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Award winning an inspirational story of a young farmer-through integrated farming system

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Abstract

This paper discussed about the success of award winning an inspirational story of a young farmer through integrated farming system. Mr. P. Venkatesh (34) hailing from Boinpally village in Mahabubnagar district of Telangana State, India, studied up to the 12th standard. He has a family that includes one son and one daughter. He owns 4 acres of land and 4 acres leased land. He grows Cotton, Rice, Vegetables in the *Kharif* season. Immediately after harvest of the *Kharif* crops, he takes up Maize, Chilli, Groundnut and Marigold for the *Rabi* season. He has set himself as a role model for farmers and braved to make a fortune in such situation through adoption of Integrated Farming System. The main factors that have contributed to his success are his interest and passion towards advanced technologies. He is a hard worker who was self-motivated to take up a new initiative for profitable agriculture and allowed other farmers to visit his field from surrounding villages of Mallapur, Kothur, Midzil and Velugomula villages of Midzil mandal. He is an example of a successful farmer and has proved that wonders can be done in agriculture if investments are made in the right direction and farmers are equipped with the latest knowledge. Mr. P. Venkatesh has received state level best farmer award for achieving highest yields in agriculture by adopting Integrated Farming System (Agriculture+Horticulture+Floriculture) with a net income from all the components per season is approximately Rs. 4, 02371.

Keywords: Integrated farming system

Introduction

Mr. P. Venkatesh (34), from Boinpally village, in Mahabubnagar district of Telangana State, India, studied up to the 12th standard. He has a family that includes one son and one daughter. He owns 4 acres of land and leased. He grows Cotton, Rice, and Vegetables in the *Kharif* season. Immediately after harvest of the *Kharif* crops, he takes up Maize, Chilli, Groundnut and flowers for the *Rabi*.

Mr. P. Venkatesh has been farming since childhood and he wants to continue with the Integrated Farming System in a contemporary situation, where loss in one crop can be substituted with the other enterprise. He has good contact with fellow farmers and input dealers, facilitating a healthy exchange of information. He has considerable mass media exposure as he listens to the radio, watches the television and reads telugu newspapers regularly.

Mr. P. Venkatesh believes that the beauty of the mixed farming system is that he gets most of the ration from his own farm. According to him, the supplementary and complementary relationship between the enterprises generates more income for farmers. He is the only farmer in the village to take up 8 different crops on 8 acres of land. He is a hard worker who was self-motivated to take up a new initiative for profitable agriculture.

Technology interventions-intervention details and economics involved

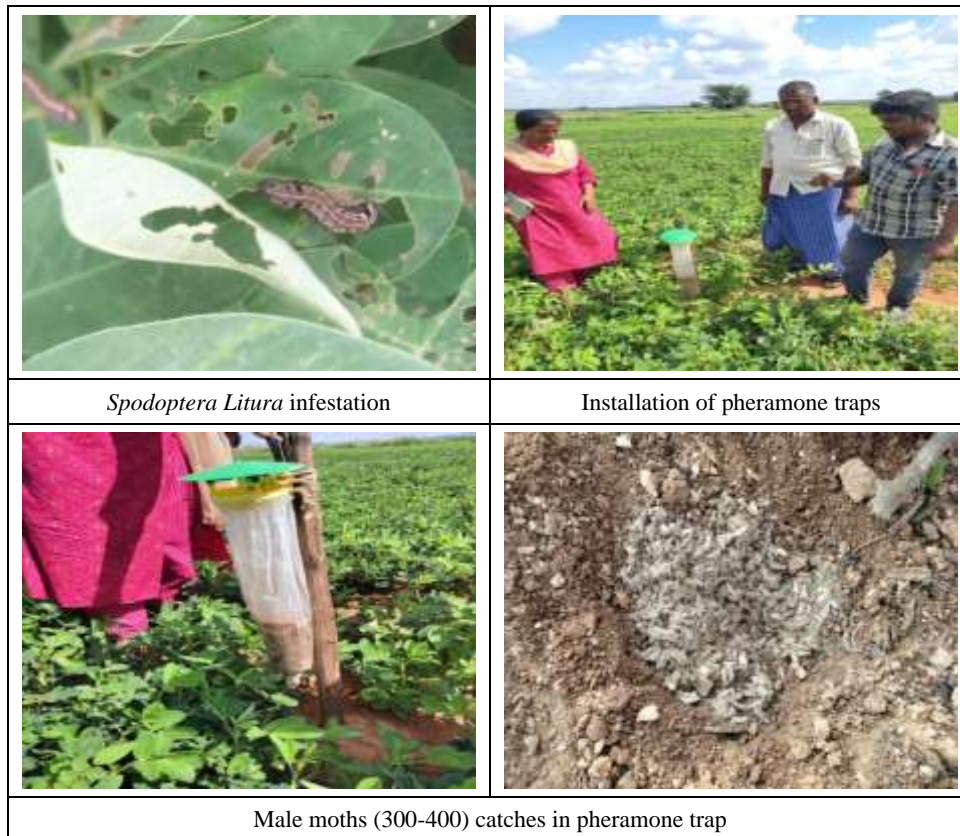
Mr. P. Venkatesh lacked some technical and scientific knowledge about agriculture and allied activities. With the intervention of the DAATTC (District Agricultural Advisory Transfer of Technology Centre), Mahabubnagar, RARS, Palem, PJTSAU (Professor Jayashanker Telangana State Agricultural University, he could be initiated into Integrated Farming System (IFS) because of the complementary and supplementary nature of his agricultural produce. Before taking up the integrated farming system, he used to cultivate crops in a traditional way. After the DAATTC intervention, he has been able to practise agriculture with modern plant protection and crop production methods such as the use of balanced fertiliser, weed management, water management and Integrated Pest and Disease management.

Owing to these factors, now he gets a good yield and has witnessed increased production and productivity of crops. He is of the opinion that farming can be successful when one takes the right decision at the right time and puts in considerable hard work. He grows Cotton in 2 acres of land, Rice in 0.75 acres of land, Maize 2 acres of land, Groundnut 2 acres of land, Vegetables and flowers 1.25 acres of land (Ridge guard 0.5 acre, Red Okra 0.25 acre, chilli 0.25 acre, Marigold 0.25 acres).

Improved technologies adopted by the farmer
Agriculture Horticulture
Groundnut

Mr. P. Venkatesh S/o Pedda Mallaih was growing Groundnut

in 2 acres with K6 variety by adopting IPM practices. When he observed *Spodoptera Litura* in his field, he followed the recommendations as suggested in training programme like neem oil spray, pheromone traps installation for control of *Spodoptera Litura*. He observed 300-400 male moths in each trap within 2 days. He applied one spray with imidoxcarb+novaluran (plethora) 200 ml/acre. The farmer effectively controlled *Spodoptera litura* with good timely management practices. The farmer achieved highest yields in the village i.e 15 quintals per acre with a benefit cost ratio of 1.83. (Cost of cultivation 40000/acre, Gross returns 1, 13,400 and net returns 73,400).



Rice

The farmer cultivated Rice for only family consumption

Cotton

The farmer was grown Cotton with Geetha private hybrid in 2 acres in sandy soils during *Vanakalam*. He followed

recommended management practices as suggested by scientist and he achieved 14 q/acre with a benefit cost ratio of 2.12 (Cost of cultivation 35000/acre, Gross returns 1, 09, 2400 and net returns 74,200). The seed company officials appreciated Mr. P. Venkatesh for achieving highest yield during the year 2021-22.



Maize

The farmer took the guidance from the DAATTC, Mahabubnagar scientists and practiced paired row method of cultivation in his field of 1.75 acres. In this method the farmer followed spacing between plant to plant is 25 cm, row to row spacing is 30-35 cm and spacing between one pair to another pair is 90 cm. For irrigation and fertigation to the plants, a drip lateral is spread in between the two rows which help in giving uniform water and fertilizer to both the rows thus decreasing the no of lateral requirement per acre. Application of pre-emergence herbicide like Atrazine @ 1.0 kg/acre immediately after sowing. In this technology, the fertilizers

are applied through fertigation method within the rows thus reducing the amount of fertilizers compared to conventional method and avoiding labour cost for application. As the nutrients are available at the root zone this gets directly absorbed by the roots thus uniform plant growth was observed. Increased organic carbon percentage and less weed infestation was also noticed. He achieved 32 q/acre with a benefit cost ratio of 1.98 (Cost of cultivation 22857/acre, Gross returns Rs. 68, 128 and net returns Rs 45, 271). He inspired fellow farmers by showcasing the technology adopted by him during *Summer* season with paired row system of cultivation in Maize.



Vegetables: The farmer cultivated Ridge guard in half acre with RK hybrid seed throughout the year. The number of pickings per year was 35. Per each picking he got 1.5 quintal yield. He sold the produce in Mahabubnagar market with a price of 60 Rs/kg. He realized 52.50 q/half acre with a benefit cost ratio of 8.10 ((Cost of cultivation 20000/half acre, Gross returns Rs. 1, 80,000 and net returns Rs. 1, 60,000). The farmer cultivated Red Okra in 0.25 acre with Advanta company seed. The number of pickings per crop was 15. He

got 20 kgs per each picking. He sold the produce in kalwakurthy market with an average price of 30 Rs/kg. He realized 3 q/0.25 acres with a benefit cost ratio of 2.60 (cost of cultivation Rs. 2500/0.25acre, Gross returns Rs.9000 and net returns Rs. 6500) The farmer cultivated Chilli in 0.25 acre with local variety. The number of pickings per crop was 4. He got 3 quintals per each picking. He sold the produce in Jadcherla market with an average price of 30 Rs/kg. He realized 12 q/o.25 acres with a

benefit cost ratio of 3.0 (cost of cultivation Rs.9000/0.25acre, Gross returns Rs. 36000 and net returns Rs. 27000).

Floriculture

The farmer cultivated marigold in 0.25 acres with local variety. The number of pickings per crop was two. He got

1.25 q/each picking. He sold the produce in Jadcherla market with an average price of 80 Rs/kg. He realized 2.5 q/o.25 acres with a benefit cost ratio of 4.0 (cost of cultivation Rs. 4000/0.25acre, Gross returns Rs. 20000 and net returns Rs. 16000).



Cultivating Vegetables and Flowers

Table 1: Crop wise productivity achieved per acre, Cost of cultivation, Gross returns and net returns per acre (during 2021-2022)

Crop	Improved management practices adopted	Productivity (Yield Kg./acre)	Cost of Cultivation (Rs./acre)	Gross Returns (Rs./acre)	Net Returns (Rs./acre)	B:C ratio
Groundnut	Pheromone traps for monitoring and mass trapping of <i>Spodoptera litura</i> Timely control measures-neem oil at initial stage	1500/acre	40000	113400	73400	1.83
Cotton	ABCH-142 Bt-BG-II Geetha	14 q/1acre	35000	109200 (7800/q)	74200	2.12
Maize	Paired row with drip	32 q/acre	22857	68128 (Rs 2129/q)	45271	1.98
Vegetables	Ridge guard RK Hybrid seed	30 q /half acre	20000	180000 (Rs 6000/q)	1,60,000	8.1
	Red Okra	2.5 q/0.25 acre	2500	9000	6500	2.60
	Chilli	12 q/o.25 acres	9000	36000	27000	3.0
Flowers	Marigold	2.5 q/o.25 acres	4000	20000	16000	4.0
He achieved net income 4,02,371 Rs from all 7 crops					4,02,371	

Testimonial from farmer

He encourages the youth to take up agriculture, horticulture and floriculture for increasing production and productivity at the farm gate instead of waiting for government jobs, subsidy, insurance and crop loans. Mr. P. Venkatesh sums it up perfectly when he says “farming is close to nature; the happiness and peace that we get from farming cannot be comparable to any other business in the world”.

Impact of the intervention

He gets Rs. 4 lakh net profit from farming. In future, he wants to purchase land and is willing to expand horticulture crops,

particularly vegetables. He wants to be independent and aims to be a role model for his fellow farmers. For his work, he was awarded the PJTSAU Best farmer award from Professor Jayashanker Telangana State Agricultural University on the eve of university foundation day on September 3rd 2022 for achieving highest yields in Agriculture. The seed company officials appreciated Mr. P. Venkatesh for achieving highest yield in Cotton during the year 2021-22 and printed his name and achievements in Aadya Private Seed Ltd company brochure and distributed to thousands of farmers in Mahabubnagar district.



Press notes and folder about the farmer

Conclusion

He is in regular touch with DAATTC scientists and Department of Agriculture for timely information regarding agriculture and allied activities. He is called an innovative farmer in his village because he is always quick to implement new technologies suggested by research and extension institutes and for his outstand effort received state level best farmer award for achieving highest yields in agriculture by adopting Integrated Farming System (Agriculture+Horticulture+Floriculture) with a net income from all the components per season is approximately Rs. 4, 02371.

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