

# SUCCESS STORIES OF KVK, JAIPUR

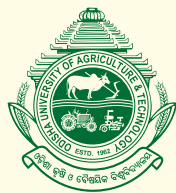


**KRISHI VIGYAN KENDRA, JAIPUR**  
**ODISHA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY, BHUBANESWAR**









# SUCCESS STORIES OF KVK, JAJPUR

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Vice-Chancellor



ଓଡ଼ିଶା କୃଷି ବୈଷୟିକ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ଭୁବନେଶ୍ୱର

Odisha University of Agriculture and Technology

Bhubaneswar-751003

Date the 29th November 2024

## MESSAGE

Krishi Vigyan Kendras act as the link between the University and the farmers to transfer technologies, which help in boosting agricultural production across the state. The consistent efforts of the KVK Senior Scientist & Head, Scientists and staffs have been instrumental in creating successful agri-entrepreneurs, who have been successful in gaining higher production and profit from farm sector. I am happy to note that Krishi Vigyan Kendra, Jajpur has taken initiatives to compile and publish success stories of selected entrepreneurs from different parts of the districts. Hope this publication will be inspirational to interested farmers, entrepreneurs and other stakeholders working in agriculture and allied sectors.

I wish this publication all success.

(Prof. Pravat Kumar Roul)







**ପ୍ରଫେସର ପ୍ରସନ୍ନଜିତ୍ ମିଶ୍ର**

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## MESSAGE

Agriculture plays a vital role for the development of farming community. But it faces many challenges and opportunities. Reduction in arable land, impact of climate change, aberrations in rainfall, migration of work force from agriculture to other sectors and frequent occurring of natural disasters like flood, drought, cyclone and hailstorm are the major challenges before the farming community. Now a days due to several development in agriculture, the scope for marketing of agricultural produce is immense. We have with us several technology baskets that need to be effectively transferred to the farmer's field.

In this context, the Krishi Vigyan Kendra, Jajpur plays a vital role for improving the livelihood security through various farmer friendly activity. KVK develops many entrepreneurs in the field of agriculture and allied sectors by giving location specific modern technology and guidance. Besides it also helps in doubling farmers income from limited resources through basket of technologies like IFS, INM, IPM, IWM, Value addition, processing etc. With the technical guidance of KVK scientists, farmers have achieved success in several enterprises, which has helped them for economic upliftment.

In this Book KVK tries to showcase few of the success stories from different corners of the district. This will inspire farmers, scientists and extension functionaries to work with accelerated speed for agricultural development in the rural areas. I acknowledged the contribution made by the senior scientist and head, scientists and programme assistant of KVK, Jajpur for this compilation.

(Prof. P. J. Mishra)







**ଡ. ସୁନୀଲ କୁମାର ମହାପାତ୍ର**

ବରିଷ୍ଠ ବୈଜ୍ଞାନିକ ଓ ମୁଖ୍ୟ

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Senior Scientist & Head



କୃଷି ବିଜ୍ଞାନ କେନ୍ଦ୍ର, ଯାଜପୁର

Krishi Vigyan Kendra, Jajpur

ଓଡ଼ିଶା କୃଷି ବୈଷୟିକ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ଭୁବନେଶ୍ୱର

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## MESSAGE

The Krishi Vigyan Kendra with multi-disciplinary team of scientists is actively engaged in transfer of agricultural technologies to the farming community in different parts of the state. With hard work and commitment of the scientists, many farmers, farmwomen and rural youth have excelled in the field of crop production, horticulture, animal resources, pisciculture, mushroom cultivation, bee keeping, integrated farming system, farm mechanization and so on.

Some accomplishments made by the farmers in various fields are documented in the form of success stories and compiled into this book. This will develop confidence amongst other farmers to adopt innovative technology for their economic upliftment. The painstaking effort by the Senior Scientist & Head and Scientists of the Krishi Vigyan Kendras, Jajpur in providing information for compilation of this book is duly acknowledged.

I hope, this book will pave the path for other farmers to become successful entrepreneurs in the field of agriculture and allied fields.

(Dr. Sunil Kumar Mohapatra)







# A climate resilient initiative to boost farmer's income



**Name & Address of Entrepreneur:**  
**Name- Laxmidhara Rout**  
Village- Dihakuransa,  
Block- Rasulpur, Dist- Jajpur

Mr. Laxmidhar Rout resident of Dihakuransh village, Block Rasulpur of Jajpur district is an innovative farmer. He was initially involved in cultivation of tomato, brinjal, chilli, cauliflower. However, he has diversified into floriculture after he faced difficulties like heavy incidence of insect pests and diseases, besides very poor economic returns while growing vegetables. He has attributed monocropping and crashing prices as the main reasons for his continuous losses.

## Intervention of KVK

Incidentally, he came in contact of scientists of KVK, Jajpur in one training programme conducted in nearby village. There he knew about scientific farming of annual Chrysanthemum (*Chrysanthemum coronarium* L.). The scientists visited his farm and meticulously observed the whole situation. They suggested him to go for cultivation of Annual Chrysanthemum (*Chrysanthemum coronarium* L.) and also advised him for drip irrigation and fertigation techniques. Among all the flower crops, he has chosen Annual Chrysanthemum due to easy propagation and flower of Annual Chrysanthemum fetch more returns both as loose and cut flowers.

## Technology intervention

He prepares field by ploughing 30cm deep four times to proper tilth in the month of October and applies well decomposed farmyard manure @40q/ha and vermicompost 10q/ha before last ploughing in last week of October. He also incorporates DAP @4q/ha and MOP 1.25q/ha at an interval of 20 days. Thereafter, he raises the beds of 2m×3m and make 20cm deep channels around the bed to avoid water stagnation. He plants 15000 seedlings treated with fungicides like Mancozeb @2.5kg/1 water per acre with 75cm×75cm apart@2 seedlings/pit. He gives Oxyfluorfen 1ml/l of water at final land preparation to make the land weed free upto 45 days to boost production. He adopts various IPM and IDM control measures suggested by KVK scientists for disease and pest management. The farmer starts plucking flowers after 2 months of transplanting of the seedlings in the main field.

## Monetary return from Annual Chrysanthemum cultivation

Year	Area(ha)	No. of plants	Total production(qtl)	Cost of Cultivation (Rs.)	Gross return(Rs.)	Net return(Rs.)
2019-20	0.2	7,500	52	45,000	3,64,000	3,19,000
2020-21	0.3	11,250	78.7	72,000	5,50,900	4,78,900
2021-22	0.4	15,000	90.5	95,000	6,33,500	5,38,500

## Impact of technology

The farmer has informed that the advice given by scientists of KVK, Jajpur helped him to introduce annual Chrysanthemum to the market which fetched him Rs 70/kg. The initiative has helped him to improve his socio economic status as he could make a profit of Rs 3-5 lakhs/year.

## Summary

Now Laxmidhar Rout is a ray of hope for many young farmers of the region, 5-6 young farmers has started annual Chrysanthemum cultivation. Now, he is leading a happy and satisfied life with his family in a newly constructed big house. The farmer got his son and daughter married off and never forgets the scientists of KVK, Jajpur, who helped him to reach this destination.









# Vermicomposting - A Healthy Approach For Sustainable Livelihood



Name & Address of Entrepreneur:

**Name- PRAMILA JENA**  
Village- Barapada,  
Block- Barchana, Dist- Jajpur

## Background Information:-

Pramila Jena was a house wife cultivating vegetables in backyard . She has no knowledge and exposure to scientific method of vermicompost production techniques as she is new to this enterprise .She is having 2 nos. of vermicompost tank of size (5m x 3 m x 1m cement pit units) from which she got 40kg of vermicompost at an interval of 45 days per unit. The total produce was 15 qtl.

## Technology Intervention:

KVK, Jajpur provided training, method demonstration on vermicomposting, better market linkage and Capacity building programme for

8 days, under Mission Shakti project that was given to SHG members of Jajpur district covering various aspects like production, harvesting, management ,post care and marketing ,exposure visit etc. for the benefit of the aspirants.

**OUTCOME:** She is getting an amount of Rs. 22500/- & Rs. 16600/- as gross return and net return respectively per annum. She could earn a profit of Rs. 16600/-.

## Impact:-

- She is now act as role model for other farmers and motivated other women (around 20) and mobilized

them for taking up entrepreneurship activities on vermicomposting and also provided employment to women in her enterprises.

- By seeing the success of Mrs. Pramila Jena farmers of near by village are interested for establishing vermicompost unit of their own in backyard.
- This enterprise now gain popularity among the rural youth as it provides better income for sustainable livelihood.







# Hi-tech Vegetable Cultivation – A Successful Venture For Raising Income



**Name & Address of Entrepreneur:**  
Name- Sisira Kumar Rout  
Village- Bahabalapur,  
Block- Rasulpur, Dist- Jajpur  
Mob : 9438274042

## Background Information:-

Mr. Sisira Kumar Rout, a young Agri. entrepreneur of Village- Bahabalapur, Block- Rasulpur. He cultivated paddy, vegetables like cowpea, bittergourd, cucumber & other vegetables in kharif and beans, cauliflower, brinjal, watermelon, capsicum, cabbage in rabi season in an area of 3 acre. The farmer has developed interest to know about different modern technologies available for increasing production of different vegetables. For this he came in contact with KVK Scientists about modern technologies.

**Technology Intervention:** The scientists of KVK, Jajpur made a visit to his field and suggested to adopt drip irrigation with mulching which resulted better yield and minimized expenditure.

**OUTCOME:** He get net profit of Rs. 2,15,000/- from vegetable cultivation per annum and also get net profit of Rs. 14,000/-, Rs. 23,500/- respectively per annum from paddy and groundnut cultivation.

**Impact:** Now he became a successful entrepreneur and role model for other farmers of the village and nearby villages.





# Mushroom & Mushroom spawn production for livelihood security



**Name & Address of Entrepreneur:**  
**Name-** Sandhya Rani Mahala  
**Village-** Bhusandapur,  
**Block-** Barchana, Dist- Jajpur  
**Mob :**

## Background Information:-

Sandhya Rani Mahala is a successful mushroom entrepreneur and spawn producer besides get income through paddy farming and small scale dairy activities. Assessing her need and potentiality, KVK imparted vocational training round the year on mushroom and spawn production which motivated her to take up the mushroom cultivation, which requires low investment. She utilized her waste land for spawn production which is a great demand in Jajpur district.

## Technology Intervention:

KVK, Jajpur provide training, method demonstration on mushroom cultivation & spawn production and better market linkage through Horticulture Dept., ORMAS and credit linkage through NABARD, ATMA, BANK etc.

## OUTCOME

She get net profit of Rs. 1,50,000/- and Rs. 36,000/- per annum from 5000 and 1000 beds respectively by cultivating paddy straw mushroom and oyster mushroom.







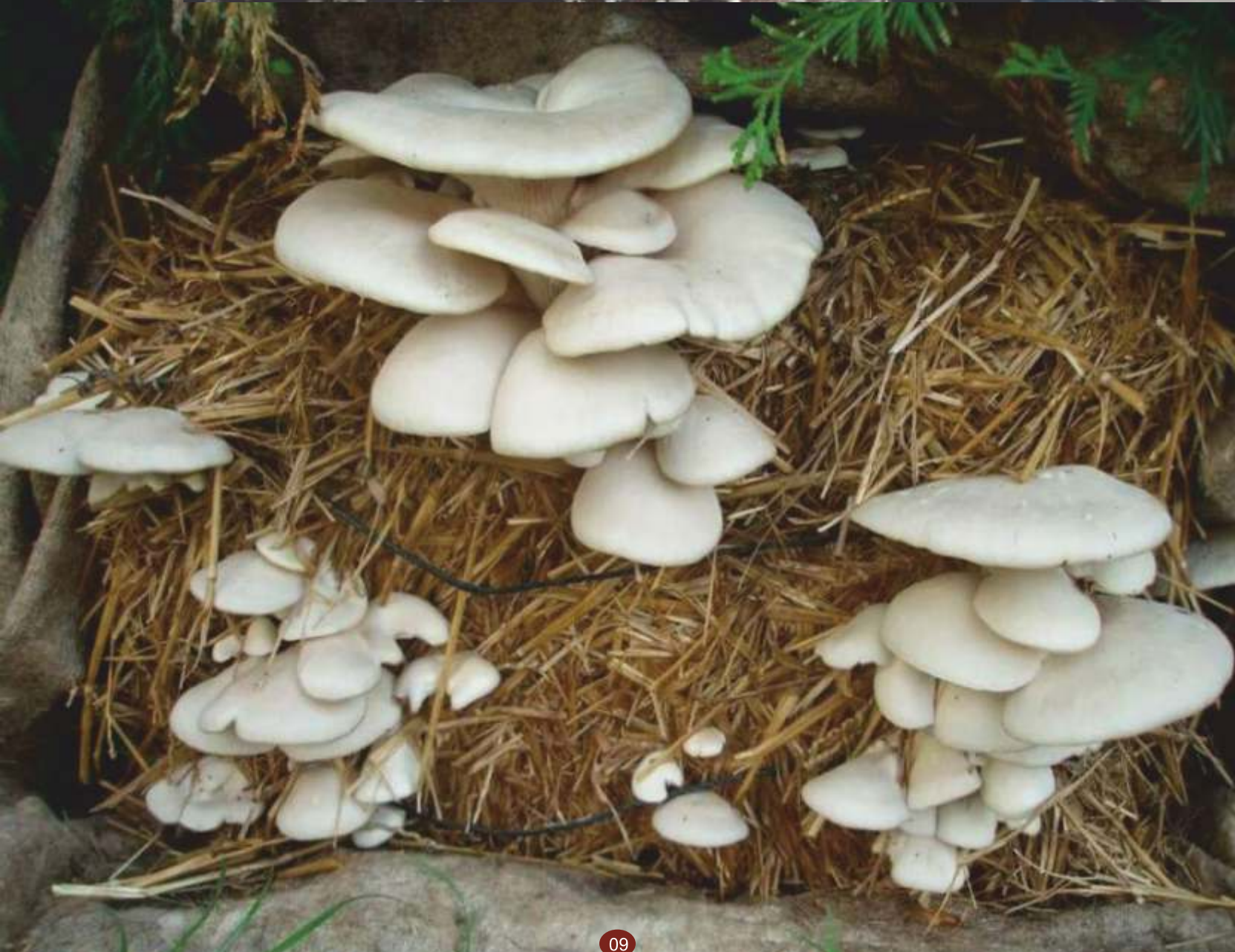
She also get a net profit of Rs. 1,80,000/- per annum by producing 36000 nos. of mushroom spawn bottles.

#### **Impact:-**

- Now she is a successful entrepreneur and became a role model to other women in the village as well as other villages.
- She was felicitated in farmers' fair organized in KVK Jajpur and also felicitated by Hon'ble MLA, Barchana through ATMA, Jajpur.
- She has been conferred with award of Successful Mushroom entrepreneur in Odisha by Odisha Mushroom Producers' Federation









# Mushroom Cultivation – A Successful Enterprise For Income Generation

## Name & Address of Entrepreneur:

**Name- BIJAYA KUMAR PANDA**

Village- Narsinghpur,

Block- Dharmasala, Dist- Jajpur

Mob :



**Monitoring by KVK Scientist**

**Background Information:-** Bijaya Kumar Panda is a successful mushroom entrepreneur. He was also cultivating paddy and vegetables in traditional method

## Technology Intervention:

KVK, Jajpur provided Capacity building programme of rural youth for income generating activities (Market-led approach, forward market linkage etc).

## OUTCOME:

He get net profit of Rs. 1,50,000/- per annum from 1500 bed/month and also get net profit of Rs. 80,000/- and 40,000/- respectively from vegetable and sugarcane cultivation.

## Impact:-

Farmers and farm women from his village and near by village are inspired by his mushroom cultivation and they are interested for growing mushroom.



**Mushroom Farm**



**Harvesting of mushroom**







# Bulb Onion – A way of raising income



**Name & Address of Entrepreneur:**

**Name : BISWANATH LENKA**

**Village : Achyutpur**

**At/Post : Dharmasala, Dist- Jajpur**

**Background Information:-** Farmers of the village achyutpur cultivated multiplier Onion and have little knowledge about the cultivation practices of Bulb Onion. Many farmers were growing multiplier onion for their own consumption and a few of them were cultivating the crop in large scale, but the return was very less in comparison to the bulb onion.

**Technology Intervention:** Personal contact, demonstration at KVK crop cafeteria farm, training, input supply and proper follow ups and supply of extension literature motivated the farmers to take of the crop. KVK scientists motivated the farmers to go for bulb onion production instead of growing multiplier onion in the same land. Since the crop production practice was very similar to that multiplier one in the same land and also the market was very favorable for the crop. Then the KVK scientist chalked out a plan with the interested farmers for taking of front line demonstration comprising of 5 farmers over an area of 2 ha.

## **OUTCOME:**

By adopting the new variety Agri Found Light Red, Mr Lenka harvested 250 q/ha where as the local multiplier onion yielded only 150q/ha with a net profit of Rs.70000 . By seeing the success of Sri Lenka his co-farmers, farmers from adjoining villages showed great interest in cultivating Bulb Onion(Agrifound Light Red)

## **Impact:-**

- Hundreds of farmers from the village Achyutpur and nearby villages have adopted this technology
- Farmers from other blocks namely Rasulpur and Barchana showed their eagerness for this technology after witnessing the success of Sri Lenka and others
- The line department officials, NGOs and farmers club members of the area appreciated the variety Agrifound Light red after looking at success of the programme taken up by the KVK on this cash crop.
- The onion variety grown by Sri Lenka and others have already been displayed during State Level Exhibition for which the Dean Extension Education, OUAT and Secretary DAFF Govt. of Odisha well appreciated.









# Custom Hiring Centre For Self Reliance

## Name & Address of Entrepreneur:

Name: **Sri Priyabrata Biswal**

Village- Solapata, Block- Dasarathpur,  
Dist-Jajpur.

**Background Information:-** Sri Priyabrata Biswal has one pond based farming system (1 ha). By advice of KVK Scientist, he purchased field machineries (combine harvester, seed drill, tractor) during the year 2012-13 for custom hiring. But he could not able to get proper income from Combine Harvester due to lack of knowledge and skill regarding care & maintenance as well as operation methods of combine harvester and poor adoption of technology in farming system.

**Technology Intervention:** He attended skill oriented training conducted by KVK, Jajpur. Also a field demonstration on Combine harvester was held in his field. He established more linkage with farmers and different stake holders. Initially he operated combine harvester for 30hrs in Jajpur district and 145 hrs in outside district in both the season. After getting training and demonstration now he is able to operate the machine for 400 hrs in Jajpur district and 350hrs in outside of the district due to coming in contact with more number of farmers and private stake holders



**OUTCOME:** He purchased another Harvester and a Tractor in the year 2014-15 for his custom hiring center. From his two nos. of combine harvester, he got a net profit of Rs.7,32,500/- & Rs. 65,000/- from his tractor. He got net profit of Rs. 180,000/-, 72,000/-, 60,000/- from his 8 ha rice cultivation, 1.2 ha each of vegetable and pisciculture respectively now his annual net income is Rs. 11,09,500/-.

## Impact:-

- Presently he has become a successful young entrepreneur and a role model for other farmers in the district.
- The young farmer has been felicitated at OUAT Foundation day on 24<sup>th</sup>, August, 2013 for his success.
- Nearly about 500 no. of farmers of the district have adopted the technology.
- Now he purchased another track type combine harvester in the year 2019-20 for his Custom hiring Center.









# Bio-control method

## A new hope for brinjal growers of Jajpur

### Name & Address of Entrepreneur:

**Name: Rankanidhi Rout**

At : Achutpur,

At/Post : Dharmasala, Dist- Jajpur

**Background Information:-** Farmers usually grow two to three crops in a year (HYV paddy, greengram, brinjal, tomato, cauliflower, chilli and sugarcane). Majority of the farmers grow brinjal round the year and sell in the local market for their livelihood. Every time they fail to get maximum production due to infestation of shoot and fruit borers and other diseases. But still they continue to grow this crop.

**Technology Intervention:** The KVK scientists discussed the problem in details with the farmers and motivated them to adopt integrated pest management approach to manage the pest problem. He gather fast hand knowledge on application of IPM in brinjal. Then he applied the technology in his own farm along with other farmers through a FLD programme conducted by KVK. Motivation through personal contact, demonstration of the technology in farmers' field, training, liasoning with OUAT for supply of bio-agents and field visits at regular intervals. In addition to this KVK has also distributed extension literature and used electronic and print media to create mass awareness.

He used control agent, *Trichogramma chilonis* egg parasitoids @ 20,000 per acre for six times and installed pheromone trap @ 8 nos per acre for two times as a component of IPM. Besides these he also used neem cake @100kg/acre as basal dose , sprayed multi neem @600ml/ acre for three times and cartrap hydrochloride @ 200gm/acre for once as foliar spray after 45 DAP to save the crop from fruit and shoot borer attack.

**OUTCOME:** By adopting this technology Sri Rout harvested 270 q/ha in comparison to local check of 220q/h. Pest infestation was reduced from 70 to 10%.He also saved 50% expenditure on pesticides. With the success of Sri Rout his co-farmers and farmers from adjoining villages showed great interest in adopting IPM strategies for protecting the crop. The concerned farmer got Rs.51,000/ac in comparison to local practice.

### Impact:-

- Sri Rout and other farmers of the area appreciated the technology and proposed to establish a bio control lab in KVK campus for easy and timely availability of the bio-agents.
- K.V.K is now providing exposure visits to the interested farmers' to the field of practicing successful farmers.
- Initiative has also been taken to establish a bio-control lab in a small scale in the KVK campus to meet the local needs.





# Value Addition- A successful approach for higher Return



## Background Information:-

Mrs. Gitanjali Behera of Khairabad village of Jajpur district ,Odisha is a small and traditional dairy farmer for the last five years. She possesses about 4 acre of land which includes her house and cattle shed. She was struggling to fulfill the needs of her family members including the education of her children from traditional rearing of cows . This income was also not regular, as cows were not in milk giving stage throughout the year. Therefore, for the maintenance for her family she was supplementing income by doing share cropping

### Name & Address of Entrepreneur:

**Name- Geetanjali Behera**

At-Khairabad, P.O: Mugupal,  
Block –RasulpurDist- Jajpur, Odisha



## Technology Intervention:.

She was advised to attend a training program on dairy farming and value addition on milk .she subsequently attended on five-days training program in KVK on value addition. She has been provided with all the need based knowledge & skill, which included scientific rearing of cattle for more milk production, skill training on value addition on milk and improved practice of fodder cultivation. She has undergone training at OMFED for artificial insemination techniques, KVK for management of dairy units, and at



veterinary department for fodder cultivation. Now she has 18 numbers of Cross Breed Jersey and Holstein cows and 1.0ac. land under fodder cultivation.

**OUTCOME:** Once she started growing in large scale i.e more than 120 liter. She sells 90 litres of milk to state run OMFED at Kuakhia collection centre earning an average

of Rs 2000/day. She also sells about 20 litres of milk in local market at the rate of Rs 34/lit earning Rs 680/day with about 40 litres of milk for value addition, she produces about 6-7 kg paneer per day fetching Rs. 2500 per day, with a gross income of about Rs. 5000 per day and a net income of over Rs 2500 per day, she got a net profit of Rs.9,00,000/- per annum.

### Impact:

Her farm has been a point of attraction for exposure visits by new dairy farmers. Farmers of adjoining areas of Barchana, Dharmasala, Rasulpur, Korei, Jajpur, Dasarathpur have been inspired by her success and have been rearing dairy cows following her successful model.









# Flower and fruit cultivation- A Profitable Enterprise for small farmer



## **Name & Address of Entrepreneur:**

**Name- Rashmi Ranjan Rout**

Village- Dihakuransa

Block- Rasulpur, Dist- Jajpur, Odisha

**Background Information:-** Rashmi Ranjan Rout was practicing only paddy cultivation for his family maintenance and it was very difficult for him to meet day to day expense of his family. He came in contact with the scientist of KVK, Jajpur and told about his financial problem. KVK scientist is identified his need and motivated him for flower and fruit cultivation

**Technology Intervention:** Vocational training, OFT, FLD, Field day, extension literature, market linkage and entrepreneurship development.

**OUTCOME:** He got net profit of Rs. 1,77,500/- and Rs. 1,40,300/- per annum from flower cultivation and seedling production and Banana cultivation respectively. He is able to get net profit of Rs.3,17,800 per year from his 2.4 ha of land.

## **IMPACT**

The success story of Rashmi Ranjan Rout has been published in the KVK Newsletter as well as communicated to the horticulture department of Jajpur for popularization and horizontal spread, Being inspired by Mr. Rout 25 nos of famers of nearby villagers adopted marigold and banana cultivation as a part of their income generation.









# Poultry Rearing- A successful enterprise for Income and employment generation



## Name & Address of Entrepreneur:

**Name- SAROJ PRASAD DEO**

Village- Chandia, Block- Barchana

Dist- Jajpur



**Background Information:-** Mr. Saroj Prasad Deo is a young farmer of village Chandia Block- Barchana of Jajpur district. He was facing a lot of difficulties to maintain his family in two acres of land. He came in contact with KVK Scientists and he was advised to go for poultry rearing with 100 nos of colour birds in backyard.

**Technology Intervention:** KVK, Jajpur provided vocational training & FLD on Backyard poultry rearing, exposure visit to intensive poultry Development Project Bhubaneswar, distribution of leaflet to the farmers and Market linkage.

**OUTCOME:** Adoption of improved technologies like vaccination, he is able to keep mortality below 2% level, Now he is selling 400 nos of poultry birds with a net profit Rs. 1,45,600/- per annum.

## IMPACT:

Inspired by the success of Mr. Deo, farmers of nearby areas of Chandia have approached KVK for poultry rearing, village women of Majhipada, Chandia and rural youth of Saudia have already started poultry rearing activities with the help of KVK. Three SHG groups of Saudia, Majhipada & Chandia are currently growing.









# Aseel poultry bird rearing for higher return



## Name & Address of Entrepreneur:

**Name- Mr. Anil Dhir**

At- Sorei, P.O: Madhusudanpur  
Block – Dharmasala, Dist– Jajpur

**Background Information:-** Mr. Anil Dhir belongs to poor farmer class and has less than 1 acre of land. He started desi poultry (Aseel breed) rearing in small scale and used to sell the birds in higher price in locality. He struggled a lot to invest more in free range poultry as he got the taste of high market value of desi birds and higher return by less investment. He tried to take land on lease to increase his free range poultry farming.

**Description of Technology:** Mr. Anil Dhir was in regular contact with KVK, Scientist (Animal Science) for day to day management. He was purchased a total of 100 numbers of Aseel day old chicks and that were advised to get brooding inside a small iron compartment. He was advised to release the birds for free range grazing. All precautionary measures to avoid disease mortality were prescribed to him in cheap cost and he was advised to check cannibalism, so that aesthetic value of birds could be preserved for better

marketing. He took the advice positively. Now a day he is getting good return from free range poultry farming. He is now accustomed with natural egg incubation and getting good numbers of day old chicks out of that. Now, he has extended his farm and is rearing 500 numbers of free range Aseel birds rearing with good marketing value.

**Technology Intervention:** One day he came to KVK, Jajpur and interacted with scientist (Animal Science) regarding Aseel bird's purchase source as well as technical details of beneficial free range poultry rearing. He also informed the availability of 1 acre land near to his residence and showed interest to take that on lease if monetary and technical help assured. He invited scientist (Animal Science) for visit to his predestined land to intimate the feasibility of his plan and KVK is planning to help him through NABARD collaboration project. DDM (District Development Manager), Jajpur has got communication regarding visit of his farm to extend financial help in collaboration with KVK, Jajpur. . Now, he rearing 500 numbers of free range Aseel birds with good marketing value

**OUTCOME:** He get net profit of Rs. 7,00,500/-/- per annum from Aseel breed rearing.

**IMPACT:** Free range poultry farm has been the point of attraction for much new start up farmers and customers. Customers from Balasore, Jajpur town, Baripada, Keonjhar, Sukinda, interior tribal areas used to come for desi bird purchase. Local egg marketing people communicate with him for desi egg purchase. Now he is in the way of success for final achievement of goal i.e; a large free range area with more than 3000 birds and daily egg production quantity 2000 numbers. He poses a central attraction for many unemployed youth and SHGs for the core intention “earning livelihood”.









# Mushroom cultivation- A profitable enterprise for higher income



## Name & Address of Entrepreneur:

**Name- Laxmipriya Behera**  
Village- Dhanmandal, Block-Barchana  
Dist- Jajpur

**Background Information:-** *Smt. Laxmipriya Behera*, of Dhanmandal, Barchana, Jajpur, now a satisfied and successful mushroom entrepreneur, was not having any income generating activity and she did not attempt any enterprise due to lack of awareness and skill as well as financial resources. She was looking for an activity which can supplement her family income with low investment.

**Technology Intervention:** The KVK Jajpur identified her need and motivated her to take up the Mushroom cultivation which requires low investment and fewer inputs. The marketability of the product is also encouraging in the nearby areas. The KVK scientist explained the concept of mushroom enterprise, which made her interested to take up the enterprise.



**OUTCOME:** Her annual income was Rs. 62400 on an average Rs.5200/- per month

**Impact:** Now *Smt. Laxmipriya Behera* is a successful entrepreneur and became a role model to other women in the village as well as other villages.









# Nursery raising a profitable enterprise for income generation



**Name & Address of Entrepreneur:**

**Name- AJAYA NAYAK**

Village- Derabara, Block- Dharmasala

Dist- Jajpur

**Background Information:-** Ignorance of scientific method of nursery raising . He was cultivating paddy and vegetables in traditional method & also he has no knowledge about scientific raising of nursery.

**Technology Intervention:** KVK, Jajpur provide Training, Technology Demonstration and develop market linkage, utilizing waste land and Capacity building programme of rural youth for income generating activities (Market –led approach, forward market linkage etc.).

**OUTCOME:** He get net profit of Rs. 1,10,000/- , Rs. 45,000/- and Rs. 80,000/-per annum respectively from seedlings vegetables, flowers and sapling fruits

**Impact:** Mr Ajaya Nayak is a successful entrepreneur and became a role model to other farmers in the village as well as other villages. He became a master trainer in raising seedling for some of the farmer in different blocks of Jajpur district, also received many recognitions. He was felicitated in University Foundation Day (OUAT) on 24.08.2014.

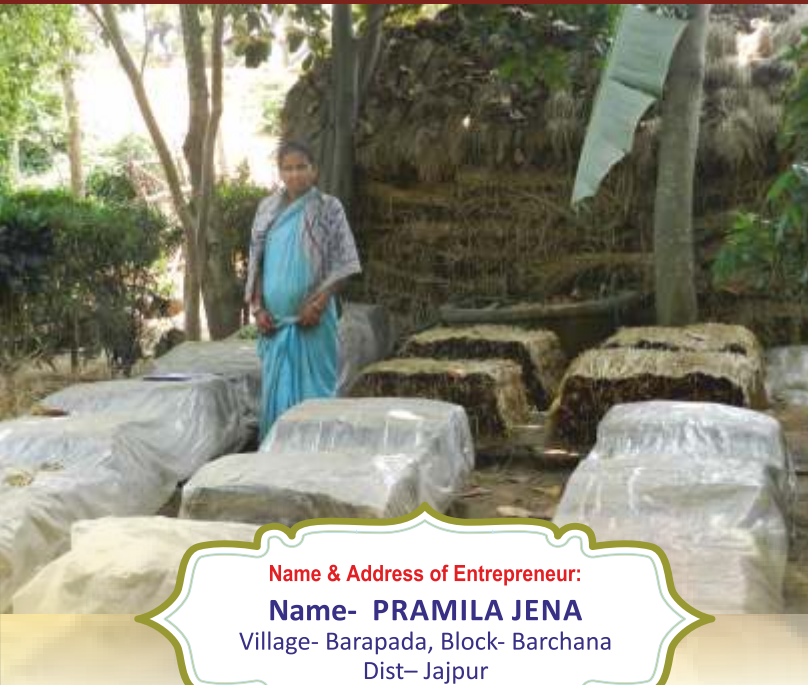








# Mushroom cultivation a profitable enterprise of rural women



**Name & Address of Entrepreneur:**

**Name- PRAMILA JENA**

Village- Barapada, Block- Barchana  
Dist- Jajpur

**Background Information:-** Smt. Pramila Jena is a matriculate lady farmer of village Barapada, Barchana, Jajpur having of 2 acres land. She was growing paddy and Groundnut in traditional method. Being motivated by KVK scientist she has started with only 5 to 6 beds in 2011 in her farm. Now she has become a successful women entrepreneur.

**Technology Intervention:** KVK, Jajpur provide Vocational Training, FLD, OFT programme on Mushroom cultivation (Paddy straw and Oyster).



**OUTCOME:** Smt. Pramila Jena get net profit of Rs. 2,70,000/-per annum from mushroom cultivation.

**Impact:** Smt. Pramila Jena has motivated 25 nos of women SHGs of Badachana & Dharmasala block and mobilized them for taking up entrepreneurship activities on mushroom. Now eight number of family members are engaged in her farm. She was felicitated in farmers fair cum farmer scientist interaction programme held on 11.12.2014 for her significant contribution in areas of mushroom production throughout year.









# Integrated farming system for higher return



**Name & Address of Entrepreneur:**  
**Name- LAXMIDHARA ROUT**  
Village- Dihakuransa, Block- Rasulpur  
Dist- Jajpur

**Background Information:-** Sri. Laxmidhara Rout is a resourceful farmers having 13 acers land. He was practicing traditional method of cultivation.

**Technology Intervention:** KVK, Jajpur providing skill oriented training regarding vegetable cultivation, floriculture, planting materials production and demonstration of high value crop and micro irrigation system. Timely monitoring and distribution of leaflets regarding latest technology in vegetable cultivation.

**OUTCOME:** He get net profit of Rs. 3,05,000/- per annum from vegetable cultivation and he also get a net profit of Rs. 1,37,500/-, Rs. 1,92,000/- and Rs. 16,000/- respectively per annum from Paddy, groundnut and floriculture .

**Impact:** Now he has become a successful entrepreneur and became a role model for other farmers. He is able to earn Rs 6, 50,500/- from his 13 acre of land. Maximum profit he is getting from vegetable cultivation.









# Organic Sugarcane Cultivation Raises Income of The Farmer

**Name & Address of Entrepreneur:**

**Name- DEBENDRA DASH**

Village- Niladeipur, Block- Dharmasala

Dist- Jajpur

**Background Information:-** Sri. Debendra Dash is a progressive farmer of village Niladeipur of block-Dharmasala having of 10 acres land. He growing paddy and Sugarcane in traditional method.

**Technology Intervention:** KVK, Jajpur providing Training, exposure visit, demonstration, linkage with sugarcane industry, utilizing waste by vermi-composting and also Capacity building programme like Farmers & farm women training on organic sugarcane cultivation, market linkage by KVK training on organic cultivation.



**OUTCOME:** He get net profit of Rs. 4,92,450/- and Rs. 29500/- respectively per annum from sugarcane and paddy cultivation.

**Impact:** In district Jajpur the sugarcane area was very less but in due course after introduction of organic sugarcane and the buy back by the sugar industry farmers are interested to grow the sugarcane in commercial basis. After getting a good income. He was motivated the other farmers to grow sugarcane and the farmers are show their interest to grow sugarcane









# Custom Hiring Centre for making framers self reliant



**Name & Address of Entrepreneur:**

**Name- AJIT KUMAR SETHI**

Village- Deoda, Block- Dharmasala

Dist- Jajpur

**Background Information:-** Ajit Kumar Sethi was having 2.5 ha land but he was unable to get much profit from only paddy, vegetable farming and groundnut farming.

**Technology Intervention:** Mr. Ajit came in contact with the Scientists of KVK, Jajpur. He was advised to attend Skill oriented training, Demonstration of improved machineries and update knowledge on Agro service centre. Capacity building programme for income generation (custom hiring centre) and market linkage. He purchased tractor and different tractor operated improved machineries and providing them for custom hiring.

**OUTCOME:** He get net profit of Rs. 2,00,000/- from **Agro service centre**

**(Tractor/cultivator/ Rotavator/Ridger** per annum and also get net profit of Rs. 37,375/-, Rs. 39500/- and Rs. 27,000/- respectively per annum from paddy, groundnut and vegetable cultivation.

**Impact :** By seeing the success of Mr. Sethi the other farmers are interested to set up the custom hiring center. He motivated young farmers of his village and near by villages for taking up custom hiring centre









# Integrated Farming System A Successful Enterprise

**Name & Address of Entrepreneur:**  
**Name- BIBHUDUTTA SAMAL**  
Village- Sananoonpur,  
Block- Jajpur, District- Jajpur



**Background Information:-** Mr. Bibhudutta Samal (At- Sananoonpur, PO-Jhalapada, PS- Jajpur, Via- Brahmabarada, Block- Jajpur, District- Jajpur, PIN- 755055, Phone Number- 7873026719) started his Integrated Farming System with technological intervention from KVK, Barchana, Jajpur and is a model stature for other farmers to take up the Integrated Farming System as a model of high benefit farming.

**Technology Intervention:** Mr. Samal has 4 acres land and one half acre pond, but he could not take decision to take up what kind of farming. He came to know about Krishi Vigyan Kendra, Barchana, Jajpur. He contacted with Animal Scientist of KVK, Jajpur and got complete knowledge about integrated farming system. Knowledge on Colour bird farming, organic animal husbandry, free range animal as well as poultry husbandry, benefits of

integrated farming system. KVK Jajpur organized one farmer and farm women training programme in his village on “Duck Husbandry and its economical benefits” and he got more inspiration out of this. Chhabro chicks, Khaki Campbell ducks and Black Bengal goats were purchased by him from KVK, Jajpur. Day to day management and husbandry problems has been in discussed with Animal Scientist, KVK, Jajpur

**OUTCOME:** Mr. Samal is getting Rs 748704/- per annum from his enterprise.

**Impact :** Mr. Samal is the centre of attraction for all media personnel who are broadcasting the agriculture and allied activities for benefit of farming community. This attracts many neighbor farmers and non-farmers to take a decision to do a farming activity like him.



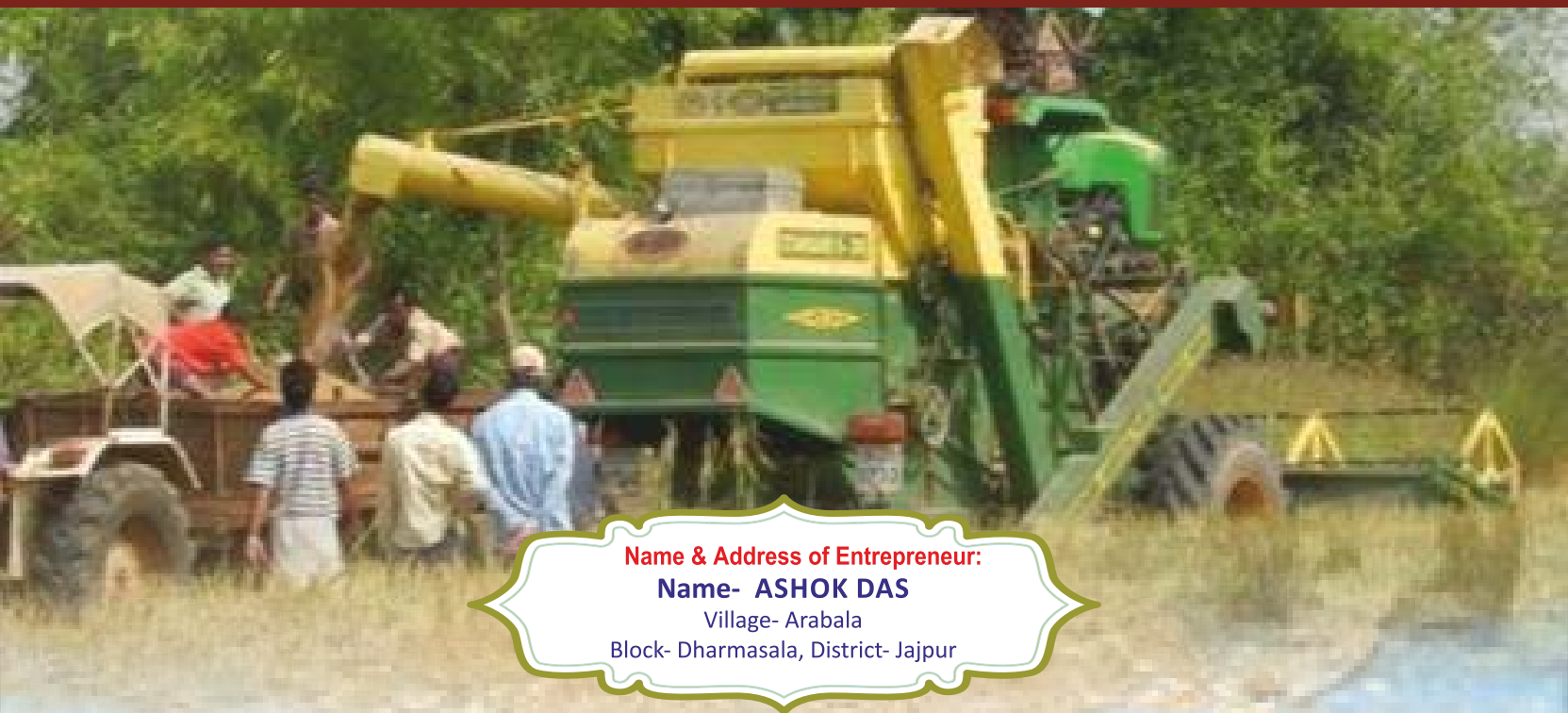






# Agro-service Centre

## A successful venture for self Reliant



### Name & Address of Entrepreneur:

**Name- ASHOK DAS**

Village- Arabala

Block- Dharmasala, District- Jajpur

**Background Information:-** Mr. Ashok Das was having 4 acres of land in which he was growing paddy, groundnut and vegetable in traditional method and he had a tractor.

**Technology Intervention:** KVK, Jajpur providing Training, demonstration, linkage with farmers and supply of extension of literature. Initially he was using his tractor with

cultivator for field preparation operation. After getting training demonstration he purchased tractor operated rotavator, seed cum fertilizer drill and groundnut thresher, now he is able to operate tractor operated seed cum fertilizer drill for 160 hr and groundnut thresher for 210 hr. in Jajpur district.

**OUTCOME:** Mr. Das gets net profit of Rs. 4,64,640/- from Agro service center

(Tractor with rotavator/groundnut thresher/ Tractor with seed drill per annum and also gets net profit of Rs. 51,250/- and Rs. 76,000/- respectively per annum from paddy, groundnut cultivation.

**Impact:** Now Mr. Das has a successful entrepreneur and became a role model for other farmers and they are interested to purchase groundnut thresher as it saves time, labour and cost.

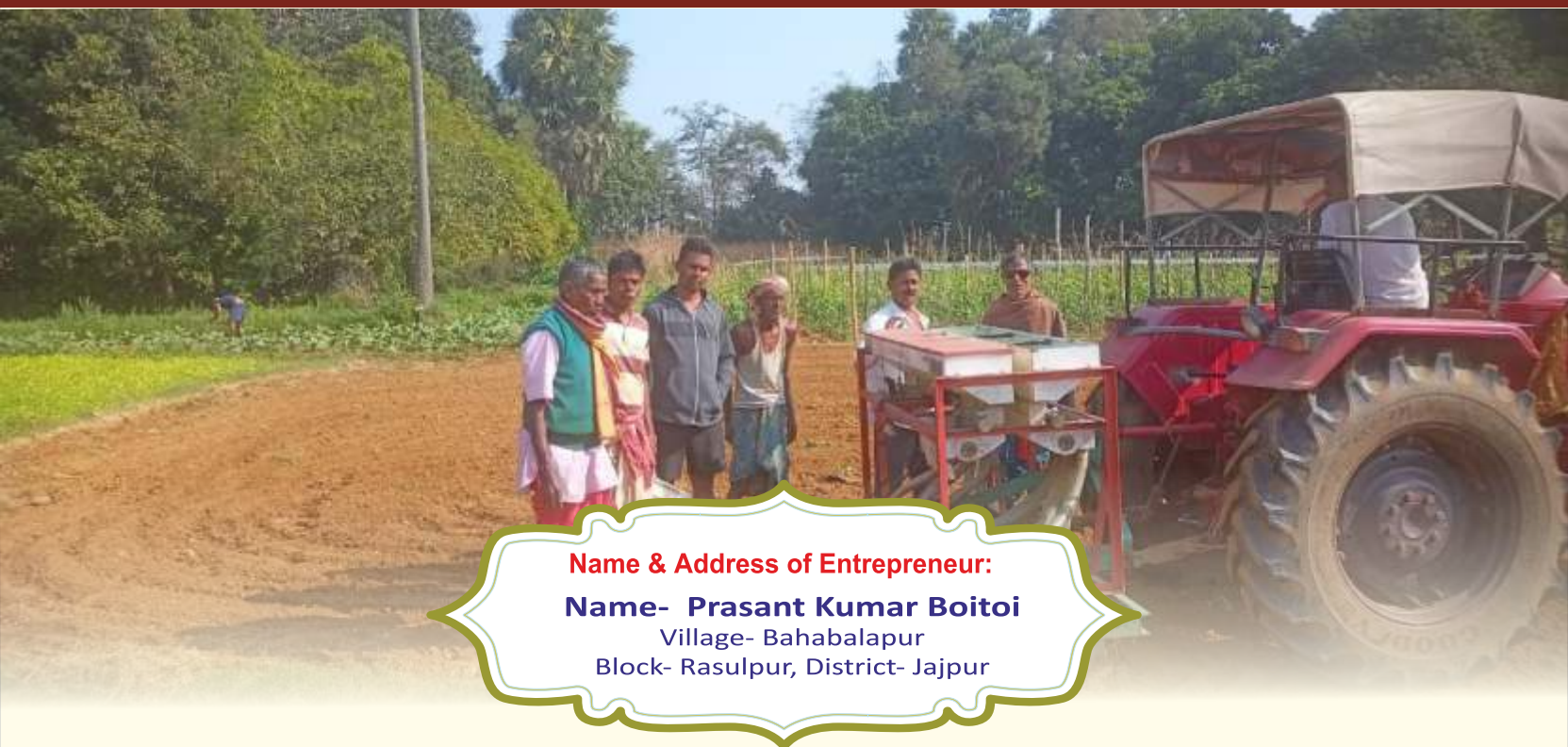








# Custom hiring Center- a successful venture for income generation



**Name & Address of Entrepreneur:**

**Name- Prasant Kumar Boitoi**

Village- Bahabalapur

Block- Rasulpur, District- Jajpur

**Background Information:-** Mr. Prasant Boitoi is a young entrepreneur of village Bahabalapur of block- Rasulpur having has 2.2ha.land who has established his own custom hiring centre. He is also earning good amount from his enterprise for livelihood security.

**Technology Intervention:** KVK, Jajpur providing Training, demonstration, linkage with farmers and supply of extension of literature. Now he has 2 nos. of tractor, 1no each of seed cum fertilizer drill, Rotavator, cultivators and M.B. Plough. He is giving a tractor and the matching implements for custom hiring.

**OUTCOME:** He get net profit of Rs. 5,04,000/- from Custom hiring centre

**Impact:** Mr. Boitoi become a successful entrepreneur and role model for the young mass in the district. He is operating his tractor and implements not only in his block but also in other blocks. The farmers of his village and nearby villages are interested to develop custom hiring centre like him.

















# Groundnut-

## A profitable oilseed crop for self sustenance



### Name & Address of Entrepreneur:

**Name-** Sahadeb Biswal

Village- Damodarpur

Block- Rasulpur, District- Jajpur

**Background Information:-** Mr. Sahadeb Biswal is practicing groundnut local variety from which he was not able to get satisfactory yield. He was not able to get adequate income from his crop.

**Technology Intervention:** Scientist of KVK, Jajpur suggested for seed treatment, soil test based fertilizer application and need based pesticide application. He used groundnut seed var. Dharani, seed treatment with Vitavax Power 2gm/kg of seed.

**OUTCOME:** Mr. Biswal got has got the yield of 27.2 q/ha by adopting improved variety of groundnut and other management practices against the traditional practice where the yield was 18.5 q/ha. The % increased in yield was 47.02% over traditional practice.

**Impact:** Mr. Biswal has become a successful progressive farmer and role model for the young mass in the district.









# Sunflower a profitable Oilseed crop for livelihood Security



## Name & Address of Entrepreneur:

**Name: Bhagaban Satapathy**

Village: Alatri

Block: Korei, District: Jajpur

## Background Information:

Mr. Bhagaban Satapathy is a progressive farmer cultivating different crops and vegetables in an area of 3 acre during kharif and rabi. He was not able to get adequate income from his crops. Then he cultivate sunflower during summer in an area of 1 acre which gives him high return.



## Technology Intervention:

Scientist of KVK, Jajpur suggested for Improved management practices and advised to use seeds of var. KBSH-41, seed treatment with Vitavax Power + Bentonyte Sulphur+ need based plant protection Chemical i.e, Spraying of Ridomil gold @2g/lit & Spinotoram @60g/acre.

## OUTCOME:

Mr. Satapathy has got the yield of 6.0 q/ha by adopting improved variety of sunflower and other management practices and getting net income of Rs. 13500/ha.

**Impact:** Mr. Satapathy has become a successful progressive farmer in his village and inspiration to young farmer for adopting this technology. he young mass in the district.









# Kharif Groundnut Cultivation brings smile in the face of farmer



## Name & Address of Entrepreneur:

**Name: SANJULATA MOHANTA**  
Village: Mondapada  
Block: Danagadi, District: Jajpur

**Background Information:** Mrs. Sanjulata Mohanta was practicing groundnut local variety TG-9, from which he was not able to get satisfactory yield. She was not able to get adequate income from her crop.

**Technology Intervention:** Scientist of KVK, Jajpur suggested Improved management practices of groundnut var.

Devi, Seed treatment with vitavax power @ 2gm/kg of seed .Soil test based fertilizer and need based plant protection measure

**OUTCOME:** The improved variety of groundnut and management practices increased the yield. The yield was found 18.6 q/ha in recommended practice and 13.6 q/ha traditional practices. She got 36.76% increase in yield than traditional practice

**Impact:** Mrs. Mohanta become a successful progressive farmer in the village and adjoining villages.









# Vermicomposting a healthy approach for Livelihood security



**Name & Address of Entrepreneur:**  
**Name- SMT. NAYANA BHOI**  
Village- Nuasasan, Block- Barchana  
Dist- Jajpur

for 8 days, under Mission Shakti project was given to SHG members of Jajpur district covering various aspects like production harvesting, management ,post care and marketing ,exposure visit etc. for the benefit of the aspirants.

**Background Information:-** Smt.Nayana Bhoi was a house wife cultivating vegetables in backyard . She has no knowledge and exposure to scientific method of vermicompost production techniques as she is new to this enterprise .She is having 4 nos. of vermicompost tank of size (3'x3'well ring pit units) from which she got 40kg of vermicompost at an interval of 75 days per unit. The total produce was 12.8 qtl.

**Technology Intervention:** KVK, Jajpur provide training, method demonstration on vermicomposting, better market linkage and Capacity building programme

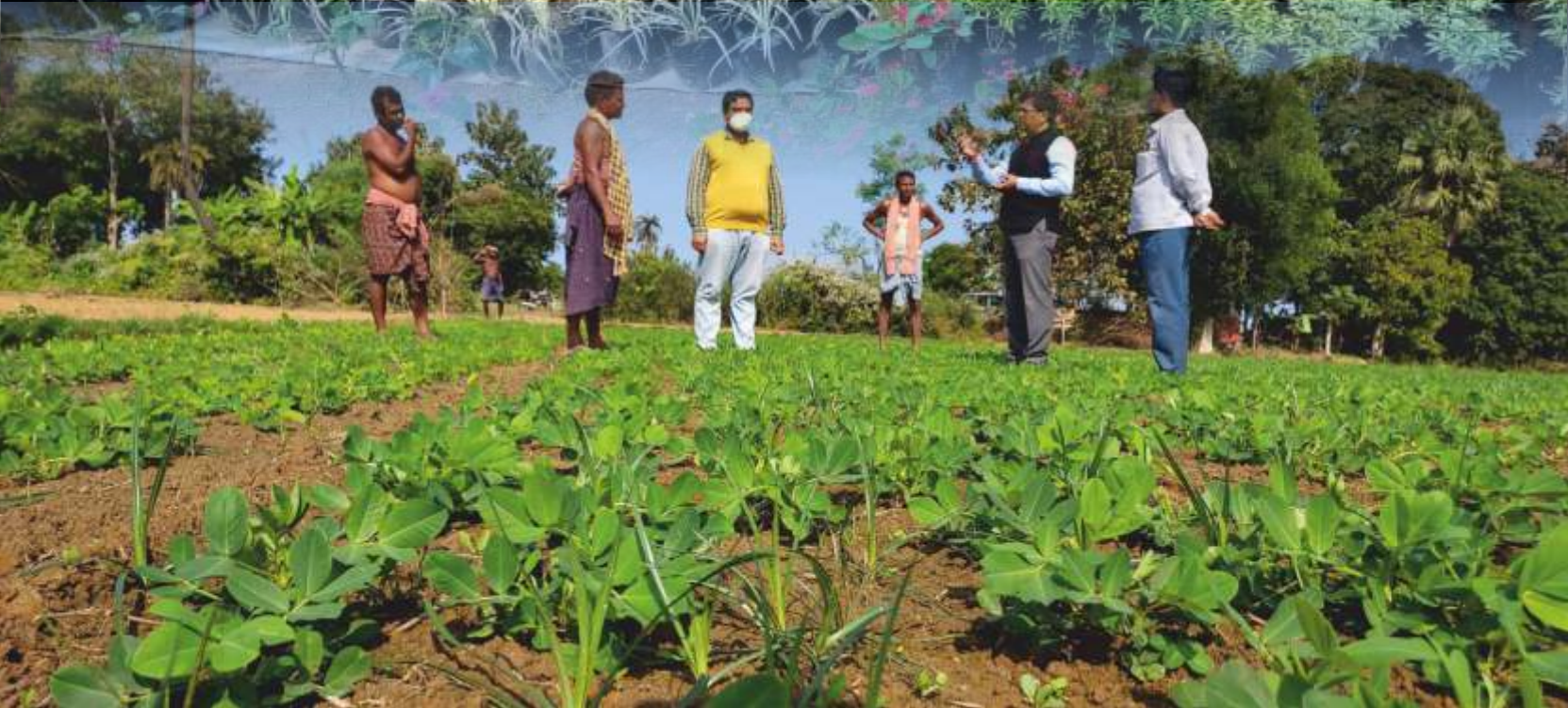
**OUTCOME:** Smt.Nayana Bhoi getting an amount of Rs. 19200/- & Rs. 13200/- as gross return and net return respectively per annum. She could earn a profit of Rs. 13200/-.

## Impact:-

- Smt.Nayana Bhoi is now act as role model for other farmers and motivated other women (around 10) and mobilized them for taking up entrepreneurship activities on vermicomposting and also provided employment to women in her enterprises.
- This enterprise now gain popularity among the rural youth as it provides better income for sustainable livelihood.











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