

Organic Harvest - A Success Story of Organic Farmer

**P.S.M Phanisri, Dr J. Hemantha Kumar, Dr V. Chaitanya,
 Dr Jessie Suneetha W. Dr K Ravi Kumar and Dr D. Naga Raju**
 Krishi Vigyan Kendra, Wyr. PJTS Agricultural University

ARTICLE ID: 48

Cherukuri Rama Rao is a model farmer from Telangana who adopts innovative , diversified farming methods. He is considered as one of the progressive farmer in khammam district and received many accolades in the form of awards and appreciation, apart from farming he is also giving employment to the villagers. In his 25 acres of land he cultivates different vegetable crops seasonally and based on the demand of the consumers. Initially he used to cultivated agricultural crops like paddy, cotton however the low returns and concerned about the health of the soil and environment he switched to completely organic farming.

He practices organic farming coupled with latest technologies like staking in tomato, sprinkler method in spine gourd, mulching, trellis method, and pandal cultivation in creeping vegetables like Bitter gourd, Bottle Gourd etc. A huge water body is being maintained by the farmer where he dumps all the agriculture waste and animal waste is keep for fermentation, the water than sent to different pipelines laid out for the supply of the nutrients to the crops. Hence this method minimises the cost on buying the fertilizers. For the control of pest and diseases he completely avoids pesticides and fungicides, rather he prepare own potions out of fermented buttermilk, different oils, garlic. He also providesing employment to 25 others farmers for spraying, preparing potions and also maintain the farm. He sells his produce directly to the consumer without intervention of middlemen, this approach ensures high returns avoiding intermediaries and enabling quality produce to reach the consumers thereby better communication with end users.

Crop	Yield in quintals	Cost of Cultivation	Gross Income	Net Income	Cost Benefit Ratio
Tomato	278	92500	2,78,000	1,85,500	3:1
Coccinia	210	1,15,200	3,15,000	1,99,800	2.73
Bhendi	284	61,250	2,27,200	1,65,950	3.71

Cucumber	110	59,400	1,76,000	1,16,600	2.96
Bottle gourd	128	59,720	2,56,000	1,96,200	4.28:1
Spine gourd	65	71,800	3,25,000	2,53,200	4.03:1
Bitter gourd	68	1,12,200	2,04,000	91,800	1.82:1
Dolichus beans	32	61,400	1,28,000	66,600	2.08:1
Paddy	26	27,900	48,500	20,600	1.73:1

With the guidance of KVK, Scientist he is adopting of organic farming along with production technologies like installation of pheromone traps, light traps , trellis method and drip system along with the mulch in few crops like tomato, cucumber obtaining a good profit. Now a days as the consumer preference towards health and quality life is increasing he started selling the produce in retail outlet in Rythu bazaar in Khammam district .Unlike other farmers who sells organic vegetables at higher cost, Rama Rao sells at market price only, though he does not realise much profit however it gives immense satisfaction to him. He owns a auto carrier for transportation of the produce to the rythu bazaar

