

Women's Day programme was organised at the institute Auditorium on 08th March, 2021 with the Theme “**Women Leadership in Agriculture: Entrepreneurship, Equity and Empowerment**”. Around 20 farmers from two different districts of West Bengal viz., South 24 Parganas and North 24 Parganas had participated in this programme.

On the occasion of International Women's Day Essay, Drawing and Extempore competition were organized at **Narmada School**, Ashok Nagar, Kolkata on 3rd March, 2021 and about 26 students participated in these events. The winners of competitions were awarded on 08th March, 2021. Jayanti Roy, Principal of Narmada School had graced the Occasion as the Guest of Honour. A successful lady Entrepreneur, Mrs. Babita Banerjee was invited on this occasion. All staffs of the institute also joined the programme.

Dr. S.N. Chattopadhyya, Director (Acting) ICAR-NINFET had welcome the Guest, students, parents, farmers, entrepreneurs, and delivered the welcome address. He mentioned that mother is the first significant women in the life of every individual and also greeted the farmers and students present and wished them a bright future. It was followed by the attending the virtual programme from ICAR-Head Quarters.



Dr. Sanchita Biswas, Chairman of the Women Cell had briefed about the genesis and significance of the International Women's Day in this programme. A brief video of the

complete programme organised at the school were presented by Dr. Sanchita Biswas, Chairman of the Women Cell.



Mrs. Joyeeta Bhowmick, one of the farmers from the North 24 Parganas spoke about the contribution of Women of their village in Agriculture. They emphasized their involvement in “Community Manage Sustainable Agriculture Project” and their focus on the shifting from the use of chemical fertilizer to Organic farming, low cost rice cultivation using SRI method and their involvement in various crafts to double the family’s income. Ms. Pooja Das from the other group of lady farmers coming from South 24 Parganas similarly described their involvement on Rice cultivation and Guava farming.



Mrs. Babita Banerjee, founder of the M/s. Poly Industries was felicitated as the successful Entrepreneur. She described her journey with ICAR-NINFET since 2003 and emphasized how the Institute encouraged her to become a master trainer and provided her with the necessary skills to be a successful business woman.



Mrs. Jayanti Roy, The Guest of Honour of the event enlightened the audiences about the success and the leadership of Women in various sectors of the society. She also emphasized the leadership of women in Agriculture.



A fun interactive quiz was organized between the farmers, students and staffs. Everyone joyously and actively participated and enjoyed the event. The event was also featured in different social media like institute Facebook, YouTube and Twiter.

Journey of a farm women towards Doubling the Farmers Income (ICAR-NINFET)



Background

Name : Mrs. Babita Banerjee
Age : 46 Years
Address :25/1/1, Jadunath Ukil Road, Paschim Putiari, Kolkata – 700 041

Technology, Implementation and Support

Mrs. Babita Banerjee holding a master degree in Hindi approached ICAR-National Institute of Natural Fibre Engineering and Technology (NINFET) to obtain guidance, support, training, and demonstration provided from the Scientist of the institute.

This institute helped her to obtain raw materials of unique quality in low cost, helped in establishing market linkages, and the scope to participate in exhibition in different location



Output and Outcome

After receiving immense value addition to her technical skills, marketing skills and other necessary support from ICAR_NINFET, in the year 2002 she launched her start up M/s. Poly Industries with initial investment of Rs 10,00,000.

Her startup has created job for 40 house wives from underprivileged sector of population. Together they produce

- Jute Handicrafts
- Jute Jewellery
- Jute dress
- Jute bag
- Jute shoes

The present Turnover of the startup is approximately Rs 5,00,000 and present profit is Rs 2,50,000/per year.

