

SUCCESS STORY: 3

Title: Khakhra Production with use of Advanced and New techniques

Profile of Farmer:

- 1. Name of Farmwomen:** Smt. Madhuben Rajubhai Banguriya
- 2. Present Address:** - Village: Supedi, Block: Upleta ,Dist.:Rajkot **Mobile:** 9998200431,
- 3. Birth Date:** 21-08-1980 **Age:** - 40
- 4. Education:** - 10th Pass
- 5. Brief Information about the Entrepreneur –**

Smt. Madhuben Rajubhai Banguriya was not only successfully preparing Snack called Khakhra since 2014 at a large scale and helped her family financially but also given employment to other 12 ladies as a worker in her business. she had two sons and both are gaining education, out of which the elder one is Civil engineer and doing job professionally in a company at Rajkot. professional the couple is farmer itself but this idea of making khakhra Upgraded their financial deposits and status too in a society. Moreover, she is using advanced equipment like weighing scale, vacuum packaging, Atta maker for khakhra preparation, segregated Gas Connection for roasting and frying of the snack.

6. Brief Information about Subject Matter

Smt. Madhuben Rajubhai Banguriya basically is only metric pass but only due to her strong determination and dedication after meeting with KVK Pipalia had eventually grows her business of khakhra making at a large level. And also the khakhra prepared is no longer available in the market but exported in foreign countries like London, England and attaining a good profit over there. because of its good quality having 3-4 flavours like Masala, Jeera, Methi, Methi Masala, Garlic easily exported and consumed by different peoples across the foreign countries too.

7. Economic Output: The production of Khakhra by the group is 70 kg per day whose rate is Rs 110/Kg which constitutes monthly income of Rs 2,31,000 per month. After deducting the labour charges and other commodities expenditure which approximately constitutes 40 percent of the total income and hence net profit per month is Rs 1,38,000 monthly. The running period of the factory is approximately ten months in a year which clearly indicates a large profit annually.

8. Horizontal Spread: Smt. Madhuben Rajubhai Banguriya had clearly set an example of empowerment by showing a great success with her determination. and also she is ready to give self-employment to other twelve ladies too by involving them in a processing process of preparation of Kharkhra. Along with she also trained a number of ladies by giving 8 days short training course of preparation of Khakhra at a small level. Gradually two small units also had started their own business at a small level and spread horizontally at a village level.

