

Success Story: Rise of A Farmer as Leader in the Nursery Industry in Kalyan Karnataka Region

Shreenivas B V, Raju G. Teggelli, Zaheer Ahamed and Yusufali Nimbargi

ICAR-KVK, Kalaburagi, Karnataka, India

*Corresponding Author: shreenivasbv.agri@gmail.com

Sri. Nagaraj S/o Basavaraj Segaji, 36 years old, 15 years farming experience B.Sc. graduate young farmer from Dhangapur village, Aland taluka, Kalaburagi district journey from a young farmer to a successful



entrepreneur is an inspiring tale of determination and agricultural innovation. His venture into the nursery business began modestly with the cultivation of papaya and watermelon seedlings within a 30*40 feet shade house first time in Kalyan Karnataka region. Over time, fueled by his passion and dedication, he expanded the enterprise to include a variety of vegetable seedlings. Earlier this region farmers were highly depended on Maharashtra state border towns for vegetable and fruits seedlings, it leads to costly due to transportation also time consuming. In this regard, Segaji studied the situation and decide to start the nursery business, finally he succeed.

He was advised by the KVK experts to scientifically grow and raise the nursery of vegetable and fruit crops, for getting better returns. He took vocational training on scientific nursery raising of crops, their production and protection technology at KVK, Kalaburagi.



As demand for his high-quality seedlings grew, Mr. Nagaraj made strategic investments in advanced equipment, enhancing the efficiency and scale of his nursery operations. Recognizing the significant presence of sugarcane in the region, he seized the opportunity to diversify, adding sugarcane seedlings to his portfolio and he also purchased Sugarcane Combined Harvester. This expansion further solidified his position in the market.

A pivotal moment in Mr. Nagaraj's success story was the construction of a three-acre poly house, a testament to his commitment to adopting modern agricultural practices. This move not only increased



production but also showcased his forward-thinking approach to horticulture.

What sets Mr. Nagaraj apart is not just his entrepreneurial acumen but also his commitment to community development. Providing employment opportunities for 30 families, he has become a key contributor to the local economy. With an impressive annual turnover of 4 crores, his nursery business stands as a testament to the profitability achievable through sustainable and innovative agricultural practices.

One distinctive aspect of Mr. Nagaraj's enterprise is his hands-on approach to customer service. Operating his own vehicle for seeding directly to farms, he ensures a seamless and personalized experience for his clientele. His reputation for delivering top-notch seedlings has made his a trusted name in the industry.



In essence, Mr. Nagaraj's success story mirrors the transformative power of passion, hard work, and a commitment to quality. From the humble beginnings of a small shade house, he has cultivated

thriving nursery business that not only sustains his livelihood but also enriches the agricultural landscape of the region.

His immense contribution in the field of agriculture especially in nursery in the year 2020, he had been awarded as '**Super Star Farmer**' award at district and state level from leading Kannada daily Vijaya Karnataka and '**Best farmer**' award at taluka level under ATMA Scheme from state agriculture department, Kalaburagi. Recently he awarded "**Millionaire farmers of India Awards 2023**" by IARI, Pusa campus, New Delhi during 06-08 December, 2023.

* * * * *