

**Success Story 1 2016**  
**Title–Broccoli Cultivation a New revolution in Market**

Sri Shrimukha Sahu, S/o Narahari sahu, aged 43 is a higher secondary farmer of Village- Baulsingha, GP-Tejagola, Block-Bhatli, Dist-Bargarh, practicing Cabbage cultivation in Kharif 2016-17 in just 0.25 acre of his land. But due to non-marketing of cabbage he just left the crop in field in spite of harvesting & saling, as the labour cost of harvesting the cabbage exceeded the value of the cabbage in market. He faced a severe loss due to the non-marketing of the cabbage. He was very upset and the economic condition of the farmer was seemed to be very miserable.

One day he came in contact with Scientists of KVK, Bargarh located at a distance of 50 km from his village, who insisted him to take up Broccoli cultivation instead of Cabbage. They took him along with a group of farmers and exhibited Broccoli on the occasion of district level agricultural fair *Dhanuyatara* at Bargarh, where broccoli sold at a price of Rs. 60/- per piece.

Initially he invested Rs 4,000 towards broccoli cultivation. After 3 months he harvested and sold it @ Rs 20 per piece and earned a net profit of Rs. 30,000/- after his family & Friends consumption merely from a 0.25 acre piece of land.

Today he is the most advance farmer because of innovative step to cultivate a new crop which is absolutely unknown to him and nearby farmers for the first time in his block. He has now as broccoli farmer.

