

# SUCCESS STORIES

## OF ENTREPRENEURSHIP DEVELOPMENT IN AGRICULTURE AND ALLIED AREAS



Division of Entomology



Faculty of Agriculture  
Sher-e-Kashmir University of Agricultural Sciences  
and Technology of Jammu

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# SUCCESS STORIES

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1

## A TAILOR TURNED TOMATO GROWER

Uma Shankar, Amit K. Singh and Hafeez Ahmad

Division of Entomology, Faculty of Agriculture,

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*Sri Mani Ram, Village: Narayana (Akhnoor), Age: 50 years, Contact No. 7051353797*

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During my experimental trials on ‘Development and promotion of IPM modules in important Vegetable crops of Jammu’ in Narayana village (Akhnoor) which is known for extensive vegetable production belt. In spite of the fact, the area is excellent in vegetable production, the farmers are still following the traditional technology and overuse of insecticides for cultivation of vegetables thereby incurring heavy expenditure and low marketing.

During these experimental trials, I came across **Sri Mani Ram** who was working as a tailor having only 2 kanals of land but very much interested in growing vegetables and increasing productivity. He was demonstrating IPM modules in his field which included, clipping of infested twigs and fruits, installation of pheromone traps, bird perches and use of microbial pesticides like NPV solutions etc. This helped to reduce the cost of pesticides and increase the productivity with better quality of vegetables produced without the use of



chemicals having better marketing prospects. His income increased during the years that by adopting these IPM technology and selling vegetable at higher rates. He could manage to additional 6 kanal of land on lease basis for vegetable production. Further, with due course of time, he has purchased 10 kanals of his own land for vegetable cultivation. At present, his income is Rs. 3.00 to 3.50 lacs per annum which reflects his temperament and zeal in the field of agriculture.

As per his version, he is now earning as given details below-



**Economics of the farm:**

<b>crops</b>	<b>Area in Kanal*</b>	<b>Cost of Production* (Rs. Per unit)</b>	<b>Return (Per unit)</b>	<b>Net income (Rs. Per unit)</b>
Tomato	15 (Own land + land on lease)	2500	14,000	11,500
Bittergourd	18 (Own land + lease)	2000	11000	9,000
Knol-Khol	1	For family consumption and subsistence		
Wheat	2	For family consumption and subsistence		
<b>Total</b>	<b>18 Kanals</b>	<b>73,500</b>	<b>5,76,000</b>	<b>3,34,500</b>

\*(1 kanal= 500 sq. m)



**Sri Mani Ram, Resident of Narayana Village, Akhnoor**



**IPM modules field demonstration at Narayana village**

## 2

# INNOVATIVE GROWER FOR RESOURCE MANAGEMENT AND MAINTAINING THE ELITE GERmplASM

**Uma Shankar, Amit K. Singh and Hafeez Ahmad**

Associate Professor, Division of Entomology, Faculty of Agriculture,  
SKUAST-Jammu, Chatha-180009

***Sri Vijay Kumar, Village: Udheywalla (Marh Block), Age: 45 years, Contact No. 9469460574***

While conducting the experimental trials on ‘Development and promotion of IPM modules in important Vegetable crops of Jammu’, I came across a farmer named **Mr. Vijay Kumar**, who is

well educated having lots of knowledge about the farming practices and plant protection techniques.

After strolling for sometimes for seeking job, finally, he had decided to start the agriculture on parental farm land of 30 kanal area. He has been involved in growing high value vegetable crops such as cauliflower, brinjal, cucumber, rajmash,



bittergourd etc. With the substantial support of polyhouses from agriculture Deptt., he has started the vegetable cultivation. Due to heavy toll incurred on playhouse construction, he has developed some innovative idea to made low cost playhouse with the resources available on his farm. For this purpose, he has utilized the Sarkanda stem and leaves for playhouse construction and mulching for conserving the soil moisture.

Mr. Vijay is growing the elite Kashmiri pink brinjal which fetches a premium price in the market. It’s a general proverb, that good quality seeds are the mother of healthy crops. In this connection, he has developed the acumen in



extraction and multiplication of the seeds from mature brinjal fruits for future farming and thereby conserving the elite germplasm of our country.

# 3

## SUCCESSFUL BEEPREENEUR: INSPIRATION FOR MANY

**Devinder Sharma and D. P. Abrol**

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***Shri. Indu Bhushan Sharma***

***Mobile: 09419141701***

Mr. Indu Bhushan Sharma, a native of Gandhi Nagar, Jammu, Jammu and Kashmir, has become a source of inspiration for farmers of the state with his successful beekeeping business. He was trained in beekeeping by the bee experts of the university. After completing his graduation, he started beekeeping with 15 beehives under the technical and logistical support from AICRP (Honeybee and Pollinators), Division of Entomology, SKUAST-Jammu. At present, he owns 2000 beehives across having an annual turnover of Rs 20 Lakhs. He practices migratory beekeeping and has developed migratory routes for honey production and colony multiplication. For commercial production of honey, he migrates his bee colonies to Rajasthan, Haryana, Uttar Pradesh, Madhya Pradesh harvest honey 5-6 times per year with an average annual yield of approximately 50-60kg per hive which is about five times more than obtained with stationary beekeeping. He sells his produce to major bee exporters of Delhi and Mumbai. He is not just producing honey, but also sells the same through his beekeeping Unit under brand name MADHUBAN APIARIES set up at Patyari, Bishnah. Now, He is not just self-sufficient, but also provides employment to 25 people. He has been identified as Master trainer to train the new beekeepers. Following his footsteps, many people of the Jammu region have started this business. He gives the credit of his success to SKUAST-Jammu and Line department for assured help. As a successful beepreneur, Mr. Indu Bhushan is an example of how beekeeping can be an effective livelihood option for locals in the area.





# 4

## BEEPREENEUR: GETTING MONEY FROM HONEY

**Devinder Sharma, Hafeez Ahmad and D. P. Abrol**

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*Shri. Vinod Kumar*

*Mobile: 09055525576*

Hailing from Palli Village of Bari Brahmna, Jammu, Mr. Vinod Kumar took interest in beekeeping after he completed his Graduation. His family consists of seven members, wife, three children and parents. With 20 years of experience in the field of beekeeping, Mr. Vinod Kumar is not only a success story in apiculture, he is also a resource person in the field whose services are utilised by various agencies for offering practical training in beekeeping. Today he is maintaining more than 1500 bee colonies and has been identified as a bee-breeder for bee colonies multiplication and supply to beekeepers. He supplies bee-boxes and other accessories every year to the beekeepers and other agencies. He is an active member of Beekeeping Association of Jammu. He took training in beekeeping from the AICRP (Honeybee and Pollinators), Division of Entomology, SKUAST-Jammu and the Line department for learning scientific beekeeping and better bee management practices. He now runs a honey processing unit at Samba. Today Mr. Vinod earns at least ₹10-15 Lakh annually through the sale of honey. He manages an apiary, and is involved in other bee based enterprises as well. In fact, he states that the demand for good quality honey is so high that he is not even able to meet his own local market demands. Motivated by him, a few others are also following in his footsteps.



## CASE STUDY OF SUNDERBANI BEEKEEPER: TASTE SUCCESS IN HONEY PRODUCTION

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*Mr. Rajinder Kumar*

*Mobile No. 0962282643*



The constraint of small land holding became a blessing in disguise for this marginal farmer who has now become a prominent honey producer of Rajouri district. Mr. Rajinder Kumar is a resident of village Kangri, Tehsil Sunderbani of Rajouri district. After completing 12th, he entered the beekeeping business and started with 7 boxes 10 years ago. He got training on beekeeping from AICRP (Honeybee and Pollinators), Division of Entomology, SKUAST-Jammu wherein, he observed a scientific procedure of bee colony management, honey production, processing and his interest was triggered. Now, he is a leading honey producer of Rajouri district with an annual production of 6000 kg honey from 550 boxes. Last year, he sold honey for Rs. 8-10 lakh and earned a good profit. He was trained in beekeeping by the bee experts of the university. He practices migratory beekeeping and has developed migratory routes for honey production and colony multiplication. In his words, “Bee keeping is mainly based on natural elements such as flowers, climate and Bees per unit area. It is a migratory business”. Hence, by knowing flowering season in different states, he re-locates the bee hives from place to place. Every year, he relocates the bee hives to Rajasthan, Haryana, Uttar Pradesh, Madhya Pradesh to



get maximum honey production. “Honey is a real commodity, can be easily stored and doesn’t get spoiled immediately after harvest, thus making transportation and selling almost effortless” says Mr. Kumar. While narrating his success story, he emphasized that scientific training, financial and market support to beekeepers could create a million-dollar business and huge job opportunities alleviating poverty. He is also a member of the Beekeeping Association.

# 6

## A SELF-RELIANT FARMER

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*Mr. Sudesh Kumar Sharma*

*Mobile No. 09419756731*

Brinjal cultivation is one of the important vegetable crop grown in different parts of Jammu division. The brinjal crop is affected by varied number of insect-pests. Though the farmers apply chemicals to control and eradicate the pests, the awareness of ill effects of pesticides in the environment makes them to go organic. Mr. Sudesh Kumar Sharma, 40 years of age, of Panjore Village of Kanhachak, Jammu district (J&K). Like other farmers in the village, he was unaware of the modern techniques for managing insect-pests problem in vegetables. He grows brinjal on 40 kanal area. High cost, unavailability of labour and increasing concerns about environmental and health hazards associated with chemical insecticides provided him impetus for adopting environmentally safer alternative to manage the insect pest. Under NABARD funded project “Scientific intervention for validation and popularization of traps for management of insect pests in vegetable growing areas of Jammu Region (FSPF-IPM, F.No. 1181)” awareness cum training programme was conducted in his area during 2016. He was selected as beneficiary farmer and provided with all the requisite inputs viz. Brinjal shoot and fruit borer pheromone traps, yellow sticky traps and botanicals/biopesticides etc. Field demonstration was made wherein integrated approach for management of pest problem was demonstrated.



To manage the pest problem, BFSB pheromone traps (3/kanal) and yellow sticky traps (2 no/kanal). Need based application of botanicals was made based on the pest status in the field. The PI and Co-PI o project continuous follow up and diagnostic visit at farmer's field. The demonstration plot showed significant reduction in the per cent infestation of the brinjal fruit and shoot borer. About 2.50 q/kanal of yield was obtained thereby reducing the cost of plant protection by 50% with the effective pest management. After using this technology in brinjal, the number of insecticidal spray for managing brinjal fruit and shoot borer infestation has been reduced (4-5). Encouraged by the results of Mr. Sudesh Kumar Sharma, farmers of the adjoining village are now using pheromone traps and botanicals for managing fruit and shoot borer menace in brinjal. With these efforts the concept of IPM has been popularized in the village and they are now fully confident about need base application of insecticides in crops for management of pest. The technology is now horizontally spreading to the neighboring villages. In addition, the end produce had better keeping quality and market value than the others grown with insecticides.





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