

## Success Story: Market-led Intervention in Custard Apple

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India is blessed with a rich diversity of horticulture crops, which plays a vital role in securing livelihood for its 1.35 billion people by rendering a gamut of livelihood options including food, employment, traditional medicine, timber, value addition and livestock fodder. In addition, these crops also play an important role in the stability of eco systems. These underutilized horticulture crops species are often referred as underutilized horticulture crops. These underutilized fruit crops have a great potential to contribute to food security and poverty alleviation including the value addition for their diversified uses.

Arid refers to prolonged dryness, and is used with regards to the climate itself, in such regions the ability to produce agricultural crops is limited.

In general, on arid lands the potential evaporation of water from the land exceeds the rainfall. Arid environments are extremely diverse in respect of their land forms, soils, fauna, flora, water balances and human activities.

In this connection, the arid fruit crops farmers success story has been collected from the Kalaburagi region and tried to make convenience to the upcoming farming situations to the young generation of the region.

Custard apple naturally grown in hilly area of Chincholli taluk of Kalaburagi Dist. Nearly 52 ha area

under cultivation. Where fruits were collected by local dwellers of the region and they use to sell in the local market at throw away prices and get very less remuneration. Custard apple highly perishable and fruit damage when stalked in basket. Realizing this problem, ICAR- KVK Kalaburagi put forth one step ahead in packaging, branding and marketing of custard apple under EDP programme during 2021-22., fruits are graded based on size and colour, packaged in CFC boxes all fruits were marketed through social media. Conducted training and awareness programme on packaging and marketing of custard apple and mango

### Objectives

1. To get premium price for the produce
2. To reduce post-harvest losses

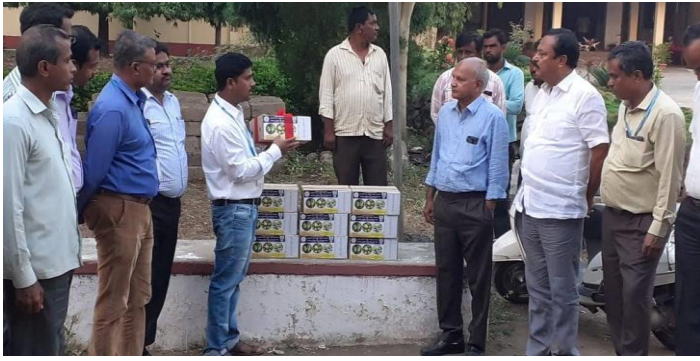
### Intervention

1. Hands on training on packaging and value addition to unemployment youths
2. Market linkage (Govt. office and corporate office of KLB) as demand-based supply.
3. Innovative extension method.



### Extension Activity

Given hands on training on packaging and branding of custard apple, Press reports and tv talk and radio talk



## Created WhatsApp group

Raithara marukatte, marketed fruits based on demands of consumers, Marketing strategies is importance of custard apple in human health through youtube channel/twitter/ Radio talk/TV talk/press report and other social media were used.

## Impact

1. Farmer earned net income 1.75 lakhs from half acre (80 plants)

2. Area under custard apple var. Balanagar and NMK-1Gold has been increased.
3. Visit to Telangana (Zaheerabad) state for extraction of pulp and value addition.
4. During covid-19 period 3 tonnes of custard apple sold and earned 89500/-

Because of innovative intervention by KVK scientist, farmers getting higher price for their produce and reduced the post-harvest losses by 20-30 % and reduced the marketing time (through social media) and now unemployed youths delivering custard apple based on demand of customer and among the 10 farmers undergone training 2 farmers were adopted this innovative method of packaging, branding and marketing of custard apple and mango namely.

**Table 1: Economics**

Sl. No.	Cost of packaging for one box (12 fruits)								
	Practices	Box 10 x 8"	Foam	Fruits value	Labour charge	Gross cost	Gross returns	Net return per box	% of increase sale price
1.	Improved packaging	9.0	1.0	60.00 (Rs.5/fruit)	5.0	75.00	120.00	45.00	37.50
2.	Local practice	-	-	60.00 (Rs.5/fruit)	2.0	62.00	70.00	8.00	11.40

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