

**HOLISTIC RURAL DEVELOPMENT PROGRAMME – BHOPAL, MADHYA PRADESH (P-0981)**

**Lakhpati Didi – Success Story of Mrs. Pinki Prajapati**

***Beneficiary Profile***

Mrs. Pinki Prajapati, wife of Mr. Deshraj Prajapati, is a progressive woman farmer from **Toomda Village, Bhopal – Madhya Pradesh**. She has strengthened her livelihood through vegetable and fruit cultivation. Despite limited resources, her strong determination, proper guidance, and effective utilization of schemes have enabled her to achieve economic self-reliance. Today, she has become a source of inspiration for rural women.



### ***Support Provided and Convergence of Schemes***

To enhance her livelihood, under multi-tier cropping system the following support was provided to Mrs. Pinki Prajapati by **Arpan Seva Sansthan**, with financial assistance from **HDFC Bank Parivartan**:

1. 100 Taiwan Pink Guava plants
2. Ridge Gourd
3. Bottle Gourd
4. Cucumber
5. Bitter Gourd
6. Potato
7. Coriander
8. Garlic

Under the **Maa Ki Bagiya Scheme**, an additional **100 Guava plants** were provided by the Department of Panchayat and Rural Development. Thus, she received a total of **200 Guava plants**, which strengthened the long-term prospects of fruit production.

### **Production and Income Details**

Mrs. Pinki Prajapati has already obtained production from some crops, while expected production has been assessed for others. The details are as follows:

#### ***Income from Actual Production***

| S. No. | Crop         | Quantity (Kg) | Rate (Rs/Kg) | Income (Rs) |
|--------|--------------|---------------|--------------|-------------|
| 1      | Ridge Gourd  | 694           | 22           | 15268       |
| 2      | Bottle Gourd | 1180          | 14           | 16520       |
| 3      | Cucumber     | 598           | 13           | 7774        |
| 4      | Bitter Gourd | 456           | 23           | 10488       |

#### ***Expected Income from Estimated Production***

| S. No. | Crop/Fruit        | Quantity (Kg) | Rate (Rs/Kg) | Expected Income (Rs) |
|--------|-------------------|---------------|--------------|----------------------|
| 5      | Potato            | 2350          | 19           | 44,650               |
| 6      | Coriander         | 200           | 90           | 18,000               |
| 7      | Garlic            | 3000          | 60           | 1,80,000             |
| 8      | Taiwan Pink Guava | 800           | 65           | 52,000               |

**Input Cost: – Rs. 30,000 /– (Approx)**

**Total Estimated Income (1<sup>st</sup> Year): – Rs. 3,44,700/–**

**Net Income: – Rs. 3,29,700 /–**

### ***Impact and Achievements***

- Regular income was ensured through vegetable and fruit cultivation.
- Convergence of schemes reduced production costs and increased profitability.
- Significant improvement was observed in the family's economic condition.
- She emerged as a role model and source of inspiration for other women farmers.

### ***Conclusion***

The success story of Mrs. Pinki Prajapati demonstrates that rural women can achieve self-reliance through proper planning, institutional support, technical guidance, and continuous hard work. With the support of and HDFC Bank Parivartan & Arpan Seva Sansthan, along with convergence of government schemes, she not only enhanced agricultural production but also developed a sustainable and regular source of income. Income generated through vegetable and fruit cultivation has strengthened her Financial condition, and today she stands as a **"Lakhpati Didi,"** inspiring other women. This initiative presents a powerful and motivating example of women empowerment, rural livelihood development, and the vision of an **Atmanirbhar Bharat**.

### ***Farmer Testimonial***

**"I am Pinki Prajapati from Toomda village, Bhopal. From earning just Rs. 60,000 on 2.5 acres with soybean and wheat, I transformed my farm through multi-tier vegetable and fruit cultivation with support from HDFC Bank Parivartan & Arpan Seva Sansthan. Today, I am self-reliant and inspire other women to succeed."**