

Success Story of the Self Help Group

Success story of the Self Help Group: Dashmesh Self Help Group (SHG) of village Dod, Block Kotkapura, Distt. Faridkot was working under the guidance and supervision of Krishi Vigyan Kendra(KVK), Faridkot. The group came into existence in November, 2011 and started working in the scheme I.W.M.P. of Soil & Water Conservation department of district. This scheme worked for six months. During this period the group came to KVK Faridkot for training on Preservation of Fruits & vegetables. Afterwards, the group remained in close contact with KVK scientists and actively participated in various programmes organized by KVK. After six months, when the scheme I.W.M.P. was over the group started working with KVK, Faridkot. There are 13 members in the group and during the first meeting; the president and secretary of the group were elected unanimously. Instead of withdrawing money from the bank they preferred to start with the monthly collection for buying the raw material required for detergent powder preparation. KVK scientists suggested the group about various income generating enterprises which could be started by them but the members showed keen interest in preparation of detergents. They were given training. The members collectively purchased the raw material from local market of Faridkot and made detergent powder.

In April 2013, the group members particularly the president Sukhjeet Kaur W/O Balwinder Singh took training on preparation of detergents organized by KVK for which she was awarded a certificate by the Kendra. During the training programme the information regarding each and every aspect of this enterprise was given. On the basis of this information the group members decided to increase their venture and purchase the raw material from the whole sale market at Ludhiana. The group prepared 15 Kg detergent powder which was packed in polythene bags. The cost for preparing 1 kg detergent powder was Rs 60/- (including every small expenditure). The detergent powder was easily sold within days at rate of Rs 80/ kg. This profit motivated the group and they again purchased the raw material from Ludhiana and made 50 kg Detergent powder. This time they had also purchased a second hand machine for sealing the polythene bags. The machine was purchased from the profit of the first lot. The detergent powder so prepared was sold without any problem. Now, the group wants to pack the detergent powder in Low Density printed polythene bags. The members believe that attractive packaging will improve their sale as well as their confidence. The group is also preparing Lissapol

(Material used to wash utensils). The cost price of one litre lissapol is Rs 9/- while the selling price is Rs 15/-. So, the group is getting good returns from this enterprise also.



Members of Dashmesh Self Help Group Preparing Soap



Products of Dashmesh Self Help Group