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For the Women, by the Women: "A Digital Garden"

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ABSTRACT

To celebrate womanhood, one should respect the hard work of working women. A woman becoming financially independent gives a boost to her confidence, self-worth, and inner peace. She starts feeling equal and being an entrepreneur means holding hand of your own dream. One such creation is kitchen gardening, where she can plant different varieties of fruits like watermelon, strawberries, avocadoes. Vegetables such as root vegetables (carrot, radish), leafy vegetables (spinach, cabbage), bulb vegetables (onion, garlic), fruit vegetables which contain seeds (tomato, eggplant). A well-built Kitchen garden help to generate income once produced more fruits and vegetables. Ladies can go ahead to build up their own cloud kitchen with organic products making it healthy yet tasty meals for the customer to relish. E.g. Zomato has their Healthy Mode for tasty and healthy food. She can get registered and become the entrepreneur of her own cloud kitchen from her home environment. With something big, why limit her abilities to just kitchen. With togetherness of many women who are invested in gardening, by creating social communities, many women pursue gardening as full time profession. Keeping all the extra fruits and vegetables at the warehouse stores, stores run and managed by women. At the warehouse the fruits and vegetables are kept at a suitable temperature for further selling. Digital transformation and online marketing make a magnificent change. Creating an application for the products. From listing the product pricing and costing will make ways to sell the items. Hiring women as delivery person. This will boost more income generation to ladies. Building a massive marketing networking hub.

***Keywords**: Kitchen Garden, Social Communities, Digital Transformation, Market Networking.*

Introduction

In the early time women were restricted to household and kitchen. Women always devoted herself in making the house of bricks and concrete into a home were everyone can live with love and care given by her. In traditional societies the women are either unpaid or lesser paid or not given the opportunity for financial growth. The world has changed for the women when they have decided to make changes, take steps beyond the traditional and cultural boundaries. Her limitation was only on household responsibilities. As she recognizes her strength. She moves to various expertise such as medicine, science, education, armed forces, civil services, technology etc. But when she took a stand for her, she made a great change. Now she is confidant, has no self-doubt, has built up her personality, earned a lot of respect, to have savings for future.

Women opportunities are not only limited to jobs. She can work in all sectors like private and public sectors. She contributes in all ways. e.g. she imparts knowledge by being a teacher.

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Innovate or discover by being a scientist. By being a doctor or nurse, she saves lives. By being an artist, a dancer or a musician portrays her creative side. By building her own brand she can become an entrepreneur.

When it comes to earning their own money women can do wonders. It's their will in what they are comfortable in. Now days the women are CEOs and Managers in different companies. Few examples like Falguni Nayar the founder of Nykaa, Kalpana Saroj is the Chairperson of Kamani Tubes, Kiran Mazumdar-Shaw the founder of Biocon, Malavika Hegde the CEO of Cafe Coffee Day, Namita Thapar Executive director of Emcure Pharmaceuticals, Vineeta Singh Co-founder of Sugar Cosmetics, Ghazal Alagh, Co-founder of Mamaearth and many more.

These are few who took the opportunity to the next level. But there are opportunities in every aspect. One such business is home gardening. Growing vegetables like eggplant, chilies, cabbage, leafy veggies, tomatoes etc. Herbs like tulsiji, oregano, cilantro, mint, sage etc. Fruits like berries, guavas, watermelons etc. Spices like cardamom, cumin etc.

Objectives of 'Digital Gardening'

- The practice of growing fruits, vegetables, flowers, and herbs in the space in and out of the home. Places like balconies, rooftops, kitchen area etc. Gardening was always done at home but was consumed only within the family member itself. Increasing popularity of health benefits, organic farming, hiking of food prices and environment consideration made the process extra special.
- The chief objective of home gardening is to trust nature as it will give fresh and nutritious food in return. Full of vitamins and minerals, the home-grown fruits and vegetables are healthy to eat. One can plant seasonal fruits, vegetables, herbs, leafy greens throughout the year. Food growing in an organic environment is free from harmful pesticides and chemicals.
- The other objective is the gain from the garden. Nowadays people live in nuclear families so growing their own fruits vegetable will make them contented. She does not have to purchase from the market. She will grow what her family like. Whatever fruits and vegetables the family members like will be a special priority. This way they will save money and get organic food also.
- Relaxation of mind, body and soul. Gardening is supposed to be the best therapy. Being in nature, breathing fresh air, watching the plants grow make the creator happy and satisfied. Being a happy woman. She is also a happy creator.
- Growing fruits, vegetables, and flowers make the surroundings green and colorful. Which sooth the eyes that make the mind fresh. It also gives boost to ecosystem, bees and butterflies help in pollination. A small contribution to lowering global warming. By composting kitchen waste reduces household waste leading a sustainable life.
- Learning becomes continues process. Owning a business every day will be a journey for her. She will get to know how to deal with newness.
- If owning and running a business is a journey then delivering the products to the customer is a blissful destination and earning money is a reward. The women get an opportunity to sell what she grows in her farm. Giving her freedom to earn. Earning money amplifies her self-worth.
- As now a day's technology is high in demand. So, digitalizing the business is a boon. For example, if she is stuck in the gardening process, she can ask for online professional help for tips and tricks.
- She prepares food for her whole family every day but sells her home tasty, cooked meal with organic fruits and vegetables on online platforms from her cloud kitchen.
- Gardening in Social communities will help in intermingling of women and their efforts.
- Taking up new challenges of running the warehouse successfully.
- Setting up an online garden doom. Making applications and selling fruits and vegetables online.
- Giving employment to the ladies. Offering job as delivery person.
- Delivering fruits, vegetables, herbs and spices to dear customers.

Literature Review

Shanti Devi a resident of Bihar. Her house is 25 kilometers away from the main town of Purnea. She is into farming maize. She encouraged 62 women who come from small holder farming families for social farming community. All are together in experiencing new agriculture future for their block of Dhamdaha, Bihar.

The community is solely of women farmers. They were initially in 2015 TechnoServe with funding from the Bill and Melinda Gates Foundation. A program which aimed help women who are often not give a chance for financial decision and leading them to with the benefits of aggregating and marketing their crops through market led Framer Producer Organization (FPOs). A collaboration with the Government of Bihar and World Bank funded JEEVIKA program, Women's Advancement in Rural Development and Agriculture (WARDA) who provides technical assistance to these FPOs. They shorten the chain by cutting out middleman, increasing efficiency and transparency, supporting the farmers to improve their crop quality and have more value of the crops grown.

The local middle used rigged scale. However, WARDA equips FPO with digital scales, moisture meter and electronic payment platforms. Encouraging fair and transparent pricing, easy selling and receiving accurate with prompt payment directly to their bank.

Here Shanti Devi took the opportunity to work with WARDA. She has also influenced other fellow women to take this step; Mrs. Shanti was in great pain because they had taken loan from the local money lender. The loan was getting higher and higher day by day. She then decided to work with FPOs under WARDA scheme.

She was fine with whatever she had but what will happen afterwards was always in her mind. She was always insured with the negotiation of prices and even if they could make profit or see loses.

Maize is a capital-intensive crop. Year after year, Shanti Devi's husband had to take out more loans. "Based on what my husband discussed with me, I knew that we were financially indebted to the Mahajan (the local, informal money lender), and that we never seemed to get out of this trap," she explains.

Later on, she sold all the maize crops to FPO for better pricing. Paid off all the debt and also purchase a small motor for the farm with the money saved.

Her determination and confidence on FPO made her encourage other women. Seeing her excel other women also join this gardening committee. Seeing the clean system Shanti Devi became the representative of all the women by taking ownership of FPO operations through the Executive Committee to have a prosperous farming journey.

By the end of 2017 WARDA helped to generate more the $1.4 million in increased income for approx. 4000 women farmers. (TechnoServe, May 17, 2018)

As the world evolves into a paradigm of convenience and traceability, E-Sandhai revolutionizes the fruits and vegetables marketplace. This Indian startup, founded in 2021, aims to make buying fresh produce easy. E-Sandhai is an online platform that helps to connect buyers and sellers of fruits and vegetables. This innovative platform offers: Traceable Platform--E-Sandhai provides a seamless and traceable platform so that consumers have the confidence of knowing where their production is coming from and its quality. Such transparency instills faith and confidence in buyers, especially in a market where the sourcing of the goods is largely ambiguous. Linking Farmers who need consumers: They can post ads of their offerings on the platform. The coupling of farmers and consumers reduces intermediaries and thus leads to a fair price for farmers and a better livelihood. Home delivery and safe ordering- fruits and vegetables will be at the buyers door step at the chosen date and time. But E-Sandhai goes a step further by delivering at home so there is fresh produce to your doorstep. Survival of the fittest — Day by day, E-Sandhai is becoming big in business. An early-stage VC funding over the $316K investment E-Sandhai Company is earning good revenue by selling good numbers of products to customers as well as investors (Kumar Niranchan, 5th February 2021)

Methodology to Build the 'Digital Garden'

The journey to build the digital garden as a woman entrepreneur starts with growing fruits and vegetable in the home garden. Home garden is the primary source of this business. Growing vegetables, fruits, herbs at the terrace, kitchen area, backyard, balcony area. These spots are near to her. The food products can be grown in pots in kitchen area or grow bags and big drums on the terrace and balcony

area. Will get earth soil at the backyards, growing small trees. The products grow in healthy environment. Free from chemicals and pesticides. Kitchen waste and dried leaves are their natural fertilizer. At the time of harvest, she will get purely organic and healthy food. Making their food growing passion into a business.

Then she registers herself to an online platform like Zomato or Swiggy. Where she can sell the home-made food in her own cloud kitchen. Cloud kitchen is perfect for her because she is comfortable in her home environment. She can keep her menu according to the fruits and vegetables grown in her own garden. She will be running her own business. These days even Zomato has Healthy Mode where the people who are conscious of their health but still unable to cook. Huge range of organic food will be enjoyed by them. Whenever time allows the ladies can open their delivery window and can sell their home-made food. Making profit will be their own money.

On the other hand, there is a social community scheme. Where all the ladies of same city grow organic fruits and vegetables in their home garden. Making her hobby of gardening into structural business. Bulk producing will be done to sell products. When their fruits and vegetables harvested, they weighed properly. Then collect it in the warehouse.

Warehouse is also run by the woman. The food is collected by the ladies and kept in a suitable environment. Maintaining the inventories of the product received. Put the barcodes into all the items for smooth selling. Selling perishable will not be easy so preserving understocking and overstocking while managing the expiry dates. Tracking the inventory stock for product recall. Reducing human errors by digitizing the inventories. Layout of the sufficient space plan into cubical area. So, the placing of product will be easy. Taking care of the rodents and other insects don't destroy the fruits and vegetables. Optimizing the food products with process of receiving products, listing, sorting according to freshness, packing of products and shipping.

Next step to business will be creating an online application to sell the food products online. Listing all the vegetables, fruits and herbs in that particular App. Setting up the prices. Giving coupon codes. Giving attractive offers. Checking up the exact inventories of the products.

Tracking the products who are sold out. Marketing of the Application so that everyone downloads it and buys fresh fruits and vegetables. Branding the App.

Then finally comes the delivery part. Once the order is placed by the customers, the goods have to reach the customer's doorstep. By hiring women as delivery person. As the products sold in the app are all perishable products. Women as delivery person is a great employment. Seeing the security of women the delivery timings will be strict, from morning to evening. Women will get enrolled to the delivery app for the delivery conformation, location. Women having driving license will be hired. She will take the parcel from the warehouse and deliver it to the customer's doorstep.

Methodology of Making Digital Gardening

- Selection of the area for the right fruits and vegetables grown in the home garden for better production. Parameters like climate, topography, soil. Area is urban or rural or semi-rural.
- Selection of respondents by sampling method. In this case the respondents are home makers who do home gardening. Places at their home like terrace, backyard, kitchen area. Customers demand and needs.
- Collection of primary data by quantitative method, observations, survey and questionnaires.
- Gathering information by secondary data like books, journals, previous research studies and government reports.
- Analyzing the variables with type of plants can be grown, garden size, cost of cultivation, environmental impacts, saving, support of other family members, knowledge of the organic methods, online approach, application cost, delivery scenarios.
- Evaluating the data with all statistical methods.
- After evaluating the data for better and effective home gardening methods. Finally, recommendations will be guided on gardening practices, warehouse and online upgradation.

Finding Digital Garden Research

- Getting high quality, nutritional fruits and vegetables and food items in just one click
- Consumption Organic and safe food products
- Better utilization of free space.
- Contribution to environment. Home garden helps to upgrade greenery.
- Making hobby into passionate business help the women in self-confidence.
- Encouraging women to take determined decisions for financial independence.
- Awareness of healthy and meaningful lifestyle.

Limitation

Challenges faced in this setup are.

- Lack of space. In urban areas where there is flat system. Setting up a home garden is a task.
- Water supply in many areas is a major problem. Scarcity of water in urban areas is an obstacle.
- Pest controlling the crops.
- Limited digital knowledge. May find difficulties in operating the application. Finding the customers' location.
- High cost in maintaining the goods in the warehouse.
- As all products are perishable. Harvesting the crop at the right time. Selling the product until fresh is a great challenge.

Conclusion

When it comes to women empowerment the society and the generation have come a long way. Making the world new and beautiful for the women. Now they do not have be suppressed anymore. She can have her own choices and financial freedom. This 'Digital Garden' has multilayer employment scope. The home gardening which is the primary start of the business. Growing fresh organic fruits, vegetables, herbs and spices. The food grown here will be free from pets and chemicals, full of vitamins and minerals. The opening of the cloud kitchen. Have a social gardening community. Develop a warehouse where all the products can be stored at the desired temperature of the products. From listing of goods, managing inventories, sorting and pricing of the goods. Creating Online Application for selling products online. Maintenance and upgradation of the application. Next, hiring women as delivery person within her safety. And lastly delivering to customers. Once it gains the trust of customers there will be repeat orders. As everyone wants good and pure quality products.

All this is chained process of women entrepreneur employing women staff. Connecting women entrepreneurs within their leadership qualities. This way women will create a society within the society. This is suitable structural business where her home will not be neglected. But support of family will make it more encouraging. With her self-confidence, determination, resilience, understanding of self-worth she will conquer the world, where sky is also not the limit for her.

Now being an entrepreneur and contributing to the socio-economic condition of the country. These small steps towards community will eventually become a big business uplifting the women in India. "Digital Garden" is new age idea. Where one is nearer to their roots with home gardening and with the help of advanced technology, getting more inclusive growth.

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