

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"> Mr. Brindaban Bihari is a marginal farmer . He was cultivating rice variety such as MTU 1105, Yamuna, Swarna Sub 1, Subarna etc. During previous time he was confronted with several problems such as <ul style="list-style-type: none"> High input use due to low input response efficiency, High cost of cultivation with increased cost of inputs, Heavy disease pest infestation because of conducive climatic factors, Distress sale of produce due to middle men exploitation Disrupted marketing system. He was in depression during 2017 when BPH completely destructed his field and made him indebted. With this depression he contacted KVK Scientists for overcoming the badly situation.
KVK intervention	<ul style="list-style-type: none"> Scientists of KVK proactively attended his case with future strategic farm planning for better adaptation to climatic and socio-economic situation. KVK provided critical inputs as 10 kg quality seed of aromatic rice var. NuaAcharmati under FLD prog. . 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., . He undertook soil testing for use of balanced dose of fertilizer. He was advised for comparative lower fertilizer application due to several integrated methods. KVK scientists made training and field visit with regular inspection of field to provide support at critical crop stages. To overcome distress sale, KVK facilitated value addition and market linkage by several capacity building program.
Economic Impact:	<ul style="list-style-type: none"> He produced 9q Nuaacharmati paddy from 0.2 ha land with a yield potential of 45 Q/ha. 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 & Rs.21125 from processed aromatic rice only @Rs 50/kg) He used to produce 42 q/ha normal paddy in a season with a net profit of Rs 37000 /ha

	<ul style="list-style-type: none"> • 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.
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"> • He tried to reduce chemical input by applying organic bio fertilizer and bio pesticide. • This reduced cost of cultivation and improved soil health with environmental condition.
Horizontal/ Vertical spread	<ul style="list-style-type: none"> • He is interested in expanding the aromatic rice area and marketing the same being for high demand of aromatic rice. • He is now inspiration for aromatic rice cultivation for other fellow paddy growers of 6 blocks .

