

Manjula Self Help Group's Triumph: Vegetable Momos –A Profitable Business

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Name of Entrepreneur : Pooja Nikose
Address : Katol Dist. Nagpur
Age : 35
Educational Qualification : Graduation

Introduction

In the spring of 2021, nestled within the pages of the Tarun Bharat newspaper, lay the seed of inspiration for Pooja and Vinit Nikose's entrepreneurial dreams. An advertisement detailing training opportunities under the auspices of the ARYA Project caught their eye and ignited a spark of ambition. The possibility of setting up their own processing unit, a venture that promised not just financial independence but also a chance to carve out their own niche in the local economy, drew them irresistibly towards seeking further guidance from the ARYA Project.

The ARYA Project, known for its supportive role in nurturing agri-based enterprises, welcomed Pooja and Vinit's enthusiasm with open arms. The team there went beyond mere encouragement; they laid out a roadmap for success. This included the foundational step of forming a Self-Help Group (SHG), a collective that would empower them through mutual support and shared goals. Additionally, they were advised on the legalities of acquiring a food license, a crucial step in legitimizing their fledgling business.

But the support from the ARYA Project didn't stop at procedural advice. Recognizing the importance of skill development, the project team provided Pooja and Vinit with comprehensive training in the culinary arts of their chosen products. They learned the intricate processes of preparing vegetable momos, a delicacy that would soon become their signature offering, chili pickles, and tomato chutney. Each recipe was carefully selected not just for its popularity but also for its potential to attract a diverse clientele, laying a robust foundation for their food stall business.



Fig 1: Manjula SHG stall at ICAR-CICR, Nagpur

The journey from a budding idea to a functional business was marked by a significant milestone on April 1, 2023. On this day, celebrated as the ICAR-CICR foundation day, their venture received a significant boost. In a ceremony that underscored the importance of supporting local entrepreneurs, Shri Sunil Kedar, MLA, personally handed over essential equipment to Pooja and Vinit. A vegetable chopper machine and a gravy machine were now at their disposal, courtesy of this initiative. These weren't just tools; they were symbols of trust and belief in their capabilities and a means to enhance their productivity and efficiency.

Impact analysis

Impact factor	After KVK -ARYA Intervention (2022-2023)
Name of enterprise	Manjula Self Help Group
Size of Unit	100 plate momos daily preparation with help of 6 ladies
Individual/Group	Group
Employment generation	6 needy ladies of Manjula SHG got employment
Cost of Production for 100 Plate momos	Rs.1800/-
Gross income from 100 plate momos	Rs.6000/- (100 plates x Rs.60 per Plate)
Net income per day	Rs.4200/-
Marketing	Online Orders from Zomato, Swiggy, Home delivery and Directly from Stall.

The story of Pooja and Vinit Nikose is a testament to the power of visionary initiatives like the

ARYA Project and the difference they can make in the lives of aspiring entrepreneurs. It's a narrative of ambition fueled by guidance, of dreams supported by tangible aid, and of a simple advertisement transforming into a life-changing opportunity.



Fig. 2: Visit to Manjula SHG Vegetable momos processing unit Katol

Amid the vibrant hues and spirited festivities that mark the Ganesh festival, Navratri, and Diwali in India, the common grounds transform into bustling hubs of cultural and commercial activity. It is here, amidst the kaleidoscope of lights and the melody of traditional music, that the Manjula Self Help Group (SHG) found a golden opportunity to showcase their culinary skills and entrepreneurial spirit. Setting up a humble yet inviting vegetable momos stall, they embarked on a journey that would not only enrich the festive experience of many but also chart a new course for their lives.

Over the course of 8-9 days, a period marked by fervent celebrations, the Manjula SHG's stall became a beacon for food lovers, drawing in crowds eager to taste their homemade vegetable momos, complemented exquisitely by preservative-free tomato chutneys. The unique blend of fresh ingredients, traditional flavors, and the sheer novelty of their offerings captivated the hearts and palates of many, culminating in an impressive earning of around Rs. 50,000. This venture was more than a testament to their culinary prowess; it was a step towards redefining their destinies.

The success of the Manjula SHG at these festivals did more than just generate substantial revenue; it created stable employment opportunities for 6-7 women within the group. These women, through their dedication and hard work, have become

pillars of their enterprise, embodying the spirit of resilience and empowerment. Their vegetable momos and tomato chutneys have not just conquered the local market in Katol tahasil but have also kindled a growing demand in the surrounding regions, setting a new benchmark for quality and taste.

In the wake of their remarkable success, the hearts of the Manjula SHG members swelled with gratitude towards those who had paved the way for their journey. Foremost among these benefactors were Dr. Y.G. Prasad, the Director of CICR, Nagpur, and the team behind the KVK-ARYA Project. Recognizing the instrumental role these entities played in their ascent, the Manjula SHG extended their heartfelt thanks. It was the support, guidance, and opportunities provided by Dr. Prasad and the ARYA Project team that had empowered them to venture beyond the confines of their immediate surroundings and aspire for economic stability and growth.

The story of the Manjula SHG is a vivid illustration of how traditional festivals can serve as catalysts for socio-economic transformation. It highlights the synergy between cultural heritage and entrepreneurial zeal, demonstrating how the two can come together to create pathways for empowerment and prosperity. In this narrative of success, the Manjula SHG not only found a platform for their culinary talents but also discovered a recipe for lasting change, one that promises to inspire many more in their community and beyond.

Activity related photograph



On the occasion of the ICAR-CICR, Nagpur Foundation Day, the Manjula Self Help Group (SHG) was honored with a Vegetable Chopper machine. This significant gesture was facilitated by the esteemed

hands of Shri Sunil Kedar, MLA, Dr. Y.G. Prasad, Director of CICR, Nagpur, and Dr. Dilip Ghosh, Director of CCRI, Nagpur. The event underscored the commitment of these leaders to support and empower

community-based organizations like the Manjula SHG, enhancing their operational efficiency and contributing to their success in the local food processing sector.

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