

SUCCESS STORY

Title: Empowering Rural Women through Fruit Processing: The Journey of Mrs. St. Wanhring Anal



Name of the Farmer: Mrs. St. Wanhring Anal

Date of Birth: 02/05/1982 (Age: 38 years)

Village: Lambung

District: Chandel

State: Manipur

Education: B.A.

Landholding: 0.05 acre

Background and Context:

Chandel district in Manipur, characterized by its hilly terrain and tribal communities, is blessed with a wide variety of underutilized seasonal fruits. These fruits, including jamun, guava, olive, plum, papaya, peach, and carambola, are abundantly available during the harvesting season, particularly from May to August. Despite their richness in vitamins, antioxidants, and bioactive compounds, these fruits are often wasted due to their high perishability and lack of proper post-harvest management.

The absence of adequate processing facilities and scientific value addition techniques resulted in post-harvest losses and limited income opportunities for women in the region. However, this challenge also presented a significant opportunity by harnessing appropriate technologies, these fruits could be converted into marketable products that would not only extend shelf life but also create sustainable livelihood avenues for local women.

KVK Intervention and Capacity Building:

Mrs. St. Wanhring Anal, a farmwoman from Lambung village, took a keen interest in addressing these challenges. In 2017–2018, she participated in a series of training programmes conducted by Krishi Vigyan Kendra (KVK), Chandel, focusing on the processing and preservation of fruits and vegetables. These capacity-building sessions introduced her to a variety of techniques including the preparation of fermented juice, candies, pickles, chutneys, jams, and jellies from underutilized fruits.

Through the hands-on training and demonstrations, Mrs. Wanhring gained practical knowledge in safe food preservation, hygienic processing, basic packaging, and small-scale entrepreneurship. Inspired and motivated by the knowledge gained, she initiated her own micro-enterprise in fruit processing with minimal financial investment.

Enterprise Development and Product Diversification:

Mrs. Wanhring began producing a range of value-added products from locally available fruits. Her first venture was the preparation of fermented fruit juices and wines using fruits such as banana, plum, jamun, and guava. During a single season, she processed around 200 litres of banana wine, 100 litres of plum wine, and 200 litres of guava wine. These products became highly popular among the local population due to their natural flavor and nutritional value.

In addition to wine, she diversified her products by preparing **nutri-candies** using fruits such as amla, olive, carambola, peach, papaya, and emli. These fruits were collected from nearby hillocks, utilizing natural resources without incurring high costs. She also produced traditional pickles and chutneys, enhancing her product range and appeal to a broader consumer base.

Her products were showcased and sold at various prominent platforms, including the Sangai Festival, Saras Mela, SHG Melas, ICAR Farmers Fair, CAU Agricultural Fair, and local markets. She sold fermented juice at ₹150 per 750 ml and ₹100 per 500 ml bottle. Her nutri-candies were priced at ₹20 for 100 grams and ₹50 for 200 grams. These affordable prices and appealing packaging attracted a wide customer base.

Outcome and Economic Impact:

Through her consistent efforts and application of KVK technologies, Mrs. Wanhling now earns more than ₹70,000 annually from her enterprise. Her products are not only in high demand but have also received positive feedback for taste, appearance, and quality. The benefit-cost (BC) ratio of her enterprise is considerably high, making it a viable and replicable model for other women farmers in the region.

Her journey reflects the effectiveness of participatory training and the transformation that rural women can achieve when given the right knowledge and support. Her success has elevated her family's economic status, improved household nutrition, and enabled her to contribute meaningfully to the community.

Inspiration and Wider Impact:

Mrs. Wanhling Anal has emerged as a role model and inspirational figure in her village and neighboring areas. Her entrepreneurial success has demonstrated how traditional knowledge combined with scientific methods can unlock new economic opportunities. As a result of her achievements, other women in Chandel have been encouraged to take up similar ventures in fruit processing, leading to a growing network of women-led micro-enterprises in the region.

Her efforts have not only helped in reducing post-harvest losses but also in promoting rural entrepreneurship, enhancing the role of women in agriculture-based income generation. She has proven that with determination, training, and innovation, rural women can become agents of change in their communities.

Conclusion:

The story of Mrs. St. Wanhling Anal is a testament to the potential of rural women entrepreneurs in the Northeast. With limited land and resources but immense commitment, she transformed the challenge of fruit perishability into a thriving business opportunity. Her success underscores the importance of skill development, local resource utilization, and the timely intervention of agricultural extension systems such as KVKs.

By turning underutilized seasonal fruits into nutritious, value-added products, she has not only secured her livelihood but also created a replicable model for other women seeking to become self-reliant. Her enterprise stands as a beacon of empowerment, sustainability, and grassroots innovation.



Fig. Fermented fruit juice



Fig. Fruit candy