

Value Added Baked Products Aid a Home Maker Generating Employment Countryside

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Name	of	Mrs. Ramandeep Kaur Sandhu
Entrepreneur		
Husband's Name		Mr. Gurwinder Singh Sandhu
Address		Village Jindawala, Patti, Tarn Taran
Contact Number		9478900023
Age		41 Years
Education		M.A., B. Ed.
Size of land holding (in acre)		Nil

Journey Towards Establishing Bakery Unit

Mrs. Ramandeep Kaur Sandhu W/o Mr. Gurwinder Singh Sandhu, Village Jindawala, District Tarn Taran, was a home maker. Occasionally, she used to try cooking as her hobby. Her family has been involved into horticulture, particularly, pear cultivation. After Covid-19 pandemic, pear crop was getting decayed due to temperature variation and no facility available for its post-harvest management. Then, to mitigate the loss, she tried to prepared pear jam which was not up to the mark to meet its desired specifications in terms of different sensory characteristics such as appearance, taste, aroma and mouth feel. It happened due to non-scientific processing techniques applied in processing of pear. In July, 2021, Mrs. Ramandeep called up Home Scientist at Krishi Vigyan Kendra, Booh, Tarn Taran and shared her problem. After detailed discussion, the Scientist visited her whereabouts to diagnose the problem faced. In first week of August, 2021, a skill-

oriented vocational training course entitled "Value addition of cereals, millets and pear through different processing techniques" at village Jindawala, for 20 trainees, was organized by KVK, Tarn Taran. Under this training programme, the beneficiaries have obtained hands on experiential learning on diverse value-added technologies for pear and developed technologies for value added baked products, by method demonstration given by Home Scientist, KVK, Tarn Taran.



Fig 1: Exposure Visit to Sanbroz Foods Industry

An exposure visit to Food Industry Incubation Centre, Department of Food Science and Technology, Punjab Agricultural University, Ludhiana was organized to hone their skill in pear and cereal, millet value addition through various techniques such hot and cold extrusion using multi grain flour. Further, KVK Home Scientist also visited their prospective location of Bakery unit and guided her regarding know-hows of setting up a food venture. Simultaneously, knowledge on marketing practices and fruit waste utilization in value added bakery products was promulgated to the potential entrepreneur. Under this training course, various value-added technologies such as pear jam, candy, squash etc. and baked products such as biscuit using diverse combination of flours (peanut+wheat, gram

flour+wheat, maize+wheat etc.) was disseminated by KVK, Booh, Tarn Taran. On successful completion of training course, Mrs. Ramandeep Kaur Sandhu established a bakery unit named "Sanbroz Foods" and motivated the other trainees to join her venture to secure their livelihoods at local level.

Table1. Detailed economics of Bakery unit

1	Name of Intervention	Food Processing	
2	Area under intervention	Home Science (Food and Nutrition)	
3	Crop Rotation followed	Value added baked products	
4	Gross Income (Rs.)	a) Bakery unit	6,82,500.00
		Total	6,82,500.00
5	Cost of Production (Rs.)	a) Raw Material Cost	69,900.00
		b) Labour Cost	1,16,000.00
		c) Electricity/ Water	54,020.00
		d) Transportation	40,000.00
		Total Expenditure	2,79,920.00
6	Net income (Rs.)	a) Bakery unit	4,02,580.00

In November, 2021, Sanbroz Foods started supplying its value-added biscuits of different varieties *viz.* peanut+wheat, gram flour+wheat, dry fruit biscuits etc. to nearby markets such as Tarn Taran and Shri Amritsar Sahib as bulk supplier. Efforts of

Sanbroz Foods was applauded by KVK, Tarn Taran during launch of their value-added biscuits during Farmer's Fair. Hence, by adopting scientific value-added techniques, this enterprise has attained net income of Indian Rupees 4,02,580/- per annum, along with provision of livelihood security of resource poor (scheduled caste) families at the village.



Fig 2: Jindawala and All beneficiaries during training

Conclusion

To recapitulate, it is pertinent to mention that a farmer entrepreneur is efficacious to contribute towards amelioration of resource poor community through further implications of value addition to an organized baking sector. Therefore, awareness on fruit waste utilization and millet consumption should be imparted among the farming community, at large scale.

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