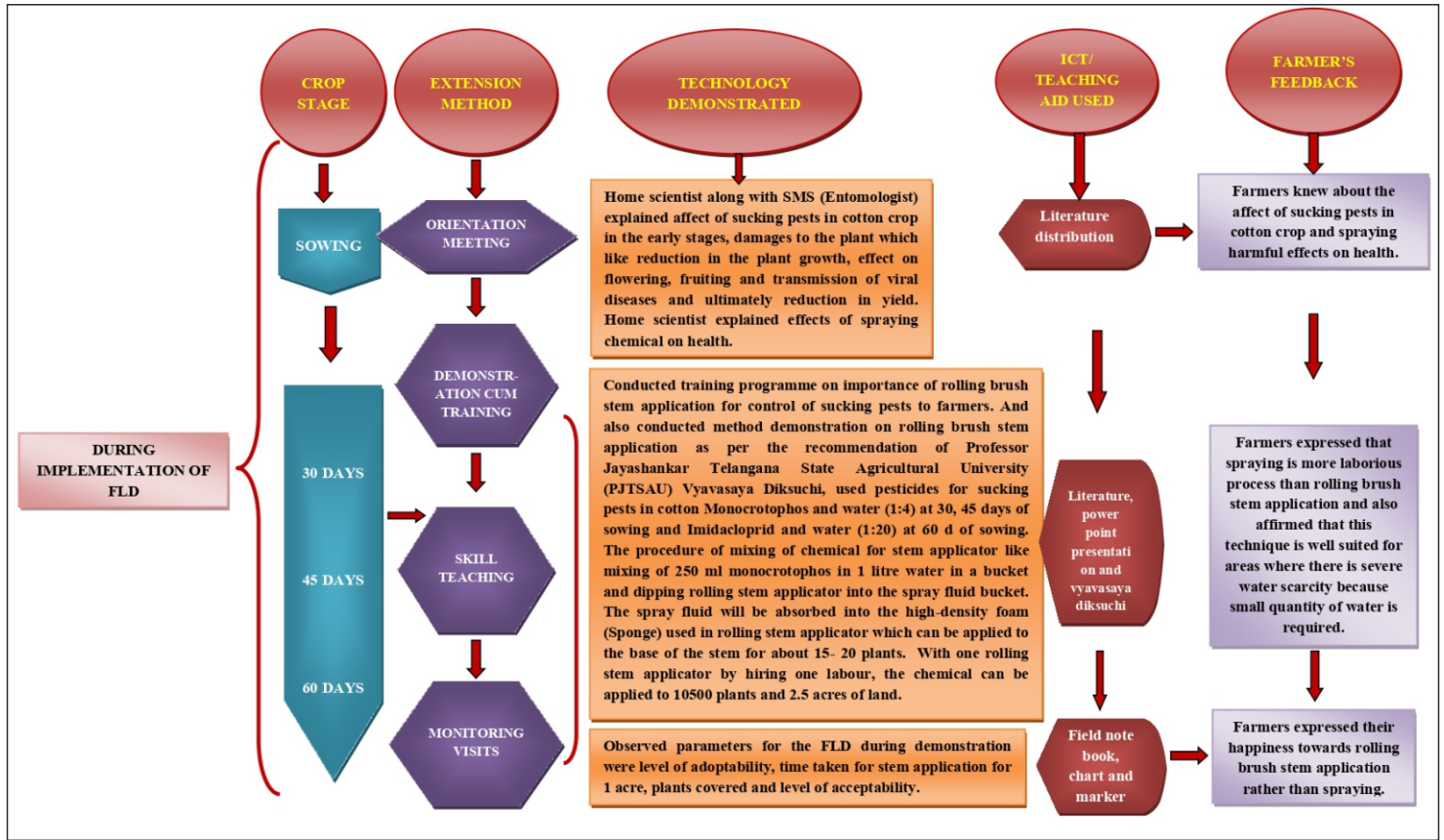


Table 2: Distribution of adolescent girls according to their clinical sign and Body Mass Index for treatment with normal diet + supplementation of Raagiladdu, Drumstick leaf powder & Iron tablets

(n=24)

S.No	Observations	Before Treatment	After Treatment
1.	No clinical sign	-	16 (67%)
2.	Clinical sign	24 (100%)	-
a.	Pale Conjunctiva	12 (50%)	-
b.	Pale tongue	11 (46%)	-
c.	Flattening of nails	1 (4%)	-
3.	Hemoglobin level		
a.	Normal (12 gm/dl)	-	
b.	>12 mg/dl	8 (33%)	8 (33%)
4.	Body Mass Index		
a.	Under weight (>18.5)	24(100%)	24 (100%)
b.	Normal weight (18.5 to 24)	-	-
5.	Other problems	15 (63%)	-

Table 3: Results on Rolling brush stem applicator in cotton for the management of sucking pests as a drudgery reduction technology

(n=30)

Treatments		Parameters			Results (Observations)	
		Time requirement	Labour requirement	Chemical dosage		Labour charges
Check	Farmers Practice Normal Practice of spraying in cotton	More time. 3 hours 5 times in crop season with 2 labour = 30 hours	2 labour	1L Monocrotophos /200 L water / acre	Rs. 2500	More time. More chemical usage. More labour requirement. More cost. Environmental pollution. Killing beneficial and harmful insects. More physical stress.
Demo	Rolling brush stem applicator in cotton	Less time. 6 hrs /day, 3 times during crop season with one labour = 18 hours	1 labour	250 ml Monocrotophos/L/ acre	Rs 1500	Less time. Less chemical usage. Less labour requirement. Less cost. No environment pollution. Killing only harmful insects Reduction of physical stress

Table 4. Features of protective clothing

(n=30)

S. No.	Features	Characteristics of features	Excellent	Good	Fair	Poor	Very Poor	WMS
Suitability assessment								
a.	Appearance	Superior	11	10	9	-	-	4.06
c.	Size and shape of the garment	Appropriate	13	8	6	3	-	4.03
d.	Size and shape of collar	Appropriate	13	8	6	3	-	4.03
e.	Size of shirt sleeves and cuffs	Appropriate	8	15	7	-	-	4.03
Comfort ability assessment								
a.	Easy to sport		17	11	2	-	-	4.5
c.	How long can be wear	1 hr	27	3	-	-	-	4.9
d.	Fabric	Protects body from external matters	13	12	5	-	-	4.26
		Absorbency of perspiration/pesticide	16	10	4	-	-	4.4
Durability/serviceability								
1.	Shirt (old/new)	1. 1-5 days	19	9	2	-	-	4.56
		2. 5-10 days	20	6	4	-	-	4.53
Adoption feasibility								
1.	Cost of the new garment (INR 650/-)	Reasonable	10	12	8	-	-	4.06

Table 5: Morbidity pattern of protective clothing Vs Normal clothing

(n=30)

Parameter	Daily		Weekly		Quarterly		Monthly	
	NC	PC	NC	PC	NC	PC	NC	PC
Longing	30	20	25	15	25	11	20	0
Irritation	30	22	25	12	25	8	20	0
Skin allergies	30	18	25	12	25	10	20	0
Flaming	28	18	23	13	20	5	20	0
Vomiting	25	15	23	10	20	5	20	0
Headache	22	15	20	10	20	5	20	0
Dizziness	20	12	20	10	20	5	20	0
NC - Normal Clothing PC - Protective Clothing								

Table 6: Startups with homestead technologies for women entrepreneurship

S.No	Name of the technology	Name of the identified women	Details of strategy	Cost of one unit	Cost of total unit
1.	Rolling brush	G. Shilpa W/O G.Gaganan Suddulam (Village) Kotagiri (mandal), Nizamabad Dist	Instructed on preparation of Rolling brush through training and obtained the making cost of rolling brush.	200 Rolling Brushes @ Rs. 250/- per brush	50,000.00
2.	Protective clothing	Shabana, Akbar nagar, Rudrur mandal, NZB	Imparted training at KVK Rudrur on the preparation of Protective clothing and obtained the cost of making a set of protective clothing	Rs. 500/- (50 sets)	25,000.00
3.	Pushti weaning mix	V. Padma, Daughter of Satyanarayana Thimmapur, Birkur Mandal	Imparted training at her home on the preparation of Pushti weaning mix and obtained making charges for 10 kg product for 2 months	500 packets of Pushti weaning mix (100 grams each) for 2 months business	50,000.00
4.	Raagiladdu and drumstick leaf powder	Vanajakshi.V, Self Help group member, Akbar nagar Rudrur mandal, NZB	Imparted training to SHG on the preparation of Raagiladdu and drumstick leaf powder	50,000.00	50,000.00

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