

# Achievements@

*By the*  
**KVKs of  
Odisha  
West Bengal  
and  
A&N Islands**



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## Planting materials sustained economic gain

Raising of planting materials at a commercial level is not a common livelihood option of the young people. But Mr. Samiran Samui and Mr. Bijoy Krishna Basu of Onda block, Bankura, opted for commercial horticultural nursery as a source of their income and employment against the present trend. However, the venture could not provide them initially any substantial amount out of the sale of unidentified varieties of horticultural planting materials. The situation changed in the year 2018 when both of them received a skill development training of 7 days duration on entrepreneurship development through nursery management by RKVY /KVK. As per the guidance of KVK they modified their unit to accommodate quality planting materials of spices and plantation crops, herbs, ornamental plants, exotic and native fruits and vegetable saplings etc. They collected 55 varieties of Mango, 6 varieties of Guava and imported varieties of Palm, Gooseberry, Jackfruit, lemon, Rambutan, Jamun, Sapota, Star fruit, Water apple, Avocado, Bael, Cinnamom, Bay leaves, Black Pepper, Bougainvillea etc. to sell as saplings. Apart from getting accreditation from National Horticulture board (NHB), their monthly income has reached to Rs. 1.25 lakh within 3 years. And their nursery has become a model nursery in the district for providing quality planting materials in the red and lateritic zone of West Bengal.



### Farmer details

Mr. Bijoy Krishna Basu and  
Mr. Samiran Samui  
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### KVK details

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### The achievement

Now after 3 years of nursery enterprise they are earning Rs. 1.25 lakh together for a month.







### Impact of training

Training received from KVK Bankura has helped them to understand optimum agro-climatic condition, soil health management, site specificity and other associated practices. Training has aided them in gathering technical know-how on method of propagation like veneer grafting, cleft grafting, inarching, air layering, preparation of pot mixture etc. Their dream of creating scientific model nursery with mist chamber, micro-irrigation method, poly house and shade net has become a reality now.

### Motivating others

Shyamalima Udyog nursery of Mr. Samiran Samui and Mr. Bijoy Krishna Basu has become one of the most maintained and scientifically oriented nurseries at the district. They have given employment to 30 numbers of SC/ST rural youth at their farm for production besides enabling large number of farmers to get quality materials.

### Way forward

Shyamalima Udyog has recently signed a MoU with Flipkart and Amazon for selling saplings of native and exotic plants outside the state. Online marketing channels can be utilized to sell other agri and non-agri products also. Based on the suitability of agro-climatic condition and assessing the market, such type of venture needs to popularize among the farmers / youth for a sustainable livelihood, particularly in red and lateritic tracts of the country.





## Biofloc induced women empowerment

Sabita Pramanik, a housewife, was engaged in different types of modern agricultural activities to support her family. However, the meagre income from agriculture prompted her to explore the possibility of earning more from other ventures. Her visit to KVK and knowledge gained about bio-floc culture in fishery motivated her to give it a try. Bio-floc is an environment friendly aquaculture technique based on in-situ microorganism production. It is the utilization of microbial processes within the pond/tank itself to provide food resources for cultured organism while at the same time acts as a water treatment remedy. Sabita has opened a bio-floc unit in the backyard of her residence at Sonamukhi, Bankura. Her produce is regularly sold in the local market of Sonamukhi, with remunerative price.

She participated in the 3 days' skill development training programme conducted on "Bio-floc fish farming and its management practices at WBCADC KVK, Bankura. Along with that, she also attended few other fish farming related skill development training programme funded by RKVY 2021-22. KVK, Bankura helped her to establish the 10,000 lit. bio-floc unit by supplying constructing materials of bio-floc unit, fish seeds and other essential components. She cultured *koi* (*Anabas testudineus*) in the bio-floc unit.



### Farmer details

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### KVK details

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### The achievement

She released 6000 nos. of koi fingerlings in her 10,000 lit. tank and when the size of fishes reached 100-150 gm, she sold it in market. She is earning Rs. 300000 every year through bio-floc technology of fish farming now.





### Impact of training

The training helped her learning appropriate and scientific method of raising the fish in the bio-floc unit. It also helped her understanding the optimum water quality parameters, Carbon – Nitrogen (C: N) ratio, feed conversion ratio (FCR), benefit of probiotics and raw salt, making of molasses, uses of different types of water testing kits and floc measurement instrument. Diseases identification and its prevention was also learned by her.

### Motivating others

Sabita participates in various resource training programmes as a resource person. SHG members under gram panchayat of Sonamukhi Block also come to her unit for learning technical skills on culture system. She has engaged one worker in her production unit for proper maintenance of the structure as well as marketing.

### Way forward

This eco-friendly fish culture system judiciously uses land and water. In this system production rate is high and disease infestation is very low. The less requirement of pond space and availability of shaded area in the rural areas made it popular. The initiative taken by Sabita Pramanik has proved that rural women can also have gainful employment and income through bio-floc farming.





## Market driven extension – need of the hour

Agriculture and allied sectors witnessed many innovations in the marketing channel especially in Vegetable enterprise during COVID pandemic. “Dhipara Monalisa Mahila Swanirvar Dal” of Sonamukhi Block, Bankura has set such an example to prove that ‘If there is a will there is a way’. In that crunch situation, the price and demand of vegetables were very low at Sonamukhi local market but at metro city like Kolkata the price of vegetables was quite high. At that time WBCADC and KVK Sonamukhi came up with a unique marketing approach to ensure the concept of buyers meet the sellers bypassing the middlemen involved in the process. They jointly conducted the activity where they bought all the vegetables from SHGs on weekly basis and sold it to Kolkata. According to the SHG members, price provided by the institution was much higher than the local market. To sustain the marketing channel the SHG members received improved vegetables seeds and seedlings from the KVK along with the skill development training on nutrition garden, nutri thali, organic farming, processing and packaging of vegetables to extend shelf life, exotic vegetable farming etc. Moreover, Refrigerator Insulated ToTo Rickshaw was also provided to the groups to enable them to supply fresh product at consumer’s door steps directly without the involvement of middlemen.



### Farmer details

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### KVK details

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### The achievement

The group has received as increased monthly income of Rs.20, 000 after selling the product at consumer door steps and at distant market like Kolkata.







### Impact of training

Comprehensive training provided for marketing of all kind of product like agricultural, mushroom, livestock products, fisheries etc. helped the members of the SHG groups to be aware of importance of quality assurance, marketing channels, consumer relation, benefit-cost analysis etc. All these individual segments of training has helped them to fetch a handsome income through vegetable enterprise. Such kind of shift from only production to production and marketing approach is much more sustainable.

### Motivating others

This spectacular achievement by the Dihipara Monalisa Mahila Swanirvar Dal has motivated many other village women of nearby areas. They have come forward voluntarily to join the group with their own farm product. Now they have approached the KVK for assisting in FPO formation and registration for which documentation has already been started.

### Way forward

Market driven extension approach has got tremendous effect in innovative technology adoption and income generation. Only the removal of middle man has increased the income by 37% as stated by the group. Therefore, it is the need of the hour to make our extension approach market driven for better realization of returns on the part of SHGs and farmers.

