

Project Proposal for Front Line Demonstration under NHM
at Krishi Vigyan Kendra, Ganjam-II, Golanthara (OUAT, Bhubaneswar)

1. Name & Address of the Organization:

Krishi Vigyan Kendra, Ganjam-II,

At: Golanthara, Po: Berhampur, Dist: Ganjam, Pin: 761008

2. Name of the Project/ Activity:

Front Line Demonstration under NHM

3. Name and address with telephone number of the key person, who will be in charge of implementation of the project:

Dr. Sushree Choudhury, Scientist (Horticulture), KVK, Ganjam-II

Mr. Sandeep Mohanty, Scientist(Plant Protection), KVK, Ganjam-II

Mob. No.9861127491, 9556305599 E mail.: kvkganjam2.ouat@gmail.com

4. Brief background of the project:

Ganjam is an agrarian district and more than 80% people depend on Agriculture. It is broadly divided into two Agro climatic zones i.e. East and South Eastern Coastal plains zone and North Eastern Ghat zone. Total Geographical area of Ganjam district is 8,21,000 ha. Total cultivable area is 4,34,000 ha (52.86%) where as cultivated area is 4,06,000 ha. Out of which high land is 47%, medium land is 28% and low land is 25% . There are two KVKs functioning in the district, one at Bhanjanagar (KVK, Ganjam-I) and other at Golanthara of Berhampur (KVK, Ganjam-II). KVK, Ganjam-II have been functioning as Knowledge and Resource Centre of agricultural and allied technology for improving the agrarian economy of the district.

In Ganjam district fruits and vegetable crops are grown in an area of 16427 ha and 35427 ha respectively. The major fruit crops grown are banana (792 ha), mango (10360 ha), papaya (570 ha), lime (2662 ha), guava (464 ha), sapota (296 ha). The major vegetable crops grown are Sweet potato (8384 ha), Brinjal (5089 ha), Chili (5000 ha), Tomato (4293 ha), Okra (4273 ha), Cucurbits (3106 ha), Cauliflower (2364 ha), Cabbage (1810 ha), root tubers (1034 ha), pod vegetables (1020 ha), Onion (963 ha), leafy vegetables (835 ha) and potato (710 ha). In this context, establishment fruit orchard and structures for QPM production as Front Line Demonstration under NHM is going to be beneficial for the farming community of Ganjam and nearby districts.

5. Objectives:

- To upgrade knowledge & skill of farmer and farm women for adoption of high tech horticulture in fruit cultivation.
- To popularize high density planting with STBF, Fertigation and INM in fruit cultivation
- To trained farmer and farm women farm mechanization, rejuvenation of old orchard, canopy management and mulching
- To encourage rural youth for QPM production of fruits in low cost poly house and shed net for income generation.
- To create model fruit orchard in KVK for inspiration to other farmers

6. Location of the Project and availability of building for the purpose:

Location: Krishi Vigyan Kendra, Ganjam-II,

At: Golanthara, Po: Berhampur, Dist: Ganjam, Pin: 761008.

Availability of land: Yes, the project can be executed in KVK campus.

7. Justification for creating a facility in the area with special reference to findings of study if any carried out in this regard:

In Ganjam district, fruit and vegetable crops are cultivated in 16427 ha and 35427 ha area respectively. However, since inception KVK, Ganjam-II is striving hard to provide technological backstopping for the farming community in the district for increasing fruit and vegetable production with limited resource and manpower. With the help of NHM funding, KVK, Ganjam-II, can perform better in the district and deliver the need based demonstration and training on fruit cultivation in an efficient and effective manner.

8. Component wise cost of project supported by quotations/ documents along with source of funding:

Component wise cost of project is given in a separate Annexure-I
Source of funding: NHM, Directorate of Horticulture, Govt. of Odisha.

9. Area of operation:

Area of operation of this project will be the KVK Ganjam-II campus but farmers from different blocks can be trained and demonstrated in KVK campus on fruit cultivation and QPM production of horticultural crops

10. List of Districts, Talukas, Villages to be covered:

Out of 22 nos of blocks of this district, KVK Ganjam-II is operating in 11 blocks and farmers from these blocks will be directly benefitted. Farmers of other neighboring blocks will also be benefitted by this project. Besides, farmers from neighboring district can be educated by exposure visit to this centre.

11. No. of farmers to be benefitted:

Initially selected farmers will be trained in on campus training programme but gradually, maximum number of beneficiary will be enrolled and it will also serve as knowledge resource center for exposure visit of farmers from nearby district.

12. Economics of the project along with profitability and cost at which services will be made available to the farmers:

Cost of the project: Rs. 15,90,325

13. Certificate stating the subsidy has not been received from any other sources:

This is to certify that no subsidy has been received from any other sources for this project

14. Social benefits:

Farmers will be benefitted by adopting high tech fruit cultivation and horticulture nursery in their farm which will improve their socioeconomic status. Mechanization in orchard will directly reduce the cost of cultivation by reducing labour requirement and increase the income. Farmers can earn more profit from fruit cultivation and nursery business.

Employment:

Direct employment:

Farmers will be employed throughout the year as fruit crops are perennial in nature and off season vegetable cultivation can be undertaken by raising seedling in poly tunnel.

Indirect Employment:

Gradually, awareness will be created and trainings will be conducted among farmers. The trained farmers can take it as an enterprise which will lead to generate indirect employment.

15. Commitment of the organization for deployment of experts and staffs to the project for continuity and accountability:

Experts and staffs of the KVK, Ganjam-II will provide full cooperation in implementation and continuation of the project

16. Details of the sustainability of the project

After implementation of FLD in the KVK, fruit, vegetable and QPM produced can be sold among farmers thus generating revenue for running the unit in future.

17. SWOT Analysis

Strength

- Fruit cultivation in 16427 ha in the district
- Vegetable cultivation in 35427 ha in the district
- Promotion of commercial orchard by Govt. of Odisha
- Year round fruit and vegetable cultivation by farmer in the district

Weakness

- Lack of scientific knowledge on commercial orchard establishment
- Lack of adoption of improved nursery raising practices in vegetable
- Unavailability quality planting material in fruit crops
- Lack of mechanization in orchard
- Seasonal market surplus decreasing price of vegetable
- Lack of market information and market intelligence to farmers
- Heavy pest and disease attack in horticultural crops

Opportunities

- Good demand quality planting material of fruit crops
- Prevalence of mild climate for cultivation of off season vegetable
- Good demand for vegetable seedling in off season
- Vegetable cultivation can be extended in irrigated upland in kharif season by raising seedling in low cost poly tunnel
- Good market demand of vegetable during off season
- Govt. support for orchard development and hybrid vegetable cultivation through Dept. of Horticulture

Constraints

- ❖ Poor transportation facility of fruit and vegetable
- ❖ Inadequate knowledge and poor skill of farmers
- ❖ Wild animal menace like wild boar and monkey
- ❖ Lack of enough storage facilities and refrigeration for storage of fruit and vegetable
- ❖ Lack of irrigation facility for off season vegetable cultivation

18. Procurement of planting material : Central Horticulture Experiment Station, Bhubaneswar or any other reputed Horticulture nursery.

19. Implementation schedule:

Phase I:- Procurements of materials - Within 3 months of receiving fund, the materials required for front line demonstration will be procured under NHM.

Phase II:- Implementation- The front line demonstration under NHM will be executed within one month of purchase of material.

Phase III:- Running of the Project - The project will be continued soon after completion of above 2 phase