

Success Story of VERMICOMPOST ENTREPRENEUR: DR. SHARVAN KUMAR YADAV

Entrepreneurship in the field of vermicomposting was developed, which followed a process of idea generation, product initiation, technology standardization, identification of business opportunities and marketing strategies. Dr. Sharvan Kumar Yadav, after doing his Ph.D., explored the academic and business opportunities. He is from Sunderpura Village, Tehsil Kishangargh Renwal, District Jaipur, Rajasthan. During the COVID-19 pandemic, when there was a nationwide lockdown, he started an agri-business enterprise to utilise his academic knowledge and experience in organic farming. He analysed that there was a huge demand for vermicompost, so he decided to start a vermicompost production unit.

During his M.Sc. and Ph.D., he learned practical aspects of various organic inputs under the mentorship of Dr. S K Sharma, Director of Research, MPUAT, Udaipur. He also worked for six years as a Senior Research Fellow in the ICAR-All India Network Project on Organic Farming, MPUAT, Udaipur, where he was involved in many training programmes and learned the scientific aspects, methodology, and application of all organic inputs and got the idea.

Initially, he started the venture with 17 vermibeds with a size of 30 ft x 4 ft x 1.5 ft (each bed). In the beginning, he faced social and economic constraints, but now he has 1000 vermibeds. He is using social media platforms like You Tube, Facebook, Telegram, Instagram, and digital and print media, i.e., newspapers, for the marketing of vermicompost, vermiwash, and earthworms. He has his own YouTube channel named "Dr Organic Farming **जैविकखेती**" where he has uploaded more than 200 videos which are very informative and understandable

for farmers. His YouTube channel has 19,500 subscribers and around 3 million viewers. His success story has been published in Danik Bhaskar, Rajasthan Patrika, Aaj Tak News, The Better India, New 24, Gujrat Samachar, India Times Hindi, Amar Ujala, Hello Kisan, Farm and Food Magazine, Haldhar Times etc.

His vermicompost unit provides the best quality vermicompost, vermiwash, and earthworms to the farmers. In comparison to other units, he provides about 2000 to 2500 earthworms to farmers in 1 kg, whereas others provide about 300 to 400 earthworms in 1 kg.

IMPACT OF HIS IDEA:

He provided employment to nine people of his village per year. His father was awarded as "The Best Organic Farmer" at district level in Jaipur district in 2021 by the Hon'ble Agriculture Minister, Rajasthan Government and the Hon'ble Vice-Chancellor of Sri Karan Narendra Agricultural University, Jobner. His father was also awarded as a state level "Best Organic Farmer" in Rajasthan state by the Hon'ble Chief Minister, Rajasthan Government. His farm's annual turnover is Rs. 25 lakhs.

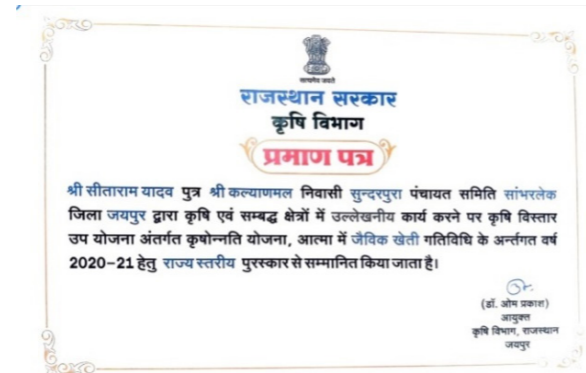


DR SHARVAN KUMAR YADAV'S MESSAGE TO FARMERS:

Plan your idea carefully and work hard to achieve your objectives through the quality of your business and work.



Dr. Sharvan Kumar Yadav's father receiving "Best Organic Farmer Award" in Rajasthan State by Hon'able Chief Minister, Shri Ashok Gehlot ji



Best organic farmer Award in Rajasthan State



Dr. Sharvan Kumar Yadav along with his mentor Dr Shanti Kumar Sharma, Director Research, MPUAT, Udaipur



Dr. Sharvan Kumar Yadav providing free training to farmers

