

Case Study 4

Journey from casual labour to small farmer through floriculture cultivation under improved vegetable cultivation

Name of the beneficiary : Jakkula Satyanarayana
Father Name : Venkataiah
Village Name : Kyatampalli, Dharmasagar Mandal of Hanumakonda District of Telangana State of INDIA.

Past Situation :

Mr. Satyanarayana, 45 years is a marginal farmer from Kyatamaplli village of Dharmasagar mandal. Actual he is small farmer but due to financial problems both wife and husband use to go for daily labour for livelihood. They have two children, elder child studying degree and younger studying in 10th standard. They have two acres of agriculture land. He cultivated only paddy in rainy season and spent more investments for fertilizers and chemicals and sometimes he lost his investment also. So, with insufficient income from agriculture, they engaged as daily labour. They were struggled hard to fulfil their daily basic amenities and for better life.

Lodi & Andheri Hilfe /BMS project Initiation:

As part of our Lodi project activities Mr. Satyanarayana attended farmers training on promotion of improved vegetable cultivation practices, Floriculture and millets crops, traditional crop and gained knowledge on promotion of floriculture (Marigold) cultivation and visited some demonstration floriculture plots also . Our community organizer Mrs. Joyshna has motivated him about floriculture cultivation. After the training we have distributed marigold seeds to selected farmers. Mr. Satyanarayana also trained and shown interestedly and interacted with the community organizer and agronomist on promotion of floriculture cultivation. After seeing his interest, we have given two variety of marigold seeds in 20 guntas in rainy season first crop. He has also grown vegetables along with marigold.



Mr. Satyanarayana frequently approached to our community organizer and agronomist on support of innovative agriculture methods in floriculture cultivation. With all his hard work the marigold flowers crop has given very good yield and got good quality and quantity of the flowers in right time. In the Telangana October to January many festivals are celebrated and there is very much demand for marigold for doing pujas at home and temples.

The community organizer and agronomist have given knowledge on marketing techniques for selling marigold. After getting yield they have sold out in farm place, village and local market etc and received good amount. They sold marigold flower per kilogram Rs.80/- to 100/- in festival season. The people use to decorate the houses, pujas, and temple etc with marigold flowers. Mr. Satyanarayana has sold out nearly 280 kilograms of flowers, sold vegetables for use for consumption purpose and total received approximately Rs.25000. He has spent investment of Rs. 7000/- for cultivation



and got income of Rs. 18,000.

Present status:

With the increased income Mr. Satyanarayana is now able to fulfil his family needs and spent for his children education. He stopped doing labour work and concentrating more on promotion of organic cultivation in flowers, vegetables, paddy crops in his own two acres of land. Now he is living happily with the support and cooperation given by Lodi Society. Through Lodi MSSS intervention his family living with confidence and start new journey as floriculture farmer in the project villages. He has expressed special thanks to Andheri Hilfe / BMZ, Germany for generous help.