



# UDOYOGINI , MADHYA PRADESH



# History

It was conceptualised in 1992 by the World Bank to creating a movement for women economic empowerment in India. In that era, we were recognized and as service provider and a resource agency to NGOs and Government Bodies, under the leadership of (Chair and founding member From 2002 onwards, we have evolved as an expert in Entrepreneurship, particularly building livelihoods and creating rural jobs along the entire value chain in rural areas, ensuring that women and youth have a decent income and voice to change their own circumstances. Currently we are operating in five states – Chhattisgarh. Madhya Pradesh. Uttarakhand, Jharkhand, and Rajasthan – engaging with over 50,000 women and youth in 22 different products such as honey, lac, chilly, tamarind, herbal tea, ghee, and many more

## Description Of Project

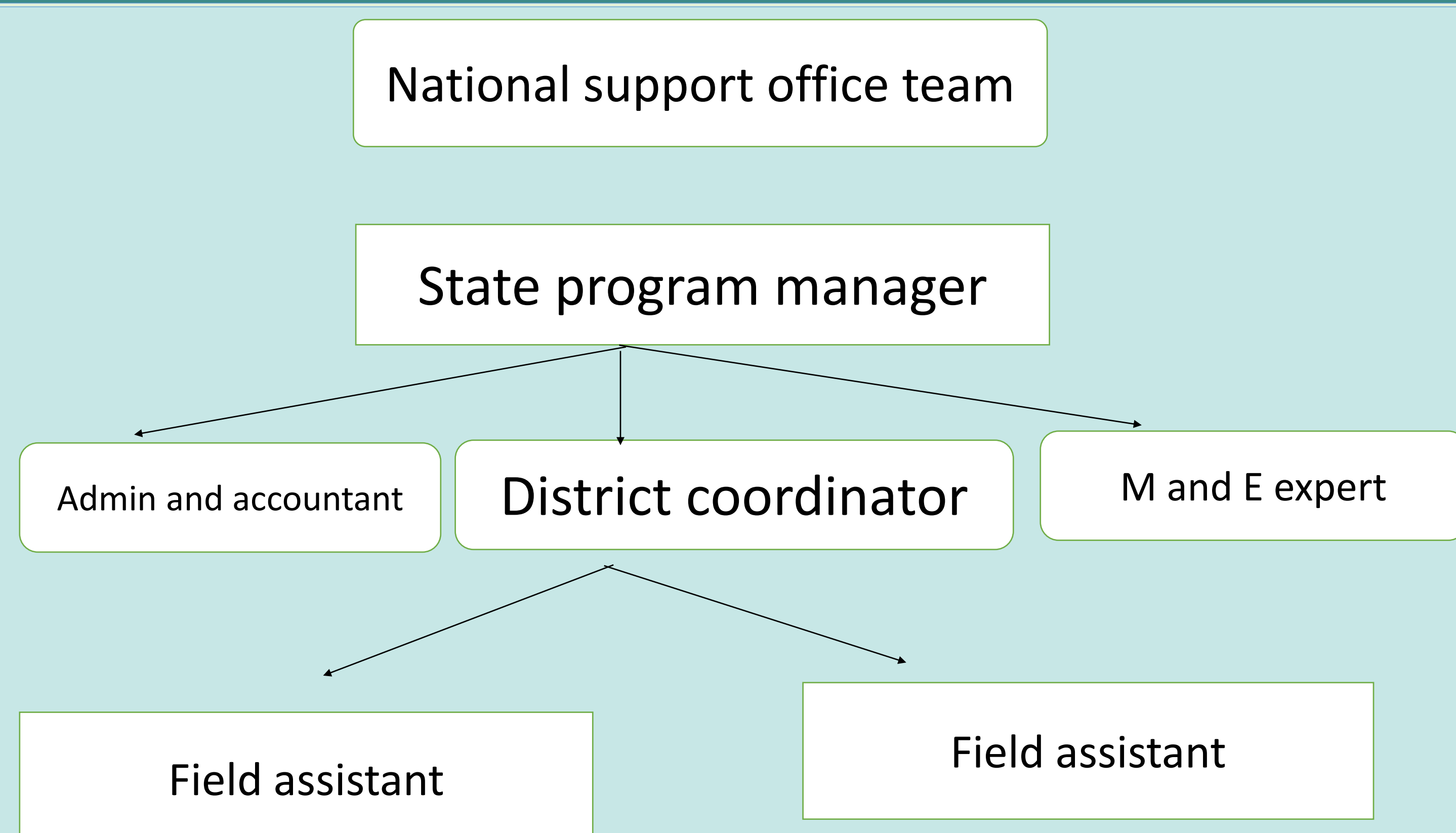
Potato is one of the main commercial crops grown in India and has emerged as 4th most important food crop after rice, wheat and maize. Being a short duration crop (3-4 months), its production is more than that of cereals like rice and wheat. Madhya Pradesh (MP) is the 5th largest potato producing state after Uttar Pradesh, West Bengal, Bihar and Gujarat in India. With the production of 3.28 MMT, it accounts for about 6.73 per cent of total national potato production. Major potato growing areas in the state are Indore, Gwalior, Ujjain, Dewas, Shajapur, Bhopal and few other small districts. The project is implemented in 15 villages of Dewas district, Madhya Pradesh. The program aims at communities through need-based action for reduce wastage, improve agricultural practices, livelihoods enhancement, women empowerment.

# Vision and Mission

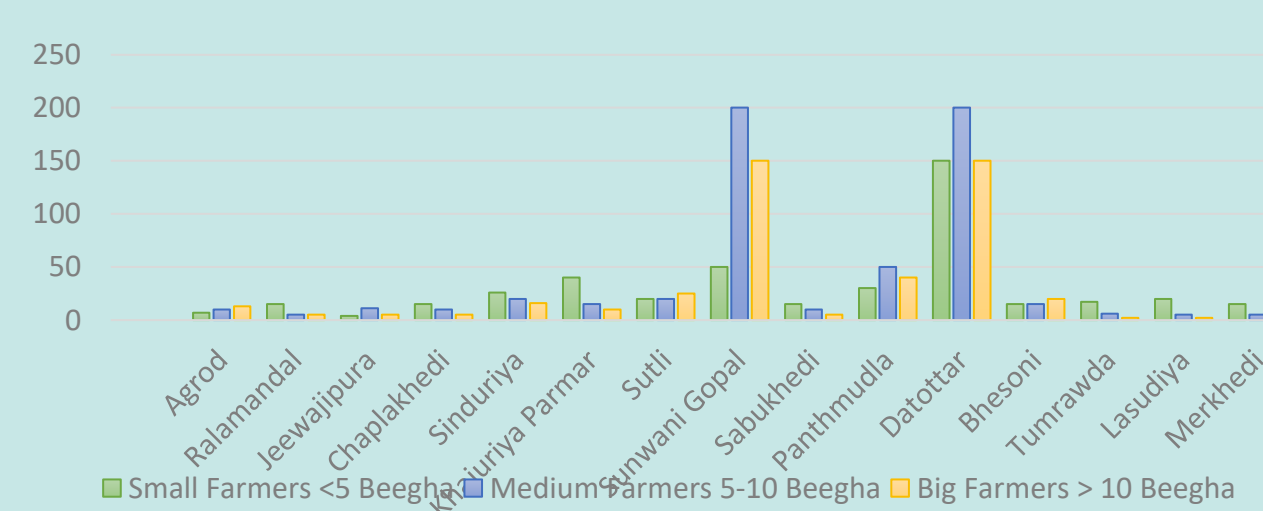
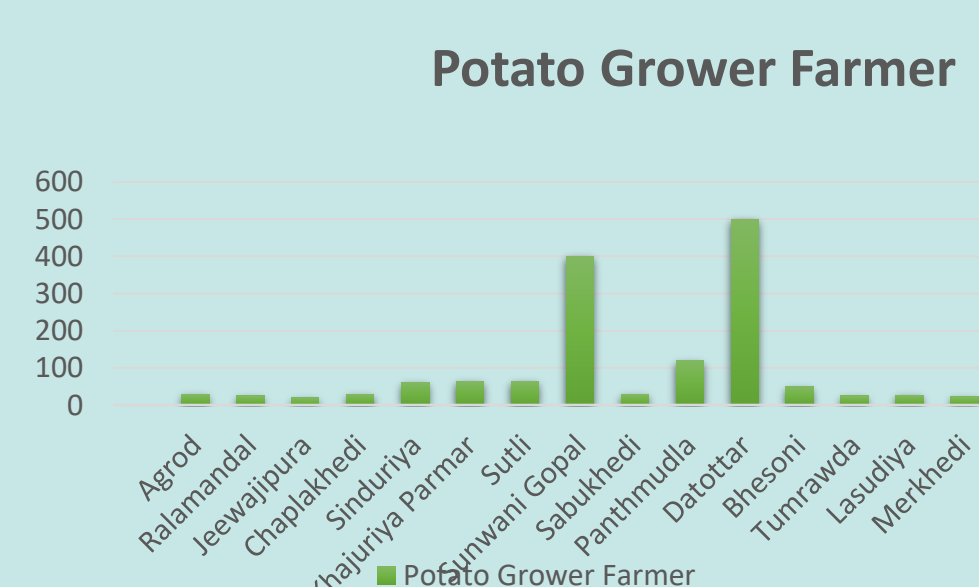
VISION :- Foster gender equality by improving socio – economic status of women to fully participate in decision making in domestic and public spheres.

**MISSION:-** Provide customized quality business development services to enable women to enhance their income, access better education and health services for their children with a special focus on girls.

# Organization Structure



## Major Findings



# Challenges

- Scarcity of water.
- Lack of partnership of females.
- Lack of technology information.
- Infertility of soil due to chemical fertilizers.

# Learnings And Value Addition

- Teamwork
- Practical Skills
- Networking
- Effective Communication

# Methodology

- Focus Group Discussion.
  - Individual Interview.
- Baseline Survey (Kobo tool).

# Usefulness

1. Personal growth.
2. Learning of mentors.
3. Professional Etiquette.
4. Confidence building.
5. Self discovery.
7. Industry exposure.
8. Skill development.



# Swot Analysis

1. Versatility
2. Storage and Shelf life
3. High yield potential

1. Vulnerability to disease
2. Environmental impact
3. Seasonality

1. Growing demand
2. Value added product
3. Sustainable Practice
4. Export potential

1. Price volatility
2. Changing consumer preferences
3. Trade Barriers
4. Climate change

# Suggestions

1. Need training on Modern potato farming technology
2. Better market linkage in the place of middle man
3. Awareness on the usage of organic fertilizer
4. Need financial literacy



NAME :- Sakshi Katiyar

Roll.no :- 0036

MBA DM 02

Organisation Mentor:- Dr. Kajal Sitlani

Industry Mentor:- Mr. Ankit Tirole

## Objective Of The Project

- A) Reduce food wastage along the potato value chain.
- B) Ensure better price realisation for the potato growing farmers through aggregation, value addition, grading and packaging.