

A case study on successful Women farmer as a Model Agripreneur

Background:

Mrs. Tamilselvi belongs to a farm family in Puthuvallampalayam village of Gobichettipalayam taluk of Erode District. She was hailing from farm family, after her marriage, she settled with her husband Mr. Pugalendhiran Nagalur Kondaiyampalayam village of Anthiyur block of Erode District. Mr. Pugalendhiran has 3 acres of dry land they cultivated millets earlier.

Later the family dugged an open well and started cultivating sugarcane as a cash crop. In this regard, they got loan from Cooperative society and they could get the income only after 1 ½ years which really burden them in repaying the loan in sugarcane crop cultivation. They shifted their profession from agriculture to poultry farm with the support of private company and again they incurred loss even after their hard work.

Mrs. Tamilselvi and her husband planned to continue farming with mixed crop system instead of monocrop. They started cultivating Redbanana and turmeric and coconut, here again problem continued in terms of income from farming and find it difficult to run the family due to the price fluctuations and also had to depend on traders for marketing of banana and turmeric commodities.

Intervention Process:

One of her relative suggested Mrs. Tamilarasi to start mushroom cultivation in the shed where they have constructed for poultry farm kept idle for some time. In the mean time, she came to know about the mushroom cultivation training which was given from ICAR-KVK, MYRADA, subsequently she noticed mushroom training message called by KVK in the popular Tamil magazine called "Pasumai Vigadan". She and her husband immediately registered their name and attended one day training programme at KVK during 2011 and started mushroom cultivation with 15 beds. Once, she found the yield of the mushroom and demands from consumers, she started production with 100 beds per batch. In the beginning she sold out the mushroom in Anthiyur area and later she expanded her marketing to nearby blocks of Erode district. During one year period she received the demand from Mettur Dam area of Salem District and now she goes daily to Mettur Dam and sells mushroom in different outlets, apart from local sales.

In the beginning she could earn Rs.400/- per day from mushroom sales and after updating the skill from KVK, she enhanced her income earning power with value added products and agricultural commodities, now could generate additional income of Rs, 3500/- per day.

Intervention of the Technology:

In the beginning she marketed only mushroom and later she realized and expanded her business thinking in marketing of her other agricultural produces like coconut and redbanana. She attended training programmes on value addition in millets, fruits and vegetables in KVK during 2013 and 2014 and updated her knowledge and skill. With the skill learnt on value addition she started production of coconut milk and sesame ball and bajra rice depends upon the demand from the consumers.

She expressed that, instead of selling Rs.2 /- for one banana fruit to banana traders, she sells one fruit for Rs. 8-10 /- from direct selling. She realized that Agriculture is more profitable enterprise if it plans well while marketing the commodities and also with value addition. Instead of selling the produces at cheaper cost, the family gains more returns by selling the products direct to the consumers.

Her husband joined as a member in a Joint Liability group which was formed by KVK and taking care by Marutham Community Managed Resource Centre of Anthiyur block (A people Institution supports the SHGs and farmer's Group with the technical backstop from KVK). The team from KVK visited their unit and observed that they used to roll the paddy straw and filled for bed making process. The KVK team suggested for purchase of chaff cutter to reduce the time and drudgery. She approached the CMRC and purchased chaff cutter on loan basis and now feel easy for cutting paddy straw by using machine. KVK team frequently visits this farm and used to give technical guidance in mushroom cultivation.

Horizontal Spread:

Apart from mushroom cultivation, the family after attending the training on Organic farming at KVK, started practicing organic farming and produce the bio products and use in the farm. She is following Integrated farming system and have cattle farm, poultry unit, a small flock of goat, Duck rearing and mushroom production. She converts the farm waste including mushroom by-products to manure and applied to the farm. She is practicing mulching, produce jeevamirtha karaisal to enrich her farm.

From 15beds in the begging during 2011, she expended her production with 100 beds during 2012, increased to 300 beds during 2013 followed by 450 beds during 2014 and now 600 beds from three sheds. She plans to extend her production with 1000 beds in the coming years.

She expressed that agriculture is more economical sector if we think as a farming as an enterprise. They do not engage labour for mushroom cultivation and to look after their farm. Both husband and wife are only managing the farming operations and marketing on their own. Plan their farming activities in such a way that regular income is ensured instead of getting yearly income from mono cropping pattern. Now they planted red banana with different time interval so that throughout the year to harvest banana and market for higher rate.

Economic gain of the technology / approach:

S.No.	Particulars	Income Rs.	Expenditure Rs.
1	Fixed Cost <ul style="list-style-type: none"> • Mushroom Shed - 3 Nos. (20,000+40,000+20,000) • Equipments(Chaff Cutter) Total		80,000 30,000 1,10,000
2	Variable Cost per year <ul style="list-style-type: none"> • Chemical (Carbendazim 2kg @ Rs165) • Formalin liquid 20 liter *Rs50=Rs1000) • Seeds (Banana Rs.1500*5, • Mushroom 1000 packets*Rs.30) • Bed Cover (10kg*Rs.150) • Paddy Straw (5Tractors *Rs.4000) • Grocessories • Fertilizer &Manure Total		165 1000 7,500 30,000 1500 20,000 1,80,000 75,000 3,15,165
3	Gross Income per year <ul style="list-style-type: none"> • Mushroom Sold (2160*Rs.250) • Banana (5400 piece*Rs.8) • Sesame Balls(90,000 piece*Rs.5) • Bajra rice(3600 packet*Rs.10) • Coconut Milk (14400 packet*Rs.10) Total	5,40,000 4,32,000 4,50,000 36,000 1,44,000 16,02,000	
4	Net Income Gross income - (Fixed Cost (10%) + Variable Cost) [16,02,000 – (11,000 + 3,15,165)] Total		12,75,835

The family gets profit of Rs.12,75,835/- in one year from the integrated farming system along with mushroom enterprise. The mushroom cultivation motivated her to get additional income to her family with other value added products during marketing. Farmers, entrepreneurs and college students are visiting her farm for mushroom cultivation and she motivates them to start the enterprise.

Scale-up of successful model:

By seeing the success of this model, similar approach has been followed in nearby area where KVK have promoted farmer's Institution.

SL No	Name of group	Nos	Members visited for exposure	Type of technologies learnt	No.of Mushroom units established	Additional Income earned per year (Rs)
1	Joint Liability Group	14	85	Mushroom cultivation, Integrated farming system	7	10,50,000.00
2	Farmers group	12	235	Mushroom cultivation, banana cultivation and integrated farming system	9	15,75,000.00
3	SHGs	14	260	Mushroom cultivation	4	6,00,000.00
4	Entrepreneur	-	15	Mushroom cultivation	5	10,00,000.00
4	College and TNAU students	15 programme	320	Mushroom cultivation	For gaining knowledge	-
Total (Rs)						42,25,000.00
