

Success Story of a Progressive Farmer: Mrs. Sunita Devi. Empowering Rural Dreams through Value Addition: The Story

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INTRODUCTION



Category	Details
Name of Lead Entrepreneur	Mrs. Sunita Devi
Name of SHG	Anmol Self Help Group
Location	Village Kakrohal, GP Garsar, Block Bhoranj
District	Hamirpur, Himachal Pradesh
Monthly Personal Income	₹25,000
Annual Group Turnover	Approx. ₹2,00,000

The transformative journey of the **Anmol Self-Help Group (SHG)** began on September 10, 2017, in the village of Kakrohal, Himachal Pradesh, where ten determined women led by **Mrs. Sunita Devi** joined forces under the **State Rural Livelihood Mission (SRLM)** to move beyond subsistence farming toward sustainable entrepreneurship. Initially hindered by a lack of technical knowledge and limited market access, the group experienced a turning point in 2018 by pivoting toward agriculture-based value addition, supported by an **NRLM start-up fund of ₹2,500** and a **revolving fund of ₹40,000**. This financial backbone enabled them to process local produce into high-value items like organic turmeric, traditional pickles, vermicelli, and amla candy,

which they began selling at prestigious district and state-level fairs. By November 2021, the initiative scaled significantly as Sunita Devi spearheaded the formation of the village's first **Village Organization (VO)**, uniting multiple SHGs and expanding their reach. Today, this collective effort empowers **80 women** who generate an annual income of approximately **₹2 lakh**, while Sunita Devi herself earns a steady **₹25,000 per month**. Beyond the economic gains, the project has triggered a profound psychological shift, boosting the self-confidence and decision-making power of rural women and establishing Sunita Devi as a beacon of hope for the entire Bhoranj Block.



"Value addition is the key. We don't just sell crops anymore; we sell a brand that represents our village's hard work." > — Mrs. Sunita Devi