

**GOVERNMENT OF JAMMU & KASHMIR**  
**DEPARTMENT OF AGRICULTURE**  
**OFFICE OF THE SUB DIVISIONAL AGRICULTURE OFFICER, PRANOO**  
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**Doda**

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**Subject: Success Story of Sh. Mast Ram R/o Sarol Bagh, Zone Gatha, Sub-Division Pranoo.**

Sir

Kindly find enclosed herewith the success story of Sh Mast Ram R/o Sarol Bagh, Zone Gatha, Sub-Division Pranoo. The farmer with the concerted efforts of Department of Agriculture, Sub-Division Pranoo has been able to transform his small farm into a highly profitable enterprise with a Cost: Benefit Ratio of 1:3.62.

This is for your favour of information and appropriate necessary action at your kind please as desired and asked for.

Yours faithfully

**Sub. Div. Agri. Officer**  
**Pranoo**

**GOVT OF JAMMU & KASHMIR**  
**DEPARTMENT OF AGRICULTURE,**  
**DISTT DODA**

**MANAGEMENT OF SMALL HOLDINGS FOR  
BETTER RETURNS- SUCCESS STORY OF  
SH MAST RAM OF SAROL BAGH, ZONE GATHA,  
SUB-DIV PRANOO.**

**SUBMITTED BY:**  
**SUB-DIVISIONAL AGRICULTURE OFFICER, PRANOO**

Agriculture is the main stay of the rural economy of district Doda but small holding size and complete dependence on rainfall are major bottle neck for adoption of modern technologies and thereby improving the net returns per unit of land for the farmers. In such a scenario a farmer namely Mast Ram (48) has set an example for others. Mast Ram is a resident of village Sarol Bagh of Bhaderwh tehsil. His journey from a simple unskilled labourer to a successful farmer an upcoming agriculture entrepreneur was not easy and was full of all kinds of obstacles but he overcame everything with hard work and innovative ideas. He was born in a small village called Chiralla where he had a piece of land to cultivate, but could barely make two ends meal. He studied only up to 10th and had no other skills so he moved to Bhaderwah town in search of livelihood, purchased a 5 kanals plot of land with his personal savings. He started working as a construction worker and also cultivated his small plot of land with help of his wife and two small kids. But the things turned difficult for him due his sudden illness and some other issues which finally resulted in his divorce. Since due to his ill health and other issues he had to leave his primary occupation of construction worker and had to focus primarily on the Agriculture for supporting his family.

Sustaining his family became difficult since the cost of cultivation on his farm was quite high, totaling roughly around Rs 7000/- which was incurred on essential operations like ploughing, weeding, harvesting etc while returns from his farm growing only two major crops were meagre at around Rs 7250/- with nett returns of mere Rs 250/- and B/C ratio of 0.04, this could have barely been called as an efficient farm. He was shattered and dejected until he came into contact with employees of agriculture department who suggested him different agriculture enterprises including growing of quality vegetable seedlings and selling them to other farmers.

Inspired by encouraging words of agriculture department employees he decided to give it a try. He initially purchased quality seed of Knol Khol a vegetable highly cherished in the area, followed all the technical guidance provided by the department while growing the seedlings and put in all the hard work. He grew seedlings in 1 kanal area and vegetables in 4 kanal area. His work paid off and his seedlings got sold out in no time and he made good amount of money and reputation for himself. This year costs on his farm increased slightly with adopting labour intensive seedling and vegetable growing enterprises and also by using improved seeds and other inputs with costs totaling around Rs 8600/- while returns from his farm increased considerably at Rs 13,500/-. This year B:C ratio of his farm also

increased considerably at 0.57. Encouraged by this, next year he purchased hybrid and improved seeds of almost all the popular vegetables from Department of Agriculture and from a private seed dealer in Jammu and grew them in trays and polybags. His seedlings were ready for transplanting early and were sold immediately. This year costs incurred on his farm increased immensely totaling around Rs 18000/-. The extra increase in cost was due to increase in labour days and rate due to enterprise becoming more labour intensive, use of hybrid and improved seeds costing Rs 5000/-, fertilizers and pesticides costing him Rs 2000/-, costs incurred on travelling to Jammu to purchase seeds totaling Rs 2000 and miscellaneous charges totaling Rs 1000/-. The earning also increased to Rs Rs 70000/- with net returns of Rs 52000/- and B/C ratio from his enterprise was 2.89. Following year he decided to expand his work encouraged by increased profitability, so he purchased quality hybrid seed from Varanasi and Srinagar, he procured high yielding indeterminate cucumber, Bitter gourd, indeterminate tomato etc. He has also built a polyhouse measuring 40 x 20 feet to grow seedlings and tomato. This year he has earned money to the tune of 170000/- rupees after spending Rs 41500/- and B/C ratio this year has reached up to 3.10. in subsequent years his B: C ratio showed great improvement and he earned good profits on his produce. His brief economic analysis has also been given in subsequent pages. His seedlings have earned huge reputation in the market and there is huge demand for quality vegetables grown by him. His polyhouse grown vegetables come to the market almost one month earlier than other farmers. He proudly attributes this increase in profitability of his farm to certain reasons as:

- 1) Introduction of hybrid varieties which gave higher yields with better quality and higher returns.
- 2) Establishing better links with salesmen and consumers and marketing the products intelligently.
- 3) Introducing protected / polyhouse cultivation so that losses are minimized and thus returns are better.
- 4) Following best and efficient practices.
- 5) Producing seedlings and vegetables in poly house gives a chance to produce crops early in the season when there is less competition so returns are better. This also results in increasing the number of crops per season.
- 6) Introduction of indeterminate varieties of tomato and cucumber in poly house which give fruiting for 8-9 months and yields are very high.

- 7) Storing crops like onions and potatoes when their prices in the market are less and selling them when prices are high.

### **Current Production strategy and techniques used by Sh. Mast Ram**

#### 1. Production of Vegetable seedling on commercial scale:

Sh. Mast Ram has been a leading seedling grower of Bhaderwah for past few years now. He had been rather a pioneer of this business in this region. During current year Sh. Mast Ram has produced about 2.50 Lacs seedlings of various crops like Knol-Khol, Tomato, Brinjal, Capsicum, Bitter gourd etc and has earned a profit of about Rs. 1.00 Lacs from his seedling business.

#### 2. Production of Vegetables on commercial scale in small holding:

Sh. Mast Ram has been producing various vegetables in poly housed as well as in open field conditions in an area of less than 5 kanals of area. He is commercial producer of good quality cucumber, bottle guard, tomato, cole crops. He produces about 30 Qtls of cucumber, 20 Qtls of tomato, 15-20 qtls of bottle guard, 5 qtkls of onion in his farm.

#### 3. Modern Techniques used:

- i) Sh. Mast Ram uses **3 G pinching** technique to produce a greater number of fruits per plant and thereby increases his production. He is well acquainted in this technique and earns a good income as an expert of this technique from other growers also.
- ii) Protected cultivation of early nursery raising: Sh Mast Ram produces good quality seedling of superior hybrids earlier than others through protected cultivation. Department of Agriculture is providing all the technical and logistical assistance to the farmer in this regard.
- iii) Organic Production and use of organic inputs: Sh. Mast Ram is an expert in production of vermi-compost and organic liquid fertilizers like gauamrit, panchgavya etc. He also produces organic pesticide through the use of local plant-based products.

He hopes to make his farm even more profitable as he plans to add one more poly house to his farm and has decided to grow indeterminate variety of tomato in that, which gives fruiting for 7-8 months and also is a heavy yielder. He also has been advised to introduce mushroom cultivation and apiculture on his farm and has been

provided the technical guidance for this. He has also been advised by the department of agriculture to take up seed production of vegetables like cabbage, tomato, chilli and knolkhol.

Mast Ram has set the standards in managing small holding of 5 Kanals in very efficient manner so as to maximize the net returns. The efforts of the extension team of Gatha Zone in transforming the fortunes of the farmer are also appreciated.

Department of Agriculture wishes Sh Mast Ram all the success in his future enterprises and is committed to help him in every manner possible in future also.

**Some Photographs from the Farm of Sh Mast Ram :**



Seeling being produced in poly green-house structure



## Cultivation of Cucumber



Cultivation of Okra



Cultivation of Bottle Gourd



Cultivation of Bitter Gourd



Cultivation of Tomato



Cultivation of Chilies



Cultivation of Brinjal

**BROAD ECONOMIC ANALYSIS OF FARM OF SH MAST RAM (HOLDING SIZE 0.25 HA)**

<b>S NO</b>	<b>YEAR</b>	<b>TOTAL COST OF CULTIVATION (Rs)</b>	<b>GROSS RETURNS (Rs)</b>	<b>NET RETURNS (Rs)</b>	<b>B:C RATIO</b>
1	1 <sup>st</sup> YEAR	7000	7250	250	0.04
2	2 <sup>nd</sup> YEAR	8600	13500	4900	0.57
3	3 <sup>rd</sup> YEAR	18000	70000	52000	2.89
4	4 <sup>th</sup> YEAR	41500	170000	128500	3.10
5	5 <sup>th</sup> YEAR	60000	275000	215000	3.58
	6 <sup>th</sup> YEAR (2019-20)	80000	370000	290000	3.62

**Sub-Divisional Agriculture Officer,  
Pranoo.**