

*“Swarngreen Vikas ki taraf
Ek Kadam”*

Women’ Empowerment Camp

**September 3rd, 2010
Teekli Village, Gurgaon**



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India

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Introduction

Introduction

Rural Women form the most important productive work force in the economy of majority of the developing nations including India. Agriculture, the single largest production endeavor in India, contributing about 18% of GDP, is increasingly becoming a female activity. Agriculture sector employs 4/5th of all economically active women in the country. 48% of India's self-employed farmers are women. This proves that women are a vital part of Indian economy.

Over the years, there is a gradual realization of the key role of women in agricultural development and their vital contribution in the field of agriculture, food security, horticulture, processing, nutrition, sericulture, fisheries, and other allied sectors. Women form the backbone of agriculture in India. The majority of agricultural laborers are women have been putting in labour not only in terms of physical output but also in terms of quality and efficiency. Women are critical to the well-being of farm households. Aside from raising children, women are expected to prepare all meals, maintain the homestead, and assist in crop and animal production, all the while tending to the general health of their families.

Perhaps, ironically, it is because women have so many responsibilities that they have been overlooked by agriculturalists and policy makers. In truth, women are involved in all aspects of agriculture, from crop selection to land preparation, to seed selection, planting, weeding, pest control, harvesting, crop storage, handling, marketing, and processing. Whatever the reason for this neglect, the importance of developing farming technologies relevant to women has only recently been recognized.

There are 75 million women engaged in dairying as against 15 million men and 20 million in animal husbandry as compared to 1.5 million men. Based on the facts & figures stated above, Carrefour decided to aid these unrecognized women farmers by organizing a women & empowerment camp for imparting knowledge & better agricultural skills to the women farmers.

Why a women's empowerment camp?

Women constitute a major component in the agricultural workforce in India. The women farmers however lag behind in the use of improved crop production, processing tools and machinery. Adoption of these new techniques, methods & practices by women will help improve the crop production and also elevate the family's standard of living.

Since August 2008, Carrefour has been actively been involved with the Indian farmers. It started a mass campaign of addressing the problems of the farmers. The best viable solutions of the identified problems are provided by Carrefour through different programmes- farmers' empowerment camps, residential training & building sustainable models like Carrefour Grain Bins & green house Nurseries.

Due to the cultural practices prevalent in the rural India, women could not participate in these events. Therefore, a special programme- Women Empowerment Camp was specifically designed to enhance the knowledge of women & benefit the agriculture.

The first women empowerment camp was held in Palla village in June 2010. The second camp was conducted in the Teekli village of Haryana on September 3rd, 2010.

The Mission of the initiative is

- To promote agriculture technology amongst the women farmers in the rural society.
- To create Agri-champions for better, prosperous India.

The Objective is to accelerate growth of agriculture through niche initiatives & by including it as part of the Carrefour business plan.

Process-

- Carrefour identifies the villages which have a large percentage of women working in the agriculture.
- These women's knowledge is enhanced by providing them relevant information about the different aspects of agriculture like sowing, harvesting and packing.
- Beneficiaries will be further given opportunity to learn post harvest techniques in fruits and vegetables, sugar, oil seeds etc.
- Generation of self-employment opportunities in the form of setting up food preservation industries in their farming areas.

The two stages of the initiative are:

Stage 1: Women's Empowerment Camps

“Swarngan Vikas Ki Taraf Ek Kadam” (A step towards the holistic development)

- Women empowerment camps for women farmers in semi-urban & rural areas.
 - The one day camps will be held in centralized locations/ community centers.
 - Strategic partnership with scientists from Indian Agricultural Research Institute of PUSA, PAU, etc will be cultivated as key resource people.
 - Needs assessment of the commercial crop grown will be analyzed and technical support will be provided based on the crops grown in that area.
- ✓ *The takeaways for participants* the opportunity to enroll for an advanced week long post harvest education days course sponsored by Carrefour.
- ✓ *Targeted Beneficiaries-* Maximum of 100 women farmers will be mobilized for each camp. Farmers will be identified by the support of a local partner NGO from CBOs/ farmers associations, federations, cooperatives & *panchayats*.

Stage 2: Education Sponsorship

At the end of the camps sponsorship applications will be circulated for extended course study at certified partner Institutions. The applications will be short listed by Good Works and submitted

to Carrefour. Maximum of 30 women farmers will be short listed per state and the boarding, lodging and education expenses for each sponsored candidate will be borne by Carrefour.

The Women Empowerment Camp at Teekli Village

Teekli is a small village situated in the outer periphery of Gurgaon. It is a major grower of pulses & fruits. The village women are very forward and active in the agriculture and perform a major role. In the past, other agricultural institutes have conducted various initiatives with the women of Teekli & have found them to be very progressive.

Since, the profile of Teekli village falls under the Carrefour's interest. Therefore, it was decided to conduct a Women Empowerment Camp in Teekli Village in September, 2010. Initial visits and discussions were held with the farmers' cooperative operating in the village to undertake an intensive need assessment study spanning functions performed by women in the fields, the problems faced by them. Based on the farmers' inputs and the need assessment study, the content for the camp was developed.

Scientists and Department Heads from Krishi Vigyan Kendra, Shikhopur, Gurgaon were invited to take key sessions of the Camp.

Teekli Workshop

Village- Teekli Village, Delhi

Date- September 03, 2010

Number of Farmers Participants- 150 women

Venue – Farmer's Farmhouse, Teekli

Time of the Workshop- 10.00 am- 2.00 pm

***Profile analysis
of the Participants***

Profile analysis of the participants

Participants' Profile:

Age of the Farmers- The majority of the participants; 61% were aged between 20- 30 years followed by 30- 40 years. 85 % women were married and helped their husbands in the field.

Age Brackets (in Years)	20-30s	30-40s	40-50s	50s & above
Number	61	29	6	4

Size of Land Holding- All the participants worked with the male members of the family on the family land. None of the women had any land in her name. The majority of the participants had a land holding measuring between 2 to 10 acres. 8 people have a land measuring less than 0.5 Hectare.

Produce & its Marketing- All the women were vegetable growing farmers. Largely, fruits & pulses are grown in the village. The women don't look into the marketing & selling of the produce as it is the duty of the man. Few women (20%) knew that the household supply of their family is sold in the directly to the customer through vegetable *mandis*.

Income- The women had no idea about the household income. Since almost all the women were illiterate, they could not even make an approximate estimate of the income.



***Agenda of
the camp***

Agenda of the camp

Since Teekli is a vegetable producing village, the sessions held in the Camp were based on vegetables' produce. The agenda as followed in the Camp has been tabulated below:

Time Schedule

Time	Activity	Work
9.30- 10.30 am	Registration	Profile of the women farmers
10.30- 11.00am	Dr. Anjani Kumar; Coordinator, KVK, Shikhopur	<ul style="list-style-type: none"> ▪ Welcome of the participants. ▪ Introduction of the Panel ▪ Objectives of the camp
	Ms. Parineeta Lakra; Training Manager, Carrefour India	Welcome the Guests and Carrefour's Introduction <ul style="list-style-type: none"> ▪ Welcome of the women in the camp ▪ Objective of the camp
	Mr. Yannick Douville; Director Fresh, Carrefour India	Carrefour's Introduction <ul style="list-style-type: none"> ▪ Carrefour's plan in India ▪ Camps conducted in the past ▪ Inclusion of women in Carrefour's beneficiaries
	Local Woman Participant	Welcome the participants & Carrefour team on behalf of Teekli village
	Film Screening	Carrefour's commitment for local community
11.00- 11.45 am	Mr. Ram Sevak Subject Matter Specialist, KVK, Sikhopur	Cultivation of Exotic Vegetables for high Production
11.45-12.30 pm	Dr. Anjani Kumar; Principial Coordinator, KVK Shikhopur	Post harvest Management of crops <ul style="list-style-type: none"> ▪ The lack of knowledge of the farmers reduces the post harvest production ▪ New technologies in the agrarian field to protect the supply ▪ Government schemes to support horticulture cultivation
12.30- 1.15 p.m	Ms. Ritu Singh Scientist, Homescience KVK, Nazafgarh	Value addition to crops & vegetables <ul style="list-style-type: none"> ▪ Value addition ▪ Benefits ▪ Improved vegetable production technologies for higher yield and profit
1.15- 1.30 p.m	Open House Discussion	
1.30- 1.45 p.m	Vote of thanks and distribution of mementos	
1.45 p.m onwards	Lunch	

Workshop
Representatives

Workshop representatives

Resources (from Krishi Vigyan Kendra)-

- Dr. Anjani Kumar- Programme Cordinator, KVK Shikhopur
- Mr. Ram Sevak, Subject Matter Specialist, Horticulture, KVK Shikhopur
- Ms. Ritu Singh, Scientist, Homescience, KVK Nazafgarh

Carrefour's Representatives-

- Ms. Parineeta Lakra- Training Manager
- Mr. Yannick Douville- Director, Fresh Department
- Mr. Franck Kenner- Director, Operations
- Mr. Mohan Shukla- Director, Corporate Affairs
- Mr. Amit Sharma- Quality Manager
- Mr. Ravi Prakash- Category Manager, Fruits and Vegetables
- Ms. Priyanka Khandelwal- Executive Assistant

Good Works Representatives

- Ms. Simran Chhatwal- Program Officer, Good Works
- Mr. Mohammad Tahir- Administration, Good Works
- Ms. Pushpa Nair- Director, Perfect Relations
- Mr. Bhavya Suri- Senior Image Manager, Perfect Relations
- Mr. Cyril Sebastian- Officer (IT), Good Works

Compere- Ms. Simran Chhatwal

The Camp

The camp

Inaugural Session

The inaugural session started after the registration of the participants was completed. A specific form was developed to capture the profile of the participants. The questions in the forms were asked to the women participants and their responses were duly entered. After the completion of the form, a literature booklet was given to the participant. Simultaneously, the camera bytes were recorded to assess the experience, apprehensions and expectations of the participants from the camp.



Simran Chhatwal called upon the following people to welcome and address the guests:

Dr. Anjani Kumar Programme Coordinator, KVK- gave the welcome note & the background of the Teekli Village.

1. Welcomed the women participants.
2. Introduced the panel
3. Briefed about the various initiatives done by Carrefour in the past for the benefits of the farmers.
4. The objective of the women empowerment is to raise the awareness with respect to agrarian practices. An exclusive camp for women has been organized so that the women participants can raise their doubts without any inhibitions.
5. He urged the participants to be an active participant in the camp and use this platform to seek solutions for the different problems that they face in the field.

6. Thanked Carrefour for organizing a women's camp in their village which is a first of its kind initiative.

Parineeta Lakra, Manager Training, Carrefour was called upon to introduce Carrefour to the participants

1. Welcomed the participants.
2. Brief on Carrefour's operations.
 - Carrefour has been operational since last fifty years and works in many countries & now has entered the Indian market and is trying to establish them.
 - Carrefour has always believed in involving and developing the local community.
 - For the same reason, this women camp has been organized so that we can together improve our living standards.
 - Carrefour recognizes that women play an important role in the agriculture. It also believes that women can only be helped if they help themselves.



Yannick Douville, Director, Fresh, Carrefour welcomed the participants. He thanked the women that they have taken out time from their busy lives to make it to the camp. He was sure that this new kind of partnership will go a long and will be very beneficial.

- Working with the farmers of Teekli village has always been beneficial for Carrefour also.
- Whenever we organize any activity here, we also learn a lot.
- He shared the various achievements of Carrefour with the local communities- numerous camps have been organized, training on post harvest management was held. As a second phase, we have built a green house nursery in the Teekli village.

Rekha Yadav, the head of the womens' group then thanked Carrefour for organizing the first of its kind camp in their village. She also welcomed the scientists from KVK. She urged the participants to be very attentive & make the best of this camp.

The film on Carrefour's initiatives in the past was screened for the participants.



Session 1- *Cultivation of exotic vegetables*
Resource- *Mr. Ramsevak*, Subject Matter Specialist (KVK- Shikhopur)

The vegetable production is dependent on the climatic conditions, soil profile and irrigation source of the area. Based on these facts, one should decide the crops/ vegetables for growing.



He then shared vital information on specific vegetables which are commonly known as exotic vegetables.

BRUSSELS SPROUTS

1. Brussels sprouts are a rich source of vitamin A, ascorbic acid, riboflavin, niacin, calcium and iron.
2. It thrives best in cool and humid climate with a temperature of 15°–25°C. It can withstand frost as well as snowfall. It requires somewhat longer growing period than cabbage.
3. Sandy loam soil is best-suited for its cultivation. Soil should be well-drained to avoid water stagnation. The pH of 6.0–6.8 is optimum.
4. The land should be thoroughly prepared by ploughing 4–6 times. It should be levelled properly before making small beds for planting the crop. The bed size varies with the topography of land however 3m × 3m or 4m × 4m is common.
5. Seeds are sown on raised nursery beds from August to October-end in plains and from February to April and also in autumn in the hills.
6. Before sowing, nursery beds should be drenched with Brassicol or Captan 3g/litre or may be sterilized with 1% formaldehyde solution. These beds are immediately covered with

alkathene sheet for 96hr. Thereafter seed should be sown in lines 5–7cm apart at a depth of 1.5–2.0cm. Seeds should be covered with fine soil.

7. About 20–25 tonnes of farmyard manure or compost should be applied during land preparation. Generally 200kg of N and 100kg/ha each of P and K should be applied. One-third dose of N and the full of P and K are applied before transplanting the seedlings. The remaining dose of N is given as topdressing around the plants in 2 equal split doses. The second dose of N is given 30–45 days after planting, whereas the third before formation of the sprouts
8. First irrigation should be given immediately after transplanting of seedlings for their better establishment. Thereafter irrigation is given at 15 days interval depending upon the weather conditions.

At the time of maturity, irrigation may be avoided to prevent the loosening of sprouts.

9. The sprouts are harvested on attaining maximum size and compactness. Generally 3–6 harvestings are done. In single harvesting, yield varies from 30 to 50q/ha. But average yield comes to 100–160q/ha from multiple harvesting.

BROCOLI

1. Broccoli is of 2 types—heading and purple or green sprouting. Sprouting broccoli is more popular in India. Heading broccoli forms curds like cauliflower, while sprouting broccoli contains a group of green, immature buds and thick fleshy flower stalk forming a head.
2. The temperature of 20°–25°C is optimum for its proper growth, while 15°–20°C for heading stage. The heads become loose with rise in temperature.
3. Deep loamy soil is best-suited. Soil should be well-drained and sufficiently fertilized. The pH of 5.0–6.5 is optimum.
4. The field is prepared like that of Brussels sprout. Generally small-sized plots or beds of 3m × 3m size are prepared for transplanting the seedlings. Sprouting broccoli is mainly raised from seeds. About 400–500g seed is sufficient to raise seedlings for a hectare.

Mid-September–early-November is sowing time in plains. Generally it is sown during September–October in lower hills.

- About 4–6 weeks old seedlings are transplanted. The planting of over mature seedlings should be avoided.
- Seedlings are transplanted 45cm apart within and between the rows. In very rich soils, spacing can be reduced to 45cm × 30cm to avoid stem hollowness due to rapid plant growth.
- 5. Generally, application of 15–20 tonnes of farmyard manure, 60–80kg N/ha and 100kg/ha each of P and K are recommended.
 - The full dose of P, K and half of N are applied at the time of preparation of land.
 - The remaining dose of N should be topdressed in 2 equal split doses.
 - The first is applied 4–5 weeks after transplanting, whereas second before head formation.

6. Broccoli needs sufficient moisture in the soil for uniform and continuous growth of plants. Frequent irrigation at 10–15 days is given depending upon weather conditions. Generally furrow system of irrigation is practiced.
7. The crop should be kept weed-free.
8. The heads having 10–15cm stems should be harvested with a sharp knife when its bud clusters are green and compact. Generally harvesting continues for 4–6 weeks. Central head weighs about 500–600g. On an average, its yield varies from 100–150q/ha.
9. After harvesting, its heads should be immediately sorted, graded, packed in baskets and sent to markets. A high rate of respiration results in deterioration of its quality.

LETTUCE

1. Lettuce is a very common cool season salad crop.
2. Its leaves are rich in vitamin A, C, calcium and phosphorus.
3. It performs well under subtropical and temperate (13°–16°C) conditions. Both lower and higher temperatures affect its seed germination. High temperature induces bolting also.
4. Well-drained, sandy loam soil, rich in organic matter is best-suited for its cultivation. Suitable pH- 6.0–6.5.
5. Lettuce is propagated by seed. About 400–500g seed/ha is enough.
6. Early-October–November is sowing time. The seedlings should be transplanted 5–6 weeks after sowing at 45cm × 45cm spacing in flat beds.
7. Application of 10–15 tonnes of farmyard manure and NPK @ 25:90:25kg/ha is recommended as basal dose.
 - At the time of head formation or rosette formation, a dose of 25–30kg N/ha should be applied.
8. Hoeing, irrigation and weeding are important intercultural operations. First hoeing is done 2–3 weeks after planting
9. Pre-sowing irrigation is required in nursery/seed-sown field.
 - Similarly it requires a good irrigation after transplanting.
 - A light irrigation is given 3–4 days after transplanting. Subsequently, weekly irrigation is sufficient.
10. Heading types are harvested when heads are fully developed.

It is better to avoid harvesting when there is rainfall or dew, because the turgid leaves become very crisp and break easily on handling.

11. The produce is graded for removing the diseased and injured leaf/heads and is sent to the market. The yield varies from 10–12 t/ha.
12. It can be stored for 3–4 weeks under refrigerated conditions.

PARSLEY

1. Parsley is also a minor salad crop.
2. It is a rich source of iron, vitamin A and C.

3. It is a cool season, hardy crop which flourishes well both in temperate as well as tropical climates. It can also be produced under glasshouse or polyhouse. Like celery, parsley too thrives best in loamy as well as moisture retentive soils with proper drainage.
4. Varieties - There are 3 types of varieties. These are plain-leaved, double-curved and moss-curved. In Moss-curved, plants are dwarf, compact and bushy. Its leaves are dark green with exceedingly fine cuts, serrated and deeply curved. These are used for garnishing and for decorative purposes. In Hamburgh, plants are tall, coarse with tough stem. The leaves are plain, deeply cut, resembling those of celery shoots. They are fleshy and edible.
5. It is mainly propagated by seeds. The seedlings are raised in nursery beds. About 250–300g of seed is sufficient for one hectare. Seeds are sown in February, March and August–October in higher hilly regions and midhills or plains respectively.
6. These should be transplanted at a spacing of 60cm × 45cm.
7. Manuring and fertilization - Application of 15 tonnes of farmyard manure, 65kg N, 40kg of P and 25kg of K/ha gives better produce. Nitrogen should be applied in split doses.
8. Crop should be irrigated immediately after transplanting. Later, irrigations are given at 15–20 days intervals depending on weather and moisture level of the soil.
9. Hoeing and weeding are done as and when required to keep the crop weed-free.
10. The harvested leaves are sorted and tied in bundles or small bunches and packed in baskets and then sent to the market for disposal.

Session 2- *Post harvest management of the crops*
Resource- **Dr. Anjani Kumar**, Programme Coordinator (KVK)

1. Due to the lack of knowledge of the farmers and the in-efficient use of chemicals the quality of the vegetables suffers.
 - Too much use of chemicals also leaches away the soil nutrients.
 - If the farmers wish to improve their produce, they will have to change their attitude towards farming. They will have to increase their knowledge base, change their technologies.
2. With optimum cleaning of the produce after the harvesting, there can be an increase of 30% in the prices. People want to buy clean vegetables & don't mind paying little more if the quality is good.
 - So, therefore, though the produce looks promising, it is still a small figure as per the international standards.
3. Various methodologies like seed treatment, drenching, proper and adequate intervals between sowing & harvesting, integrated nutrient management, etc will have to be undertaken by the farmers of Teekli village to increase their produce.
4. The vegetable production is dependent on the climatic conditions, soil profile and irrigation source of the area. Based on these facts, one should decide the crops/vegetables for growing.
 - The varieties should be sown as per their season. If this practice is not followed, then there will be less fruits and more vegetables.



5. Cultivating vegetables is important as it has many advantages:
 - Vegetables yield per hectare as compared with cereals and other food grains is more in one hectare of land. The production is approximately more than five to ten times more

- Vegetables can be grown through out the year because of the new technologies.
- Vegetables grow faster and in the same period, farmer can cultivate three- four crops in a year.
- Even in market, the vegetables are sold at higher prices; hence it fetches more income in all the ways.
- Vegetables can be grown for different industries like medicine, preservatives, exports and other products.
- The vegetables can be grown in between other crops and thus give more produce.

The farmers should cultivate varieties specific for an industry. E.g.- peas should be grown for freezing, onions and green chilies should be grown for exports, potatoes for chips industries.

6. Right kind of seeds is important. Seeds can be obtained from National Seeds Corporation, State Seeds Corporations, Agricultural Institutes and Universities.

Improved and best varieties of vegetables should be sown and grown. The hybrid varieties should be cultivated more as they increase the yield by 50%.

7. Nursery should be prepared which will provide small saplings. These can be sown in the field in the month of February. The fruits will ripe at the right time much before the temperatures soar high.
8. Important points that should be kept in mind before selling his produce.
 - Early and late sowing/ harvesting of the produce gets more or higher profit
 - Clean and grade the produce for sale.
 - Pack the product in a consumer's preferred package/ size
9. Use of new technologies for producing, storing & packing should be used by the farmer to lure the trader or retail to buy their produce. Always grow products which have high market demand.

Session 3- *Value addition of fruits & vegetables*

Resource- *Ms. Ritu Singh*, Scientist, Homescience, (KVK Nazafgarh)

1. Many organizations, from both the government and non-government sectors, are actively promoting the processing of fruit and vegetables. The reasons for this include:
 - Attempts to preserve seasonal gluts which often lie rotting on the roadside
 - Difficulties in storing large quantities of fresh produce without incurring heavy losses.
 - Small local markets for the large quantities of fresh produce in season.
 - Ineffective distribution and transportation to meet demand in other, often urban, areas.
2. Due to the above constraints, rural producers are often forced to give produce away or let it rot. To prevent this loss, many may be tempted to convert such gluts into value-added products to be sold in the urban areas.
3. However, before production begins, it is advisable that the market is assessed, and that demand for the processed product is determined.



She then shared few recipes of easy to make fruit products. The women can easily prepare these at homes. The production can be for both personal & commercial use.

The women of the villages were interested in learning more recipes. They expressed their desire to learn easy recipes so that they can start a small business of theirs. Ms. Ritu Singh & Mr. Ramsevak shared with them that KVK keeps organizing training sessions for women who are aspiring entrepreneurs. The likely dates of next such training will be notified to the women.

Recipes for easy to make fruit products

AMLA MURABBA- “The Indian Gooseberry Conserve”

Ingredients: 1 kg. Fresh big firm amlas (Indian Gooseberries), 1-1/4 kg. sugar, 4 gms. Citric acid, 1/2 tsp. alum (for each usage)

Method:

1. Wash and prick amlas all over with a fork.
2. Dissolve alum in 2 litres water.
3. Soak amlas in this water for 24 hours.
4. Wash again with alum water.
5. Put amlas in boiling water and boil for 2 minutes.
6. Remove keep aside.
7. Prepare sugar syrup with 3/4 litre water.
8. Syrup should be just stick enough when touch between finger and thumb.
9. Put amlas in syrup for 24 hours.
10. Remove amlas from syrup.
11. Boil the syrup to original consistency.
12. Add citric acid and strain.
13. Put amlas back in syrup. Keep aside for 24 hours.
14. Repeat this process: Remove amla, boil syrup, add amla for 4 days.
15. By now amla will stop oozing water, and making liquid thinner.
16. Preserve cooled murabba in a clean tight jar.

TOMATO CHUTNEY

Ingredients: Ripe red tomatoes - 4 cups, chopped, dry red chilis - 2-3 or more according to taste, methi (fenugreek) seeds - 1/4 tsp, sugar or jaggery (brown sugar) - 2 tbsp salt - 1 tsp or according to taste. Ginger (optional) - small piece, Garlic - 3-4 pods, cinnamon - 1/2 inch stick. Oil - 1 tsp, Mustard seeds - 1/2 tsp, Cumin seeds - 1/2 tsp, Asafetida - a pinch, Curry leaves - 4-5

Method

1. Add 1 tsp oil to the pan. Add red chilis, cinnamon, methi seeds. Fry for a few seconds. Do not let the methi seeds burn.
2. Add chopped tomatoes, garlic, and ginger. Fry for 2 minutes.
3. Cover and cook for 10 minutes or till tomatoes are just done. Cool the mixture.
4. Add salt, jaggery to the tomato mix and grind it to paste.
5. Heat oil. Add mustard and cumin seeds. When they stop spluttering, add asafetida.
6. Add the chutney paste to the pan and fry for a few minutes.
7. When you get your desired consistency take off the fire.

***Feedback analysis of
the participants***

Farmers' Feedback Analysis

A total of 57 feedback forms were received.

1. Relevance of Workshop

All the participants shared that the content discussed in the workshop was relevant to them. Women felt that although farming is part of their daily job routine, yet the new information shared in the workshop will help them to value add to their knowledge and skills.

The women farmers felt that more information and knowledge should be shared on procurement of good quality seeds, pest and insect management.

Scores to the Workshop by the Participants

Workshop's Score	Very good (4)	Good (3)	Satisfactory (2)	Scope of Improvement (1)	No Response
Number	46	11			

2. Session liked most

Though the participants liked all the sessions and found them relevant and interesting, those taken by Ms. Ritu Singh on value addition of fruits & vegetables were liked the most.

Carrefour's demonstration on efficient packing of vegetables was liked very much by the farmers. They found the whole concept and the procedure very intriguing.

All the women agreed that the workshop will prove beneficial to them in the future since the information disseminated in the workshop will come handy to them during all the stages of vegetable production- sowing, harvesting and marketing.



IEC Materials

IEC Materials

The following IEC materials were produced and disseminated in the Camp:

1. **Literature Booklet**- A booklet was developed with the text supported by images. Since, Palla is a vegetable producing village. The main information on the underneath listed topics was shared

The booklet was developed with the view that it can be carried back home and serve as a reference manual to the participants.

2. A **Pamphlet** with detailed information on Carrefour was also distributed as a reading material for the participants. The pamphlet basically described the following main things:
 - Background of Carrefour
 - Linkages with farmers worldwide through Carrefour's Quality Line
 - Benefits of farmers

The literature booklet & other information material about Carrefour was distributed to the participants after the registration

3. **Power Point Presentations** were specifically developed to support the discussion by the Resource people.

Since, the targeted beneficiaries speak and understand Hindi, the language used was Hindi. All the discussions were also done in Hindi.

Preparation of the IEC material

1. The IEC material developed was the product of a decision, supported by research, to deal with the specific issues.
2. Guidance was taken from Dr. Anjani Kumar, who has been working in Teekli village closely with the farmers.

Panel's Profile

Panel's Profile

1. **Dr. Anjani Kumar** a post of senior scientist and programme coordinator in Indian Agricultural Research Institute (ICAR) Government of India. His educational qualification includes Ph.D (Agronomy) from Haryana Agricultural University, Hissar. He specializes in Transfer of Technology among the farming community. He has been a recipient of young Scientist award, Fellow award, National level KVK award and several appreciation awards during his career till now.
2. **Mr. Ram Sevak** is Subject Matter Specialist (Horticulture) in KVK Shikhopur. He has done M.Sc in Agriculture. He has acquired different trainings in the field of Horticulture Post harvest Technology & medicinal plants etc. from time to time.
3. **Ms. Ritu Singh** is a Scientist in Home Science at KVK Nazafgarh. She has served on different projects such as Transfer of Technology Project (TOT), National Horticulture Mission (NHM), National Horticulture Board, (NHB), National Centre on Organic Farming, (NCOF), Operational Research Project on Jhum,(ORP) etc. He is the recipient of National level KVK award and several appreciation awards.



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