

KVK in Action SUCCESS STORIES

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(ICAR-Central Tobacco Research Institute)

Kalavacharla - 533 297, Rajanagaram Mandal,
East Godavari District, Andhra Pradesh



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KVK in Action

SUCCESS STORIES

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FOREWORD

Innovations in agriculture are in tandem with the demand for enhancement in production, productivity and returns. The farm technologies are disseminated in many ways involving many stakeholders. Evidently, a great number of technologies fail to find acceptance and adoption due to failed performance. However, often a considerable number of successful technologies too fail to reach the extreme bottom. The reasons behind are many including fear of failure, ill informed, small holding, tenancy etc. Motivating this section of farm practitioners is essential to carry forward the benefits of successful technologies. Narrating and depicting the success of adopters often influence and incentivize many at the bottom line. Documenting and disseminating the tales of achievements would always play a proactive role in technology adoption.



The present publication is a compilation comprising of success stories of farmers & agripreneurs who adopted impactful technologies disseminated by CTRI-KVK. I am sure the information in this compilation would definitely inspire the aspiring and serve as persuasive evidence.

A handwritten signature in green ink, which appears to read 'Sheshu Madhav'.

(M. SHESHU MADHAV)
DIRECTOR

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MULTI LAYER VEGETABLE FARMING

– A sustainable source of income

Name : Pragada Rambabu
Village : Narendrapuram
Mandal : Rajanagaram
District : East Godavari
State : Andhra Pradesh
Mobile No. : 9848757411



Pragada Rambabu, a 12th passed out marginal farmer and is passionate for innovations in farming. His farming efforts started with cultivation of rice, maize and pulses which were not profitable for him due to several constraints including smaller land holding, high labor cost, crop losses etc., He got about 4 acres of land on lease and started cultivating common vegetables such as brinjal, tomato and okra. Though remunerative, the returns were not economical and also not sustainable due to fluctuating market demand and price, besides liability of rent on leased land.

When he approached KVK with his proposed multilayer vegetable farming, he was encouraged with the promise of technical support and also advised him to explore the resources available through government schemes. He got financial support from the Department of Horticulture under Rashtriya Krishi Vikas Yojana (RKVY) for erecting permanent pandals (on cement concrete posts) in 4 acres of land (@ 210 posts per acre). The posts are of 10 feet height with 6 inch width & breadth. They were firmly erected from 2 feet below the ground. For connecting posts in the border, posts in the rows and for netting the pandal, GI wire of 8 gauge, 10 gauge and 14 gauge were used respectively.

KVK supported him with farm machinery services (land preparation, mulch laying & drip installation), trained him in rising nursery, production and crop management of vegetable crops and also provided him vegetable seeds/seedlings and also crop advisories time to time.

Vegetables were grown in multi-layers. Crops were planted on raised beds with drip & mulching. Use of fertilizers & pesticides was minimized by practicing organic/ natural farming methods.

Details of crops grown in different layers

Layer in MLF	Crops grown	Crop growing period
Layer-1: On the pandal	Ridge gourd	June-October
	Bitter gourd	August-October
	Snake gourd	June-October
	Bottle gourd	June-October
	Coccinia	June (Semi-perennial)
	Cowpea	July-September
	Dolichos	October-January
Layer-2: On the surface (Open area between the pandal posts)	Tomato	Feb-June
	Chillis	March-August
	Brinjal	June-November
	Okra	July-September
	Drumstick, Papaya	Semi-perennials
Layer-3: Under storey (beneath the canopy of layer-1)	Palak	July-September
	Amaranthus	August-October
	Radish	October-December
	Spinach	October-December
	Carrot	November-January
	beetroot	December-February

Production & returns per acre

Particulars	Previous system		MLF (vegetables)
Crops in a year	Rice-Maize	Rice-Black gram	12-19 different crops
Yield/ acre	21.8 q & 23.2q	21.8 q & 3.0q	17 t (average)
Cost of cultivation	Rs. 44,000	Rs. 28,800	Rs. 1,87,000
Gross returns	Rs. 92,900	Rs. 75,500	Rs. 3,40,000
Net returns	Rs. 48,900	Rs. 46,700	Rs. 1,53,000

Note: Price: Paddy - Rs.2,133/q, Maize - Rs.2,000/q, Black gram - Rs.9,700/q, Vegetables - Rs.20/kg.

The farmer has realized about threefold increase in the net income by adopting multilayer farming of vegetable crops when compared to his previous practices of conventional field crops. Initially he marketed the produce by establishing a sales

outlet at his farm. Later on, with the financial support of state government, he acquired an electric-transport auto which he used to transport vegetables to the nearby urban and deliver at the consumers' doorstep. He could gain better profit margin as he opted to sell the vegetables directly to the consumers.

BACKGROUND

Multi-layer farming (MLF) refers to growing different horticultural crops on same plot at a time. It is a type of integrated farming which depends on the principle of total utilization of land, water and nutrients and to obtain more production per unit area. This includes a combination of different vegetables and fruits that can be grown together. Crops to be grown can be according to market demand. Planting is done in a strategic manner so that multiple crops including fruits, vegetables and flower crops could be grown together in the plot. This involves crop diversification, maximization of system productivity and efficient resource utilization. Increased biodiversity can minimize the pest & disease incidence. The ultimate benefits of this system are effective utilization whole land, minimizing the risk of crop losses and round the year supply of farm produce. This helps small holder farmers grow various seasonal vegetables and other suitable horticultural crops throughout the year that ensures sustainable income generation. It ensures the partial guarantee against glut in the market of a single commodity.



The farmer was trained at KVK for seedling production & vegetable cultivation and also was provided with inputs like seeds, seedlings, trays and farm machinery services



Brinjal in the surface layer



Snake gourd on pandal & leafy vegetables beneath



Mobile (e-auto) sales outlet



Received 'Best Farmer' award from ICAR-CTRI



'Best Poster' award in India International Science Festival



Received 'Rythu Nestham' puraskar

PEASANT TO MODEL FARMER

- Driven by integration & adoption of technologies

Name	: Sathi Bhaskara Reddy
Village	: Dulla
Mandal	: Kadiam
District	: East Godavari
State	: Andhra Pradesh
Mobile No.	: 9866654999



Sri Sathi Bhaskara Reddy is a progressive farmer bearing sobriquet 'Kanda Reddy' for him being the lead producer of elephant foot yam (known as 'Kanda' in Telugu) in the state of Andhra Pradesh. As a school dropout he started his career as farm worker in his early teenage. It is understood from his uttered biography that he struggled a lot for his subsistence. The hardship made him tenacious to farming which he embraced willfully and skillfully and became a marginal tenant farmer in his late thirties. Since then he never looked back and became what he is now cultivating different crops mostly horticultural in about 100 acres, of course on tenancy. Elephant foot yam and banana are the major crops and rice, sesame and vegetables are the rest.

He has been in association with KVK for the last two decades. Though minimally literate, he was an early adopter of new technologies defying the risk of failure. In addition, his own interest of practicing integration and crop intensification earned him benefits. It was his quality that KVK took advantage in selecting him as a model farmer for the transfer of technologies. Technologies pertaining to Banana, Elephant foot yam and Sesame were demonstrated by KVK involving Sri Bhaskara Redy and popularized among the farmer.

Crop	Technologies popularized
Banana	Intensive cropping (Banana + Elephant foot yam)
	Drip irrigation/fertigation
	Skirting of bunches
	Bunch feeding of nutrients
	Management of rugose spiraling white fly
Elephant foot yam	Crop management practices
	Small tubers as seed material
	Correction of micro nutrient deficiency
Sesame	Varietal demonstration (YLM-66)
	Crop management practices
	Intensive cropping (Sesame + Elephant foot yam)

Sri Bhaskar Reddy, with his stature as a model farmer, was instrumental in popularizing the successful crop production technologies among the farmers. For his efforts he was capped with 'Best Farmer' award by ICAR-CTRI. Upon nominated by KVK, he was conferred 'Rythu Nestham' Puraskar.



Demonstration of micro-nutrient deficiency in Elephant foot yam



Demonstration of Sesame under CFLD Oilseeds



Demonstration of Skirting of Banana bunches



Demonstration of bunch feeding in banana



'Best Farmer' award from ICAR-CTRI



Receiving 'Rythu Nestham' puraskar

ACHIEVER AGAINST CHALLENGES

- Resilience helped farmer be successful

Name : Guthula Srinu
Village : Ubalanka
Mandal : Ravulapalem
District : East Godavari
(BRA Konaseema)
State : Andhra Pradesh
Mobile No. : 9989717137



Introduction

Sri Guttula Srinu is a 10th qualified enthusiastic farmer. His village 'Ubalanka' as its name defines is a Lanka village (surrounded by Godavari River and its Canals). The lanka lands in possession of him (and of the other farmers also) are on long term lease at nominal rate as the ownership remains with the State Government owing to its geographical location within the river. The cultivation in these lanka lands, especially annual crops, is risky as it is seldom prone to floods especially during monsoon season. These lands are so fertile may be due same floods and have no dearth of water for irrigation.

Mr. Srinu with his foresightedness tends to opt for and readily accepts innovations in farming with the aim of minimizing the risk of crop losses, if not, compensate with better performing alternatives. He was cultivating fruit crops Guava, Banana & Papaya; vegetables *Coccinia* on pandals, brinjal and chillis. He experience crop losses especially failure of *Coccinia* due to severe virus infestation; loss of other vegetables such as brinjal and chilli due to floods. KVK intervened with an approach of integrating the innovations, proven technologies, crop planning and crop management options to counter the crop losses. Virus tolerant *Coccinia* planting material was supplied. Ginger was grown in Guava orchard for additional income. Black gram as rabi crop was demonstrated in the fields where the vegetables were affected due to rains & flood during kharif.

Virus tolerant tissue culture *Coccinia*: Virus tolerant tissue culture *Coccinia* planting material was procured from M/s.Sun Agrigenetics India Pvt. Limited, Vadodara, Gujarat. It was demonstrated after proven successful in the assessment.

Treatments	Yield (t/ha)	Gross Income (in Rs.)	Net Income (in Rs.)	B:C Ratio
T-1: Tissue Culture <i>Coccinia</i>	14	1,40,000	68,000	1:1.9
T-2: Selection from farmers' field	6.5	65,000	27,000	1:1.7
T-3: Local Variety	4.5	45,000	13,000	1:1.4

Tissue culture *coccinia* was not affected by the virus and yielded far higher than the local variety as well as selection from farmers' field.

Guava + Ginger alley cropping: Alley cropping is an option wherein the space between the grown up trees is used for planting annual crops. Guava orchard, planted at 5 x 5 m apart with partial shading, was best suited for planting ginger. Well drained loamy sands and added organic matter from guava trees made it congenial for growing ginger. The Ginger was planted in 3 rows at spacing of 45 cm on 1 m wide raised bed. Only one bed was allowed in the alley to avoid undue competition and effect on guava. The bed was provided with inline drip for irrigation. The area under ginger accounted for 20% of the area under guava.

Treatments	Yield (t/ha)	Gross Income (Rs/ha)	Net Income (Rs/ha)	B:C Ratio
T-1: Guava + Ginger	25 + 5	6,50,000/-	4,80,000/-	3.8
T-2: Guava (Sole)	25	3,75,000/-	2,50,000/-	3.0

The ginger as alley crop in guava resulted in increased farm income by 92% with net returns of Rs. 2,30,000/- per ha.

Rabi Black gram: Keeping in view the need for a short duration crop after failure of vegetable crops it was opted to grow black gram in the rabi. Black gram variety TBG-104 & crop management package were demonstrated under CFLD programme.

The flowing planned management package was implemented

Operation	Particulars
Weeding	Pre emergence application of Pendimethalin 30 EC (1200 ml/acre) at 1 DAS
	1 manual weeding at 21 DAS
Nutrient application	10: 20: 20 NPK (per acre) was applied as basal
	Foliar spray of 19-19-19 at 42 DAS
Irrigation	Field was irrigated at 22 & 40 DAS
Pest management	Chlorpyrifos 50 EC (400 ml/acre) at 15 DAS
	Sprayed Imidacloprid 17.8 SL (100 ml/acre) at 30 DAS
	Sprayed Fipronil 5% SC (@ 2.5 ml/l)+ Neem oil (1500 ppm) (@ 5 ml/l)

The variety TBG-104 with the given management package performed well with the average yield of 4q/acre. The gross returns were Rs.32,000/- per acre (Price @ Rs.8,000/- per quintal) and the net returns were Rs.22,000/- per acre (cost of cultivation @ Rs.10,000/- per acre).



Virus tolerant tissue culture Coccinia



Ginger as alley crop in Guava



Demonstration of Black gram variety TBG-104 Received 'Best Farmer' award from ICAR-CTRI

COCONUT BASED MIXED CROPPING

- Insurance against diminishing yields of ageing orchard

Name : Mallampati Sitaramaiah
Village : Undeswarapuram
Mandal : Seethanagaram
District : East Godavari
State : Andhra Pradesh
Mobile No. : 9848757411



Sri Mallampati Sitharamaiah, a nonagenarian, has stuck to farming ever since he retired from Govt. service in the early 90s. Unlike his fellow colleagues, he invested his retirement benefits to buy 5 acres of agricultural land and developed a coconut orchard in about 3.5 acres. Over the years the returns from coconut orchard (200 palms in 3.5 acres) & other crops have added to his regular income from service pension for his comfortable living.

However, a day with Krishi Vigyan Kendra (ICAR-CTRI) has prompted him to practice coconut based mixed cropping. It was the day in the year 2013 when he happened to have interaction with KVK team he realized that there was a scope to get additional income from the orchard through mixed cropping. Taking into consideration of his land size, available resources, scope for marketing of the produce, he was advised to cultivate different crops or taking up production of planting material in the coconut orchard.

Water management: Profits were next to his priority for water conservation. For effective water management he established drip system in the entire coconut orchard. Percolation pits were dug at strategic points for harvesting the rain water and recharging the ground water table.

Nursery activity: Fully ripe nuts used to fall from the tree because of delayed harvesting due to non availability of labor in time and of other reasons. He started using the fully ripe fallen nuts for raising the coconut nursery within the orchard.

This was his first step in making use of the space in the orchard. Sale of coconut seedlings made him known to many and he added the activity of developing grafts of different mango varieties that were high in demand.

Ginger & Mango ginger: At first he opted Ginger & Mango ginger for intercropping in coconut orchard knowing the fact that they were shade tolerant, shallow rooted crops and not competitive.

Elephant Foot Yam (EFY) & Colocasia: These crops were preferred because they are suitable for planting in the month of May. They are long duration, high valued, partial shade loving, broad-leaved with a positive effect on soil moisture conservation in the root zone of coconut through natural mulching.

Banana: Banana was planted at one corner wherein mostly the water drains from the orchard since it requires moist soil.

Other vegetables: Other vegetables like Tomato, Chillies, Cabage, Cauliflower, Radish, Carrot & leafy vegetables were grown seasonally.

Dragon fruit: A permanent block with granite posts was established separately for dragon fruit.

Areca nut & Date palm: Keeping in view the life of ageing coconut orchard which is about 30 year old, areca nut was planted between the coconut palms and date palms were also planted in some pockets.

Returns from the coconut based mixed cropping

S.No.	Crop	Income
1	Coconut (Main crop) 200 palms	Rs. 2,50,000/- (by sale of nuts & seedlings)
2.	Mango grafts	Rs. 25,000
3.	Ginger & Mango ginger	Rs. 30,000
4.	Elephant foot yam & Colocasia	Rs. 35,000
5.	Vegetables	Rs. 50,000
6.	Dragon fruits (80 plants)	Rs. 25,000
	Total gross income	Rs. 4,15,000/-

- The expenditure was about Rs.1,00, 000/- and the net returns were approximately 3,15,000/- which is 25% higher than the main crop of coconut. However, the figures are indicative of average and approximation as he sells the produce, in most cases, at lower price or at no cost to the villagers in the vicinity as a gesture of service.



Nursery with coconut seedlings & mano grafts



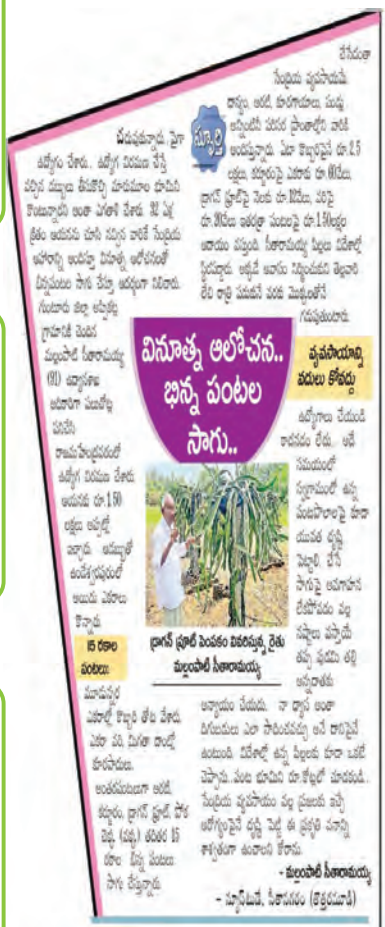
Ginger and Mango ginger



Tomato and Cabbage



Established dragon fruit block





Dragon fruit garden in Sri Sitaramaiah's field



Plantation of young saplings



Honoring the farmer by KVK and Department of Horticulture in his field...



Planting Areca nut in Coconut orchard



'Best Farmer' by ICAR-CTRI for Valuing Water

BLENDING TECHNOLOGIES WITH CONVENTIONAL PRACTICES

- Striking balance between tradition and innovation

Name : Penkey Trimurthulu

Village : Vadisaleru

Mandal : Rangampeta

District : East Godavari

State : Andhra Pradesh

Mobile No. : 9441119632



Mr. Penkey Trimurthulu is a tenant farmer having higher secondary education. He was always zealous of testing and adopting new innovations, yet securing the sustainable positives of conventional practices. His farm was always the first option of the KVK for taking up the assessments and demonstrations on new technologies owing to him being an early adopter. Multiple cropping and diversification that he practices at his farm was an additional factor for considering him & his farm as single window for disseminating multiple technologies. Standing to the expectations, he implemented every assigned activity with fullest efforts and dedication.

His rapport that he built over the years, with line departments and farmers groups helped in disseminating proven technologies further down to the farmers.

Technologies that were assessed/demonstrated at his farm

S. No.	Crop	Variety/Technology disseminated
1	Rice	MTU-1172 & MTU-1212 (varieties)
2	Black gram	GBG-1 (variety)
3	Ragi (Finger millet)	Hima & Chaitanya (varieties)
4	Tomato	Arka Samrat (variety) Staking (Crop management)
5	Okra	Kashi Lalima (variety)
6	Water melon	Arka Shyama (variety)
7	Turmeric	Rajendra Sonali (variety) CIM - Pitamber (variety)
8	Lablab	Arka Prasidhi (variety)
	Banana	Management of Sigatoka Leaf spot
9	Mango	Fruit covers (Crop management) Ripening chamber (Post harvest management)
10	Vegetables	Weed mat (mulching)

Contrary to his zeal for innovations, he acknowledges too the need for practicing traditional farming especially non-chemical approach. He is a strong practitioner and promoter of soil & water conservation. He is a notable practitioner of Natural farming. Additionally, he prepares and sells bio-inputs required for natural farming. He has been producing traditional rice varieties. Establishment of IFS model (Horticulture + Livestock/Pisciculture) at his farm is in progress. He was successful in reaping the benefits from innovations and keeping resources sustainable.



Tomato- Arka Samrat



Fruit covers in Mango



Turmeric-Rajendra Sonali



Established drip system of water conservation and farm pond for rain water harvesting



Preparing bio inputs for natural farming



Received 'Best Farmer' award from ICAR-CTRI

FARMER LEAD TECHNOLOGY ADOPTION

- A success in the spread of Rice variety RP Bio 226

Name : Y. Prasad Reddy
Village : Ponnada
Mandal : U. Kothapalli
District : Kakinada
(Erstwhile East Godavari)
State : Andhra Pradesh
Mobile No. : 99493 87509



The Bacterial Leaf Blight (BLB) tolerant rice variety RP Bio-226 (Improved Samba) has brought cheers to the farmers in the upland areas (Kakinada rural, Pithapuram, Peddapuram and U. Kothapalli mandals) of erstwhile East Godavari district (A.P), who have been cultivating BPT-5204 (Samba Mashuri) which was yielding low due to its susceptibility to BLB. The variety RP Bio-226 was introduced in the year 2012 through mini kit trials in about 40 ha. The variety RP Bio-226 performed well in terms of its tolerance to BLB disease and higher yields compared to BPT-5204. With its tolerance to BLB, the RP Bio-226 yielded 5.5 tons/ha. The performance of the RP Bio-226 has attracted the farmers to shift from BPT-5204 which was yielding an average of 3.5-4.0 tons/ha because of its susceptibility to BLB.

Now the area under cultivation of Improved Samba (RP Bio-226) is about 7,000 ha (in the erstwhile East Godavari district). The expansion of the area under cultivation of this variety was because of its acceptance and adoption by the farmers as it has solved their problem of yield loss due to BLB.

No doubt, any technological breakthrough that increases production is adopted well and at a faster rate by farmers. However, adoption of a technology is not a simple matter of consideration by the farmers but, it is emotionally associated with them. Therefore, the issues of introduction and acceptance of a technology are vital in its adoption, and willingness and acceptability of a farmer towards a new technology can be better created by continuous flow of information through a lead farmer.

Progressive farmer is one who, with more resources and knowledge, can more easily obtain further information and other inputs to adopt new technologies. They gain more of the benefits of a technology since they adopt it relatively earlier. Whereas, lead farmer, who is a progressive farmer, influences and takes lead of fellow farmers in technology adoption.

Here comes the relentless efforts of Mr. Y. Prasada Reddy who played a lead farmer role in successful introduction and adoption of new rice variety RP Bio-226 (Improved Samba). The KVK has identified and chosen Mr. Prasada Reddy as a lead farmer because of the following qualities or characteristics he owns.

- Willing to be the self-starter and early adopter of technology.
- Feel free attitude in sharing information with others.
- Able to lead fellow farmers.
- Influential with good facilitation and communication skills.
- Humble, responsible, understanding and trustworthy.
- Progress oriented attitude and socially accepted by the community.
- Easily approachable, cooperative and willing to sacrifice for fellow farmers.
- Able to read and write.

Standing up to his trusted qualities he was always there from day one of the field trial to successful seed production and expansion of area under this variety. He was the self starter and has facilitated as well as involved in identifying the fellow farmers, seed distribution, organizing Farmers Field School (FFS), Crop cut estimate, Field Days & Farmers' Exposure visits and quality seed production.



Sri Prasad Reddy has grown RP-Bio 226 in his field



RP-Bio 226-Crop cut estimate

The ICAR-IIRR, Hyderabad as well as KVK (ICAR-CTRI) recognized his services with coveted felicitations.

BACKGROUND

RP Bio 226 (Improved Samba Mahsuri) is a durable bacterial leaf blight (BLB) resistant high yielding, fine grain type rice variety, suitable for irrigated rice ecosystem. The variety is same as Samba Mahsuri in all respects including grain and cooking quality with 100% in-built resistance to bacterial leaf blight of rice. The variety has been developed jointly by ICAR-Indian Institute of Rice Research and CSIR-Centre for Cellular and Molecular Biology through marker assisted backcross breeding by pyramiding three bacterial blight resistance genes.



Sri Y. Prasad Reddy was honored with 'Best Farmer' award and felicitated by ICAR-IIRR on the occasion of Farmers' Day

జిల్లా అభ్యుదయ రైతు కేంద్రమంత్రి సన్మానం

కొత్తపల్లి: జిల్లా అభ్యుదయ రైతుగా ఎంపికైన నాగలాపల్లికి చెందిన అభ్యుదయ రైతు రైటింగ్ ప్రసాదాద్రికి ఎంపికయ్యాడు. వరిలో అరిక దీగుబడి సాదనకు, ఎండాకు తెగులు తబ్బుకానే సీరిమరకు బుద్ధావ్డ్ సాంబమసూరి (అరిపి బయో226) జిల్లాలో వివిధ మండలాలకు విస్తరించేసినందుకు గాను అభ్యుదయ రైతు ప్రసాదాద్రిని హైదరాబాద్లో డిజిటింగ్ అభ్యుదయ రైతు కేంద్రమంత్రి బండారు దత్తాత్రేయ మనగా సన్మానించినట్లు కలవలదర్శి కెపిడి విశ్రాంత సేన్యా అధికారి సూర్యకే శతేంద్ర నాద్ తెలిపారు. కృష్ణ విజ్ఞాన కేంద్రం (సీటీఆర్ఐ) కలవలదర్శి డ్రోగ్లాం కోఆర్డినేటర్ డాక్టర్ ఏమిడి నాయుడు అభ్యుదయ మొదటి సారిగా 2012లో 100 మినికీట్లలో గండిపల్లి, పిలావరం, ఉప్పాడూ త్తపల్లి మండలాలలో వివిధ గ్రామాల్లో ప్రదర్శన కేంద్రాలను నిర్వహించినట్లు చెప్పారు. గంటకేవర గెలల్కూర్ అండ్ మారిట్లర్ మరయు రైతిర



అవి రైస్ రీసెర్చ్ హైదరాబాద్ సంయుక్తంగా సాంబమసూరి రంపై వచ్చే ఎండాకుతెగులును తబ్బుకానే విరగా ఈ బుద్ధావ్డ్ సాంబదాద్రి రూపొందించినట్లు పేర్కొన్నారు. ఈ రకాన్ని విస్తరించడంలో నాగలాపల్లి అభ్యుదయ రైతు ప్రసాదాద్రి కేపీ కలవలదర్శన సహకరించడంతో కేంద్రమంత్రి బండారు దత్తాత్రేయ ప్రశంసించారు శతేంద్ర నాద్ తెలిపారు.



HOME GARDENING

- Enfolded in life with self motivation

Name : K. Bharathi
Residence : Church colony
Locality : Ramanthapur
City : Hyderabad
Mobile No. : 9032662256



Smt. K. Bharathi, presently a senior manager in a Nationalized Bank in Hyderabad, was posted in its branch at Rajanagaram (East Godavari dt., A.P), a sub-urban near KVK, Kalavacharla in the year 2014. She worked there for about 5 years before she got transferred to Hyderabad. She got to know about KVK through the bank's customers, especially rural women, who were the beneficiaries of KVK programmes. Coincidentally she happened to be an aspirant of learning about farming especially organic and she expressed her interest to visit KVK and made it one day. She often made her presence at KVK as a learner in several training programmes only just to have the pleasure of being in her field of interest. Through her visits to KVK she made use of her duty leisure hours and holidays for making herself acquainted with skills of seedling production, nursery management, production of vegetables and ornamentals. During her interactions with KVK staff she regularly debated weighing more towards rural life and desirous of countryside.

Though living in a rented house and professionally occupied, she made a space in her house and time for plants rather say gardening. Within a half year it became a garden of edible greens and sparked motivation in the neighbouring enthusiasts. She said she was empathetically relieved of stress though occupied more than earlier. Over time she became professional in practicing kitchen gardening aka terrace gardening. She excelled in different aspects such as using various pots or containers of choice, preparing potting mixtures, selecting crops of the seasons, non-chemical nutrient management and plant protection. Unsurprisingly it was her achievement that there were visitors to her house just for garden.

She had a different day when she got transfer to Hyderabad. She was disappointed of her transfer, a professional routine that made her leave back the nutri-garden that she embraced and emotionally connected.

Though let down emotionally, it was a short and not got discouraged. In her residence at Hyderabad she again started from rubble and repeated the success this time very quickly owing to her being experienced. Need to be noted that she took 3 months leave from her duty just for arranging resources and starting garden at the new place. She is cultivating multiple vegetable crops making it available year round.

She registered an organization with name “*Greens n me-Lifestyle Changer*” offering consultancy & material services to the households seeking support for establishing nutri-gardens/terrace gardens.



Reinforcing herself on her passion she made it a way of life over the years.



Various components in terrace garden



Round the year harvests



Smt. Bharathi with her daughter engaged in gardening

MASTERED THE SKILLS FOR SELF RELIANCE

- Built through learning, hard work & dedication

Name : Mallela Siva Kumari
Village : Kalavacharla
Mandal : Rajanagaram
District : East Godavari
State : Andhra Pradesh
Mobile No. : 8106039981



Every expert was once a beginner. It is true for every master and too for Smt. M. Siva Kumari, a home maker of a lower middle class family from Kalavacharla village, Rajanagaram mandal, East Godavari dt. Andhra Pradesh. Proximity of her residence to KVK made her associate with KVK for several activities especially of home science and rural crafts disciplines. She was in her teens when she got associated with KVK and still continuing in her 30s. Initially she was a helper in making arrangements at KVK for trainings and other similar programmes. Unwittingly she was an off the record trainee in several programmes. Later on she was obliged to be an on the record trainee. During her long journey with KVK, she made her presence in every skill oriented activity especially for women. Because of her longstanding association and active involvement she gained expertise in many fields which were income generation oriented. One's expertise itself may not make the one a good trainer. But, she transformed herself into a potential resource person in many fields. She became master & trainer in

- Palmyrah Fibre Extraction
- Screen printing
- Banana Fibre Extraction & Products making
- Jute fabric products making
- Sisal Fibre Extraction & Products making
- Buffet plate making
- Tailoring & garment making

- Coir yarn making
- Maggam Embroidery
- Coir doormats making
- Quilt bag making
- Value added products with millets

At home, she established a modest entity of making different items such as school bags, shopping bags, clutches, wallets, lunch box & water bottle carriers etc., using the combination of jute and cotton fabric. These products are made on the indent from nearby retailers. Also she works in carton box manufacturing industry located nearby.

Balancing the need and time she still serves as trainer of the skills which mastered.



Imparting the skills of making jute fabric products



She was felicitated on the occasion of 'Mahila Kisan Diwas'

STUDY GUIDED STEADY PROGRESS

- Refinement brought success to nursery entrepreneur

Name : Bikkina Poorna Sri Chaitanya
Village : Kotapadu
Mandal : Rangampet
District : East Godavari
State : Andhra Pradesh
Mobile No. : 9841191456



Introduction

Mr. Sri Chaitanya, an engineering graduate, opted to become a nursery entrepreneur and established a commercial nursery 'Sri Ram Farms & Nursery' in the year 2018 at Kotapadu village (Rangampet mandal, East Godavari dt. A.P). He invested, with the financial support of banks, for establishing a poly house, a shade net house, other infrastructure, acquiring inputs and engaging human resources. He began producing high value vegetables like capsicum, seedlings/saplings/grafts of fruit crops, flowering plants and ornamentals. Having short of technical knowhow and being inexperienced of nursery management he was not successful. Having invested high well before making the progress of the business he ended up with losses due to interest on capital and operational expenses that exceeded the revenue which was not as ought to be. The setback made him think of taking advice from right source of expertise. It was his visit to KVK that made him understand what went wrong. He urged the KVK team a way forward. He was included as one trainee in a medium duration (7 days) training on 'Production of Seedlings - Nursery Management - Grafting Methods in Mango and Cashew' organized by CTRI-KVK under Skill Training of Rural Youth (STRY) programme sponsored by MANAGE through ATMA, East Godavari.

During the training he was exposed to various aspects such as systematic planning and execution, selection of quality seed & healthy planting material, methods of propagation, types & compositions of growth media, requirements & methods of

nutrition, plant protection strategies, planning the production according to seasonal & customer needs etc.

He was successful by the way of systematic planning & execution as here under...

- Minded him of staying long with steady progress instead of quick gains which he could not.
- Adopted recommended technologies & practices.
- Figured out what customers want and acted accordingly.
- Started producing seedlings/clones of forest plants especially *Eucalyptus* and *Casuarina* which have high demand.
- Complemented, not competed, with co-nurseries for acquiring as well facilitating purchase orders for the supply of planting material specific to their respective nurseries.
- Attended to the needs of low budget customers also that promoted customer loyalty and enhanced brand value.

The training at KVK made him reorient his approach of managing the nursery and brought him success.



Well established poly house



Eucalyptus clones



ENTREPRENEURSHIP IN FODDER PRODUCTION

- Calculated risk paid dividends

Name : Mavireddy Srinivasa Rao
Village : Rangampet
Mandal : Rangampet
District : East Godavari
State : Andhra Pradesh
Mobile No. : 8886245555



M. Srinivasa Rao, a graduate from Rangampeta (Village & Mandal) of East Godavari district, was an aspirant, way back in the year 2012, to become an agro-entrepreneur. He approached KVK with his own idea of taking up fodder production as a business entity. He spent almost whole day having discussions with animal husbandry experts of the KVK about his unique idea which he conceived, it seemed, having basic understanding about the dairy sector in the district and its fodder requirement. Though this business line is new, he opted for it with calculated risk and set long term goal to capture the enterprise status which he achieved through steady progress.

- He got trained at KVK on fodder production technologies.
- KVK supplied him planting material (Co-4 variety of Napier bajra).
- In the year 2012, he started fodder production in the one acre land for his own dairy farm.
- Besides, he supplied the surplus green fodder & planting material, at cost, to the needy dairy farmers.
- In a couple of years his fodder farm became well known source for supply of green fodder and planting material.
- His farm became reference for fodder supply to the farmers not only in proximity but also remote. This necessitated production enhancement which was demand driven.

- KVK supplied him planting material of high yielding Super Napier, which was successfully assessed and demonstrated at farmers' fields.
- He invested further, with the financial support of banks, for expanding the area, mechanization and for establishing infrastructure for fodder production in large scale.
- He established an enterprise titled Sri Annapurna Agro-Farms which was registered under Small Scale Industry category. It is located on the ADB Road at Rangampeta, which is about 10 km from NH-16.
- He acquired machinery for fodder cutting, chopping, silage making, packing and farm tractors for transport.
- He expanded the area under fodder cultivation and reached to 40 acres which he acquired on lease.

The production & profit details

S. No.	Particulars	Quantity/Amount
1	Average production	140 tonnes/acre
2	Cost of production (includes inputs, irrigation, cutting, chopping, labour charges)	Rs. 900/ton
3	Average sale price	Rs. 1,500/ton
4	Benefit margin	Rs. 600/ton
5	Net income	Rs. 84,000/acre
6	Average lease rent	Rs. 30,000/acre
7	Net profit	Rs. 54,000/acre



Fodder farm with Super Napier in cultivation



Fodder Harvester



Fodder chopping equipment



Silage making unit



The enterprise with its work force



He received 'Best Farmer' award from ICAR-CTRI

MILLET BASED NUTRITION COMPANY

- A journey from start up to Enterprise

Name : Prasad Tedley
City : Rajahmundry
Mandal : Rajahmundry Urban
District : East Godavari
State : Andhra Pradesh
Mobile No. : 9963994933 & 8886644470



Mr. Prasad, hailing from Narendrapuram village (Rajanagaram mandal, East Godavari dt. A.P), was a post graduate in Pharmacology. He was claimed to be a nutritionist. He visited KVK in the year 2014 with an intension to know about prospects of millets processing and consumer preference. As he appeared keen to his subject he was well explained about it in his first visit to KVK. He discussed at length about reasons for low consumption of millets despite nutritionally rich. He came up with an idea of making millet products in such a way that they would be accepted for its nutritional richness and attracted by its taste and flavor. He explained his idea that he conceived based on his observation, of course general fact, that majority public does not prefer a food which is not tasty though healthy. His innovative idea of promoting products claiming to be healthy & tasty came to reality with his committed efforts. First he came up with a product of millet based ready mix enlaced with chocolate flavor. Mixing it with milk would make it a ready to drink. He offered to serve this drink at free of cost to the trainees at KVK. It was his idea of getting feedback from the consumers who are common people. His idea worked well as his innovative product was well accepted by the consumers. He frequented this practice of serving his products in many meetings. Once his products were known to the public he started selling them in small packs. He prepared informative pamphlets which explain the nutritional facts of the products and how they help in improving the health. He made use of the conglomerations at many events organized by KVK to familiarize & popularize his products among public. Within a span of one year, in 2015, he came-up with a star-up with the trade name TEDLEY. KVK facilitated him of getting continuous supply of quality millets from famers around and the farmers too got benefitted. Mr. Prasad tactically & strategically took forward his start-up to the level of enterprise what it is now. His brand name became his surname and he is known as 'Prasad Tedley'.

- Tedley Millet Nutrition Company was able to establish production infrastructure.
- Started with two employees in 2015 and it has 15.
- Tedley Millet Nutrition Company achieved an impressive turnover about 5 crores, showcasing its remarkable growth from a small start-up to a thriving enterprise.
- Tedley may be the business entity but serving for public health improvement and employment generation.



Transformation from unbranded to branded



Built brand and created job opportunities



Receiving Best Entrepreneur Award from the Director, ICAR-CTRI

LEAP FROM EMPLOYEE TO ENTREPRENEUR

- Excelled in Coir Industry

Name : N.V.V. Phani Kumar
Village : Chodavaram
Mandal : Ramachandrapuram
District : BRA Konaseema
(Erstwhile East Godavari)
State : Andhra Pradesh
Mobile No. : 9948733667



Mr. Phani Kumar, acquired Masters Degree in Computer Applications and quickly settled as software professional in Hyderabad. After seven years of his service he was of the opinion of having his own business entity. It was in 2012 he approached KVK, Kalavacharla for the prospects of starting agro-based industry. Excerpts from his discussions with KVK team made him proceed further. Right way he left his job and started a small unit of Banana Fibre Extraction with the technical support of KVK. Though not a failure, it was not much profitable owing to difficulties in regularly acquiring banana pseudo stems, higher transport cost and also the absence of well established market network of banana fibre. He never looked going back but opted to expand it with add-ons.

Having sufficient infrastructure in possession he resiliently and confidently stepped up into coconut coir yarn production in the year 2014. KVK facilitated him acquiring necessary machinery and also garnered financial support from Coir Board. He registered his business in the name of “Moksha Industries”. Other coir products like doormats, decorative articles, coir pith compost are also being produced. With the increasing demand for coir yarn he expanded the production with the inclusion of more number of 2-ply yarn machines. In this process he created job opportunities especially for rural women.



He was elected as chairman of the Kadiapulanka Coir Cluster under MSME project SFURTHI (Scheme of Fund for Regeneration of Traditional Industries). He was the

member of Scientific Advisory Committee of KVK Kalavacharla during 2020-2023. He was recognized with several awards for his achievements.



2-Ply Yarn machinery & Doormat making equipment



Felicitated after being elected as Chairman of Coir cluster



Felicitated at Agrl. College (ANGRAU) for educating the students on entrepreneurship



Received accolades from Hon'ble Former Vice-President of India



Received Best Entrepreneur Award from Director, CTRI

