

SOUR TO SWEET: TAMARIND TALES OF EMPOWERMENT ADDING VALUE TO WOMEN'S LIVES

Abstract:

Tamarind (*Tamarindusindica*L.) is one of the important fruit cropsof India. It is also termed as “Indian Date” due to its date like appearance of dried pulp. The preservation and processing of the tamarind through value added products is the effective way retain the contents of fruits. Area of tamarind in Chikkaballapur district spread over 608 ha where fruits are just harvested and sold by which farmers are not even obtaining the nominal charges because of improper processing. One of the best features of the tamarind is its durability which incur no loss for the value-added products. As stated by the spice board of India, the tamarind area was 74.20 (000’ ha), production was 309.44 (000’ MT) and the productivity was 4.0 (MT/ha) in 2017-18. About 258.70 (000’MT) to 272.85 (000’MT) of tamarind is allotted for value addition products to processed and lot of labor is engaged in this processing in India. This indicates that there is a wide opportunity in value addition of tamarind. Different extension methods like on campus training programs, group discussion and folders were developed on the value addition of tamarind to create awareness among the public. In this perspective of Sri Lakshmi Venkateshwara Self Help Group of 20 farms women was identified to be trained in KVK for the development of value added products and an On campus training programme for a week was provided to disseminate technology on production of tamarind value added products like tamarind puree, tamarind toffee, tamarind chutney powderlollypop and instant **puliyogare** mix and to estimate cost benefit ratio. Raw materials, branding, labelling and packaging materials were distributed to the SHG to encourage them for the product development and selling of the products. Advertising and marketing of the products initially was carried on in the free stalls of exhibitions in **krishi melas** and in **district melas** where the products created huge demand. Results showed that processing of quintals of tamarind for four products like tamarind puree (130Kg), tamarind toffee (241.25 Kg), tamarind chutney powder (165.50Kg), tamarind lollypop (230 Kg) and tamarind instant **puliyogare** mix (153.45) respectively with the monthly net profit of Rs. 12923 from puree, Rs. 13358 from toffee Rs.9947from chutney powder and Rs.18098from

lollypop and Rs. 31146 from instant puliyoggare mix whereas unprocessed tamarind cost Rs. 120 per kg. The value addition of tamarind has helped to improve their family income per month is around 85,000 with cost benefit ratio of 1.42. These trained individuals of SHGs now serve as the resource persons in training the budding up SHGs.

Key words:tamarind, value addition, economics, women empowerment,Self Help Group

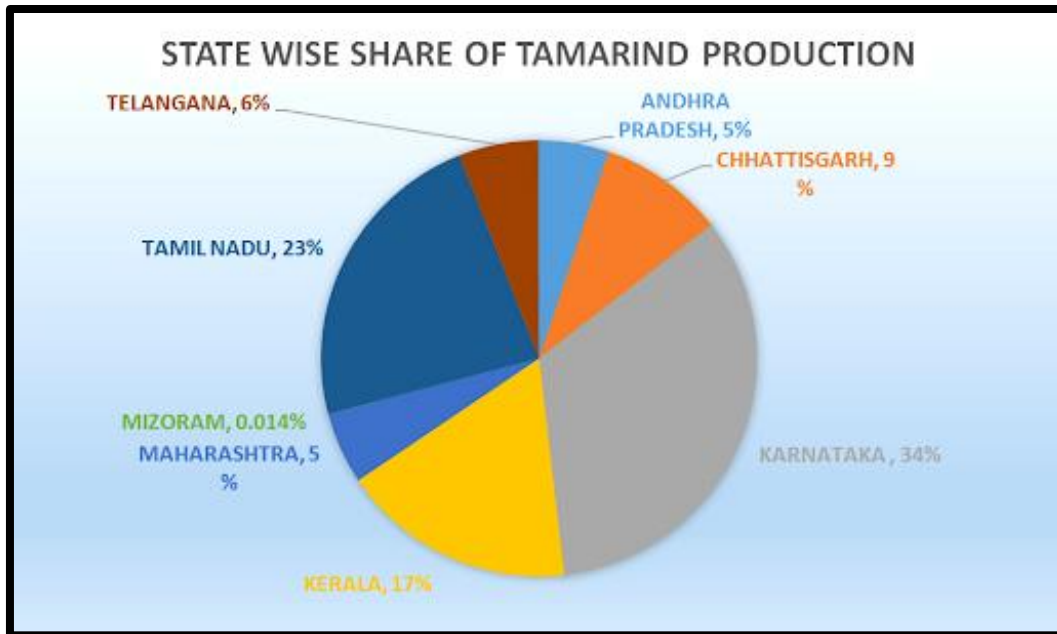
Introduction

Rural Indian women are extensively involved in agricultural activities, but the nature and extent of their involvement differs with variations in agro-production systems. There are community-based differences regarding women's participation in agriculture, therefore location, cropping patterns, ethnic affiliation and economic and educational background also have implications for the specific division of labour within a given family unit (Moyle *et al.*, 2006)

In addition to their role in agricultural production, women are gainfully employed in agri-based allied activities like dairying, animal husbandry, poultry, goatery, rabbit rearing, beekeeping, floriculture, horticulture, fruit preservation, value added food products. This would also help in generating self-employment and women entrepreneurship. Entrepreneurship skills can help in building confidence and self-awareness through income generation (Ghosh and Ghosh, 2014)

Various activities can be taken up by rural women for income generation while being at home and by organizing themselves in Self Help Groups (SHGs). SHG is a small voluntary association of women, preferably from the same socio-economic background. Usually, women's representation is greater in allied agriculture than in grain production, and poor households require the greater involvement of women in income-generating activities than financially stable ones (Reddy and Reddy, 2012)

Tamarind (*Tamarindusindica* L.) is one of the important fruit crops of India. It is also termed as "Indian Date" due to its date like appearance of dried pulp. The preservation and processing of the tamarind through value added products is the effective way retain the contents of fruits (Bhawan, 2021)



(Source: National Product Classification for Services Sector, 2021)

Fig.1: State wise share of tamarind production

Area of tamarind production in Chikkaballapur district spread over 608 ha where fruits are just harvested and sold by which farmers are not even obtaining the nominal charges because of improper processing. One of the best features of the tamarind is its durability which incur no loss for the value-added products. As stated by the spice board of India, the tamarind area was 74.20 (000' ha), production was 309.44 (000' MT) and the productivity was 4.0 (MT/ha) in 2017-18. About 258.70 (000' MT) to 272.85 (000' MT) of tamarind is allotted for value addition products to processed and lot of labor is engaged in this processing in India. This indicates that there is a wide opportunity in value addition of tamarind (Patil and Yeledhalli, 2018)

Therefore, the specific objective of the present study is to enhance the income level and living standard of those farming families, there is an urgent need to provide their family members particularly women an occupation-based training like value addition of tamarind which not only provides them an occupation but also develop entrepreneurial characteristics amongst them.

Materials and methods

Location: Krishi Vigyan Kendra, Chikkaballapura district undertaken a Entrepreneurship Development Program (EDP) through development of tamarind value added products during the year 2020-22. The EDP was approved by an Action Plan Committee of I.C..A..R..(ICAR). The EDP was undertaken in Maadikere village, Chintamani taluk, Chikkaballapura district. It is one of the cluster village selected for implementation of activities of Krishi Vigyan Kendra, Chikkaballapura for the year 2020-2022. The supported activities conducted in the village are described below.

Socio demographic profile: The general information such age categorized into three groups: 21-25, 26-35 and 36-40 years, education status as illiterates, primary, secondary, high school, occupation classified as house wife and labour, family type as nuclear or joint and number of children as one, two or three and above were noted (Thimmayamma, 1987)

Trainings and Demonstrations: The trainings were concentrated on processing, method demonstration, licensing, packaging and labelling and also marketing of tamarind value added products. In total, 20 farm women were selected for detailed skill development training in processing and value addition. Secondly, intensive value-added products trials were done by conducting on campus and off campus trainings and selected the suitable products having commercial potential for income generation and to facilitate enterprise building by the farm women. Further training was also imparted to these farm women on nutrition education, importance of value addition in food products, handling of processing and value addition unit, maintaining hygienic practices while handling food products, labeling, packing, licensing and financial management. Besides, these women were also sensitized for the linkage development and marketing skills.

Processing and value addition: The aim of processing and value addition of tamarind was to convert the grains into convenient food and to make the product nutritionally superior, to market easily and having a shelf life of minimum 3 months. Accordingly, four products namely Tamarind puree, toffee, chutney powder, lollipop and instant puliyoggare mix were selected for preparation and marketing.

Establishment of processing unit: To bring systemization and regular production there was a need for establishment of their own processing unit for preparation of exclusively tamarind-

based products. Hence a plan was developed for establishment of processing unit with minimum necessary machineries.

Packaging and labeling: Packaging serves as a silent sales man. To promote the products and to get better market opportunity, farm women were supported for development of attractive and suitable packaging with nutrition label.

Statistical analysis: Statistical analysis was conducted using suitable statistical tools. Descriptive?

Results and discussion

Socio-demographic profile: The socio-demographic profile of the farm women engaged in processing and value addition of tamarind is presented in Table 1. The age profile indicated that majority of farm women belonged to the age group of 26-35 years (60%) followed by 21-25 years (25%). With respect to literacy, 45% of women were educated up to high school level followed by secondary education level (30%) and 25% were illiterates. The occupation pattern indicated that (50 %) of them were farm labourers and housewives (50%). Most of these women were having two children (80%). The results also showed that 70% of families were nuclear. The study conducted by Tripathi *et al.*, 2023 resulted that the socio-economic attributes' majority of the respondents were literate and only few 11% respondents were illiterate. Additional income increased 20.52% in improved method compare to traditional method. Farm women are generating income through value addition and nutritional security through tamarind sauce in rural areas. It can be helpful to manage market price instability and losses of tamarind fruits

Establishment of processing and value addition unit: After acquainting with processing, preparation of value-added products and packing, 20 farm women of Maadikere village, with the leadership of Mrs. Shilpa came forward to take up processing and value addition to tamarind as an entrepreneur activity is depicted in the table 2. Under technical guidance of Krishi Vigyan Kendra through EDP on “Entrepreneurship development through value addition in tamarind” with the brand name “Sri Lakshmi Venkateshwara Sanga” they established a small-scale processing and value addition unit. For establishment of the unit first they procured a building having a unit area of 2000 square feet and then they purchased and installed the necessary equipment's viz., destoner, pulveriser, roaster, weighing scale and sealing machine. With the

assistance of Krishi Vigyan Kendra, they registered tamarind value added products under Food Safety and Standards Authority of India 2006 (FSSAI Reg. No. 21219048000291).

Nutrients composition of tamarind value-added products: The nutrient composition of tamarind value added products namely malt, mixture, laddu and kurkure was calculated and given in table 3. The nutrient content of the products which were promoted through these interventions ranged from 112-161 kilo calorie of energy, 0.47-1.83 g of protein, 0.63-1.36 g of fat, 137-196 mg calcium and 3.20-4.85 mg iron. Chimsahet *al.*(2020) conducted a study on proximate composition of locally sourced fruit pulp showed high levels of fats and oils 51.39% and fibre 15.10% while other parameters like protein, ash, vitamin C and moisture were similar to test results from other countries. The tamarind plant has undoubtedly great potential based on its benefits, and uses.

Marketing of the value-added products: The value-added products were first commercialized by marketing through Krishi Vigyan Kendra market outlet introduced to some provision stores in Chintamani. Later they were made to participate in various exhibitions organized by agricultural universities, state departments and NGOs, to expand their market network. Presently, they are involved in preparation and marketing of tamarind value added products under the registered brand name of “Sri Lakshmi Venkateshwara Sanga” food products and selling them through their own provision store, Krishi Vigyan Kendra outlet, bakery and provisional stores in Chintamani, Chikkaballapura, Bangalore and mobile sales van arranged by the Department of Women and Child Welfare, Chikkaballapura. The monthly production of the products is around 800-900 kgs with a net profit of around Rs. 85,000/-. The similar study depicted that the adoption of new technology in production and management practices of tamarind results in more yield and would fetch additional income to farmers. The farmers skilled in processing and retailing can opt for value addition by adopting hygienic process at all stages of harvesting and marketing, and can also indulge in selling branded packages of tamarind to realize higher prices in potential markets (Bharathi *et al.*, 2022)

Economics of value addition to tamarind: On the basis of two years data, the average results of the present activity are presented in the Table 2, 4 and 5 gives the economic analysis of the four products viz., tamarind puree, toffee, lollypop, chutney powder and instant puliyoggaru mix. It is depicted from the table 5 that the monthly sales are around 130 kg puree, 241.25 kg toffee,

165.50 kg chutney, 230 kg lollypop and 153.45 kg instant puliyoggare mix with the monthly net profit of Rs. 12923 from puree, Rs.13358 from toffee Rs.9947 from chutney powder and Rs.18098 from lollypop and Rs. 31146 from instant puliyoggare mix whereas unprocessed tamarind cost Rs. 120 per kg. The similar study conducted by Israel *et al.* (2019) revealed that processing of one quintal of tamarind dried process for three products like tamarind pickle (131 kg), tamarind sauce (242.90 kg) and tamarind rasam paste (185.20 kg). Tamarind pickle, tamarind sauce and tamarind rasam paste of value addition cost was 15,421, 27,921.40 and 24,206.75 respectively. The total processing cost of tamarind pickle, tamarind sauce and tamarind rasam paste was 12,478, 14,453.00 and 14,453.00 respectively. The tamarind pickles of marketing efficiency ratio were 1.23, tamarind sauce was 1.04 and tamarind rasam paste was 1.17.

Table 1: Socio demographic profile of the farm women in self-help group

Variables	Category	n=20	
		Number	Percentage
Age	21-25Years	05	25
	26-35Years	12	60
	36-40Years	03	15
Education	Illiterates	05	25
	Primary	05	25
	Secondary	06	30
	HighSchool	09	45
Occupation	Housewife	10	50
	Labourer	10	50
Type of family	Nuclear	14	70
	Joint	06	30
Family size	2-4members	12	60
	5-7members	08	40
Number of children	One	02	10
	Two	16	80
	Three and above	02	10

Table 2: General information of the developed enterprise

Particulars	
No. of farm women	20 members
Training cum method demonstration	Entrepreneurship development through value addition in tamarind
Brand name	Sri Lakshmi Venkateshwara Sanga (SLVS)
Marketing	Tamarind value added products are being sold in local provisional stores and in exhibition
License no.	21219048000291
Place	Maadikere village, Chintamani taluk, Chikkaballapura, Karnataka

Table 3: Nutritional composition of the tamarind value added products per 100 gm

Products	Protein(g)	Energy (kcal)	Fat(g)	Calcium(mg)	Iron (mg)
Tamarind puree	0.83	112	0.77	193	3.20
Tamarind toffee	0.47	136	0.63	164	4.85
Tamarind chutney powder	1.08	120	0.70	137	4.63
Tamarind lollypop	0.77	143	0.68	181	3.26
Tamarind instant pulioggare mix	1.83	161	1.36	196	4.13

Table 4: - Economics of Tamarind toffee production

Particulars	Amount (Rs.)
Variable cost (raw material+ fuel+ labor)	58,000
Fixed cost	1,987
Total cost of production 1500 kg/annum	59,987

Gross income = 100×1500	1,50,000
Net income = Gross income – total expenditure	1,50,000 - 59,987= 90,000
B/C ratio (benefit/cost)	1.8 (benefit of one rupee 80 paise for every rupee spent)

Table 5: - Cost benefit of the value addition in tamarind

Sl. No.	Name of the product	Quantity of products prepared(bi-monthly)	Net return (Rs.)	CB Ratio
01	Tamarind paste	130 Kg	12923	1.22
02	Tamarind toffee	241.25 Kg	13358	1.8
03	Tamarind chutney powder	165.50 Kg	9947	1.19
04	Tamarind lollypop	230 Kg	18098	1.26
05	Tamarind instant pulioggare mix	153.45 Kg	31146	1.54
	Total		85472	1.40

The value-added products, were first commercialized by the SHGs during the Krishi Mela (farmers' fair) festival held on 2019-2020 October, 2019 at the UAS Campus, Bangalore and then at Chintamani, where an event organized on 13th August 2019, by the District witnessed a large participation of both rural and urban people. As a result of increasing demand of the products, these are now sold in retail outlets of Chintamani, general stores and health care centers under the brand name established by the SHG (Sri Lakshmi Venkateshwara Enterprises).

In an overall estimation has been found that Rs. 85,472 is the profit obtained. From the obtained profit Shilpa has bought tamarind deseeding machine. She is presently producing cleaned tamarind of 8-10 q/month. The cost-benefit ratio (1.40) of the enterprise indicates that the Shilpa's enterprise is economically viable and sustainable.



Pic 1. Group discussion



Pic 2. Development of folder



Pic 3. Method demonstration of value added products

Registration / ಸಂಖ್ಯೆ (See Regulation 2.1.1(5)) (ನುಖದ 2.1.1(5) ನು ಸಂಖ್ಯೆ)

Government of Karnataka
ಕರ್ನಾಟಕ ಸರ್ಕಾರ
Registration under FSS Act, 2006
ಎನ್.ಎಸ್.ಎಸ್. ಕಾರ್ಯಾಲಯ, ಚಿಕ್ಕಬಳ್ಳಾಪುರ, ಚಿತ್ತಮಂಗಲ, ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಜಿಲ್ಲೆ, ಕರ್ನಾಟಕ

Registration No / ನುಖದ ಸಂಖ್ಯೆ : 21219048000291

- Name and address of applicant: **ಅರ್ಜಿದಾರರ ಹೆಸರು ಮತ್ತು ವಿಳಾಸ:** S.L.V.S.PRODUCTS (TAMRIND) BHARATHA MATE SHG, T.SHILPA W/O NAGESH SLVS PRODUCT TAMRIND, BHARATHA MATE SHG, MADIKERE, OOLAVADI (PANCHAYAT), DODDAGANJOOR, Chintamani, Chikkaballapura (Karnataka), - 563125
- Address of location where food business is to be conducted/Premises: **ಅಡ್ಡದ ಜಾಗದ ವಿಳಾಸ ಮತ್ತು ವಿಳಾಸದ ವಿಳಾಸ:** T.SHILPA W/O NAGESH SLVS PRODUCT TAMRIND, BHARATHA MATE SHG, MADIKERE, OOLAVADI (PANCHAYAT), DODDAGANJOOR, Chintamani, Chikkaballapura (Karnataka), - 563125
- Kind of Food Business: **ವ್ಯಾಪಾರದ ವಿಧ:** All food processing units other than mentioned above Distributor
- Photo Identity Card (Details): **ಫೋಟೋ ಸಂಚಾರದ ವಿವರ (ವಿವರ):** Aadhaar Card

This registration certificate is issued under and is subjected to the provision of FSS Act, 2006 all of which must be complied with by the petty food business. / ಈ ಪ್ರಮಾಣ ಪತ್ರವು ಎನ್.ಎಸ್.ಎಸ್. ಕಾರ್ಯಾಲಯ, ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಜಿಲ್ಲೆ, ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅಧೀನದಲ್ಲಿ ಮತ್ತು ಅದರ ನಿಯಂತ್ರಣದಲ್ಲಿ ಇರುತ್ತದೆ.

Place / ಸ್ಥಳ: ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಜಿಲ್ಲೆ, ಚಿತ್ತಮಂಗಲ, ಚಿಕ್ಕಬಳ್ಳಾಪುರ
Date / ದಿನಾಂಕ: 24/08/2019

Stamp & Signature of Registering Authority
ಸಂಖ್ಯೆ ಮತ್ತು ಸಹಿ
ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಜಿಲ್ಲೆ, ಚಿತ್ತಮಂಗಲ, ಚಿಕ್ಕಬಳ್ಳಾಪುರ

Renewal Date / ನುಖದ ದಿನಾಂಕ	Period of Renewal (Expiry Date) / ಸಂಖ್ಯೆ/ವಿಳಾಸದ ದಿನಾಂಕ	Registration Fee Paid / ನುಖದ ಸಂಖ್ಯೆ	Items of food Manufactured/handled / ತಯಾರಿಸಿದ/ಹಸ್ತಾಂತರಿಸಿದ ಸಂಖ್ಯೆ	Signature of Registering Authority / ಸಂಖ್ಯೆ ಮತ್ತು ಸಹಿ
24/08/2019	5 Year(s) (23/08/2024)	500	Please refer to annexure for details.	

Disclaimer: 1 - This Registration Certificate is only to commence or carry on the food businesses and not for any other purpose.

Pic 4. FSSAI licencing on the food products

SLVS TAMARIND PRODUCTS
FSSAI No. 21219048000291

SLVS PULIYOGGARE POWDER
Experience the taste like never before

Net wt. :
MRP Rs. :
Mfd. Date :

Nutrients	Quantity (per 100 g)
Energy (K cal)	85
Protein (g)	0.5
Fat (g)	7
Calcium (mg)	70
Iron (mg)	2.8

Ingredients: Sun-dried, dehydrated chili, Sun-dried, white grapes seeds, black grapes seeds, coriander seeds, coriander powder, fenugreek seeds, pappad, roasted seeds, anardana, beriberi, coriander leaves, black gram chilla, methyl green salt and salt.

Best before 3 months from the date of manufacture

Manufactured by
Sri Lakshmi Venkateshwara Swami Enterprises
Head Office: Chintamani, Chikkaballapura District, Pin: 563122
Branch Office: K. R. Narayana, Chikkaballapura District - 563122

SLVS TAMARIND PRODUCTS
FSSAI No. 21219048000291

SLVS TAMARIND LOLIPOP
Experience the taste like never before

Net wt. :
MRP Rs. :
Mfd. Date :

Nutrients	Quantity (per 100 g)
Energy (K cal)	206.6
Protein (g)	3.2
Fat (g)	0.6
Calcium (mg)	74
Sodium (mg)	2.8

Ingredients: Tamarind, pappad, red chili powder, coriander powder and salt.

Best before 3 months from the date of manufacture

Manufactured by
Sri Lakshmi Venkateshwara Swami Enterprises
Head Office: Chintamani, Chikkaballapura District, Pin: 563122
Branch Office: K. R. Narayana, Chikkaballapura District - 563122



<p>Pic 5. Labelling of the value added products</p>	<p>Pic 6. Packaging of the value added products</p>
	
<p>Pic 7. Press coverage on the EDP on tamarind value addition</p>	<p>Pic 8. Marketing and use of free stall in district level Krishi mela</p>
	
<p>Pic 9. Awarded as Best entrepreneur at the taluk level -2019</p>	<p>Pic 10. Awarded as Best entrepreneur at the district level -2020</p>

Conclusion

The study shed more light on the role played by SHG in empowering a women to become women entrepreneur in promoting socio-economic empowerment of women in India through a more effective use of local biodiversity and its products. As a result of capacity building interventions to enhance local skills in value addition, SHG woman are able to generate

substantial income and use this towards their own family welfare developments. At present there are 10 skilled workers working in the business at Maadikere village. Mrs. Shilpa's net profit on an average is in the range of Rs. 5.00 lakhs to Rs. 5.50 lakhs per annum. She is having the potential to increase her annual income by another Rs. 6 to 8 lakhs in the coming years.

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