

Off Season Vegetable Cultivation

Initial status:

Guhal Chatua, is one of village of Sadar block of Keonjhar district where majority of farmers depend on vegetable farming as their sole source of livelihood. Land distribution in this village is highly skewed and small and marginal farmers occupy the major chunk of the population. Like other vegetable belts of the district farmers were traditionally growing cucurbits, okra and brinjal in the rainy season along with paddy and cole crops and tomato during rabi season. Extremely perishable nature of vegetables, poor storage facility and middle man domination often resulted in inability in the part of vegetable growers to cope with the fluctuating market dynamics and used to face tremendous uncertainties as far as the price of their produce is concerned. Sky rocketing price of agro inputs, heavy incidence of insect pest and other physiological and nutrient related disorders were further intensifying their problems and the poor farmers of Guhalchatua village could not find vegetable cultivation remunerative enough for their sustenance and the area under vegetables were continuously declining.

K.V.K Intervention:

Krishi Vigyan Kendra, Keonjhar adopted this village in the year 2001-02 and during the PRA survey low market price and poor productivity of vegetables emerged as the major problem for the villagers. The scientists made the SWOT analysis and found that conducive climatic condition, favorable topography and rich knowledge base of farmers on vegetable cultivation are the major strength of the farming system. Hence there is a great scope for cultivation of off-season vegetable like cabbage, cauliflower, radish, tomato etc. in the village. KVK, Keonjhar motivated the villagers to grow off-season vegetables for getting better market price with minimum cost of cultivation by organizing number of farmers fair and awareness camps. KVK also conducted no of training programmes on nursery raising techniques for healthy seedlings, integrated nutrient management with particular reference to micronutrient application, integrated pest management with particular reference to fruit borer, wilt & fruit rot management in tomato and bacterial rot management in cole crops and other improved package practices.

Besides to increase the conviction level of the farmers' large numbers of front line demonstration were conducted in the their field with their active participation. Through FLD wilt resistant varieties of tomato i.e. BT -10 , early variety of radish, Pusa chetki were introduced. Besides for farmer participatory evaluation of suitable variety for off season cauliflower no of on farm testing programme was organized.

Innovative extension approach:

In addition to the mandatory activities KVK organized many field days at the successful demonstration sites by inviting other farmers of the village for increasing their conviction level. To create awareness among other farmers and speedy transfer of technology no of radio talks were delivered on off-season vegetable cultivation. Exposure visits were also organized by inviting the farmers to KVK instructional farm to practically see the nursery raising techniques and improved methods of off-season vegetable cultivation.

Deposits of Technology:

- Cultivation of BT-10 variety of tomato, Pusa chetki variety of Radish and Early kuanari & Pusa Katki variety of cauliflower.
- Micronutrient (Boron) application in Cauliflower, Cabbage, Radish & Tomato
- Integrated Pest Management (Fruit borer, Wilt and fruit rot management in tomato, Damping off & cord rot, DBM management in cole crops.

Adoption:

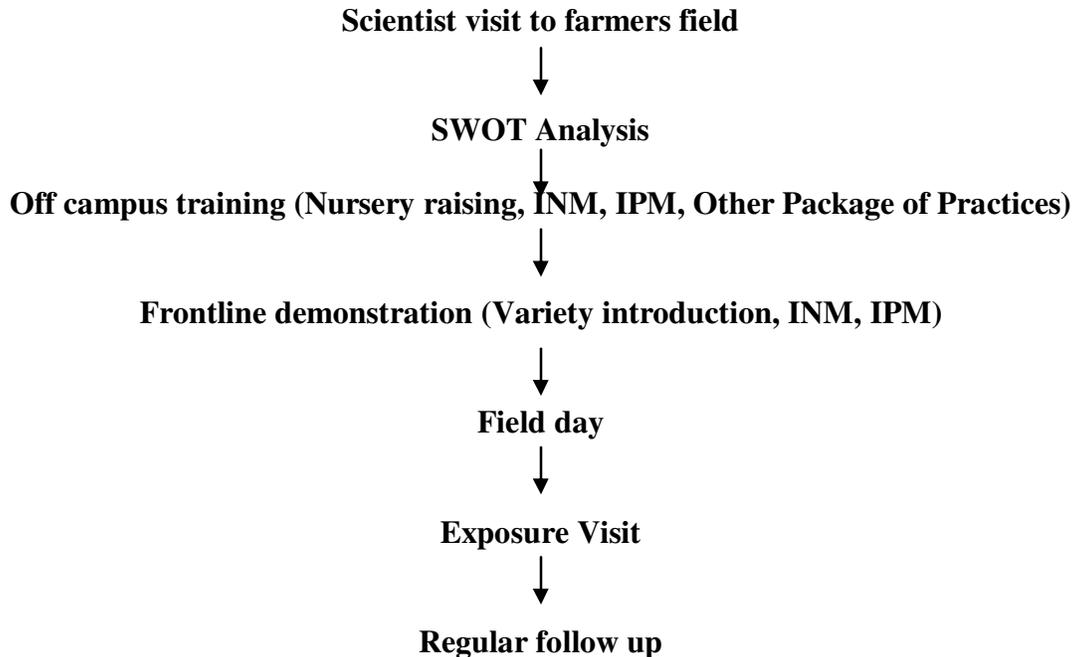
Laxman Mohanta, a progressive young farmer of the village came into the forefront for adopting this new technology and started cultivating tomato, radish and cauliflower in the kharif season. He has been in constant touch with the scientists of KVK regarding the selection of appropriate variety, improved package of practices and plant protection measures. Within two to three years he has

learned the skill of off-season vegetable cultivation and started disseminating this skill to other farmers. Motivated by the success of Laxman Mohanta, other farmers of the village started cultivating off-season vegetables in their crop field and it helped them



immensely for improving their economic status. Realizing the effort and contribution of Laxman Mohanta in the field of vegetable cultivation, OUAT honored him as the best vegetable grower on the occasion of University Foundation Day. In his remark he thanked God, the climate of Keonjhar and KVK for this outstanding success.

Model of technology dissemination by KVK.



Farmer's reaction:

According to the farmers of Guhal Chatua village they now need not go to the Keonjhar market for selling their produce and large numbers of vegetable vendors are started coming to their doorstep, as there is a huge demand for off-season vegetable among the consumers. Market competition reduced, middleman eliminated and they are now getting more price out of their produce.

Extent of diffusion:

The tremendous impact of this technology slowly spreads to other villages and many farmers adopted this technology and improved their economic condition. . Now Guhalchatua and its adjoining areas occupied special niche in the map of Keonjhar district as far as off-season vegetable cultivation is concerned.

Follow up action of KVK:

The scientists of KVK are regularly visiting to farmers field and providing technical guidance to the farmers on pest and nutrient management, micronutrient application etc.

