# A Journey of Change - Success Narratives

## A Document by EEI, Hyderabad
## 2018-19

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## Part -A


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# Foreword

The present agriculture scenario is posing a great challenge to both Extension system and forming community with alarming climate changes, knowledge and input intensive modern technologies, food and nutrition security. Achieving SDGs, (Sustainable development goals) in this context necessitates great shift for Extension professionals. In reaching the unreach the success stories of farmers can add ignition and inspire, motivate, enthusiastic farmers of other villages and states and aid in scaling up of the new frontier technologies. Success stories of innovative farmers could be a very useful tool for Extension officers in further dissemination of technologies.

The present publication titled "A Journey of Change – Success Narratives, A Document by EEI, Hyderabad 2018-19" is an effort made by EEI, Hyderabad to document unrevealed success of innovative farmers and farm women with the cooperation of client departments of southern states and union territories.

EEI, Rajendranagar is a premier regional training institute engaged in capacity building of middle level Extension officers of Agriculture and Allied departments of six southern states and three Union Territories.

The present book is a compilation of Success Stories and innovative technologies experimented successfully not only by big farmers and risk takers but also small holding farmers, farm women and micro, small agripreneurs. Part A of the book focuses on innovations and successful experiences of farmers in Client states and Part –B covers success and innovations by the farmers and farm women with facilitation and technical support of middle level agricultural officers who got trained by EEI. I feel immensely happy that many farmers and farm women are sharing the onus of extension by becoming role models to other farmers and innovating new ways of doing farming. I congratulate all the innovative farmers and farm women for their success and enabling us to bring out this publication.

I complement the efforts of all EEI faculty and trainee officers of client states and Union Territories for putting their best efforts in documentation and bring out this publication. I believe this publication would be useful to all those who are engaged in farmers welfare and development.

Dr. V. Sudha Rani

Director

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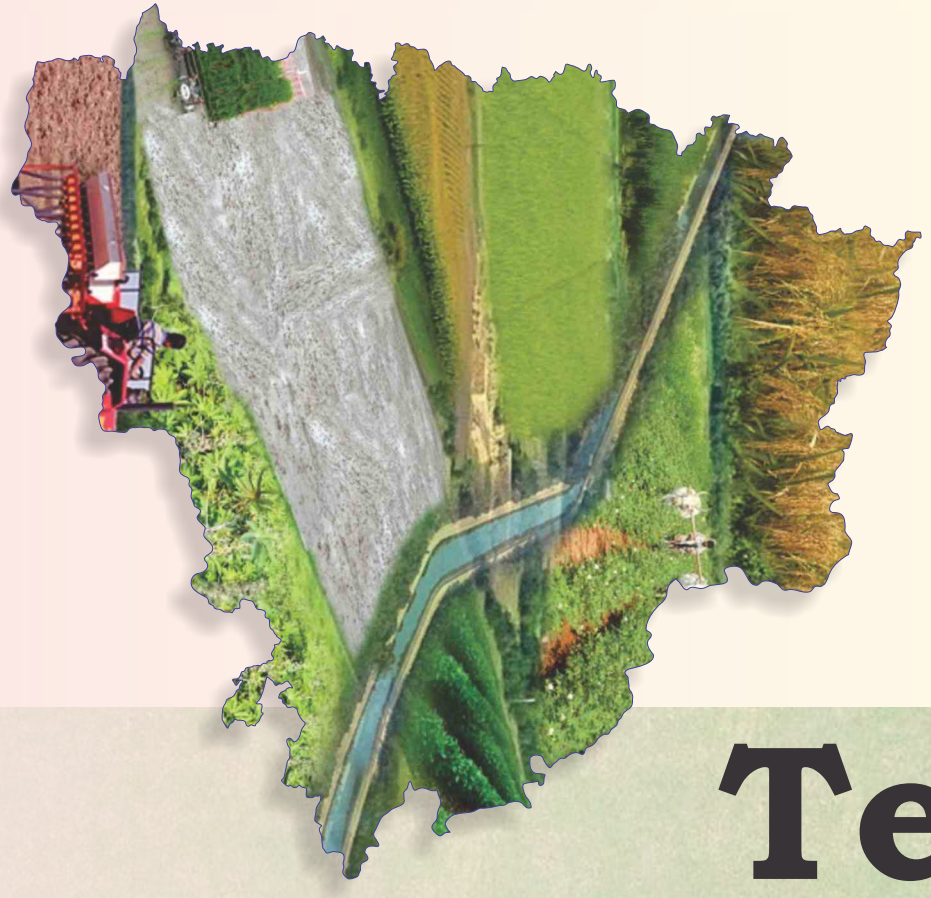

# Telangana

# Poly House Farming – A boon to Telangana Women Farmer

*An intervention by the Department of Agriculture, Andhra Pradesh State*

**Documented by**

**Dr. R.Vasantha, Professor, EEI Hyderabad**

Smt S. Madhavi from Adibhatla village of Ibrahimpatnam mandal in Rangareddy district has tasted success by growing flowers in polyhouses built in her farm of 8.5 acres.

***Smt Madhavi in her Gerbera farm***

She scouted for a potent market both in domestic areas and in other states for the Carnations, Gerberas and Chrysanthemums that she grows in this unit.

20 years ago like other farmers she started cultivating Guava and Mango and succumbed low yields due to water scarcity. With inspiration from success stories of poly house farmers else where in Maharastra and also after thorough interactions and encouragement from other farmer friends she started slowly replacing the guava orchard with polyhouse which she got under subsidy when the scheme of polyhouse was started by State Government in the year 2013-14.

The poly house cultivation is the new technological advancement in the agriculture scenario. Changing climatic conditions are forcing the farmers to be away from the agriculture occupation. In this scenario poly house emerged as ideal alternative for income generation to rural people. Under the National Horticulture Mission scheme the polyhouse cultivation is promoted by the Department of Horticulture, Telangana by providing 75% subsidy for General farmers and 95% for SC & ST farmers along with Horticulture crops as these crops give good yield and generate profits under protected cultivation.

Poly house is a major innovation supported by the state governments by providing subsidy in establishing the structure. The poly house farming requires less water and good planning, management skills in order to fetch profits. The area under poly house cultivation is increasing gradually. The poly house farming has become Rural entrepreneurship generating employment opportunities in the rural areas raising the income of the people.

"The farmer living in the village can avail Government subsidy to establish the Poly house structure then the input cost gets reduced and affordable. Different types of vegetables, fruits and flowers which are imported can be

***Dr. R. Vasantha, EEi faculty and Horticultural officers interacting with workers of polyhouse.***

produced indigenously. Our labour work for long hours in a shade ambience without any health problems. Polyhouse is an attractive income generating livelihood option that fits ideally in Integrated Cropping System of a farmer comprising of Agriculture, Farm ponds, fishery, fruit crops etc. " says Smt.Madhavi.

*Farm pond used for irrigating Poly house*

Answering to the question on scope of marketing, Shashankreddy, son of Smt Madhavi said "produce of the polyhouse can be sold in the local and also open market. Farmers who are well advanced in technology can link up and sell the produce through online buyer-seller platforms for export to different places."

The polyhouse is drip irrigated and has mini sprinklers to maintain steady temperature in summer. Fertilizers are fed through the drip irrigation channels. The farmer has dug a farm pond and connected it to polyhouse through drip for irrigation. The 8.5 acre farm has a team of 25 labourers staying permanently in the farm along with their families carrying out all the operations for best maintenance of farm especially vigilant for any traces of pest incidence. "Flowers in a polyhouse are like babies in intensive care units. They need constant care," says Smt S. Madhavi.

Smt Madhavi said Carnation is a flower crop which gives 2 pickings per year from 80,000 to 85,000 plants per acre. Each plant produces 3 to 4 flowers. 20 flowers were made into a bunch and sold @ Rs 120-130/bunch during festive and marriage seasons and Rs 40-50/ bunch during other seasons.

She added that in case of gerbera, 16,000 to 17000 flowers can be harvested weekly almost through out the year in one acre from 25000 plants. 10 flowers will be made into a bunch and sold @Rs 25-30/bunch.

Chrysanthemum is another attractive flower in which 80000 to 90000 plants can be planted/acre. 7-8 shoots with flowers were made into a bunch which were sold @ Rs 50-80/bunch. Except for summer months flowers can be harvested through out the year.

*Cold storage unit for storing flowers*

The women farmer also stores the flowers in a Cooling unit for 4-5 days until the price improves. The unit runs with the help of solar energy.

**Future plans:**

Farmer Smt. Madhavi is planning to introduce more sophisticated equipment for temperature and humidity monitoring and control under protected cultivation

**Tips for success in polyhouse for budding entrepreneurs**

- Self discipline and hard work is must to start a polyhouse or green house
- Regular observation of plants is necessary otherwise pest infests the whole poly house in just 2-4 days and causes significant losses.
- Relative humidity and Temperature should be monitored continuously

# Andhra Pradesh

# Dhanunjya Rao – A Committed Zero Budget Natural Farmer

**"The soil does need to be revived after decades of chemical use, and that will take a couple of years. But, we have to continue this practice to heal the soil"**

*An intervention by the Department of Agriculture, Andhra Pradesh State*

**Documented by**

**Dr. I. Sreenivasa Rao & Dr S. Chandrashekhar, Professors, EEI Hyderabad**

Nadendla Dhanunjaya Rao S/o Naga Bhushanam is a normal farmer until he heard about Zero Budget Natural farming from a disciple of Sri Subhash Palekar. He and his family members own about 10 acres wet land where in he cultivates Paddy and in 3 acres dry land he is cultivating chillies and cotton crops. Last three years he is following organic methods for Paddy, chillies and cotton crops. Slowly he tried Ghana Jeevamrutham in his paddy field. The results were encouraging. He says that organic manure Ganajeevamrutha is produced from Cow Dung, Cow Urine, Jiggery and pulses and it is taking seven days time for preparation. In his words it enriches the soil and plant and provides all the nutrients required for the growth of the plant and also increase the greenery in the plants and crops. He told that he applied in wet soil. He scatted approximately 20 to 25 kgs on the soil in one acre of land. He applied it within one week from the date of harvest in wet soil. He usually applied whenever the greenery is less in the plants/crops. In his opinion the nitrogen requirement of the soil will be enriched. He told the advantages of Ghana Jeevamrutham when mixed with micro organisms and applied in soil, it slowly dissolves in soil and releases micro organisms. He told that it is helpful to convert the elements in the form which roots can directly absorb. He told that the following Material used for preparation of Ghana Jeevamrutham

a) *Cow dung- 10 Kg*
b) *Cow urine-10 Litres*
c) *Black Jaggery- 2 kg*
d) *Basan( Chick Pea Flour)- 2 Kg*
e) *Plastic Drum- 200 Litres capacity*

He also explained the procedure of preparation of Ghana jeevamrutham as below:

First take 200 litres of water in the drum and add 10 Kg of cow dung to it and mix well again. Then add powdered jaggery and chick pea flour and mix well. Cover the drum with jute bag and let it ferment for a week by mixing once in every two days. This mixture is to be used within 2-3 days of mixing. He told that after a week, the microbes develop in the mixture and can be mixed with irrigation water through sprinkler system or drip system.

During 2015, he stopped application of fertilizers and pesticides and started Zero Budget Natural farming by applying only Ghana Jeevamrutham. In the first year he got only 25-30 bags (75 Kg each) of paddy per acre. Many of his fellow farmers laughed at his results but he didn't care. Slowly year after year the yield started growing. He regularly applied two doses of jeevamrut along with irrigation water after 25 and 50 days of sowing

After stopping pesticide application, few seasons he did not apply any botanical extracts also. His idea is that let the Insects also eat some

produce. Later on he started using Neemasthram once or twice during crop season to control Paddy stem borer, leaf roller etc. 2018 is the third year of conversion of his land to Natural farming. Now he is getting 45-47 bags of Paddy variety BPT-5204 during Kharif season. Cost of Cultivation reduced to about 12000/- per acre. He gets a total income of Rs. 49000/- and there by a net income of Rs. 37000/- per acre.

He always follow the practice of treating the seed with beejamrut and biofertilisers (azotobacter/rhizobium).

He said he could manage to save his crop from pests by applying neem cake. He has brought down the cost of cultivation by making his fields zero tolerant to chemicals and pesticides.

Azolla was used by the farmer in his field for benefit of depreciation in the germination of weeds (70% of the weed), reduction of aquatic weeds in flooded rice fields, fixing of atmospheric nitrogen, carry out photosynthesis and uptake nutrients from its surrounding environment through its root system, Improvement of the nutritional status of the soil and It is also used as fodder for dairy cattle to increase the overall milk yield. He also is using Azolla as green manure and therefore yields have improved by 15-20 per cent.

He puddles regularly green manure crops before sowing of main crop to supply nitrogen. In his opinion green manure is inexpensive; eco friendly alternative to mounting prices of fertilizer nitrogen and has become an efficient technology in economizing the agricultural production system, ensuring productive capacity of soil without causing environment problems. In his opinion green manures, particularly the legumes have relatively more N, low C:N ratio and behave almost like chemical nitrogenous fertilizer.

"We are committed to continue with organic and natural farming," says Dhanunjaya Rao. "It won't be easy. We know there are challenges. The soil does need to be revived after decades of chemical use, and that will take a couple of years. But we have to continue this practice to heal the soil."

The Professors Dr.I.Sreenivasa Rao and Dr.S.Chandra Shekar documented the prodigious experiences of Sri.Dhanunjaya Rao during their off campus training programme on **"Climate Smart Extension for Profitable Agriculture"** conducted to the officers of Agriculture, SAMETI, Andhra Pradesh at Guntur during 4$^{th}$ to 7$^{th}$ Dec, 2018.

# Boom in income from Aquaculture

***An intervention by the Department of Fisheries, Andhra Pradesh State***

**Documented by**
**Dr. M. Prasuna & Dr. M. Preethi, Professors, EEI Hyderabad**

The coastal state of Andhra Pradesh (United AP), located in South East India, is one of the country's largest in both area and population in agrarian structure. A phenomenal characteristic here is that more and more farmers in AP, especially East Godavari district are taking to aquaculture. The reason is very simple. In 1980 and again in 2008, farmers who practiced aqua culture became rich. Also, the crop holiday during rabi season has prompted the farmers to try their luck in aquaculture.

Sri. Rayadla Subba Raju, a 62 year old Aqua culture farmer of Patavala village, Kakinada town, East Godavari district is reaping fortune from his 100 acre farm, by practicing **Prawn+ Fish culture**.

Mr. Subba Raju started prawn culture as

early as in 1987. He did Tiger Prawn culture till 1993 and then onwards switched to mixed culture with Fish. Mr. Raju is in constant touch with Department of Fisheries, Kakinada and is implementing several innovations on his farm.

At present he is practicing Venami Prawn culture in 30 acres and Fish culture+ coconut farming in the remaining 70 acres.

He procures fish and prawn seed from hatcheries. His culture includes varieties like Katla, Mrigal, Rohu, etc. Mr. Raju gets yearlings of 18 months age, breeds them and then releases them into his tanks for further growth. He harvests prawns every 3 months and fish every 6 months. His investment per acre is Rs. One lakh and profit per acre is 4 lakhs. He taps the services of MPEDA, Coastal Aqua Chennai, and Department of Fisheries, Kakinada.

Mr. Raju also maintains a beautiful horticulture garden on his farm, with different flowering, fruits and medicinal plants. He also has a huge collection of Bonsai trees. In recognition to his expertise in aqua culture and horticulture, he received 'Bonsai Expert Award' from AP Governor and 'Annadata Award' for being a successful aqua farmer.

The success of aqua farming does not end with Mr. Subba Raju alone. This trend had spread in East and West Godavari districts where in vast extents of fertile lands are converted into aqua culture ponds. The farmers are breeding Tiger variety prawns through monoculture and Venami culture. Their gamble has paid off as their earnings are ranging between 3-7 lakhs per acre. In Konaseema alone, prawn is bred in over 20,000 acres while fish is being cultivated in 10,000 acres.

*'It had turned into a passion and fashion for every farmer in konaseema area to go for prawn culture in at least two to five acres,* says a satisfied Subba Raju.

This success story of Innovative farmer was documented by **Dr. M. Preethi and Dr. M. Prasuna,** Professors, EEI, Hyderabad

during off campus training on "Capacity Building of Fisheries Extension Officers for Meeting New Challenges" organized to the Department of Fisheries, Kakinada during September 7th – 20th, 2018.

**Contact No: 8331979662; 9848944442**

**Address:** Vinayaka Aqua Farmer Welfare Society, Patavala

# Success story of a tribal Woman Entrepreneur on Desi poultry

*An intervention by the Department of Animal Husbandry, Andhra Pradesh State*

**Documented by**

**Dr. S. Chandra Shekar, Professor, EEI Hyderabad**

Mrs Killo Jamuna is a tribal women living with her husband and 1 child in a small tribal habitation known as Killoguda which belongs to Dumbriguda Mandal of Visakhapatnam. Mrs. Jamuna has half acre backyard place where she used to grow turmeric and vegetables and earn three to five thousand rupees annually but now she is able to earn five thousand rupees monthly rather than annually.

**Here is her story.....**

One day she had attended a gram sabha meeting organized by local NGO regarding establishment of desi poultry breed farm in the village. The NGO explained terms and conditions for formation of common interest group(CIG) and selection of an entrepreneur who are interested in establishing desi poultry breed farm in the village. Any tribal family who owns half acre of backyard place with some fruit trees are eligible to invest in that venture.

Ms Jamuna expressed her interest to use her half acre land for establishment of poultry breedfarm. Gramsabha finalized her place after site verification done by Technical Agency as per the criteria ensuring facilities like trees for shading, water availability and willingness to learn about poultry management and adaptation of best practices and willing to make investment developing poultry farm etc.

She had attended two days training program organized by WASSAN on desi backyard poultry management and concept of establishing poultry breed farm. She had visited other areas where desi poultry was successfully managed by other tribal women in Srikakulam Dt as part of the training.

Mrs Jamuna shared about the training with her husband and pooled twenty thousand from family savings to invest on this venture. Department of Animal Husbandry had supported for night shelter, fencing and mother birds and forage development. Jamuna joined in common interest group which was formed by women who are rearing desi poultry and paid her membership to join in that group.

Mrs Jamuna built night shelter along with fencing and made partitions in side the shed to keep hen with chicks, cocks and growers separately. Jamuna also arranged nests for laying eggs in the shed. Breed farms started functioning from the March 2017. Once in two

months vaccinating her birds against Ranikhet disease with help of trained local community vaccinator. She has developed forage in the land and tie up with local millers to access cereal bran to feed her birds. She has followed best practices to increase hatchability rate from 7 chicks to 10 chicks per hen/clutch. Jamuna daily fills blue card with information like flock status and deworming/vaccination details, mortality, sales and consumption of

birds if any etc. She earned Rs. 37600/- through sale of chicks, Rs. 23000/- from sale of adult birds. Jamuna managing a total of 54 hens, 10 cocks 6 growers, 52 chicks. 42 chicks are ready to sale now (worth of Rs 3360). As on 10th April 2018, Mrs Jamuna is able to get a total of Rs 61000. About 15 thousand rupees spent on feed and health care purpose. She is very happy with her breed farm and she feels proud while supplying chicks to neighbour women for rearing purpose. Above success story is inspiration to the other tribal women who could come forward to turn as entrepreneur by supplying chicks to neighbours.

Learnings from above story is.....

The income from backyard poultry is often described as farmers “petty cash” but continues to remain an important source of income for female members of the household. This is because for most women this remains the sole means of income generation and can be managed as a secondary activity in addition to other household chores. The money from poultry is used by women for buying food items, for children's school fees. Some women have been known to exchange them for larger animals such as goats. Women who take part in micro credit programs use the earnings for repayment as well as for investing in other income generating activities. Any poultry development project must recognize the role of women in this specific activity. A total of above 129 such entrepreneurs have developed by WASSAN along with field partner groups with support of Department of Animal Husbandry, Andhra Pradesh. WASSAN would like to thank the DAH, ITDA and **Sanjeevini** for their constant support for the program of strengthening desi poultry to build food and nutritional security among tribal families.

# Karnataka

# Training Ignites Spark in Retired Police Officer's Mind to Emplane on Protected Cultivation

*An intervention by the Department of Agriculture, Karnataka State*

**Documented by**
**Dr.C.Padma Veni & Dr. B.Jamuna Rani & Professors, EEI Hyderabad**

Sri. Siddeswar, a highly industrious 76 years old Retired Police officer from Navaloor village, Dharwad mandal & district, Karnataka state bagged many prizes for well maintenance of ornamental gardens even while serving his defense department. Same zealousness actuates Sri. Siddeshwar, even after retirement to get ignited the spark in his mind to diligently emplane on Protected Cultivation with KVK Dharwad training during 2014 that raised his present status to the occasion of earning average annual income rupees 1.5Cr in addition to 60Lakh from other fruit crops

Prior to this, during 2000 when Sri. Siddeswar retired, Sri. Ronad, his elder son influenced him to establish a mineral water plant that illuminated his life with high annual income of Rs I Cr. Every day a Lakh liters of water is being processed supplying to 85 distributers spread over three districts namely Dharwad, Belgavi and uttarkhand accounting present total average annual income to 3Cr.

A farm pond measuring 200x300x14 feet with water holding capacity 2Cr70 litres was constructed where waste water from mineral water plant and bore water is collected and fish is reared. Sri. Shiddeswar says the pond water is used for irrigating 58 acre

crop field but fish is doled to friends free of cost.

Protected cultivation includes 10 poly houses established during 2014 incurring an expenditure Rs 12,80,000 with subsidy Rs 8,90,000 from Department of Horticulture. Gerbera plants (36000), Rose plants (18000), Chrysanthemum and guava, Hydrophonic orchids, Pomegranate and guava are being cultivated in poly houses. Sri. Siddeshwar obtained the technology for the preparation of organic manure from Organic Section, UAS Dharwad like mixing 10 Kgs cow dung, 5 kgs jagery,3 kgs wheat flour or any dicotyledon grain flour and 1 kg soil to activate microbial organisms in 20 liters cow urine that ferments for one week. Application of this manure without inorganic fertilizer results good

| Plants/ trees | No | Average no of flowers per plant | Cost per flower(Rs) | Returns |
|---|---|---|---|---|
| Gerbera | 36000 | 35 | 4 | 50,40,000 |
| Roses | 18,000 | 20 | 5 | 18,00,000 |
| Chrysanthemum | | 16000 kgs | Rs100 per kg | 16,00,000 |
| Hydrophonic orchids | | 10,000 | 15 | 1,50,000 |
| Coconut | 150 | 100 | 12Rs per nut | 1,80,000 |
| Mango | 33 | 1500 kgs per 33 plants | Rs120 per kg | 1,80,000 |
| Other fruit crops in poly house like Pomogranate, and guava | | | | 60,50,000 |
| Mineral water plant | | | | 1,50,00,000 |
| **Total Average annual income** | | | | 3,00,00,000 |

quality flowers and fruits, Sri. Siddeshwar says. The details of the economics are as follows:

Apart from flower and fruit crops, Sri. Siddeswar also rears kadaknath chicks , possess 300 white pigeons, 10 bee hives and hydrophonic fodder maize cultivation unit.

The University of Agricultural Sciences , Dharwad is behind Sri. Siddeswar to bolster him up whenever he needed technical support. Dr.B.Jamuna Ranu and Dr.C.Padma Veni , Professors of EEI documented the warm experiences of Sri.Siddeswar during an off campus training programme of EEI "**Managerial Skills for Effective Extension Delivery**" organized to the officers of Agriculture at UAS, Dharwad, Karnataka during 13$^{th}$ to 16$^{th}$ March, 2019.

A highly blissful Siddeshwar says he is rejoicing family and friends apart from serving society by constructing Lord Sai Baba temple and running Lord Ganesh temple, Primary School, High school, Poly house Association .

# Failure turns to Success – A Experience of Vijaya Kumar

*An intervention by the Department of Animal Husbandry, Karnataka State*

**Documented by**
**Dr. I. Sreenivasa Rao, Professor, EEI, Hyderabad & Dr K.Madhu Babu, Director i/c, EEI, Hyderabad &**

Mr.Vijaya Kumar an interested farmer who is well known for always willing to take risk and had entrepreneurial abilities. Mr.Vijaya Kumar an enthusiastic farmer resides in a village called Hurullichikanahalli, Benguluru north taluk. He has 2 acres of own land in the sub-urban locality in the village and costing high because of urbanization. Even though he had other

**Mr.Vijaya Kumar and his son Mr.Sunil sharing their success to EEI faculty Dr.K.Madhu Babu, Director and Dr.I.Sreenivasa Rao, Professor**

options of livelihood but for having affinity towards agriculture and allied activities, he wanted to start a sheep unit in a sophisticated manner. In practice he immediately started a sheep unit adjacent to his farm and home in order to completely involve himself in the activity. He started a sheep unit by making a pucca shed without taking the sheep for grazing outside. He started with 100 sheep at a time. But due to adverse climatic conditions and consequent disease outbreak, he lost almost all sheep. The idiom "Failures are Stepping Stones for Success" is truly evident in his case. When the sheep were postmortemed by the veterinary doctors, he had an opportunity to interact with the doctors thoroughly about careful and scientific management of sheep.

He never got disappointed about his failure and wanted to deeply involve in the same enterprise.

Again he started with new flock by taking care of expected risks in-terms of diseases and other intermediary factors. He has been maintaining this enterprise since last 11 years. However, he wanted to involve his son in the business. Having similar nature of enthusiasm, his son Mr.Sunil aged 29 years, completely involved in this enterprise after completing his Diploma in Engineering (Electronics & communications) during the year 2018.

His father started his venture with 12 sheep and now at present Mr.Sunil scaled up to 450 sheep. He encourages install feeding and he never allow the sheep to graze in barren lands as he believes that the sheep loses more energy in grazing and therefore shall lose weight. Mr.Sunil believes that fresh fodder in a stall feed system allows sheep farmers to gain control over the quality and consistency of the feed to the animals. Hence he increased his land area for cultivation of fodder from 2 acres to 6.5 acres in which he is cultivating improved varieties viz.,

COFS 29 – 2 Acre

Sasberia - 1 Acre

Mulberg - 2 Acre

Lucent hedge luccers 1 ½ AC

At present, he is having Deccani sheep breed, in addition to 3 different breeds as below for crossing purpose.

a) Jamunapuri

b) Sojad

c) Usmanabad

The annual growth of the sheep is as follows as it is completely maintained in stall feeding system

Deccani - 50 to 70 kg in one year

Sozad - 50 to 80 kg in one year

Usmanabad - 40 to 50 kg in one year

Average rates for live wt Rs.350/- (Male) and Rs.320/- (Female)

Usmanabad - Rs.350/-

Sozad - Rs.600/-

Jamunapuri - Rs.600/-

Marketing : He always depends on online marketing by following digital technology. He advertises in social media - whatsapp groups, Facebook, Just dial etc for sharing information.

Further, he developed and is maintaining a brand name "VK Sheep & Goat Farms" and sells through local marketing by innovatively using Google maps.

**Stall feeding sheep farm unit of Mr.Vijaya Kumar**

Vaccination : he always depends on veterinary dispensary in Siluvepurafor technical suggestions. He is supported by 4 laborers on regular basis permanently working with a remuneration of Rs.12,000/- to 15,000/- per month.

The initial investment he made was Rs.9.00 lakhs having own land, irrigating with sprinkler. In addition, to regular fodder he feeds his sheep with concentrates like maize, wheat. He is using chaff cutter in order to avoid wastage of fodder where he procured with a cost of Rs.22,000/- and also availed 50% subsidy. He is availing technical guidance and other services including vaccination from Animal Husbandry department. He is selling the sheep manure for coffee estates in Karnataka state @ Rs.30,000/- lorry load (Approx – 10 tons) and used to sell 15-16 lorry loads per year. Therefore in view of net income of Rs.15.00 lakhs per year and the popularity he gained he is aiming to further scale up to 4000 sheep with hygienic maintenance. He suggests the rural youth with agricultural background to undertake such profitable enterprise in view of labour shortage.

The inspiration behind Mr.Vijaya Kumar's stupendous experiences had stemmed up from his humane nature. Initially before starting the sheep rearing business he was the owner of a "BAR" and by observing the pathetic lives of poor people for long who were spending their earnings exclusively on liquor and are spoiling themselves as well their families made him feel painful and decided to stop that business and therefore started sheep farming. His compassionate nature made him and turned in to a blessing to grow immensely in the sheep rearing business.

**Address**

**Mr.Sunil Kumar V**

Hurullichikanahalli (village)

Chikkabanavara (Post)

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# Wider Spacing Widens Mulberry Farmer's Income

*An intervention by the Department of Sericulture, Karnataka State*

**Documented by**
**Dr. C. Padma Veni and Dr.S.Chandra Shekar, Professors, EEI Hyderabad**

An energetic and enthusiastic farmer Sri. Muninanjegowda aged 58 years from Balechannalse village, Kanakapura Taluk, Ramnagar District, Karnataka state, though tried many

ways to increase his farm income through that had gone futile, simple technology i,e adopting wider spacing in mulberry crop illuminated his life with heightened income.

Earlier in his 3 acres farm, Sri. Muninanjegowda used to cultivate Mulberry crop in 1.2 acres adopting 3x3x2 feet spacing, brushing 200 disease free layings per crop, realizing annual income Rs 75,000 to 1,00,000/- only. He apportioned 1.2 ac for Ragi and 0.4 ac for leafy vegetables, tomato and brinjal cultivation. Altogether his income was not more than 1.5 lakh, struggling hard to up bring three children besides looking after wife and mother.

As Sericulture officers, Ramnagar District disseminated innovative technologies in coordination with scientists, Karnataka State Sericulture Research and Development Institute, Yelchenahalli, Bangalore to bring glory in sericulture development, Sri Mutturaj, Assistant Director of Sericulture, Kanakapura division, Ramnagar, constantly monitored, inspected and advocated wider spacing 5x3x2 feet paired row system brushing 300 disease free layings per crop. In addition, Sri Mutturaj in

coordination with Scientists, KSSRDI, also advocated the best management practices like

- Garden management
- Weed management
- Drip irrigation management
- Soil test based integrated nutrient Management
- Pest and disease management

**His innovative technologies that were advocated also include**

- ♣ Usage of plastic rotary montages
- ♣ Silk worm rearing management
- ♣ Maintaining humidity and temperature inside the rearing house.

This resulted in reduced production cost and increased quality leaf yield and farmers income.

Dr.C.Padma Veni and Dr. Chandrashekar Rao had a productive interaction with Sri. Muninanjegowda who had documented his colossal experiences during an off campus training programme on "Training Skills for Effective Extension Delivery in Sericulture organized during 5th to 8th Feb, 2019.

Highly delighted Sri. Muninanjegowda says the services provided by Sri Mutturaj and Scientists enshrined my annual income to

Rupees 2 lakh from Mulberry crop alone, elevating my total annual income to more than 3.0 lakh including from other crops.

# Kerala

# Doubling Farmers Income Through Farm And Nonfarm Activities

*An intervention by the Department of Water Shed, Kerala*

**Documented by**

**Dr. I. Sreenivasa Rao, Professor EEI, Hyderabad & Dr K.Madhu Babu, Director i/c, EEI, Hyderabad**

Smt. Saleena aged 50 years with an educational qualification of BA in Arabic language is a native of Madavoor Panchayat, Varkala taluq, Kollam district of Kerala State. Being born in Agricultural family she engaged in farming from childhood onwards. From the age of 18 years she was inclined towards organic cultivation for consumption purpose.

After marriage, she got a property share of 150 cents of lands, in that 5 cents were allotted for construction of house, 90 cents for organic paddy cultivation and the remaining 50 cents are being used for cultivation of various crops like banana, vegetables, maize, onion, ginger, turmeric tapioca etc. The units like poultry, duckery, goat and honeybee rearing are being in operation in the remaining 5 cents of land.

Her major source of income is from various means like turmeric powder, selling of goats, chicks, eggs, paddy and cashew nuts where she is earning an average amount of Rs. 2,00,000/- annually.

Basically having entrepreneurship qualities, she utilises all the opportunities in farm activities and also non-farm activities. Her activity started after she came across an advertisement in daily Malayalam news paper about "Making more money" by a Polytechnic Institute in Trivandrum. Accordingly, she applied and attended a 3 days training programme on making of Soaps, detergents, lotions etc by the polytechnic Institute in Trivandrum. She started making bath soaps, detergent soaps, powders, floor and toilet cleaners etc., with a minimum capital of Rs. 2000/- for purchase of inputs from Trivandrum market. Slowly, the demand developed from the clients around her house because of the quality. At present she is earning a net income of Rs. 50,000/- per year through the above products. Thus, a total net income of Rs. 2,50,000/- per annum is being earned by Smt. Saleena.

In view of the above it is revealed that Doubling the Farmers Income is possible through Farm and Non-Farm activities.

In 2018, Smt. Saleena, was given the award of "Best Farmers" by Welfare Society of Madavoor Panchayat in Krishi Bhavan. In March, 2019, she also got the award of "Best Women Organic Farmer" by the Institute of watershed Development Management, (IWDM), Chadayamangalam Kerala State. It was an opportunity to Dr K.Madhu Babu and Dr. I. Sreenivasa Rao for having an enduring interaction with Smt. Saleena who had been to kerala to organize an off campus training on "Soft skills for Personality Development for Watershed Extension officers" during 24-27$^{th}$ July, 2018.

# Sri. Dinesh Panicker- An Ideal Enterprising Farmer

*An intervention by the Department of Water-shed, Kerala State*

**Documented by**

**Dr. I. Sreenivasa Rao, Professor EEI, Hyderabad &**
**Dr K.Madhu Babu, Director i/c, EEI, Hyderabad**

Sri. Dinesh Panicker, aged 45, with an educational qualification of 10th standard is a native of Nilamel Panchayat, Chadayamangalam block, Kollam district, Kerala state. His grandfather is his source of inspiration to turn into farming profession. He started his agricultural activities in 1991, at the age of 18 in his 50 cents of land which he has leased in. In this area, cowpea and bitter gourd cultivation was done using chemical inputs and fertilizers. However, this crop did not yield much and the cropping period was completed within 3 months. The farmer became depressed as he got very poor yields and then he approached Dr. Reghunath, who was the former Director of KHDP, Kerala and adopted his advices. Sri. Dinesh then started using organic inputs and pesticides in a very scientific way and he succeeded in his venture with high productivity and he has been continuing his organic cultivation practices from those days.

**Sri. Dinesh Panicker, farmer explaining the details of his passion fruit cultivation to Dr.K.Madhu Babu, Director, EEI**

In 2001, the farmer had leased 50 cents of land which is located in the side of state highway @ Rs.5000 per year for starting a rubber nursery. But inspired by Smt. Latha, who was the then Agriculture Officer of Nilamel panchayat, Sri. Dinesh started cultivating cowpea, bittergourd and snake gourd in this area after constructing a pandal for Rs. 2 lakhs and the cultivation continued successfully till last year. As the place was located road side, several people approached him and has started cultivation with his expert advice.

However, during the end of the 2017 the farmer has started a new venture of Passion fruit cultivation in this 50 cents of leased land which was found to be profitable. The passion fruit cultivation was started in the month of December, 2017

That was a time where there was severe drought in the locality. The passion fruit seedlings were raised in the same pandals. The Red variety passion fruit cuttings were obtained free of cost from his farmer friend staying at Parippally, Kollam district. The farmer says he had been observing the passion fruit plants for about 2 years in his friend's home yard and understood that the variety yielded fruits for about 11 months continuously. This red variety takes about 5 months to flower and within two months it would be ready for harvest. The flowering continues for 11 months. Thereafter, pruning of the vines has to be done and the next flowering would start within 3 months, again with a fruiting season of 10 to 11 months. According to him replanting would be needed only after 4 or 5 years. The red variety passion fruit is cultivated in 30 cents and in the rest of the area, the violet variety passion fruit is being cultivated, the seedlings of which were obtained @ Rs. 90 per seedling from Pineapple research station, Vazhakkulam, Ernakulam district, Kerala state. Now, the farmer harvests about 5 to 6 kilograms of passion fruit in a day and sells at the farm itself @ Rs.100 per kg. The inputs used for the cultivation includes only farm yard manure and poultry manure applied as basal and 6 months after planting respectively.@ 50 kg/ vine. During the drought period the passion fruit vines survived due to the green mulching and black polythene mulching he has provided

alongside the vine rows. After which the plants are entirely rainfed. The only pest attack was that of fruit fly for which he is successfully using hormone traps.

The farmer owns 90 cents of land which includes his house in about 5 cents, 50 cents of rubber cultivation, which at present he is not tapping, 12.5 cents of polyhouse which he got constructed with 100 % government subsidy which is worth Rs. 5 lakhs. He also received government support in the form of inputs/equipments worth 2 lakhs under a state government scheme of the Department of Agriculture and Farmers' Welfare and in the rest of the area, he is cultivating Nendran banana, vegetables for domestic consumption, amorphophallus, turmeric and has recently started goat rearing also.

The major enterprise of the farmer includes a seedling nursery located on the sides of MC road (state highway) in an area of 50 cents which includes a well built rain shelter for seedling storage, an organic manure production unit, a small office, a sales counter and the front area where the seedlings of high yielding varieties of vegetables, fruits, rubber and some ornamental plants are displayed. The nursery is maintained in a leased land for which he has to pay Rs. 25000 per year. The rainshelter was also constructed with 100 % financial assistance from the department of Agriculture development and Farmers' Welfare under a government scheme. Presently, he uses an organic manure called “Bio manure” for the vegetables, turmeric and amorphophallus which he prepares on his own, the technique for which was obtained from Dr. P. Kamalasanan Pillai of Vivekananda Kendra. The farmer owes his gratitude to Agriculture Officer, Smt. Latha who is presently working at Parassala panchayat for helping him avail all the government support. A variety of vegetable seedlings including bhindi, brinjal, tomato, chillies, ginger, drumstick etc and fruit seedlings such as papaya, jack, amla, passion fruit,noni etc along with some ornamental plants is being sold in his nursery. The organic input, 'Bio manure' is being soil in the nursery for Rs.62 per kg. Other items of sale includes.

The farmer has also planted rubber seedlings in an area of 3 acres in the Nilamel panchayats, in the land is owned by an NRI with an agreement of planting rubber seedlings and maintaining it for 3 years @ Rs. 500 per seedling. He has planted about 200 rubber seedlings and the farmer has also cultivated amorphophallus and turmeric in the interspace available between the rubber seedlings.

**Dr.K.Madhu Babu, Director, EEI, Dr.I.Sreenivasa Rao, Professor, EEI and Sri. Dinesh Panicker, farmer are interacting regarding passion fruit cultivations.**

In another 3 acres of leased land, the farmer cultivates Nendran banana intercropped with turmeric for which he has to pay Rs.5000 per year as rent. Last year he has sold nendran banana worth Rs. 4.07 lakhs. The farmer has 40 women labourers paid @ Rs. 300 per day and he also hires some skilled labourers seasonally. His major source of income is from the sales of rubber seedlings, which gives him an overall savings of about Rs.3 to 4 lakhs annually.

**Conclusion**

According to Sri. Dinesh Panicker, farming and agriculture activities are highly profitable provided the farmer is ready to utilize the locally available resources and adopt the new technologies. The farmer must be enthusiastic enough to obtain knowledge from wherever possible sources. The inputs should be prepared using locally available materials in the farm itself. The local varieties of cultivars should be identified and developed for cultivation in a particular area. Sri. Dinesh says that, mechanization should be encouraged owing to high labour charge. He insists that subsidies should be provided to the farmers only based on the total products he has sold.

# Odisha

# Integration of Fish Farming with Horticulture – A Key to Success of Jhilismitha

*An intervention by the Department of Fisheries, Odisha State*

**Documented by**

***Dr. M. Preethi & Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad***

With ever increasing urbanization, industrialization and human density, the per capita availability of land and water resources are declining. Efficient and sustainable use of available land is the need of hour. As land is a fixed factor of production, intensification options accompanied by appropriate techniques could increase production.

Today, droughts aren't as daunting and even the dreaded cyclones don't do much damage. Crops would be completely destroyed, but fish mostly survive the ordeal. Flood waters drain out through link canals that are a part of the system. This serves a dual purpose. First it takes care of excess water and secondly, because of newly dug fish ponds, a lot of water that used to go waste is channelled into small aquaculture reservoirs. *"Its relatively risk free and needs less work than agriculture"* says Jhilismitha Mohapatra who owns 4 acres fresh water fish culture farm in Durgadaspur panchandrapet *"And the profits are attractive"*. She says.

This success story of Jhilismitha was documented during off campus training programme on ***Training Skills for Effective Extension Delivery to Fisheries Department*** at Bhubaneswar, Odisha during July, 2018. The programme was co-ordinated by ***Dr. M. Preethi and Dr. P. Vijaya Lakshmi,*** Professors, EEI, Hyderabad.

Mrs. Mohapatra gets fingerlings from Central Institute of Fresh Water Aqua culture, Odisha and cultures fish in her ponds. She rears varieties like Rohu, Catla and Mrigal @ 20,000 fingerlings per hectare. After 2 years of harvest, with the intervention of Fisheries department, Odisha she constructed one new pond to establish ***Horticulture Fish Farming Model.*** This was done with the intention of generating additional family income at sustainable level.

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agriculture" says Jhilismitha Mohapatra who owns 4 acres fresh water fish culture farm in Durgadaspur panchandrapet "And the profits are attractive". She says.

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Mrs. Mohapatra made levelling on pond embankments and around 50 pits of 45cm diameter and 45cm depth were dug out and filled with farm yard manure. After good preparation of plots, Banana suckers bought from local farmers were transplanted into these pits.

She also raised seedlings of Papaya, Ridge gourd, Pumpkin, Cucumber and Vegetables like Cabbage, Cauliflower and Tomato on well prepared land bed on the pond embankment. Intensive management practices with use of optimum row spacing and farm yard manure are giving her excellent results in the form of bumper yields.

Now she has extended her cultivation to fruit crops like Mango, Blackberry, Pine apple, Sapota and Lichi. Her total pond area is 4 acres and 7 acres of Horticulture garden. Her annual profits are about Rs. 5 lakhs from Fisheries activity and Rs. 3 lakhs from Horticulture activity.

Mrs. Jhilismitha wants to shift to high density and low height farming in Horticultural crops in the coming future for better yields.

**Contact:**

**Mrs. Jhillismitha Mohapatra**

Kusida Garh(V), Durgadapur (P)

Pipili (block)

Puri (District), Odisha

# Success Saga Of Bhagamunda Tasar Rearers Co-Operative Society, Keonjhar District, Odisha

*An intervention by the Department of Sericulture, Odisha State*

**Documented by**

**Dr. M. Preethi & Dr. P. Vijaya Lakshmi, Professors,EEI , Hyderabad**

Tasar farming provides livelihood to most of the Tribal people in Harichandanpur Block of Keonjhar district. It is an age old economic activity which has flourished over time in the surrounding areas of the forest having rich flora of tasar food plants viz. Asan/Arjun, Sal, Sidha etc. providing gainful employment and income to the farmers. The sector has gained momentum since 2011-12 with focused developmental plan of the Government of Odisha. Realising the difficulties and hazards of the forest, the Govt. has supported for systematic plantation of Asan/Arjun trees in the nearby vicinity of tasar villages, infrastructural support for tasar seed sector, working capital supports to the primary co-operatives and Serifed (Apex) for providing assured marketing of the tasar cocoons etc.

Tasar farming is Patronized by kings & accelerated by the primary tasar co-operative societies with induction of latest Technologies in Seed Production, Silk-worm rearing, field disinfection, application of basal inputs & foliar Spray / plant maintenance etc., Tasar farming has transformed itself to a profitable occupation and most of them are getting more than one lakh rupees in last couple of years. This has resulted in increased Tasar cocoon production both qualitatively & quantitatively. The beneficiaries are actually landless, small & marginal farmers who have effectively converged the Tasar crop (turned to a cash crop of today) with paddy crop from mid-June to December thus enabling the farmers to be self-employed for 5to 6 months a year. Rest months of the year they search for livelihood in the nearby or adjacent Districts/States that leads to migration of the workforce/farmers.

There are 4 primary tasar rearers cooperative societies in Harichandanpur block. *viz* Bhagamunda TRCS, Tangiriapal TRCS, Jeerang TRCS and R. Palaspal TRCS.There are 2500 tasar farmer families in aforesaid societies who are actively involved in tasar farming as members of these societies. Annually about 6500 kahans (>1 Crore nos ) of tasar cocoons are produced and marketed by these societies. Due to lack of skilled manpower and opportunities these cocoons are merely sold by the TRCS with a marginal profit.

Bhagamunda TRCS collecting the tasar cocoons produced by the farmers of Harichandanpur block and and also generating livelihood round the year to the migrating work force particularly women through post cocoon value addition activities such as Tasar reeling, spinning, weaving, colouring, dying, embroidery, printing of clothes by using latest available technologies & machineries.

The women workforce is proposed to be organised in Self Help Groups and empowered in the value addition activities through training, exposure visits etc to make them self-employed.

To provide employment to the sericulture farmers and others round the year the post cocoon process like

tasar reeling, spinning, weaving, calendaring, embroidery activities are going on at Bhagamunda TRCS involving the women Self Help Group. The training activity is going in the TRCS campus, group wise and then in interiors by providing CFC (Common Facility Centres) in door steps to earned their livelihood. The women folk after their day to day domestic work, getting involved in tasar reeling activity in the Common Facility Centre. This helps in controlling the cooking expenditure and a completion is created among them to produce more and earn more. Now they have involved in supporting Tasar cocoon and other machineries /chemicals etc to 5 CFCs i.e. in village Billa (60 womens), Golagadia (20 women), Gaduan (15 women), Patna (25 women), Barigaon (30 women). A good response is find there is a great interest in involvement with tasar reeling and spinning as their livelihood. The sale of the yarn is also facilitated to a congregated bulk to bargain with the buyer. The role of National Handloom Development Corporation (NHDC) can also provide substantial help to the women SHG in their financial upliftment.

In weaving the introduction of solar power weaving loom is newly introduced as developed by NRG Resources Delhi is 3 times efficient than handloom and so also the increase in wages/income of the beneficiaries.

The educated unemployed women's are participating in giving design to the prepared clothes in computerized devices.

# Tamilnadu

# Amarnath benefits with Kadaknath

**Documented by**

**Dr. R. Vasantha, Professor, EEI and Dr. D. Shireesha, Asst professor, EEI**

The success story of Mrs Dedeepya Amarnath and Mr Amarnath who are adopting Integrated Farming Practices could well be the right signal for farmers of Tamilnadu facing the worst consequences of climate change.

The synergistic integration and optimal utilisation of resources by Mrs Dedeepthi hailing from Poruvai village of Viralimalai block of pudukottai district of Tamilnadu is a role model for the impoverished farmers of the State.

Her traditional farming initially included paddy cultivation with a small dairy unit which later rose to a platform of multiple enterprises comprising of traditional scented varieties of paddy, maintenance of indigenous dairy unit, vegetable cultivation, poultry, duck farming, rabbit farming, fodder bank and irrigation water conservation techniques at farm level.

**KADAKNATH**

The most crucial intervention is the introduction of Kadaknath hen rearing. 350 hens were reared in the farm. Each egg is sold @ rs 30 and meat is sold at Rs 600 per kg. Each hen weighs 1.5 to 2 kg.

***Kadaknath hens reared by women farmer***

The Kadaknath is an Indian breed of chicken local to Madhya Pradesh, where it is known as "Kali masi" ("fowl having black flesh").Due to its high protein and very low fat and cholesterol levels, it is in high demand. Its fat content, is 0.73 — 1.03% compared to 13 to 25% in most other chicken breeds. This famous kadaknath chicken has now got a geographical indication (GI Tag) tag. It was approved by Indian government on 30 July 2018.[2]

The birds are completely black: black plumage with a greenish iridescence, black legs and toenails, black beak and tongue, black comb and wattles, black meat and bones and even dark organs. The rooster weigh 2–2.5 kg and the hens from 1.5–2 kg. The hens lay cream-colored eggs with a slight pink tint, although they are poor setters and rarely hatch their own brood. Eggs weigh an average of 45 g. The farm has an incubator to hatch the eggs.

Due to the relatively high consumption of the breed, its numbers have sharply declined. To save the breed from extinction, the state government started a Kadaknath poultry breeding program

The eggs of Kadaknath chicken can be used effectively to treat severe headaches, headaches after giving birth, fainting, asthma and Kidney disorders. The eggs are also an ideal nutrition especially for old people and high blood pressure victims, since the cholesterol content is lower and free amino acids are higher than that of other kinds of birds. Both the meat and eggs are reckoned to be a rich source of protein (25.47% in flesh) and iron.

Kadaknath – Kadaknath is the only Black Meat chicken (B.M.C.) breed of poultry in India.

The commonly available varieties of Kadaknath are jet-black, penciled and golden. The bird is very popular among the adiwasis mainly due to its adaptability to the local environment, disease resistance, meat quality, texture and flavour. It is considered a sacred bird and, when more abundantly available, was offered as a sacrifice to Goddess after Diwali. Though the flesh of this breed is black, it is considered not only a delicacy of distinctive taste, but also of medicinal value. The tribal uses Kadaknath blood in the treatment of chronic disease in human beings and its meat as aphrodisiac. http:// www.poonafarms.com/kadaknath/en.wikipedia.org/wiki/Kadaknath

Mrs Dedeepya and Mr Amarnath has incorporated the enterprises in such a way that it enhanced productivity and profitability in relation to the Integrated farming system model.

**Duck farming**:

Ducks occupy an important position next to chicken farming in India. They form about 10% of the total poultry population and contribute about 6-7% of total eggs produced in the country.

**Farmer have choosen duck farming due to the following reasons:**

1. Ducks lay more eggs per bird per year than chicken.
2. The size of the duck egg is larger than hen egg by about 15 to 20 gms.
3. Ducks require lesser attention and thrive well in scavenging conditions.
4. Ducks also eat fallen grains in paddy fields, insects, snails, earthworms, small fishes and other aquatic materials.
5. From commercial point of view, ducks have a longer profitable life.
6. Ducks do not require any elaborate houses like chicken
7. Ducks are quite hardy, more easily brooded and more resistant to common avian diseases.
8. Ducks are suitable for integrated farming systems such as duck farming with rice cultivation. Under integrated duck farming with rice cultivation, the ducks perform four essential functions viz., intertillage as they search for food, their bills loosen up the soil around the rice plants-weeding, insect control and manuring.
9. Ducks can be used to free the bodies of water from mosquito pupae and larvae.

***Duckery unit with the farmer***

They are rearing ducks under semi-intensive system where the ducks have easy access to run outside as the ducks prefer to be outdoors during the day time and even during winter or rains. Though duck is a water fowl and very fond of water, the couple suggest that water for swimming is not essential at any stage of duck rearing. However, water in drinkers should be sufficiently deep to allow the immersion of their heads and not themselves. Ducks were fed a combination of dry and wet pellets.

**Dairy**:

The farm has 6 country cows and also bulls for crossing. Initially they maintained HF cattle but due to their

vulnerability to diseases they were disposed off. The desi cow dung, urine are used to prepare Ghana jeevamrutha. Jeevamrutha is a mixture of cow dung, cow urine, jaggery, flour, soil and water, prepared without any expenditure for crop cultivation by following Subash palekar method. To feed their indigenous cows, they have established a fodder bank.

**Dairy products:**

**Desi cow milk**

Each desi cow yields 10lts of milk/day. Milk is a wholesome food for all. It reduces acidity, increases immunity and sharpens the brain. Cow milk forms a base for many ayurvedic medicines. Desi Cow milk is A2 Type milk that helps fight diabetes in infants and adults.

**Cow urine** is used to produce organic & natural fertilizers, insect repellents and other products in farming. It is not just used for external purposes alone but highly beneficial if consumed by humans. It has high medicinal value and is considered as a super medicine. indigenous cow urine is said to possess anti-cancerous properties. Govigyan proudly holds a US, China & India Patent on desi cow urine as an anticancer drug.

**Cow Dung** (Go May): Another cow excreta which has value of gold equal to its weight for farmers. Ancient scriptures mention "*Gomay Vasate Lakshmi*" literally meaning Lakshmi - Goddess of Wealth & Prosperity dwells in Cow Dung. Dung or Gobar - as called in Hindi has high micro-organismic value. This is helpful to increase fertility and productivity of soil. Cow Dung Compost is a natural fertilizer and many other organic fertilizers can be made from cow dung. Cow dung is deemed fit for consumption by humans and is part of many ayurvedic medicines.

***Desi cows maintained by farmer***

**Organic crop cultivation:**

Traditional scented paddy varieties like Kuduraval samba and Aturkichidi were cultivated in the farm in 35 acres. Each variety yields 30-35 bags/acre The raw paddy is dehulled in a special mill where only hand pounding is done without polishing. Their farm is organic certified.

To reduce drudgery, the farmer has opted for mechanisation to suit their farming. They recycle their farm waste into a healthy manure in the field itself.

**Water conservation practices adopted by farmer**: Farmer have adopted Hose pipe irrigation system in the vegetable crops. Inorder to overcome the climate challenge of rainfall deficit, farmer installed hose pipes for irrigating the brinjal field. Rain Hose is a flexible water pipe with pattern of drip holes. These drip holes are made with nano punching technology to ensure uniform flow of water. Farmer opined that Rain Hose is affordable spray irrigation technology which is easy to install and maintain. It is a replacement for Sprinkler Irrigation System for small and marginal farmers with water shortage. She further added that Rain Hose is suitable for closely spaced crops, onion, vegetable crops, leafy vegetables, groundnut etc. This low cost rain irrigation solution removes the cost entry barrier for poor farmers.

# Sericulture: An ideal alternative Livelihood for Women

*An intervention by Department of Sericulture, Tamil Nadu State*

**Documented by**

**Dr. R. Vasantha & Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad**

The reduction of rural poverty continues to be a paramount goal of the developing countries like India. So far various strategies have been pursued to address this concern and rural employment creation is one of the initiatives towards this endeavor. Sericulture is the most appropriate avocation that has the potential for livelihood generation. It has emerged as one of the most important cash crops with minimum investment, low gestation period, high employment potential and highly remunerative returns.

No other fabric has fascinated man so continuously over millennia as silk. It is royal in its splendor, exotic and sensuous in its radiance. An aura of luxury has always surrounded and still surrounds, cloths made of silk. No other fabric drapes more beautifully or flatters the body more than silk. In India, Sericulture is essentially a village-based industry providing employment to a sizable section of the population. Although Sericulture is considered as a subsidiary occupation, technological innovation has made it possible to take it up on an intensive scale capable of generating adequate income. It is also capable of providing continuous income to farmers.

Today India is the second largest silk producer of raw silk and also has the distinction of being the world's largest consumer of silk. The limited availability of land, the limited cash returns and agriculture being confirmed to one or two seasons in the year, have made villages to look for supporting rural industries and one of them is sericulture.

Sericulture is an art of rearing silkworm for the production of cocoons which is the raw material for the production of silk. India has the unique distinction of being the only country producing all the five kinds of silk – Mulberry, Eri, Muga, Tropical Tasar and Temperate Tasar.

The larva of mulberry silk moth, *Bombyx mori*, is a domesticated form which feeds on the leaves of Mulberry tree, *Morus alba*. The larva of mulberry silk moth grows for about 20-23 days feeding on mulberry leaves. The fully matured larva spins to protect itself just before the pupa stage, a cocoon out of the most expensive and purest of threads, silk.

In Tamil Nadu, where mostly mulberry silk is produced the cultivation is mainly taken up in irrigated condition.

Mudukuruki is a cluster village of sericulture farmers primarily dependent on Sericulture for their livelihood.

Srimathi, age 36 years 10$^{th}$ class aged 36 years who is a progressive women farmer and resident of village Mudukuruki of Hosur Taluk of Tamilnadu state expressed that silk rearing can be taken up as agro based cottage industry by rural women folk. The silk rearing provides ample work for both skilled and unskilled labour, women and aged persons at homes at minimum risk and investment.

She further informed that 100 dfls can be maintained with mulberry crop grown in 1 acre of land for which 70 sft shed is needed. She said that higher returns can be obtained in sericulture if modern practices are adopted and cocoon bye products are marketed.

**The details of the practices adopted by her are given below:**

| S.No | Item | Conventional practices | Modern practices adopted by farmer |
|---|---|---|---|
| 1 | Rearing equipment | Bamboo trays (Chandrikas) | Shed rearing is practiced where Netrikas (plastic trays) are used to overcome labour problem |
| 2 | Mulberry variety | Local | V1 |
| 3 | Feeding | Leaves | Shoots |
| 4 | Left overs of mulberry crop | Left over stalks fed to sheep and goats | Left over stalks fed to sheep and goats and also used for making compost |
| 5 | Bye products of cocoons | Nil | 1. Reeling waste left over from cocoons is marketed to West bengal for making aeroplane tyres.<br>2. Degummed waste is used to make baskets for sale in domestic market.<br>3. Silk waste is sold @ Rs 740/kg and is used for making Carpets and Curtains<br>4. Throwster waste is used for making bangles and silk pillow covers. |
| 6 | Yields | 50-60 kg/100dfls | 100kg/100dfls |

Besides Sericulture the farmer family grow crops like Ragi and Mango. With the increased yields obtained from modern silk worm cultivation practices she could shoulder the responsibility of educating her 3 children who are pursuing B.Com (CA), B.Sc (Maths) and 10th grades.

Srimathi found that sericulture is more remunerative than agriculture and horticulture as mulberry could survive under severe drought conditions and gave more income than any other crop.

All her children and her husband are assisting her in managing the enterprise and it can be called a purely small farm family maintained enterprise.

## ECONOMICS OF SILK REARING

| | |
|---|---|
| Yields | : 100 dfl yields 100 kg |
| Total cost of cultivation | : Rs 8000-10,000 |
| Gross returns | : Rs 35000/100dfl |
| Net returns | : Rs 25000 to 28000/ 100dfl |

**Message of Srimathi, the progressive Sericulture women farmer:**

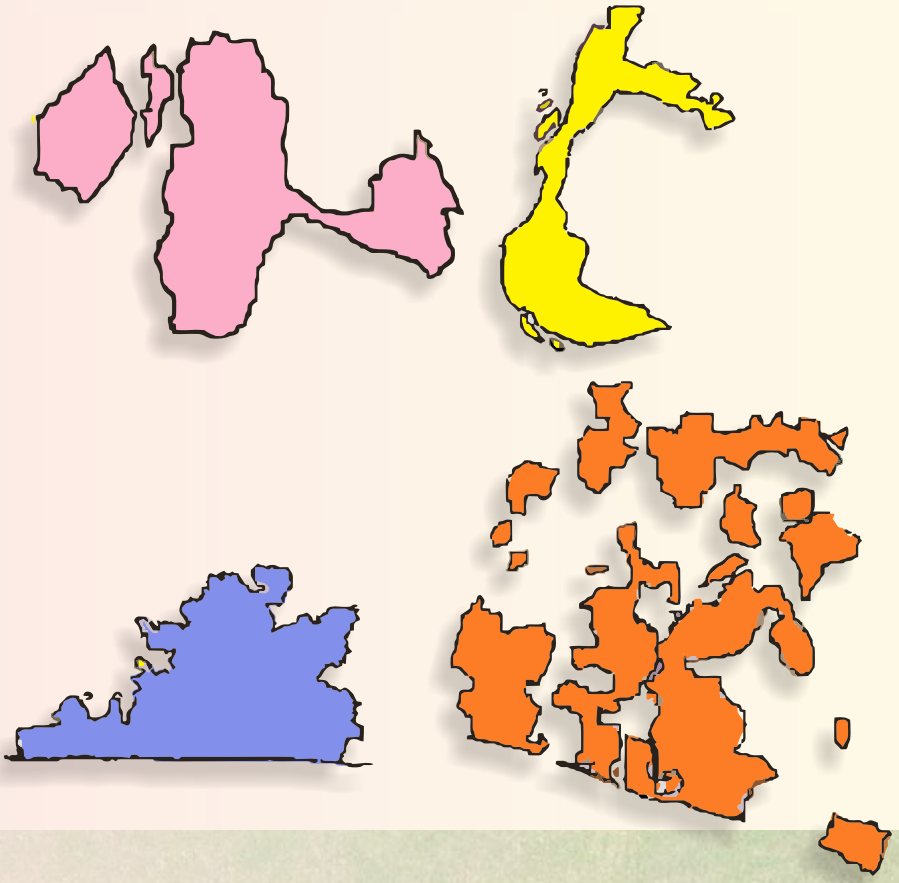
Sericulture is more remunerative than agriculture and horticulture as mulberry could survive under severe drought conditions and yields higher income than any other crop.

This is such an enterprise highly suitable for hard working women as it has women oriented activities in different stages of silk production, commencing from silk reeling, weaving and garment manufacturing industry.

## GLIMPSES

***Visit to the shed of Srimathi, progressive women farmer at Hosur, Tamilnadu***

***Dr. R. Vasantha and Dr. P. Vijayalakshmi visited silk reeling unit at Hosur***



# Puducherry

# An Organic and Integrated Agriculture – A Sustained income to Young Farmer of Puducherry

*An intervention by the Department of Agriculture, Puducherry*

**Documented by**

**Dr.B.Jamuna Rani & Dr.S.Chandra Shekar, Professors, EEI, Hyderabad**

Twenty two years old Mr.veerappan ,a diploma engineer working in a soft ware company gave up the job due to the distressed situation arised due to the demise of his father at a very young age. He renounced his job and took his father's occupation. In due course of time he developed a feeling that the indiscriminate use of fertilizers and chemicals was the major reason behind his father's demise. Therefore he developed an aversion on farming but was inspired by G.Nammalwar of Pudukottai district who was the messaiah of organic revolution. Mr.Veerappan referred the vast repository of organic farming practices of Mr.Nammalwar and implemented in his farm.

Mr.Veerappan is assisted by his mother and younger brother who is a post graduate in Economics. They had the ancestral property of 5 acres land and is now yielding high with good income. He informed that he invested 21 lakhs on all the enterprises since 2006.Mr.Veerappan an enthusiastic entrepreneur belonging to Kunichampet, Villainur Tq,Puducherry shared his success secrets to the EEI team that he plans six months ahead the crops he want to grow based on demand and market intelligence. Among five acres land three acres is used for agriculture crops paddy, green gram ragi, banana. Intercrop ground nut and black gram. He informed that he is against to the use of chemical fertilizers .The remaining two acres he is judiciously using for dairy, poultry, goat rearing (stall fed goat farm), Azolla cultivation, fodder cultivation , vermiculture, fish culture and rabbit rearing and apiculture. He gained accessibility with all the line departments and availed technical expertise and infrastructure facilities on subsidy to the extent which he is eligible.

His Dairy unit is a small permanent shed constructed scientifically with 9 gir cows ,10 calves (7 male and 3 female) and one konkrej. .He gets 40-50 ltrs milk per day where he sells 25 litres @ of Rs 40/- per litre in the town directly he gives twenty litres to society @ Rs 28/- per litre. He had 100 desi giriraja birds and is selling the birds @ Rs 220/- per kg. He constructed a install fed shed with a cost of Rs 10 lakhs at a stall height where he had 15 goat of six months old age and beneath the goat shed he is rearing 16 rabbits. He also had vermi compost unit with 4 beds. Half tonne is utilized by himself for his agrl needs and the remaining 1000 kgs he sells @ Rs 10 /- per kg per month. He also dug a fish pond with 20 cents where he earned a profit of Rs 10000/-

.The fodder crops are planned such a way that is sufficient for the consumption of his cows . He also had a Azolla unit which is an additional source of fodder. He also had an Apiculture unit given by NABARD @ Rs 2500 on 50% subsidy.

Mr.Veerappan is a certified farmer for sale of organic paddy seed. He shared his feeling with a smile on his face that after his success seven farmers transformed to organic farming. Integration of diverse enterprises of different economic importance ,recycling wastes are being inbuilt in the system to reduce dependence on extra energy inputs thus conserving natural and scarce resources.

He proudly informed the EEI team that his organic products had great demand and he contacts his buyers through various means of Social media- whats app and Face book. He also shared that he was frequently interviewed by different channels (media) which therefore is creating huge publicity about him.

**Few glimpses of the success**

***Farmer explaining the organic cultivation of paddy***

***Storage unit of the young farmer***

***Paddy straw preseved***

***Rabbit rearing unit***

***Chaff cutter in the farm***

***Vermicompost and Azolla unit of Mr.Veerappan***

# Andaman

# Highbrowed Andaman's woman born dedicated for farming

*An intervention by the Department of Industries, Andaman & Nicobar Islands*

**Documented by**

**Dr. I. Sreenivasa Rao & Dr. C. Padma Veni , Professors, EEI, Hyderabad**

Smt. K. Chellammal , 63 year old women from Rangachang village, Burmanallah block, Andaman & Nicobar Islands cherished nectar from intercropping with multi crops of fruits and vegetables in 8 acre coconut orchard and drip irrigated vegetable cultivation especially Burma Coriander in a poly house built in 300 Sq.mts in her farm. Born in an agrarian family, Smt. Chellammal inherited the passion for farming since childhood which drove her to provide economic support to family even after marriage in bringing up three daughters and one son. Smt. Chellammal scouted for a potent market for the Burma coriander that she grows in a poly house which she harvests and markets ten months a year with the technique of staggered sowings earning Rs.20,000 /- per month accounting Rs 2,00,000/- per annum. The poly house is drip irrigated and fertilizers and insecticides are fed through the drip irrigation channels.

Coconut mono cropping constricted Smt. Chellammal encircling her with skimpy income Rs 20,000/- per annum to meet family expenses till 2012. During 2013, the revelation of Horticulture scientists, Central Agricultural Research Institute, Port Blair for the cultivation of vegetable crops in poly house, innervated Smt. Chellammal to construct Poly house incurring Rs 5 lakh with 50% subsidy from Department of Agriculture, A&N Islands. The Regional Agro Industrial Development Cooperative of Kerala Ltd. (REDCO) provided technical guidance for the construction of poly house .

Smt. Chellammal grows vegetables like Tomato, Radish and Leafy vegetables in the poly house. Utilizing the inter space in 8 acres of Coconut she cultivates Areca nut, Banana, Cloves, Pepper, Bay leaf, Cinnamon, Black pepper, Perennial bhendi etc. She also possesses fish pond and floriculture (Marigold). A diligent farm women, Chellammal, attracts agri tourists with her innovative activity like making bunds with coconut coir in interspaces of Coconut trees. She also maintains two permanent labor.

With multi cropping and vegetable cultivation in poly house her annual come now rose to Rs 7.5 Lakh

**Crop wise details of economics**

| **Crop** | **Annual income** |
|---|---|
| Coconut | 30,000 |
| Burma Coriander from poly house | 2,00,000 |
| Leafy vegetables from poly house | 1,00,000 |
| Other crops in the inter space of coconut orchard | **3,50,000** |
| Fish pond | 50,000 |
| Floriculture | 20,000 |
| **Total** | 7,50,000 |

Smt. Chellammal says as I am born dedicated, my highbrowness in farming is cherishing my family members, the nectar with increased income.

# Organic Horticulture provided Sustainable Livelihoods for Arulandu

*Intervention by the Department of Agriculture, Port Blair, Andaman*

**Documented by**

**Dr. K. MadhuBabu, Director, EEI and Dr. P. Vijaya Lakshmi, Professor, EEI**

Sri. R. Arulandu S/o. Rayer native of New Bimblitan, Andaman is growing vegetables and fruit crops Viz. Guava, Sapota, Papaya, and Sweet Orange since 2013. His annual income was Rs. 70,000/- Per annum which is not sufficient to children's education and family maintenance. To meet his needs he wants to grow more crops. During 2017 he was motivated to take up Banana, Guava - Allahabad Safeda, Sapota- Cricket ball with the intervention of Department of Agriculture, South Andaman. He has taken technical support from Department. He spent around Rs. 32,000/- on Guava, Banana and Sapota. He is also growing Coconut, Papaya, Arecanut, Black Pepper, Ginger, Betelvine, Cowpea, Bhendi, Coriander, Marigold, Tuberose, Gladious etc. Now he is getting around Rs.17 lakhs per annum. He is very much satisfied with his farming. Now he is a role model to other farmers.

| S. No. | Particulars of Crop | Area covered (in Ha) | Production | Amount (inRs.) |
|---|---|---|---|---|
| 1 | Coconut | 0.7 | 4500-5000 No. | 70,000 - 75,000 |
| 2 | Arecanut | 0.4 | 3-3.5 ton | 4,50,000 - 5,00,000 |
| 3 | Guava | 0.2 | 2-3 ton | 1,50,000 - 2,00,000 |
| 4 | Sapota | 0.2 | 1-2 ton | 1,00,000 - 1,50,000 |
| 5 | Papya | 0.1 | 5-6 ton | 50,000 - 60,000 |
| 6 | Banana | 0.1 | 5-6 ton | 1,00,000 - 1,50,000 |
| 7 | Black Pepper | 0.1 | 20-25 Kg | 20,000 - 30,000 |
| 8 | Ginger | 0.1 | 400-500 Kg | 35,000 - 40,000 |
| 9 | Betel Vine | 0.1 | 2.5-3 ton | 3,50,000 - 4,00,000 |
| 10 | Cowpea | 0.002 | 100-200 Kg | 5,000 - 10,000 |
| 11 | Bhendi | 0.002 | 100-200 Kg | 5,000 - 10,000 |
| 12 | Marsha | 0.001 | 1-1.2 ton | 20,000 - 24,000 |
| 13 | Corriander | 0.001 | 100-150 Kg | 2,000 - 3,000 |
| 14 | Marigold | 0.1 | 150-200 Kg | 3,000 - 4,000 |
| 15 | Tuberose | 0.05 | 250-300 No. | 5,000 - 6,000 |
| 16 | Gladiolus | 0.05 | 250-300 No. | 5,000 - 6,000 |

Sri. R. Arulandu a contended farmer appreciates the timely information support and services provided by the Department of Agriculture, Andaman & Nicobar islands.

# Lakshadweep

# Terrace Farming – A Novel Approach for Profitability

**Dr. P. Vijaya Lakshmi and Dr. R. Vasantha, Professors, EEI, Hyderabad met Ms. Nabilla and interacted and documented her success story**

Ms. Nabilla, D/o. Sharjahan, 24 years old native of Kalpeni Island completed her D.Ed. she said that coconut is the only crop grown extensively in Kalpeni Island of Lakshadweep. Apart from coconut the Islanders were fully depend on main land i.e Kerala mainly for fruits and vegetables, as the cultivation of these are not their traditional practice. During season timely arrivals of ships are also affected resulting in non-availability of fruits and vegetables. Cost of these fruits and vegetables during off season are very high. Purchasing power of these Islanders are very poor. Keeping this in mind Agriculture Department officials motivated some women to take up the kitchen garden and terrace garden.. Motivated by Mr. K. K. Akbar, A.S, Department of Agriculture, Lakshadweep islands Ms.Nabilla started growing fruits and vegetables on terrace and backyard since 2016. She is growing vegetables like Tomato, Chilli, Cabbage, Brinjal, Moringa, Beans, Guards, Leafy vegetables, Fruit Plants like Guava, Banana, medicinal plants like Neem, Hibiscus, Tulasi, Vincarosea, Flower Plants lie Roes, Chrysanthemum,different varieties of Ornamental plants both indoor and outdoor. She is using Indo American hybrid seeds for growing crops. She raising nursery beds for growing the seedlings. She is growing all vegetables and fruits organically. She erected pandals on terrace and growing guards. She is using syntex drum for irrigating all plants through pipes. Neem solutions, ginger and garlic solutions are extensively used to control some pests. She is recycling all crop residues & preparing vermi compost and applying own manure to all plants. She is approaching department officials for technical support mainly pest and disease management. She approximately is saving around Rs.30,000/- per annum. She is very much satisfied. She is motivating other women to take up terrace garden and Kitchen garden and succeeded in her efforts by encouraging many farm women to cultivate the vegetables in their backyard and terrace during off season.

# REAL TIME SUCCESS STORIES OF WOMEN FARMERS/ ENTREPRENEURS OF SOUTH INDIAN REGION

## Part -B

*Success Stories of Client Departments and Client States. Their Capacity Building by EEI, Hyderabad resulted in the Innovations and are being reflected through these Success Stories.*

# Telangana

# Inspiring success story of Back Yard Poultry in Telangana

***Documented by***

**Dr.PANDIT REDDY**, VAS, PVC, Rayagiri, Bhuvanagiri Mandal

Smt Silveru. Pushpa, W/o S.Yellaiah, R/o Penchikal Pahad, Yadadri Bhuvanagiri (Dist. & Mandal) is a Small agriculture farmer with two acres of dry land whose family is mainly dependent on daily wages and income from a very little agriculture farming. She has one daughter and 2 sons who are school going. Previously she was earning through agriculture farming. The money of Rs. 1, 50,000/- she earned per year from the agriculture farming is not sufficient to meet the family expenditure and for the education of the children.

The Veterinary Assistant Surgeon (VAS), Bhuvanagiri (Mandal), selected Smt. S. Pushpa as a beneficiary under Scheduled Caste Category for Backyard Poultry Unit Scheme under National Livestock Mission. As a part of it, during 2017,she was supplied with 45 Ind bro four weeks old chicks for Rs. 840/- (for 75% Subsidy) and also given Rs.1500/- worth of night shelter with 100% subsidy, out of which 35 birds are females (hens) and 10 birds are males(Cocks).

With the guidance of VAS, Bhuvanagiri, she has taken good management practices and the survival rate of females and males were 100%. Out of 10 cocks (Male birds), she sold seven between 4-6 months age with 2-3 kg.Body Wt. @Rs.200/- / Kg live Wt. and kept 3 males for crossing with hens.

She has taken utmost care in rearing Back Yard Poultry Unit and was happy to see the laying capacity of birds. The hens started laying fertile eggs from 6months onwards. Smt. Pushpa has taken up brooding activity with other birds. The strength of the stock have become 120 within one year.

## ECONOMICS OF BACK YARD POULTRY

The first year she got 30eggs per day and in second year she got 60-70 eggs/day. Now, in the third year, she sold the stock by keeping 90 hens and 5 cocks. She is getting 70-80 eggs/day. The eggs are in brown color with average weight of 55grams. She is selling the eggs @Rs.8/- to Rs.10/-. So she is getting Rs.560/- to Rs. 800/- per day.

## IMPACT OF NEW INTERVENTIONS

Due to rearing of poultry her family is also consuming eggs daily apart from selling the eggs. Her family nutritional status have also got improved. Now she is getting Rs. 1, 50,000/- income per annum by selling eggs and desi birds. Her grand total income is Rs. 3, 00,000/- per year. Now she is able to pay the school fees of the children.

The neighbours of the village got inspired and motivated by the success of Smt. Pushpa's back yard poultry rearing and by her annual income and have approached the Veterinary Assistant Surgeon (VAS), Bhuvanagiri for supply of back yard poultry Units for them too.

## RECOGNITIONS

Bhuvanagiri VAS and District Veterinary and Animal Husbandry Officer (DVAHO) visited her house and appreciated her managemental practices.

District Collector, Yadadri BhuvanagiriDistrict also visited their place and praised her dedication, innovation and hard work, for rearing the birds with keen interest and maintaining with minimum mortality.

**Smt. S. Pushpa – feeding crushed Rice and Maize to the backyard Poultry.**

**BackYard Poultry with Eggs in a Basket.**

**Smt. S. Pushpa and her Husband Sri.S.Yellaiah along with Dr. MadanKumar, District Veterinary and Animal Husbandry Officer, Yadadri Bhuvanagiri District.**

## CONTACT DETAILS

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# Farm Mechanization Best Serves Mediocrity

***Documented by***

**Raziya Begum,** Mandal Agriculture Officer,

Peddakothapally, Nagarkurnool Dist.

Byagari Venkataiah a farmer of Peddakothapally Village of Nagarkurnool district of Telangana owns nearly 12 acres. He used to cultivate Maize crop continuously which was devastated due to army worm incidence. Then officials from Dept. of Agriculture suggested to grow Drought tolerant Red gram variety instead of maize. They also helped him in reducing cost of cultivation by introducing mechanization in paddy and groundnut. Though he is an experienced farmer he will also follow advices and suggestions from Dept. officials.

Farmer was also supported by the Department of Agriculture by sanctioning Tractor and Rotovator on 90% subsidy under Farm Mechanization (NSP) scheme.

Later he started helping other farmers too by lending tractor on hire basis to other village farmers also and maintained a register.

**IMPACT OF FARM MECHANIZATION**

- Now the farmer is lending his tractor to all other farmers at very low cost due to which summer ploughings was increased in the village.
- Tractor is utilized for better land preparations by the villagers in Paddy main fields.
- Rotovator is utilized for puddling especially in green manure sown plots which resulted in better incorporation of green manure in the soil.
- Farm mechanization practices using tractor has made farm operations easy and time savings, and also reduced cost of cultivation.
- In long run yield are expected to sustain because of farm mechanization
- The farmer is earning additional income by lease of tractor and rotovator on hourly basis
- In Kharif and Rabi seasons he got additional income by lending tractor to neighbouring farmers @Rs.44800/- (112 hours@ Rs.400/-hour/acre ) in Kharif and Rs 20,800 in Rabi ( 52 hours).

**MESSAGE OF THE SUCCESSFUL FARMER**

- Small and marginal farmers need to be supported by allotting more units under subsidy.
- I am willing to help the poor farmers by giving tractor on lease at low cost and sometimes times for free of cost

**CONTACT DETAILS**

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# Integrated Farming System approach for Doubling Farmers Income

***Documented by***

**Ms. M. Milcah Paul SRF,** Home Science KVK, Bhadradri Kothagudem, PJTSAU, Telangana

Guguloth Lakshmi, aged 52 years is an illiterate farmer with a farming experience of 32 years always lends a helping hand to others and participates in all agricultural operations in her farm and Management of Livestock. She also earns money for the family by selling vegetables, milk, curd, ghee, country hens and eggs in the nearby locality/ market. She can also be placed in the Early Adopter category in adoption of new innovations as she readily adopted new drudgery reduction technologies like Cotton Harvesting Bag, Knitted Gloves for Vegetable Harvesting etc. to make the agricultural operations easy.

As the woman and her family are already experienced in the dairy and poultry rearing activities, she wants to rear some more cows and country hens in order to earn extra money for the family. She is also innovative in her approach as she is trying to rear only the country hens as they are now having good demand in market due to the increased consumer demand for organic foods. As she is able to identify the gap between supply and demand, she became a successful entrepreneur in selling country hens.

She earns around Rs. 20,000 to 25,000/- per month from various enterprises of her Integrated Farming system and she is satisfied with the amount she is earning. She spends the earned amount for the welfare of the family and education of the children.

Front-Line Demonstrations and Field trials were conducted in her field by SRF (Home Science), KVK, Bhadradri Kothagudem, PJTSAU, Telangana on "Drudgery Reduction in farm women using Knitted Gloves in Okra Harvesting". Farmer felt that the Knitted Gloves used in Okra Harvesting to be good (comfortable to use and wear; promoting ease in harvesting; and cut/ rash/ allergy resistant) and helpful (promote grip to hands while working and speed up the harvesting work). Hence, she adopted the practice.

**Enterprises of IFS**

For the past 50 years, this farmer and her family is growing vegetables like Okra, Tomato and Brinjal in approximately 1 acre of land. She earns around Rs. 300per day by selling the vegetables, mainly in the season for about 45 days. She also grows Paddy, Chilli and Cotton crops in approximately 4 acres of land and earn a good amount in the peak season. She also owns 5 desi cows and 35 country hens at present. In addition the women also sells milk, curd, ghee and eggs in the nearby areas and villages and earns around Rs. 400 per day.The women uses Azolla to increase the milk production. They sell the hens at the rate of Rs.150 per kg. to the local villagers.The family also uses the cow dung as a manure in their field.

The present economic and living conditions of the Family was good. But the conditions can be enhanced if the woman and her family tries to be more vigilant and observant while growing their crops, mainly vegetable crops as they can get more income through them as they have an added advantage of experience in it. Apart from this, the woman and her family can try to earn additional income for their family by rearing more cows and poultry; and by selling milk, hens, eggs and manure gained from them. Some more arrangements like proper shed construction can be done for the dairy and poultry units

This farmer shares her opinions and suggests her fellow famers about the Pros and Cons of each crop, mainly regarding Vegetable crops, based on her experience. She also tries to disseminate information about latest technologies among other farm women.

Support required for vide scale adoption: Suggestions and other required information from Agricultural and other line department officers; and Extension personnel must be given regarding each vegetable crop in order to achieve more output or produce. This will in turn help the woman and her family to earn more income. Some more information regarding the innovative farming machinery and technologies is also essential.

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**Mrs. G. Lakshmi harvesting Okra in her field while participating in the farm trials on drudgery reduction nature of Knitted Gloves**

crops, mainly vegetable crops as they can get more income through them as they have an added advantage of experience in it. Apart from this, the woman and her family can try to earn additional income for their family by rearing more cows and poultry; and by selling milk, hens, eggs and manure gained from them. Some more arrangements like proper shed construction can be done for the dairy and poultry units

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**Cattle shed in the house of Mrs. G. Lakshmi**

**Hens reared and the farm yard manure at Mrs. G. Lakshmi's house**

## MESSAGE TO FELLOW FARMERS

Farming and Livestock rearing in an integrated manner can reap huge benefits. Proper guidance, experience, sufficient monetary support from the Government or other organisations and some risk taking nature by the farmers can help in achieving good monetary benefits and returns.

## CONTACT DETAILS

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# Successful Entrepreneurship through Multi-Tasking

***Documented by***

**Ms. M. Milcah Paul SRF,** Home Science KVK, Bhadradri Kothagudem, Telangana

Bhukya Aruna a 35 year old farm women is the head of the household. She has an own pucca house and lives with her two girl children.

She is trying to provide them with good education.One of her daughters is doing her internship in Polytechnic Mechanical Engineering in Hyderabad and the other one is doing her Graduation in Nursing.

She earns an amount between Rs. 6,000 to Rs.8,000/- per month by performing various activities viz.,selling some food items in her provisions store, working as an agricultural labour. In the year 2010 she initiated Agriculture (growing plantation crops) and subsidiary activities like rearing country hens.

This farm woman has sufficient space at her house for rearing hens and chicks. But she is unable to rear chicks due to various reasons like theft, have no protection from other animals etc.,. Hence, the woman asked some suggestions regarding good fencing mechanisms to protect the chicks. Apart from this, she was asking for some suggestions regarding the Vaccination, disease protection measures for the chicken so as to give them a long and healthy life. For the hens, the women was asking for some nutritive foods that can be given for better weight, growth and health.

The woman owns some land and has Eucalyptus plantations in it. But she does not know what kind of benefits can be achieved with this and hence was asking some suggestions regarding this.

The woman also knows tailoring and Banjara Embroidery work. But she do not know how to market her products. Hence, she was asking for some guidance to find the channels of marketing the products.

15 years back, this woman and her husband were involved in growing Cotton and Paddy. But once her husband expired, she stopped all the agricultural operations as she found it difficult to do all by herself without the help of her husband. Hence, she gave the land which she owns for lease and worked only as a farm labour as she has an experience in the agricultural operations and tried to improve her financial conditions.

Now she earns around Rs. 2000 – 2500/- per month by doing different agricultural operations as a labour.

She owns around 10 country hens at present. She sells the hens at the rate of Rs.150/- per kg.

The woman also runs a small Provisions store and earns around Rs. 2000 per month from it by working from 6:30 - 8:30 am and from 5:00 – 7:30 pm.

The woman also does Tailoring work and earns around Rs. 1500 per month depending on the demand and season.

**Opportunities:**

This woman wants to rear some more country hens and chicks in order to sell them and earn extra money for the family. As she has a sufficient space in front of her home, she can develop a small scale businesseslike rearing country hens, growing some vegetables in the backyard space etc.; if she can get some technical and monetary support from the Government and concerned departments.

Apart from this, some technical support on how to make the Eucalyptus plantations into a profitable resource can be provided by the Forestry Department. As the leaves of these plants are used to make different oils, soaps, medicines etc., finding some channels to sell the Eucalyptus leaves can help in earning extra income for the family.

She is also trying to develop a kitchen garden by growing different vegetables in the backyard space she has to that. She can earn an additional income with the vegetables grown.

In the process Aruna met the scientists of KVK, Bhadradri Kothagudem, PJTSAU, Telangana and heard about Skill Development Training Programme on Candle Making and Fabric Embellishments using Block and Stencil Printing Techniques. Aruna visualised that this training would help her to find more entrepreneurship opportunities.

The earlier economic and living conditions of the family were not up to the mark. But the conditions can be enhanced if some skill development training programmes on handicraft making, stitching, embroidery or other things can be given to her as she already has some experience in it. Some marketing opportunities and contacts can be created in order to benefit her.

The Eucalyptus plantations can also become a useful resource to the family if some Forest Department officials can provide the required suggestions to market it.

Apart from this, the woman and her family also trying to earn additional income for their family through rearing more country hens; selling hens and eggs, as she have good sufficient space in their house. Some institutional support can be given to make a proper shed construction where the hens and chicks can be put safely.

Suggestions from Animal Husbandry, Forestry, MSME, Handicraft board and other line department officials about the information regarding Poultry rearing and Marketing of the products may help the woman and her family to earn more income.

**Kirana Store owned by Ms. B. Aruna**

**House premises and the Eucalyptus plantations at the backside of the house of Ms. B. Aruna**

Today Aruna feels that if one door closes god will open the other door. She says "One or the other way leads to success. Keep trying until you succeed, irrespective of the family conditions and environment. Try to find various options to gain additional income for the well-being of the family".

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# Andhra Pradesh

# Livelihood Generation through Value addition of Millets

***Documented by***

**K. Sudha Rani,** SMS (Home Science), Dr. K. Bhargavi, Programme Coordinator,
Krishi Vigyan Kendra, Reddipalli, Ananthapuram

Anantapuram district is a drought prone area of which majority of land is rainfed. Most of the families of the district belong to farming community. Due to low rainfall, income from the crop is very low, sometimes negligible. Major crops grown in this area are groundnut, tomato and millets. As there are no processing units available, lot of wastage of the produce is witnessed during the season. The economic status of the farmers is very low. There is no source of income during off season. Training to the rural youth, school dropouts and SHG women can be given on self employment activities. This in turn will be very useful for improving economic status of the people. Keeping this in a view Krishi Vigyan Kendra, Reddipalli is organising training programmes to rural youth, school dropouts and SHG women on value added millet products. More than 30 SHGs group women were trained in preparation of value added millet products since 2014.

Presently consumers are becoming more health conscious and preferring healthy foods compared to junk foods. There is a lot of scope for millet products in the market. The drift towards millet is prominently seen in present market. This is evident from various other products flooded into the super markets. To combat the competition in the market is the main constraint. This can be overcome with product differentiation and other marketing strategies. Packaging and transportation is the major issue faced, but after gaining the experience they have modified the packaging with eco-friendly packaging.

Smt.B. Nirmala Naik, was housewife, during 2014 she along with her husband had attended atraining programme at KVK Reddipallion Value addition to Millets. Initially only her husband used to do marketing by purchasing the products from KVK, Reddipalli. After six months they themselves have started with 5kg production per day, but Nirmala was involved only in packing and cleaning work. Once the couple realised the benefits through this trade Nirmala became a full timer and she became the proprietor and now she has employed 6 women with 200 kg biscuit production per day. To make her trade more renumerative Nirmala follows the below give thumb rules.

- Promotion of eco friendly packaging by following all the food safety rules.
- Attending Kisan Melas and rhythu sadassu along with Home Scientist of KVK
- She has developed enough confidence to explain the benefits of consuming millets to the consumers.

The turning point in Nirmalas life was of Opening a stall in Rythubazaar with very minimum investment, but after one year it turned up as super stores with all the available products under Ready to Eat & Ready to cook products and all the millet by-products rice, rava, semolina, flakes etc. She now earns a net profit of 60,000/- per month.

**Her Accomplishments include**

Visits of scientists/Extension personal and their opinion during present stage

- Ex. Directorate of Extension, ANGRAU Dr.K. Raja Reddy has visited the stall and appreciated her work.
- NABARD officials from Karnataka and Maharastra have visited their unit as successful entrepreneur

In recognition to her efforts she received ***State level Mahila Kisan Diwas Award 2018-19 at A! Convention Hall, Guntur.***

**2014 started with a small unit**

**At present**

**Visit of Dr. K. Raja Reddy, Director of Extension, to the unit**

**Participated in Millet fest at Chittoor, organised by KVK, Kalikiri on 16.2.18**

**CONTACT DETAILS**

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**Receiving State level Mahila Kisan Diwas Award on 15.10.18 during 2018-19**

# An emerging entrepreneur tastes success through Millets

***Documented by***

**Smt. Lakshmi Devi** SMS Krishi Vigyan Kendra, Kalyandurg

Anantapur district is a drought prone area of which majority of land is rainfed. Most of the families of the district belong to farming community. Due to low rainfall, income from the crop is very low, sometimes negligible. Major crops grown in this area are groundnut, tomato and millets. As there is no processing unit available, lot of wastage of the produce is witnessed during the season. The economic status of the farmers is very low. There is no source of income during off season. Training to the rural youth, school dropouts and SHG women can be given on self employment activities. This in turn will be very useful for improving economic status of the people.

Keeping this in a view Smt. Lakshmi Devi SMS Krishi Vigyan Kendra, Kalyandurg conducted training programme to rural youth, school dropouts and SHG women on value added millet products. More than 30 SHG women were trained in preparation of value added millet products in the year 2016.

Nagalakshmi a single women resides with her mother and younger brother's family. She attended training programme conducted by Krishi Vigyan Kendra Kalyandurg on value addition to millets. Earlier she was engaged in tailoring work. Due to increased competition in tailoring activity, she faced lot of competition and could not get enough income from the activity.

She searched for alternative employment and gathered information on the importance of millet foods as consumers are becoming more health conscious and preferring healthy foods compared to junk foods. There is a lot of scope for millet products in the market. The drift towards millet is prominently seen in present market. This is evident from various other products flooded into the super markets. To combat the competition in the market is the main constraint. This can be overcome with product differentiation and other marketing strategies.

After attending the training at KVK, Kalyandurg, she started preparing products in small scale and sold her products in her village. It was fetching as she was confident enough to explain the benefits of consuming millets to the consumers. She also started attending Kisan Melas and rhythu sadassu along with Home Scientist of KVK. She prepared various millet products such as Jowar murukulu, ragi mixture, ragi ladoo, ragi malt, green gram sprouts. After few months of experience, she opened millet products sale counter at RDT hospital premises, Kalyandurg,with the help of KVK. In which she started selling her products. Till today she is continuing to sell millet product at hospital premises.

She was indulged in the millet products sale which is a healthy food option available in the market. Moreover as she kept the stall in RDT hospital, which witnesses many pregnant and lactating women on a daily basis, will benefit them.

She established her stall in February 2017. She is continuing to keep her stall on daily basis and earning 500/- to 600/- profit per day i.e., 15000/- to 18000/- per month, an additional income is generated with the activity.

In recognition to her contribution She was awarded “Best women entrepreneur” award at Mandal level in the year 2018

**Interaction of Director of Extension, ANGRAU with entrepreneurs at KVK**

**Training programme on millet value addition at KVK**

**Entrepreneur Nagalakshmi at R.D.T. hospital, Kalyandurg with millet products**

**Opening of Millet products sale counter at R.D.T hospital, Kalyandurg**

Naga Lakshmi feels that the training given at KVK was helpful and learnt recipes which is useful at household level as well as establishing millet product outlet. The KVK has extended its help in establishing millet outlet at RDT hospital where I can earn money for my personal expenditure. The women should earn so that additional income can be used for household expenditure. With the minimal investment women can plan and earn the money and can save money for future endeavours.

**CONTACT DETAILS**

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# Farm Works Made Easy By Farm Mechanisation

***Documented by***

**Mandal Agriculture Officer, Amrabad**

S. Mahender Reddy was a Cotton growing farmer who was also cultivating sweet corn and chillies. He owns nearly 25 acres and was innovative enough to practice Departmental initiatives. Recently he encountered the following issues on his farm.

- Cotton crop grown continuously on Red soils
- Chilly crop was labour intensive and has additional costs in the form of pest and disease management.
- There is a wide scope to go for mechanised paddy crop, Sweet corn cultivation

Mahender Reddy received the following support from Department and KVK

- Supported farmer by sanctioning tractor and rotavator on 50% subsidy under Farm Mechanization (NSP) scheme from Department
- Farmer was asked to give tractor on hire to others or village farmers also and to maintain the register
- Farmer was explained with benefits of farm mechanisation
- He stood as motivation to other farmers in the village

With the support he received He offered his help to other farmers by

- Making his tractor available to all other farmers at very low cost and summer ploughing is increased because of availability of tractor for self and on hire
- Tractor is utilized for better land preparations among the group. This results in prevention of volunteers in paddy main land.
- Rotavator is utilized for puddling especially in green manure sown plots which results in better incorporation of puddled green manure in the soil.

Farm Mechanisation made the farmer realise that

- Farm mechanisation practices using tractor has made farm operations easy and time saving, which encourages to give more time on learning crop management and motivation to other farmers
- In long run yield are expected to be sustainable through this innovation Mahender Reddy is now
- learning new practices in crop cultivation like efficient water use, pest and disease management. MAO and AEOS make regular visits and meetings are conducted which leads to motivation and hope among other farmers.
- The farmer is earning by lease of tractor and rotavator on hourly basis
- In *Kharif* season got income for giving hire basis to neighbor farmers-Rs.19500/-(65 hours@ Rs.300/-hour/acre) Rabi (11 hours=3300 Rs.)
- He learnt to minimise Cost of Cultivation thereby net income is more
- Farmers need to be supported by allotting few more units under subsidy to poor farmers as they felt the importance of Mechanisation from these farmers

The farmer is well versed in the technology and he is willing to help the poor farmers by giving tractor on lease at low cost and in times for free of cost also for minimum hours

He is ready to motivate others and encouraging for new crops

**CONTACT DETAILS**

**S. Mahender Reddy**

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# Making strides through Organic Farming

***Documented by***

**KVK, Palem, Nagarkurnool Dist, Telangana**

Lavanya Ramana Reedy is a woman farmer of Rangapur village, Nagarkurnool District. She has 25 years of farming and had initiated organic farming in the year 2002.

She prepares her own organic products like Own desi seeds, mixtures of organic ingredients like Bheejamrutham, Jeevamrutham, Neemastram, Brahmastram, Gobanam, Dashapatra Kashayam, Alovera and Tulasi Kashayam . Her source of inspiration to prepare the products came from recurrent failures inflicted in conventional and chemical farming. Her consciousness in traditional farming and food consumption was an added advantage to her.

Lavanya was earlier practicing chemical based farming and encountered the following problems

- Low yields
- Marketing of produce
- Lack of infrastructure facilities for preparing mixtures of organic ingredients and storing of raw materials
- Poor of financial status to practice inorganic farming

At this juncture she realised the potential of organic farming because of the following reasons

- More demand from consumers for organic products
- Eco friendly technologies
- High returns due to premier price for the organic products
- Low cost of cultivation
- Natural enemies will be improved
- Soil fertility will be enhanced Lavanya also received the following advice from Department staff and university scientists
- To have own seeds for growing crops in their farm
- Advised for seed treatment with bio agents
- Informed for crop rotation with horticulture crops
- Encouraged to be the member in many organisations for promoting organic farming as well as marketing of produce
- Extended technical advice to convert conventional farm to the organic certified farm by strictly following guidelines of Telangana State Seed and Organic Certification Agency (TSS and OCA).

With the timely advice and interventions of scientists Lavanya has become a practicing organic farmer and is growing the following crops and is practising the below given management

- She grows varieties of crops like paddy, chilli, cotton, redgram, groundnut, bengal gram, vegetables, millets and flower crop like Crossandra
- She inclined only to use own indigenous seeds rather than procuring from the outside market.
- She practises organic farming keeping in view of the entire ecology of the cropping system i.e. soil improvement, local varieties, indigenous bio and plant based pesticides and fertilizers
- Waste decomposer is one of the pivotal inputs she applies to make the compost intern to be used in the soil to increase the soil fertility. The entire farm is balanced with all components of cropping system food crops, commercial crops, millets, vegetables and flower crops

- Most of the ingredients are used either to control the pests and diseases or to improve the fertility of the natural resources are locally prepared
- The plant based organic ingredients are extracted, prepared in her own farm and these kashayams are cost effective, eco friendly and increase the natural enemies.
- The animal based organic ingredients like vermicompost, farm yard manure, panchagavya, cow urine, fish amino acids enrich the useful micro organisms as well as beneficiary flora and fauna on the farm
- Crop rotation and intercropping systems with millets and pulses are acting the key future of her farm.
- Cultural & mechanical ways of arresting invasion of wild boars (vertebrate) are practiced by taking safflower as a fence crop around the main crop boundary.
- Integrated Pest Management (IPM) in the form of erecting the pheromone traps, bird perches, arranging the yellow sticky tarps, growing trap crops are sum of the silent futures of her farm.
- Integrated Nutrient Management (INM) by encompassing applying the FYM, vermi compost and compost with waste decomposer has given good dividends and point to be consider is applying FYM mixing with ganajeevamturham, sheep and poultry manure has improved the fertility of the soil enormously.

For the past three years Lavanya has been practicing organic farming and is reaping the below givenbenefits

- Most of the practices in organic farming are being continuously applied by her to get good profits
- Because of the continuous practices soil has been invaded with lot of useful micro organisms and the water holding capacity and bulk density has increase tremendously
- All the locally prepared organic ingredients like Bheejamrutham, Jeevamrutham, Neemastram, Brahmastram, Gobanam, Dashapatra Kashayam, Alovera and Tulasi Kashayam, fish manure are being applied continuously for crop growth, which has reduced the cost of cultivation on incidence of pest and diseases.
- The crops could able to with stand dry spells and are immune to pest and diseases
- All the resources are internally prepared there by continuously used in the farm
- Waste decomposer is being used for the last two years
- The organic products from her farm are attracting premium price

**Impact of organic farming on the livelihood of Lavanya**

- She has come to a stage of self resilience by adopting practices of organic farming
- She has come out from the clutches of vicious cycle of debts and could able to manage good amount of bank balance
- She is the source of inspiration for many of new comers into the organic farming by way of her farming
- She could able to fetch good returns by selling organic rice @ Rs. 25,000 net profit per acre whereas conventional farming she used to get Rs. 20,000 per acre
- Having connected with regular customers the net profits accrued from chilli are Rupees three lakhs, whereas in conventional farming hardly the profits are going to across breakeven point . It is mainly due to premium price for chilli
- Increased cotton yields per acre even under distressed conditions are 10 quintals compared 4-6 quintals under traditional farming thereby she good could able to get 60 thousand rupees

net profits from her farm. But the entire produce is not being disposed in the open market because of no buyers for organic cotton. But Iskon could able to purchase to some extent by giving premium price.

- She could able to get 10 lakh rupees of profits per annum form her 25 acres land

**In recognition of her efforts in organic farming Lavanya had been bestowed with the following awards**

**"Haldhar Organic Farmer Award"** presented by ICAR on the day of its foundation day from the hands of Sri Radha Mohan Singh, Hon`ble Union Minister for Agriculture & Farmers Welfare, Govt. of India on 16.07.2017.

- "Krishi Rathna" Award by Hon'ble Prime Minister of India on 11.03.2016
- "Best Farmer" Award by Sri.Narasimhan, Hon'ble Governor, Telangana State on 05.10.2015.
- "Devi" Award by Indian Express Daily Paper on 28.09.2016
- "Best Women organic Farmer" Award by Rythu Nestam Foundation on 11.09.2016.
- "Best Women organic Farmer" Award by Govt. of Telangana State on 08.03.2016.
- Best organic farmer award in the district " by Sri. Girija Shankar, Hon'ble District Collector and Megistrate, Mahabubnagar dist of Telangana State on 25.11.2013.


**Smt. K.Lavanya Ramana Reddy receiving prestigious 'Haldhar Organic farmer award'- 2016 from the hands of Sri Radha Mohan Singh, Hon'ble Union Agril. Minister, GoI, New Delhi on 17.06.2017 on the eve of ICAR foundation day**

## CONTACT DETAILS

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# Tamilnadu

# Successful Dairy women farmer of Tamil Nadu

***Documented by:***

**R. Mariammal, Programme Assistant**

(Animal Husbandry, KVK, Dindigul)

Smt. Lakshmi, a small scale farmer with five acres of land residing with four family members at P.Kosavapatti village, Vadamadurai block of Dindigul district. She had education up to 10th standard and her primary occupation was agriculture. Before 2016, she was earning a sum of Rs.24000/- annually as net income from the Amla trees cultivated in three acres of land and made her living with this meager income. She was desperately looking for new opportunities to start a new enterprise in order to boost her annual income for better living standards and good education to her children.

She underwent training on "Dairy Farming" conducted by Krishi Vigyan Kendra, Gandhigram Rural Institute, Gandhigram wherein she learned about various aspects of dairy farming including selection of dairy animals, housing, feeding, breeding and scientific management of dairy cows.

As a result of capacity building training by KVK Dindigul, she established a small dairy unit in her farm with 2 crossbred milch animals in the year 2017 as an additional enterprise and showed persistent growth in milk production by adopting the scientific dairy farming practices which she learnt from the training which led to increase in her monthly income.

The increase in income has motivated her to expand her farm activities and shift towards mechanization by purchasing chaff cutter, milking machine, brush cutter, etc with the help of KVK experts.

By seeing her progress, one acre of the cultivable land was selected by Krishi Vigyan Kendra, Dindigul for implementation of Frontline Demonstration on Fodder Bank at farm level, wherein she cultivated Cumbu Napier Grass (CO-5), Hamil Grass/Guinea Grass (CO-GG3) and Hedge Lucerne in 50 cents, 25 cents and 25 cents of land respectively. As suggested by KVK, Dindigul, She also uses Sprinklers for irrigation purpose in the field to conserve water.

Currently, Smt. Lakshmi is in possession of 10 dairy animals and became a successful dairy entrepreneur and producing 80 liters of milk per day which is marketed to the local vendors and consumers in her village. By selling the milk at the rate of Rs.25 per liter, she was able to generate revenue of Rs. 60,000/- per month. She employed 2 laborers in her farm from the nearby villages to look after the daily routines of the dairy enterprise. She is also getting additional income by selling manure, fodder slips and fodder seeds. After meeting out all the expenses, she is now earning an annual net income of Rs. 360000/- from dairy enterprise.

Smt. Lakshmi transformed from a subsistence farmer to a successful women entrepreneur in the dairy business. By seeing her success in dairy farming, many women farmers visited

her farm and got motivated to do similar methods of farming.

Her farm became a model for other dairy entrepreneurs to adopt similar technologies. By seeing her economic growth other farmers also got motivated to attend similar trainings conducted by ICAR – KVK, Dindigul in dairy farming.

Currently she has established IFS model in her farm and purchased five more cows and also established Hydrophonics for fodder cultivation. The Professor and Head, VUTRC Dindigul and The Director, Tanuvas visited the farm and appreciated the scientific interventions adopted by her.

**AWARDS & RECOGNITIONS**

Best Dairy farmer award from VUTRC, Dindigul

**Harvesting fodder using brush cutter provided by KVK, Dindigul**

**Milking machine.**

**Lakshmi cutting fodder using Chaff Cutter technology**

**MESSAGE TO YOUNG ENTERPRENEURS**

To become a successful entrepreneur one has to gain scientific knowledge and implement the same in dairy farming.

**CONTACT DETAILS**


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# Paneer brings Laurels to Dairy women farmer

***Documented by:***

**R. Mariammal, Programme Assistant**

(Animal Husbandry, KVK, Dindigul)

This is the story of Smt. S. Ambika, a widower aged 52, educated up to 8th standard is living in Y.M.R patty village, Dindigul block of Dindigul district who is leading a tough life with her two daughters. She has 2.5 acres of farming land and two crossbred cows. She was earning Rs.1,500/- per month by way of selling floor mats, pickles, sambar powders prepared in her home.

She happened to become a member of SHG in her village at Dindigul. Later she came to know about training programme conducted by KVK, Dindigul on value addition of milk and usage of Paneer making machine under FLD scheme.There she learnt many things during exposure visit taken to Pudukottai, TANUVAS dairy production unit. In the training programme, she learnt various value added milk products and also had hands-on demonstration on preparation of paneer, flavored milk.

Subsequently, she attended further training on packaging, labeling and marketing strategies training conducted by KVK, Dindigul. The technical and practical inputs received in the training gave her confidence to start self-employment business unit in milk products preparation at household level. She applied for FSSAI license for marketing and finally succeeded in the venture.

## ECONOMICS OF THE DAIRY ENTERPRISE

Smt. Ambika expanded her dairy farm to five crossbred animals and cultivated fodder for feeding the dairy animals. Currently she is getting 40 litres of milk per day and nearly 85 per cent of which are marketed as liquid milk to the consumers and local vendors in the village at the rate of Rs.25 / litre. The remaining 15 per cent (5 litres) of the milk is utilized for the preparation of value added milk products i.e., paneer (coagulated milk product) and flavored milk. Among the 5 litres, 3 litres of milk is utilized for making paneer and 2 litres for making flavoured milk.

By means of value addition, the 5 litres of milk is converted into products and sold @ Rs.640 per day. After deducting the expenses for making the products, she earned a net profit of Rs.430 per day (Rs.210/- from panner and Rs.220/- from flavoured milk).

Thus, she is earning an annual gross income of Rs.5,45,000/- (Rs.3,15,000/- from milk and Rs.2,30,000/- from panner and flavoured milk). After deducting all the expenses involved in dairying, the net profit per annum is Rs.1,51,200/- from selling of liquid milk and Rs.1,54,800/- from selling of panner and flavoured milk. As a result, Ambika is making a net profit of Rs.3,06,000/- every year from the dairy enterprise.

Smt. Ambika has generated an opportunity cost of Rs.1,32,900/- (1,54,800-21,900) by venturing into the self-employment business unit on milk products preparation (panner and

flavoured milk). With this increased returns, she has purchased cream separator worth Rs.75,000/- for upscaling the enterprise.

## IMPACT OF NEW INTERVENTIONS

Presently, apart from managing the household and education expenses of the family, she has purchased a plot worth of Rs.10 lakhs and having Rs.3.5 lakhs as bank savings. Her success as a women entrepreneur has motivated the peers in women group. Also she is conducting training to other NGO SHG's and earning Rs.4000 per month as an additional income. Besides this enterprise, she has started making minor millet snacks. The Director of Extension Education, TNAU visited her production unit and suggested for attractive packaging.

Her production unit motivated many self help groups to establish similar production units in their villages. By seeing her economic growth other SHG's also got motivated to attend similar trainings conducted by ICAR – KVK, Dindigul in value addition of milk. Success of Ambiga showed the main theme that "For a woman to be independent, she should be empowered".

**AWARDS & RECOGNITIONS**

Appreciation certificate from DMSS NGO, Dindigul

**Ambika getting adequate training from KVK experts on value addition of milk.**

**Preparation on Paneer from milk**

**Ambika getting adequate training from KVK experts on value addition of milk.**

**Ambika getting adequate training from KVK experts on value addition of milk.**

## MESSAGE TO FELLOW FARMERS

"Farmer advised the SHG members not to be idle in home and encouraged them to undergo such training in government institutions to become self independent."

## CONTACT DETAILS


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