

**Success Story 2019 : Aromatic Rice Cultivation Upholds Farmer's Socio-economic Prosperity**

Name of farmer	Mr. Brindaban Bihari
Address	Village- Deshbhatli , Block- Bheden
Contact details (Phone, mobile, email Id)	Mobile No.-9348612746
Landholding (in ha.)	3
Name and description of the farm/ enterprise	<ul style="list-style-type: none"> <li>• Mr. Brindaban Bihari is a marginal farmer .</li> <li>• He was cultivating rice variety such as MTU 1105, Yamuna, Swarna Sub 1, Subarna etc.</li> <li>• During previous time he was confronted with several problems such as -</li> <li>• High input use due to low input response efficiency,</li> <li>• High cost of cultivation with increased cost of inputs,</li> <li>• Heavy disease pest infestation because of conducive climatic factors,</li> <li>• Distress sale of produce due to middle men exploitation</li> <li>• Disrupted marketing system.</li> <li>• He was in depression during 2017 when BPH completely destructed his field and made him indebted.</li> <li>• With this depression he contacted KVK Scientists for overcoming the badly situation.</li> </ul>
KVK intervention	<ul style="list-style-type: none"> <li>• Scientists of KVK proactively attended his case with future strategic farm planning for better adaptation to climatic and socio-economic situation.</li> <li>• KVK provided critical inputs as 10 kg quality seed of aromatic rice var. Nuaacharmati under FLD prog. .</li> <li>• He was also technically supported for green manuring, seed and seedling treatment, nursery raising , line transplanting micro nutrient, Integrated management of disease, pest and weed etc., .</li> <li>• He undertook soil testing for use of balanced dose of fertilizer.</li> <li>• He was advised for comparative lower fertilizer application due to several integrated methods.</li> <li>• KVK scientists made training and field visit with regular inspection of field to provide support at critical crop stages.</li> <li>• To overcome distress sale, KVK facilitated value addition and market linkage by several capacity building program.</li> </ul>
Economic Impact:	<ul style="list-style-type: none"> <li>• He produced 9q Nuaacharmati paddy from 0.2 ha land with a yield potential of 45 Q/ha.</li> <li>• Mr. Bihari earned Rs. 25525 from Nuaacharmati with a net profit of Rs.12000 / 0.2 ha (Rs. 4400 from selling 2.5 Q as seed &amp; Rs.21125 from processed aromatic rice only @Rs 50/kg) .</li> <li>• He used to produce 42 q/ha normal paddy in a season with a net profit of Rs 37000 /ha</li> </ul>

	<ul style="list-style-type: none"> <li>This inspired him to expand his aromatic paddy cultivation in the next year as he is expected to get a net profit of RS. 60000/ha.</li> </ul>
Social impact	Many farmers are now showed their interest for this aromatic paddy due to its high yield potential (45q/ha ) than local aromatic paddy (29q/ha).
Environmental impact	<ul style="list-style-type: none"> <li>He tried to reduce chemical input by applying organic bio fertilizer and bio pesticide.</li> <li>This reduced cost of cultivation and improved soil health with environmental condition.</li> </ul>
Horizontal/ Vertical spread	<ul style="list-style-type: none"> <li>He is interested in expanding the aromatic rice area and marketing the same being for high demand of aromatic rice.</li> <li>He is now inspiration for aromatic rice cultivation for other fellow paddy growers of 6 blocks .</li> </ul>

