

Introduction of New Bhendi Hybrid CoBhH 1 in Thiruvarur District

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 2014-2015
3	Intervention Technology	:	New Bhendi Hybrid CoBhH 1
4	Impact Horizontal Spread	:	Earlier the farmers used to cultivate only the locally available Bhendi variety with low yield potential i.e. 5-6 tonnes per hectare and highly susceptible to yellow vein mosaic virus disease. He has approached KVK, Thiruvarur to take advice on improving his farm income through other Bhendi varieties / hybrids. To overcome this issue the FLD on Demonstration of Bhendi hybrid CoBhH1 with a yield potential of 22.1 t/ha and resistant to yellow vein mosaic virus disease has been proposed to sustain and generate more income from Bhendi cultivation for the year 2014-15 and accordingly the programme was approved by the Zonal Project Directorate, ICAR, Zone VIII, Bengaluru. Initially KVK, Thiruvarur has provided some important critical inputs like CoBhH1 seeds and IIHR vegetable special. Thus he is now getting more than 18 tonnes Bhendi yield per hectare with a gross income of Rs. 1.08 laksh through the introduction of CoBhH1 high yielding Bhendi hybrid in Thiruvarur district.
5	Impact Economic Gains	:	More profit i.e. Rs. 1.08 laksh per hectare can be achieved through the adaption of new released vegetable hybrids especially in Bhendi
6	Impact on Employment Generation	:	All the farmers have expressed their happiness on the performance of CoBhH1 high yielding Bhendi hybrid over the existing local variety. The Farmers informed that there was 12 tonnes increase in the yield per hectare.