

## Demonstration of TNAU Bhendi Hybrid Co-4

- 1 **Background of Farmer** : Th. K. Rajendran,  
106, Melanagai Post,  
Mannargudi Taluk,  
Thiruvarur District,  
PIN -614 001.  
Mobile : 09788545087  
Land Holding : 7 acres  
Irrigation Source : 2 borewell
- 2 **Intervention Process** : Through Front Line Demonstration during 2016-2017
- 3 **Intervention Technology** : New TNAU Bhendi Hybrid Co 4
- 4 **Impact Horizontal Spread** : Earlier the farmers used to cultivate only the locally available Okra variety with low yield potential i.e. 10-12 tonnes per hectare and highly susceptible to powdery yellow vein mosaic virus disease. He has approached ICAR-KVK, Thiruvarur to take advice on improving his farm income through other Okra varieties / hybrids. To overcome this issue the Front Line Demonstration on New TNAU Bhendi Hybrid Co 4 with a yield potential of 25 t/ha and resistant to yellow vein mosaic virus disease has been proposed to sustain and generate more income from Okra cultivation for the year 2016-17 and accordingly the programme was approved by the Directorate, ICAR-ATARI, Zone VIII, Bengaluru. Initially ICAR-KVK, Thiruvarur has provided some important critical inputs like TNAU- Bhendi Hybrid Co 4 seeds, vermin-compost and bio control agents. He got a yield of 20.17 tonnes yield per hectare with a gross income of Rs. 121020/-, net profit of Rs. 78020/- per hectare with a cost benefit ratio of 3.0.
- 5 **Impact Economic Gains** : The farmers obtained a yield of 20.17 tonnes per hectare with a gross income of Rs. 121020/- per hectare. The net profit of Rs. 78020/- per hectare can be achieved through the adaption of new released vegetable variety TNAU Bhendi Hybrid Co 4.
- 6 **Impact on Employment Generation** : All the farmers have expressed their happiness on the performance of TNAU Bhendi Hybrid Co 4 high yielding Okra variety over the existing local variety. The yield increase was 37.21 per cent higher than local variety.