



5.14 Skill Development Programme - GVN



From Farm to Flavour: Equipping Youth with Expertise

Name of the Project: Skill Development Programme-Pickle & Juice Production for Employment.

Implementing Entity: YouthNet

NABARD's Support: ₹1.16 million

Year of Sanction: 2023

Year of Completion: 2024

Location of the Project: Kohima and neighbouring districts, Nagaland

Challenges Addressed

The primary challenge addressed by the Skill Development Programme was the lack of employability and entrepreneurship opportunities among the youth in Nagaland, particularly in the food processing sector. Unemployment and underemployment were significant issues in the region, compounded by limited access to formal training in marketable skills.

This Programme sought to overcome these barriers by:

- I. Skill Development:** Providing youth with hands-on training in pickle and juice production, helping them acquire practical skills that could be immediately applied in employment or entrepreneurial ventures.
- II. Cultural Preservation:** Addressing the loss of traditional food processing methods by integrating these techniques into modern practices, ensuring that local heritage is preserved while offering a pathway to economic growth.

III. Market Linkages: Overcoming the challenge of market access for local products by connecting participants to e-commerce platforms and physical retail outlets, thereby facilitating wider product distribution and sales.

IV. Financial Accessibility: Tackling the difficulty in accessing financial resources by linking participants to credit facilities and providing business development guidance

Strategies

The Skill Development Programme titled “Sip & Crunch” was designed to empower local youth in Kohima and neighbouring districts across Nagaland, by equipping them with food processing skills focussed on pickling and juice beverage production. YouthNet, with support from NABARD through the Gramya Vikas Nidhi (GVN) fund, implemented the Programme to enhance employability, entrepreneurship, and cultural heritage preservation.



Participants received comprehensive training on food safety, hygiene, and business acumen, enabling them to transition from trainees to business owners. YouthNet's approach included hands-on training and continuous post-training support, such as marketing assistance and employment connections via their Made in Nagaland Centres and other platforms. The Programme helped integrate local traditions with modern food processing techniques, thereby offering a culturally significant solution to unemployment in the region.

Impact

- i. **Number of Members Trained:** 140 participants completed the training.
- ii. **Training Activity:** Pickle & Juice Production for Employment. The programme focussed on pickle and juice production for employment, delivering both theoretical knowledge and practical skills.
- iii. **Credit Linkage:** The Programme facilitated credit access for participants looking to establish businesses. YouthNet's entrepreneurial guidance and linkages to financial institutions aided this process.
- iv. **Marketing Ties:** Trainees received assistance with market linkages, utilising platforms like YouthNet's Made in Nagaland Centres and e-commerce site, www.madeinnagalandcenter.in and Amazon.in, to sell their products both locally and globally.
- v. **No. of Units Set Up:** 18 participants have established their own small-scale or home-based businesses following the training.
- vi. **Income Enhancement:** Participants have reported improvements in income, with 18 new businesses contributing to local economies through the sale



of pickles and juices. Many of these products are also sold via YouthNet's e-commerce, Amazon, and physical retail outlets.

- vii. **Brand Launched:** Brands such as "Tara Tsoa" "Pickle Pride" and "Deshen Foods" emerged from the training, contributing to the local market with unique and high-quality products.
- viii. **Linkage to E-commerce:** Trainees' products are promoted and retailed through YouthNet's online platforms www.madeinnagalandcenter.in and their social media channels. The products are also retailed and sold on Amazon. in
- ix. This digital presence has expanded the market reach of locally produced food items.
- x. **Any Other Relevant Information:** Beyond the technical and business skills, the Programme promoted the cultural heritage of Nagaland by preserving traditional food processing methods. The certification process, with 126 trainees completing FSSAI registration, further bolstered local entrepreneurship and ensured compliance with food safety regulations.

