

Success Story of Vegetable Seedling Entrepreneurs

Biotech-KISAN Hub

Agri Biotech Foundation, Hyderabad, Telangana

Entrepreneur 1



Farmer Name: Mrs J.Supriya

Biotech-KISAN ID: 2019053

Address: Reddipalli (V), Bukkarayasumudram (M), Anantapur (D), Andhra Pradesh.

Read my story on YouTube: <https://youtu.be/VtArrUoH3hc>

Mrs J. Supriya, a marginal farmer from Reddipalli village, Bukkarayasumudram Mandal of Ananthapur district having education up to X standard. She lives with her husband Mr J. Peddi Reddy a farmer himself. Supriya is into agricultural activities along with her husband who cultivates vegetables. Supriya is engaged in raising vegetable seedling on raised beds for their own farm as well as for her neighbour farms. Before Biotech-KISAN intervention she followed traditional system of vegetable farming.

During February 2019 when Biotech-KISAN Hub staff made field visits for orientation on Biotech-KISAN project and hub activities After interaction and discussion, Supriya came forward for taking up the activity for raising vegetable seedling.

Hand on Skill Training

Before establishing the seedling shade net structure, entrepreneurship skills was needed. Hands on skill-based training on vegetable seedling production using portray technology was organised. Brochures and handouts in local language (Telugu) containing the detailed activities were distributed to the Biotech-KISAN farmers. A total of four training programmes were conducted in the selected villages, in which 166 farmers (30, 24, 21, 27, 36, 28 from Reddipalli, Rotaripuram, Narpala, Vekataparam, Katnikaluva, villages) were trained. The technique of raising pro tray seedlings in different stages like preparation of seed mixture, pro tray filling, sowing seeds, arrangement of tray on the prepared beds, watering for vegetable seedling nurseries were explained and demonstrated to the trainees. The cost of production of seedlings was also explained. The trainees were not only given class room teaching but were taken to the nursery demo models of pro tray seedling production.

Supriya also underwent training on portray seedling production using soilless mixture. She attended the training for a month to build the confidence in starting nursery enterprise.

By the end of June 2019, the nursery unit at Reddipalli was established and all the essential nursery implements, and bio-inputs (Table 1) were distributed to Mrs. Supriya.

Shade net unit details:

Size: 20 ft (w) x 30 ft (L)

Structure: G.I pipes fixed with pipe clamps, nuts and bolts, with concrete footings

Profile: Zig zag springs

Shade net: 75% Green

Total trays: 240 (98 wells) with 23,520 seedlings

Table 1 List of Implements distributed

Protrays – 98 cups and 50 cups	Cocopeat
Water/rose can (10L)	Vermicompost
Gumpas	Hand cultivars
19:19:19 mixture	HDPE pipes
Silpaulin sheath	Seeds: Tomato, chilli and brinjal
Biofertilizers: <i>Azospirillum</i> , PSB, KSB, ZSB	Biopesticides: <i>Trichoderma</i> , <i>Pseudomonas</i>



Completion of proposed units





Distribution of inputs, training and initiation of activities

Supriya learnt from the trainings to prepare seeding mixture using biofertilizers and biopesticides. She applied knowledge of training and raised portray seedlings. She started growing the vegetable seedlings viz, tomato and chilli, which she and her husband Peddi Reddy worked hard on caring and nursing them. The growth of seedlings influenced her to become a nursery woman.



Production of vegetable seedlings (tomato and chilli)



Selling of seedlings to surrounding farmers

Her village (Reddipalli) as well as surrounding cluster of villages (Govindhampalli, Ammavaripeta, Amudala) of Ananthapur district are the vegetable growing belt of the region. These vegetable farmers either produced their own seedlings by traditional methods or procured the seedlings from the nursey men which led them to unhealthy seedlings with heavy field gaps. The healthy seedlings of Supriya's nursery attracted farmers from surrounding villages. She sold at a rate of Rs. 0.50-0.60 paisa per seedling. Generating income was a turning point in her life, which boosted her morale and confidence.

Supriya generated an income of Rs 31600/- (Table 2) in eight months by selling chilli and tomato seedlings to the surrounding farmers. The seedlings were prepared based on advance booking from the farmers because of good demand. Establishment of a shade net nursery was of greater help to meet the demand for healthy vegetable seedlings in and around Reddipalli village which generated an additional income for farmers and the entrepreneur. Supriya, a successful entrepreneur running a profitable nursery.

Table 2 Revenue generated through seedlings sale

Date	Seedlings	No. of seedlings	Farmer Details	Revenue Generated (Rs.)
01.08.19	Tomato	8000	K.Ranganayakulu, Reddipalli, Anantapur	4,000/-
03.08.19	Tomato	8000	C.Bipi Reddy, Reddipalli, Anantapur	4,000/-
30.08.19	Chilli	2000	Mr.Peddi Reddy, Reddipalli, Anantapur	1,500/-
Grand Total for 1st Cycle		18,000		9,500/-
27.09.19	Tomato	1200	T.Pothana, Reddipalli, Anantapur	600/-
28.09.19	Tomato	17000	P.Kesava, Govindhmpalli, Anantapur	8500/-
28.09.19	Chilli	3000	P.Kesava, Govindhmpalli, Anantapur	2250/-
27.1.20	Tomato	15000	M.Kullayappa Ammavaripeta, Anantapur	7500/-
28.1.20	Tomato	5000	M.Swarna Reddipalli, Anantapur	2500/-
21.2.20	Tomato	2200	G.Prasad, Amudala Urvakonda, Ananthapur	1100/-
21.2.20	Chilli	200	G.Prasad, Amudala Urvakonda, Ananthapur	150/-
Total for 2nd Cycle		43,600		22,600/-
26.3.20	Tomato	12000	Mr.Peddi Reddy, Reddipalli, Anantapur	6000/-
29.3.20	Tomato	6000	C.Bipi Reddy, Reddipalli, Anantapur	3000
Total for 3rd Cycle		18000		9000
Grand Total of 3 cycles		61,600		31600/-

Supriya as Mentor

Biotech-KISAN entrepreneur Supriya is in touch with number of vegetable growers of 3-5 neighbouring villages. She is involved in providing technical information from Biotech-KISAN HUB to the growers. From the knowledge gained through trainings and production experiences, she started mentoring other farmers and demonstrating the portray seedling technology to fellow farmers.



Mrs.J.Supriya: Demonstrating raising vegetable seedlings to the farmers of Rotaripuram and Urvakonda

Impact of Supriya's Vegetable Seedling Enterprise

Feedback from farmers who purchased vegetable seedlings from the entrepreneur Supriya

1. Mr.K. Ranganayakulu: (His words)

My name is Mr.K. Ranganayakulu, farmer, from Reddipalli village, BKS Mandal, Anantapur, A.P. I purchased 8000 tomato seedlings from Mrs. J. Supriya, Reddipalli village, on 1.08.2019. The quality of tomato seedlings was good and healthy when compared to seedlings purchased from other nurseries. In terms of yield, I got very good yield which increased by 20% compared to past (seedlings purchased from other nurseries). Further, throughout the cropping period, tomato plants were healthy with only few disease incidences compared to the seedlings purchased from other nurseries which suffered from root rot decreasing the yield. Now I am happy with the yield. Thanks to ABF Biotech-KISAN Hub.



Success story of Mr.K.Ranganayakulu, farmer, Anantapur

Mr.C. Bipi Reddy: (His words)

My name is Mr.C. Bipi Reddy, farmer, from Reddipalli village, BKS Mandal, Anantapur, A.P. I purchased 8000 tomato seedlings from Mrs. Supriya, Reddipalli village, on 3.08.2019. The quality of tomato seedlings was good and healthy. I got 25% more yield with very few bacterial and fungal disease incidences compared to last year. I am happy with the yield. Thanks to ABF Biotech-KISAN Hub.



Success story of Mr.C. Bipi Reddy, farmer, Anantapur

Entrepreneur II



Farmer Name: Mrs G.Dhanalakshmi

Biotech-KISAN ID: 2019075

Address: Narpala (V), Narpala (M), Anantapur (D), Andhra Pradesh.



In a similar way Mrs G. Dhana Lakshmi a marginal farmer from Narpala village of Anantapur district lives in a joint family. The family is into cultivation of sweet li

me and vegetables as well. She is also involved in the daily chores of family farming activities. Dhana Lakshmi is qualified post graduate and being energetic and young farmer wants to do something innovative to add a hand to the family income. She showed interest and contacted Biotech-KISAN hub for taking the benefit of useful intervention.

Narpala village is surrounded by villages growing vegetables and flowers (Auraganipalli, Kesepally, Kuraganipally) of Ananthapur district. These farmers produced seedlings by traditional methods or procured the seedlings from commercial nursery.

Dhana Lakshmi, after enrolling as Biotech-KISAN farmer, took up the activity for raising vegetable seedling nurseries. She underwent training on shade net portray seedling production technology. She was a fast learner. Subsequently by the end of June 2019, the nursery unit was set up in their field at Narpala with all the essential nursery implements, and bio-inputs supplied under Biotech-KISAN.

Dhanalakshmi produced chilli, tomato, brinjal and crossandra flower seedlings. She developed the seedlings according to the requirement of the farmers who contacted her prior to their field activities. Hub also distributed biofertilizers and biopesticides like PSB, ZSB, KSB, *Azotobacter*, *Trichoderma* and *Pseudomonas* which she uses for seedling production as well as for cultivation of vegetables in her farm.



Seedling production using Biotech-KISAN soilless seedling mixture



Selling of tomato, chilli and crossandra/Firecracker seedlings to surrounding farmers

Ms Dhana Lakshmi emerged as role model in her village. With her knowledge and confidence, she boosted vegetable nursery in the village.

Entrepreneur Dhanlakshmi empowered with knowledge as well as income. she generated an additional income of Rs 28875/- (Table 3) in seven months by selling chilly, tomato, brinjal and crossandra flower seedlings to the surrounding farmers.

Table 3. Revenue generated through seedlings sale

Date	Seedlings	No. of seedlings	Farmer Details	Revenue Generated (Rs.)
29.08.19	Tomato	4,000	E.Ramesh Reddy, Auraganipalli, Narpala, Anantapur	1,600/-
29.08.19	Chilli	10,500	P.Chandrakala, Narpala, Anantapur	5,775/-
31.08.19	Chilli	2,300	G.Mallikarjuan Narpala, Anantapur	1,150/-
Grand Total for 1st Cycle		16,800		8,525/-
21.10.19	Crossandra/Firecracker	12,000	P. Gopi Krishna, Narpala	7,800/-
08.01.20	Crossandra/Firecracker	12500	S.Saraswathi	7800/-

			Kesepally, Anantapur	
02.03.20	Brinjal	9500	K.Sudhakar Kuraganipally, Ananthapur	4750/-
Grand Total for 2nd Cycle		34000		20350/-
Grand Total (2 cycles)		50800		28875/-

Based on the field surveys conducted during the project activities a total of 29 vegetable farmers from 8 villages are direct beneficiaries through seedling procurement from the project entrepreneurs. This shows the horizontal spread of technology and its impact on vegetable cultivation. These Biotech-KISAN villages located in the vegetable growing belt are diffusion centres of portray bio-input vegetable seedling cultivation technology. This is the new avenues for self-employment.

Social Impact:

The knowledge and hands on skill gained from the project activities made the farmers livelihood improvement. All the project entrepreneurs became self-employed in their vegetable nursery units.

Vegetable nurseries inspired many farmers in the surrounding villages and they initiated at their house hold level after acquiring the training from the volunteers. The volunteers became a successful nursery entrepreneur, resource person and master trainer for other farmers.

Conclusion:

The women entrepreneurs and farmers in the present study expressed that the vegetable seedling nurseries had improved their livelihoods in number of ways. Farmers noticed improved disease resistance and increased uniform yields. Farmers also experienced enhancement in socio-economic status due to increased net farm incomes.