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# SUCCESS STORY



## SCRIPTING SUCCESS THROUGH COMMERCIAL VEGETABLES CULTIVATION IN REASI DISTRICT



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S. Gurdev Singh S/o S. Chatter Singh is a 62 years old progressive farmer of village Bharakh which is about 40 km away from Reasi town of Jammu and Kashmir. His family comprises his wife, one daughter and one son. He is having 4 acres of land holding. He was growing maize, wheat, few medicinal and aromatic plants and few local varieties of vegetables. All his agricultural produce was almost consumed by his family with very small surplus. The traditional farming was not generating extra income for him.



#### KRISHI VIGYAN KENDRA INTERVENTION

A base line survey of village Bharakh was done by the KVK scientists and it was observed that majority of varieties of different crops including vegetables used by the farmers were traditional which their forefathers were using from years ago. There were no proper scientific agricultural technologies to be utilized by the villagers and production was very poor. The Krishi Vigyan Kendra, Reasi scientists along with the allied departments imparted awareness/training programmes on "Commercial Vegetables Growing" and introduced the improved and hybrid seeds of the vegetables by laying Front Line Demonstrations (FLDs). The farmers were also taken for the exposure visits at KVK, Reasi and SKUAST-J. It was intensively done to improve the vegetable production in the village so that the farmers can earn their livelihood and improve their socio-economic status and can also mitigate their own nutritional problems. The Krishi Vigyan Kendra Scientists were constantly guiding the farmers for the scientific commercial vegetables growing and assessing and refining the new technologies suitable for the farmers of Bharakh village.

20 interested vegetable growers (including S.Gurdev Singh) were identified and hybrid /improved vegetables seeds were provided by the KVK scientists with technical guidelines. They were also guided how to save their vegetable crops from insect-pests and diseases. They were constantly motivated how they can raise their socio-economic status by growing the vegetable crops.

**Table: Income difference between the traditional methods of vegetables growing and scientific methods vegetables growing provided by the KVK.**

S. No.	Component	Intervention	Gross Cost (Rs./ha)	Gross Return (Rs./ha)	Net Profit (Rs./ha)	B:C Ratio
1.	Traditional method of vegetables growing	Use of local varieties seeds of vegetables	79700	1,45,400	65,700	1:1.82
2.	Scientific method of vegetables growing	Use of improved / hybrid varieties of seeds of vegetables	1,17,300	3,54,600	2,37,300	1:3.02

S. Gurdev Singh is having around 4 acres of fertile land which is suitable for the vegetable growing. When he initiated the vegetables growing in his land, he was using the traditional technologies. The result was that the yield was very poor. He was not having assured source of irrigation. As is evident from the above table, by using the local varieties he was able to earn only Rs.65, 700/ha annually. Then he established a bore well at his farm. He followed the scientific guidelines provided by the KVK, Reasi scientists and he used the improved/hybrid varieties of vegetables he was able to earn Rs. 2, 37,300/ha annually from the same piece of land. A transformation happened in his life. Now S. Gurdev Singh is confident as his income has increased and he is feeling more secure by growing the vegetables under the guidance of KVK scientists. He has started applying FYM and other organic inputs in his fields for organic vegetables. S. Gurdev Singh has established a vegetables sale counter at his home which he uses to sale his vegetables. Now S. Gurdev Singh has become a motivating factor for other farmers of his area and they have started to adopt the same technologies as used by him. A self-reliance and entrepreneurial spirit has been developed by him.

#### RECOGNITION

S. Gurdev Singh has gained recognition by winning many exhibition awards farmers' fairs held at district and state level. He has exhibited some outstanding materials in different exhibitions conducted by the SKUAST-J and also by state department of agriculture/horticulture. He has emerged as a progressive farmer of his area. With the increase in his income by the vegetables growing his respect and recognition has also been increased in the area. Keeping his performance in vegetables growing in view, he was awarded by Hon'ble Union Minister, Dr.Jatinder Singh as progressive vegetables grower in the farmers fair organised by Krishi Vigyan Kendra, Reasi at its campus in 2016-17. He has also been awarded many times by the Department of Agriculture and Department of Horticulture for his endeavours on commercial vegetables cultivation. S.Gurdev Singh is very eager to learn scientific vegetables growing. He is very hard working and have positive attitude towards agriculture. He has become a role model farmer of his area.

