

Green Cafeteria- Success Story of Green Leafy Vegetable Farmer

P.S.M Phanisri*, Dr. J. Hemantha Kumar, Dr. V. Chaitanya, Dr. Jessie Suneetha and Dr. K. Ravi Kumar

Krishi Vigyan Kendra, Wyra.

Professor Jayashankar Telangana State Agriculture University, Hyderabad.

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Vegetables play important role in food and nutritional security, particularly green leafy vegetable are considered as exceptional source of Vitamins, minerals and phenolic compounds. Green Leafy vegetables provide vital nutrients required for human health and wellbeing as these includes amino acids, vitamins, essential fatty acids and dietary fiber. It has also significant socio economic benefits, for instance farmers in villages mostly women grow and harvest green leafy vegetables to supplement household income. In rural areas green leafy vegetables are usually considered as the cheapest source of food for micronutrients and supplementation to combat nutrients deficiencies. Due to the good nutritional value, they are always on demand in the market. They not only provide nutritional value but also few vegetables like mint, coriander increase the flavor of the food. The advantages of green leafy vegetables over other crops are less cultivation period, requires less input, prone to less incidence of pest and diseases. If the leafy vegetables are grown continuously throughout the year the farmer will have good share of profit.

Forecasting the demand of Green leafy vegetables in the market ten years ago, Shri Bandi Sudhakar Reddy of Kandukuru village, vemsoor Mandal, Khammam District decided endeavor Green leafy vegetables cultivation. Initially shifting from paddy cultivation practice to Green leafy vegetables cultivation was difficult with mere knowledge but, as it is said that 'Man learns from experience' he has got mastery in green leafy vegetables cultivation.

Bandi Sudhakar Reddy having a farm of 2.5 acres grows different varieties of green leafy vegetables like, Spinach, Coriander, Amaranthus, Indian Sorrel, Gogu, fenugreek throughout the year. During the month of June and July he grows green manure crops and incorporates in the soil by rotavator and prepares the land by ploughing. Further he prepares raised beds of 3 meters width, 15 meters length to grow vegetables in the bed. Later within the span of 7 to 10 days broadcast the seeds in different beds so as to get the leaf cuttings

every day. Irrigation and nutrients are provided through the channels between the bunds. To limit the incidence of pest and diseases spraying is done at every fort night intervals. Every crop has comes to harvest at different time so, accordingly he sells to the consumers.. As Coriander and Amaranthus and Gogu is always in high demand he planned accordingly and confined a large area under these cultivation. This way the farmer gets the produce after 30-40 days of broadcasting.

The farmer has adopted a good marketing strategy to disrupt the middle men intervention. He himself goes to nearby town, sells the produce to the customer by reaching their doorsteps also make sure that the vegetables are fresh and sells completely without procrastination. Every six days in a week he visits different nearby towns and villages. He promotes about his produce by audio announcement in the running vehicle. This idea of advertisement disrupts the middle men intervention and saves money and customers also gets fresh green leafy vegetables. Daily he sells nearly 1000 bundles of green leafy vegetables, As per the demand each bundle cost ranges from Rs 5 to 10. Shri Bandi Sudhakar Reddy realizes the net income of Rs 1,40,000/- from one acre in one season.



	Investment per acre
Field Preparation	Rs 6,600/-
Seed	Rs 7,700/-
Manual Weeding	Rs 25,600/-
Harvesting	Rs 1,80,000/-
Cost of cultivation	Rs 2,19,000/-
Gross income	Rs 3,60,000/-
Net Income	Rs 1,40,100/-

