Successful way to make the food tastier

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Pratima Karji a young enterprising woman of Maa Mangala Shg from Nagira ,Pallahara block of Angul District in odisha.Though interested for higher education but could not pursue her studies in view of the poor economic condition in the family and was selling vegetables apart from working as a labourer to earn the livelihood for her family of 4 members. One day she heard about Micro Entrepreneurship Development Program on Jackfruit food processing (Ready to Cook and Ready to Eat) which was organized by Social Development Foundation, Talcher in collaboration with **NABARD** at their near local Gram Panchayat and she then discussed with SDF Coordinator to participate as trainee. Also learnt about free training for the unemployed SHG members in Food Processing. She thus visited the SDF office, after interacting with the Director, Budhadev Das enrolled for a 10-day training programme on Food Processing where inputs on preparation of various kinds of pickles, Baddi, Papad, Tender Jackfruit , Chips and atta were available. During the training, Pratima Karji actively participated in learning the finer aspects of manufacturing of food products of daily use which require little capital to start with. The soft skills like entrepreneurial competencies, customer relations, marketing techniques etc. helped her understand how to start a business and market the products to suit the needs of the customers. After successfully completing the training, Pratima Karji decided to prepare pickles and Papad by procuring the raw material from the backyard and started marketing the same in the nearby town and local villages in a old bike. A small capital of Rs. 10,000/- helped Pratima Karji to earn a monthly income of Rs. 3,000/- to 5,000/- which is really a good bet for any unemployed women. Today Mrs. Pratima karji is a happy woman and is able to fulfil the basic needs of her family.



