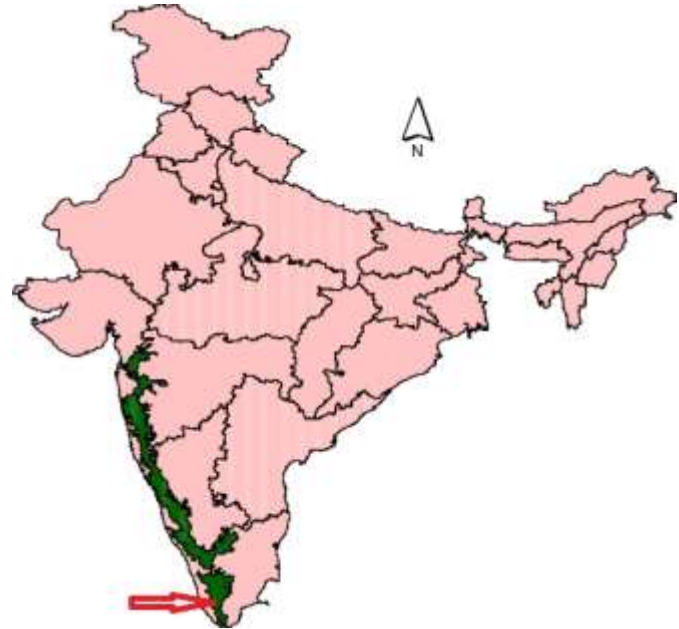




Vetiver Based Women Micro Enterprise



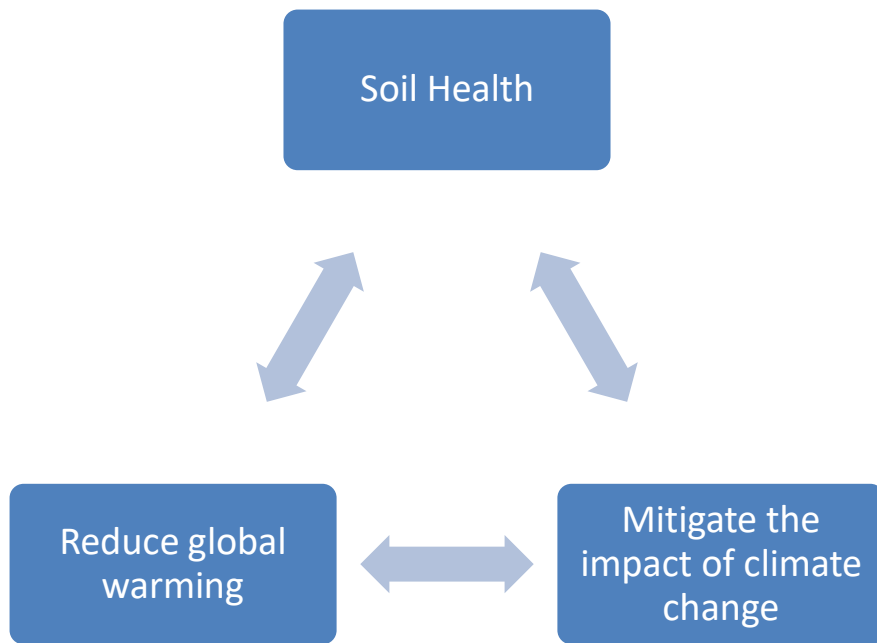
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Background

- PDS Organic Spices- organic farming, research and development, organic products processing and marketing for the empowerment of small and marginal farmers in the Western Ghats region of Idukki district, Kerala.
- A unit of Peermade Development Society, an NGO established in 1980.
- Western Ghats –
 - Biodiversity hotspot & fragile ecosystem
 - Hilly area & sloppy terrain
 - 90% small and marginal farmers
 - highly affected by climate change.
 - Droughts, Soil erosion and resultant acidity
- Spices – Pepper, Ginger, Cardamom, Clove, Nutmeg, Turmeric
- Financial dependency of women



Soil Health Regeneration- the root for climate change mitigation and food security



Well managed soil;

- Reduce emissions
- Increase **C** sequestration
- Mitigate the impacts of climate change like flood, soil erosion, drought etc.
- Good water holding capacity
- Contains High organic matter
- Good microbial population
- Leads to sustainable yield and income

The Vetiver grass – A tool for regenerating soil health

- Focus of Soil health - Not soil fertility but soil biodiversity
- In the steep terrains of Western Ghats, some farmers have been using Vetiver plant as an effective mechanism against soil erosion.
- PDS Organic Spices integrated this model to its regenerative agriculture practices
- Vetiver slips has been developed in own nursery and widely distributed to the farmers
- Encourage them to plant it throughout the contours
 - Prevents erosion and traps sediments
 - Conserves soil moisture
 - Increasing soil carbon sequestration
 - Bio –control mechanism against some pests
 - Good mulching material



Integrating Vetiver to the spice value chain as a women Micro enterprise

- PDS Organic Spices decided to integrate Vetiver programme to the spices value chain as a Women empowerment initiative to ensure sustainability
- Invited 7 trainers from Thailand to train weaving techniques to 25 women during January 2012 through a seven days training programme
- Follow-up trainings were conducted for one year regularly and the women were supported to improve their weaving skills



Contd...

- The women group has entered into social contract with farmers to grow and supply Vetiver leaves Exposure visit to a women handicraft unit making screw pine baskets was arranged during 2012
- 3 women take lead roles of unit co-ordinator, training coordinator and quality control.
- The women have identified 52 new women from 3 villages and trained them in making Vetiver baskets
- 10 such trainings has been conducted by the group during April – August 2013



Vetiver Micro-Enterprise

- Formed a Joint Liability Group and strong institutional set up has been created with the technical and managerial capacities of the women have been built.
- In consultation with Central Institute of Medicinal and Aromatic Plants (CIMAP) in Lucknow and Bangalore, new varieties that are suitable for making handicrafts are purchased and planted in PDS
- A Vetiver craft making centre was built, which enabled the women to work in a systematic manner
- PDS Organic Spices purchasing the boxes from the group and marketing as spice gift box



Recognitions

- Received International Micro Entrepreneurship Award from Paris -2014
- Group members were invited to the International conference on sustainable livelihood, Milan, Italy in 2015.



Conclusion

- **Major markets** – Tourism Industry, Organic & Natural products shops, National and International events, Institutional & corporate giftings.
- Each member earning INR 3000-3500 per month
- **Sustainability** – Ecologically sound , Socially just and Economically viable.
- **Ecolo-Economisation model** – Convert Ecological conservation activity to an Economic activity to ensure sustainability in all levels.

Thank you