

Case Story

Name of the Farmer	: Banoth Venkanna
Age	: 50 years
Total family members	: 4 members
Name of the village	: Patimeedhi Thanda
Name of the mandal	: Gudur
Name of the District	: Mahabubabad



Venkanna is a farmer living in Patimeedhi Thanda village of Gudur mandal and Mahabubabad district. His wife agriculture labour and he has one son B.Suresh he is studying Btch final year and second one daughter B.Mounica studying Degre 1st year. Venkanna has 1 acre land he is cultivating ½ acre Sorghum and reaming ½ acre he is cultivating different indigenous vegetables Last 2years he was cultivated Chilli and Paddy in order he didn't get right price, increased investment on manures and chemical

pest, he is diversified to cultivate Sorghum and vegetable crops.

Lodi Intervention: Lodi has taken up the Ujjwala project Phase III and educated the target people on improving livelihoods, welfare programs through awareness meetings and training programs. During the farmers meetings and village awareness meetings Venkanna attended and was inspired about organic farming and promotion of vegetable gardens in his 1 acre land. Venkanna to cultivate vegetable gardens with organic farming methods and has helped to the neighbours farmers in preparation and use of “Jeevamurtham” and Organic pest repellents. He has done staking to his vegetable garden for better yield and used “Jeeva amurtham” regularly. With this he has able to get good yield and started selling vegetables on his own, without selling to middlemen. Venkanna to sell vegetables in the Mandal and District head quarter Market and got nearly Rs.5000/- to Rs.7000/- in every month and the investment cost of nearly Rs.1000/- only.



Impact: Now still in Venkanna fields, main vegetables are cultivating Tomato, Ridge gourd, Bitter gourd and leafy are cultivating and he is selling vegetables on his own, without middlemen. Now he wants to extend his vegetable garden with staking, promotion of organic farming and to do in farther years, and also he is a role model to other farmers in the Patimeedhi Thanda. Venkanna was happy with the collaboration of Lodi MSSS through Ujjwala Project Phase III.