

From Struggles to Success: The Inspiring Journey of Mr. Pratik Gulande's Disease Free Citrus Nursery

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Name of Entrepreneur: Pratik Gulande

Address: Mohpa, Kalmeshwar, Nagpur

Age: 35

Educational Qualification: Bsc.Agri.

In 2015, Mr. Pratik Gulande embarked on a venture to establish a Citrus Nursery, driven by a vision of cultivating quality saplings on his 2-acre piece of land. However, his aspirations faced a significant setback due to challenges in insect pest management, preventing the production of disease-free saplings. Undeterred by the initial hurdles, a turning point occurred in 2019 when the KVK-ARYA team extended their support. The team meticulously studied Mr. Gulande's challenges related to management practices and provided expert guidance, particularly in insect, pest, and water management.

Armed with newfound knowledge and strategies, the nursery underwent a remarkable transformation. Today, it stands as a beacon of success, producing disease-free citrus saplings on a large scale. The visionary expansion of the nursery to 3 acres reflects Mr. Gulande's commitment to excellence. With an annual production of 40,000 to 50,000 saplings, the nursery has become a flourishing hub of citrus cultivation.

Notably, the cost of production for one year is a commendable 3 lakhs. Mr. Gulande's dedication is further reflected in the successful marketing of Sweetlime and Nagpur mandarin saplings at Rs. 45 per sapling. The annual sale of 20,000 Sweetlime and 20,000 Nagpur mandarin saplings translates into a substantial revenue of Rs. 20 lakhs. Impressively, after deducting production costs, Mr. Gulande enjoys a net income of Rs. 15 lakhs annually from his citrus business.

The fruits of Mr. Gulande's labor are not just financial; they are embedded in the proud identity of "Gulande Citrus Nursery." Nestled in the heart of Mohpa village in Kalmeshwar Taluka, Dist. Nagpur, Maharashtra, this brand has become synonymous with success and quality in the local community. Mr. Pratik Gulande's story is a testament to the transformative power of perseverance, expert guidance, and a commitment to excellence in the world of citrus cultivation.

In conclusion, Mr. Pratik Gulande's journey in establishing and transforming Gulande Citrus Nursery stands as a remarkable testament to the transformative power of perseverance and expert guidance in the realm of citrus cultivation. Overcoming initial setbacks in insect pest management, Mr. Gulande's partnership with the KVK-ARYA team in 2019 marked a turning point, leading to the nursery's substantial growth. Today, with a visionary expansion to 3 acres, the nursery is a flourishing hub of citrus cultivation, producing disease-free saplings on a large scale. Mr. Gulande's commitment to excellence is evident not only in the annual production of 40,000 to 50,000 saplings but also in the commendable cost of production at 3 lakhs per year. The successful marketing of Sweetlime and Nagpur mandarin saplings, generating an annual revenue of Rs. 20 lakhs and a net income of Rs. 15 lakhs, reflects both financial success and the proud

identity established by Gulande Citrus Nursery in the local community. Mr. Pratik Gulande's story serves as an inspiring example of how dedication, expert

guidance, and a commitment to excellence can lead to transformative success in agriculture.

Table 1: Impact analysis:

Impact factor	Before start of ARYA (2017-2018)	After adoption of ARYA (2022-2023)
Name of enterprise	Gulande Citrus Nursery	Gulande Citrus Nursery
Size of enterprises (No. of bags/beehives/fingerlings/area etc.)	Citrus nursery in 2 acres	Citrus nursery in 3 acres
Individual/Group	Individual	Individual
Yield	10000 citrus saplings	40000 citrus saplings
Cost of Production / unit	100000	500000
Gross income	10000 x20 rs /sapling =200000	40000 x 45 rs/sapling=2000000
Net income	Rs.100000/-	Rs.15,00000/-
Marketing	Directly from farm gate at mohpa	Directly from farm gate at mohpa, various state level exhibitions