

## Success story on year-round income with multiple vegetable production

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Vegetables are called as protective food due to their enhanced vitamins and minerals content thus leading front in the crop cultivation to cop up with the nutritional needs and also play a pivotal role in doubling the farmer's income due to the short duration, higher productivity, and labor-intensive nature. The doubling of farmer income through cultivating vegetable crops is a transformative approach that holds immense potential for improving the livelihoods of small and marginal farmers which India has the most. By means of focusing on market-driven and sustainable agricultural practices, this initiative aims to empower farmers, reduce poverty, and foster rural development while ensuring food security and nutrition for both urban and rural consumers. Year-round vegetable production can be profitable if you grow the right vegetables, use good production technology, and aim for high yields and profitability.

A prime example of a successful year-round income through diverse vegetable cultivation is the story of farmer "Vittal " who strategically grows a variety of vegetables like Brinjal, Tomato and Chilli., ensuring a consistent income stream throughout the year by carefully planning crop rotations based on seasonal needs; this allows him to harvest and sell fresh produce to local markets almost year-round, with notable earnings from each vegetable type contributing to his overall profitability.

Shri Vittal Satyannavar from Pudukalakatti village of Dharwad taluka owns 18 acres of land with good irrigation facility. Ten acres of his land is very near to his house and irrigation is available. Adoption of new technologies/ varieties and guiding others in adoption of successful technologies is a regular practice he follows. Dharwad is nearly 15 kms from his village and there is a good transportation facility also. Throughout the year, he was growing tomatoes in an area of 1 acre due to market accessibility.

### Interventions

KVK, Dharwad adopted Pudukalakatti village for implementation of DFI concept and Shri Vittal

Satyannavar was also one of the beneficiary. KVK Scientists observed during the beginning that he grows only one vegetable (Tomato) at a time and due to market rate fluctuation earned good money when rates are high and heavy losses during glut. Increasing rates of pesticides was also contributing to his share of losses.

### Technology

The FLD on vegetable crop cafeteria was implemented in his field during rabi 2019-20. One acre of tomato plot was replaced by 3 vegetable plots *namely* - Brinjal, Tomato and Chilli. The high yielding private varieties from sarpan seeds, Dharwad were given as demo inputs. The land preparation, seed bed preparation, use of organic manure were guided well in advance. Seedlings were transplanted during November 2020. The yellow sticky traps were installed to monitor sucking pest incidence and vegetable special was sprayed during flowering stage. KVK Scientists made timely visit and guided the farmer in nutrient management, pest and disease management.

### Impact

**Horizontal Spread:** The farmers growing vegetable from the same village got inspired by this successful intervention. Farmer also expressed that adoption of 3 crops instead of single crop may add some additional management practices but when market fluctuations are observed it is better and remunerative.

**Economic gains:** The farmer could get 4.6 q of tomato, 3.0 q of Brinjal and 3.8 q of Chilli in an area of one acre. The market rates were average and he could earn Rs. 2,51,067/- in that season and the BC ratio was found to be 5.9. The other fellow farmer by growing only tomato could harvest 34.30 q of tomato and net return of Rs. 1,27,700/- with the BC ratio of 3.92.

**Employment Generation:** Adoption of multiple vegetables provided continuous employment for two labours throughout the season due to continuous crop management and picking activities.

**Key elements of Vittal's success**

- **Crop diversification**

By cultivating a wide range of vegetables with different maturity times, Vittal ensures that there's always a harvest ready to sell, preventing reliance on a single crop and its seasonal fluctuations.

- **Seasonal planning**

Understanding the local climate, he strategically plants crops that thrive in different seasons, like growing heat-tolerant vegetables during summer and cooler-weather crops in winter.

- **Market access**

Vittal has established a reliable network with local traders who regularly visit his farm to purchase his fresh produce, guaranteeing a ready market for his harvest.

- **Water management**

Access to irrigation through a canal system and a dug well on his farm ensures consistent water supply for his crops, even during dry spells.

**Impact of his approach**

- **Stable income**

By having multiple vegetables ready for harvest throughout the year, Vittal experiences a consistent income flow, allowing him to plan for future investments and meet his financial obligations.

- **Community benefit**

His successful farming model serves as an inspiration to other farmers in the region, encouraging them to adopt similar diversified cultivation practices.

**Further considerations**

- **Organic farming**

Some farmers like Vittal are also incorporating organic farming techniques to enhance the quality of their produce and potentially command higher market prices.

- **Value-added products**

Exploring options to process and package certain vegetables into value-added products like pickles or dehydrated vegetables can further boost income potential.

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