

SUCCESS STORY

POLYHOUSE TECHNOLOGY TO INCREASE PRODUCTIVITY OF HORTICULTURAL CROPS

1	Background of farmer	:	<p>Mr.S.Jeethaman Krishna S/o Mr.S.Sethuraman, Rajapayan Savadi, Mannargudi Taluk, Thiruvarur District 9600772360 Land holding : 50 Acres Source of Irrigation : single submersible bore well and Canal water Details : A Young Well educated MBA graduate (UK) has attracted the whole focus of the Youth in and around Thiruvarur. Unlike other young IT professionals, he has great affinity towards Agriculture. For the first time in Thiruvarur District he has started polyhouse and successfully producing cucumbers with good yield and profit.</p>
2	Intervention Process	:	Trainings and workshop
3	Intervention technology	:	Polyhouse cultivation of horticultural crops with drip fertigation
4	Impact Horizontal spread	:	His Family for many decades has taken up only rice as major crop cultivation like other farmers. Temperature, humidity, etc., are screened regularly and good hygiene is maintained with only three labourers. There are so many youngsters visiting from all over Tamil Nadu. After the visit of Our Honorable Vice Chancellor, District Collector DEE, Director of Agriculture and many other officials frequently visits KK Farm which is said by him a great motivating factor. Attracting and retaining Rural Youth in Agriculture (ARYA) Program was conducted at his farm on

			07.02.2015. Day by day his farm is becoming more popular through magazines and mass media for its being profitable one. He is set a focused successful example for a young and energetic person who can achieve to the skies.
5	Impact economic gains	:	He has taken 25 cent with 12 lakhs investment. Within 60 days, he has harvested 14 tonnes. One kg was sold for Rs. 25-40 based on the demand. He has attained good marketing opportunities. His gross income was 5.6 lakhs per harvest.
6	Impact on employment generation	:	Cropping along with allied enterprises will give the sustainable income to the farmers with reduced input cost. Though many crops are suitable for polyhouse, he has started up with cucumbers followed by capsicum, mushroom etc., He is still standardizing for the profit.