

## GOLDEN GRASS PRODUCTS

**Smt. Swarnaprava Swain**

**At: Jajanga, P.O: Kapaleswar, Dist: Kendrapara**



Smt. Swain came across a couple of vocational trainings of Krishi Vigyan Kendra, Kendrapara designed for farm women. As golden grass (vertiver) is plentifully available in low land of the district the scientist got interested in it. Women interested in preparing handicraft were motivated by the scientist for formation of WSHG during the year 2000 and skill-oriented training on preparation of golden grass product was imparted to them. They were sensitized about availability of raw material, collection technique, period of harvesting, proper drying, processing, colouring, designing, weaving and marketing of the product. As it is a women friendly vocation, requires little investment and fetches higher income in the market. Members of WSHG were interested to adopt this enterprise. They were given training on preparation of household decorative i.e. different type of tray, cap, dinning mat, door screen, wall hanging, pen stand, mobile stand and glass cover.



Full mature Inflorescence Stick of the grasses are collected in the month of August and dried in the sun for 8 days. Roots of the plant are collected in the month of March and April. The sticks are coloured through different colours. Then different products like Cap, Fruit basket, mobile stand, pen stand, Table mat, Pedi, Basket, Door screen and Hand fan are prepared. from the roots mat for summer season are prepared manually.

**Man power involvement:** An woman uses 2 kg stick in a day to prepare different products.

**Package and handling:** After preparation of products, those are stored in a clean dry ventilated room. Then those are sold at market.

**Cost benefit ratio:** With the investment of ₹15,000, the return is ₹20,000 with B:C ratio is 1.33.

**Status of entrepreneur before and after the enterprise:** After being trained Smt. Swarnaprava Swain of Mahavir SHG has become a master trainer of other SHG of the district and grew herself as an entrepreneur of the said enterprise in 2000. Her trainees belongs both women and rural dropout girls. She has established a society named as “Silpigram Mahila Samiti”.

Present working condition of enterprise in terms of raw material availability, labour availability, consumers preference, marketing the produce etc. parameters (economic viability of the enterprise). At present 200 women are involved in preparing golden grass products. The products are preferred in the market. annual income is more than ₹1,50,000/-. Her dwelling unit is repaired into pucca build up.



**Horizontal spread of enterprise:** About 75 WSHG have been trained by Smt. Swain is engaged in this industry due to her financial assistance. She has taken the entire responsibility of marketing.

**License, advertisements etc. on product:** Now Smt. Swain is exhibiting/ marketing her product at Puri, Konark, Cuttack and different places of State and outside State through the help of DRDA, ORMAS and ORUPA.

**Recognitions / awards received by the entrepreneur:** She has been awarded by KVK, OUAT as well as district level officials. As she is a hardworking and enthusiastic lady her ambition is to capture international market of the said enterprise.