

IMPACT OF SMALL HORTICULTURE PROCESSORS ON RURAL LIVELIHOODS



Image: CEEW/Emotive Lens

A multi-purpose food processor that extracts juices, pulp and essential oil from various vegetables, fruits, herbs and flowers. It can be also used to make jams, candies and squashes, etc. It enables value addition for otherwise perishable horticulture produce, increasing the users' income. Till date, approximately 600 small horticulture processors- have been deployed in India.


The findings below are from a primary survey conducted through in-person and telephone interviews between February - September 2022.

States surveyed (share of respondents)					Respondents*					Users	
31% Uttar Pradesh	20% Uttarakhand	11% Himachal Pradesh	9% Rajasthan	45 Total	91% Males	80% General	7% SC/ST	7% OBC	6% Don't know	78% processing for the first time	36% own/involved in a business
7% Haryana	7% Maharashtra	7% Punjab	2% Gujarat	2% Delhi	9% Females						


*71% respondents procured the machine for at least six months before the survey, with 67% using it for at least six months.

INCOME IMPACT

62% users experienced income increase

 **₹ 60,000** increase in annual income for a typical user from a baseline income of ₹ 220,000

Source: CEEW analysis 2022

 **24%** users experienced an increase of more than ₹ 1 lakh in their annual income

Top five spends of increased income

 36% used it for day-to-day expenditure	 36% reinvested in current business	 9% invested in family	 9% began new business/livelihood	 9% invested in another existing business
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Source: CEEW analysis 2022

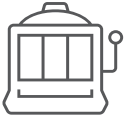
PRODUCTIVITY IMPACT



88%
users reported no physical strain involved in the operation of the technology.



84%
users reported satisfaction with the multi-purpose food processor.



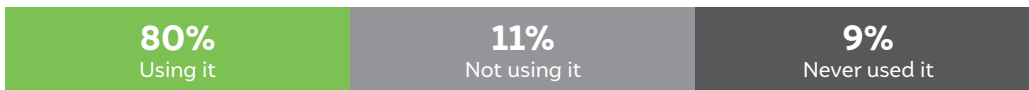
73%
users process more than one commodity with the food processor.



6
different kinds of commodities were typically processed using the machine.

Source: CEEW analysis 2022

Machine usage at the time of survey



Source: CEEW analysis 2022



Image: CEEW/Emotive Lens

About Powering Livelihoods

Powering Livelihoods, a CEEW-Villgro initiative, mainstreams clean energy-based livelihood solutions. The findings presented here are based on the Programme's interim impact assessment conducted by CEEW.

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ENVIRONMENTAL IMPACT

54 MT
CO₂e abatement per year*

* For every 100 units of small horticulture processor used on clean energy for 7 hours daily for about 173 days a year, Source: CEEW analysis 2022

